

Group 3 Sustainable Intensification

- Trust
- Definition/framing
- Governance
- Whole chain and end use
- Communication

Trust

- Building trust is a **process** – each country needs a multistakeholder process
- Sustainability is a **commitment** that must be aligned with **values** (compare belief in Maori communication with company communication)

Definition and framing

- Re-articulation of a long established principle for Indigenous Peoples
- Inseparability of S & I
- Intensification happens in the context of sustainability – more than production and value capture down the chain, while reducing environmental and social impacts

Governance

- Interdependent relationship with trust
- Part of trust building is a governance framework in which people have confidence
- Governance frameworks include regulation and certification
- Get governance right from the start, including at the community/indigenous level (FPIC)
- FSC & PEFC are discussing SI
- Window of opportunity to be taken for establishing system

Whole Chain and end use

- Look at SI along the entire value chain
- End use diversification to find bio-based products that could substitute for non-renewables or more harmful products

Communication

- Much easier if you have built trust
- Language – “intensification” may have negative connotations compared to “greater efficiency”