DEMANDING
CHANGE
BY CHANGING
DEMAND
Opening Keynote

Building sustainable and transparent supply chains: the evolution of certification and current challenges and trends

What is the role of certification in emerging market changes and innovations in sustainability standards? This session will involve a discussion of the evolution of certification over the past 10 years and the challenges of certification relating to trust, assurance and bureaucracy. It will then identify current challenges including the emergence of new business-driven sustainability standards and examine what the future could look like beyond certification.

Sasha Courville
Head of Corporate Responsibility Strategy
National Australia Bank
10:45am **Panel Discussion and Case Study**

*On the Ground - understanding what certification requires of farmers, producers and foresters in the field.*

This case study explores the on the ground challenges of certification from a producer perspective and what this means for sustainability standard setting. Certification provides a way to move sustainability through supply chains, however understanding the role of the producers in the certification process provides a valuable insight into why or why not certification is an effective tool for achieving sustainable outcomes.

Moderator: **Cameron Neil**

Speakers:  
**Tim Cronin**  
Head of Responsible Sourcing and Quality, WWF Australia  
**David Bennett**  
Forest Systems Manager, PF Olsen  
**Nick Savaidis**  
Founder and Director, Etiko

11:30am **Panel Discussion and Case Study**

*How business is responding to certification – companies putting sustainable certification into practise*

This session explores how business is responding to certification using a case study from a large multinational, sustainable seafood certification body and medium fair trade enterprise. Using these case studies, a panel discussion will be facilitated to gain insight into how replicable these case studies are across sectors and certification schemes, and the challenges and opportunities for sustainable certification for business into the future.

Moderator: **Anita Neville**, Senior Business Development and Marketing Advisor Asia Pacific, Rainforest Alliance Certification

Speakers:  
**James Whittaker**  
Head of Responsible Sourcing and Quality, Coles  
**Patrick Caleo**  
Country Manager Australia and New Zealand, Marine Stewardship Council  
**Natalie Dillon**  
Founder, 3fish
12:15pm  **Panel Discussion**

*Understanding the market – what is the value of certification for business?*

This session will explore market insights and obstacles to certification, exploring the challenges in supply chain governance and risk mitigation for business. It examines the value proposition of certification to brands, retailers and business, and whether this value has deteriorated in the face of more businesses choosing their own sustainability frameworks. This provides an opportunity to hear from key businesses and brands in the sector about challenges in the decision making process of choosing certification and deciding to specify certain certifications. It also provides a platform for discussing whether certification is still a relevant and sufficient tool for businesses in regulating supply chains.

**Moderator:**  **Susan Mizrahi**, Head of Corporate Responsibility and Stakeholder Engagement, Australia Post

**Speakers:**

- **Lok-Man Shu**  
  National Sustainability Manager  
  Officeworks

- **Natasha Ritz**  
  Brand Communications Manager  
  LUSH Fresh Handmade Cosmetics

- **Giro Maurici**  
  Founder  
  San Churro

1:00pm  **One hour lunch break**
2:00pm  Q&A/Panel Discussion

Beyond Certification – what is the future for certification in a world of self regulation by business?

- What does the future look like beyond certification? Trust issues? Self governance by businesses? Accountability and transparency in an era of self regulation and standard setting?
- What are the limits of certification? How do certification bodies remain relevant?
- How to communicate with customers on why one or the other is the best approach (business and certification bodies)
- How do certification bodies position themselves to remain relevant and sufficient for assisting companies in sustainable supply chains?

Moderator: Ross Wyatt, Director, Think Impact

Speakers:

Michael Pescot
Program Manager,
The Forest Trust

Annabel Hart
Social Impact Advisor,
World Vision Australia

Nick Rowley
Lead Consultant for Southeast Asia,
Robertsbridge

Julia Sumner
General Manager,
Oxfam Australia Trading

3:00pm  15 minute Networking break
3:15pm  Moderated Q&A/Panel Discussion

**Engaging the consumer – Can the behaviour intention gap be closed? How to effectively communicate with and build trust in consumers**

- How do advocates provide guidance to consumers in a world with a myriad of sustainable certification labels?
- Consumer fatigue with labels – should we work together?
- By creating labels, have we created ‘lazy’ consumers?
- In the digital age, how can we effectively communicate labels to consumers?
- Beyond certification – what does this mean for trust and consumer engagement?
- Self regulating businesses: What does this mean for helping consumers make sustainable choices?

Moderator: **Gordon Renouf**, Co-Founder, Good On You

Speakers:
- **Ben Peacock**
  Founder, Republic of Everyone
- **Ruth Dearnley**
  Public Advocacy Manager, World Vision Australia
- **Fuzz Kitto**
  National Australian Co-Director, Stop the Traffik Australia
- **Nick Bez**
  Research Director, Mobium

4:00pm  Closing Keynote

**Certification: What does the future hold for business, consumers and advocates?**

**Kate Harris**
CEO
Good Environmental Choice Australia (GECA)

4:45pm  MC wrap up and thank you’s
DEMANDING CHANGE BY CHANGING DEMAND