

— In —

GOOD COMPANY

— With —

FSC®

Crowne Plaza Copenhagen Towers, 10-11 October 2013



INTERESTED IN BRANDING, CSR, NGO COLLABORATIONS AND FSC?

JOIN US IN COPENHAGEN 10-11 OCTOBER 2013!

In Good Company is the global event of the year for companies and NGOs interested in FSC, CSR and working with labeling schemes as part of their company brand.

The two-day event will feature keynote speakers from the senior management of international NGOs, as well as from leading companies working strategically with branding through environmental labeling. All sessions will include open debates and lots of discussion.

WHO CAN I EXPECT TO JOIN?

This event is for FSC business partners, green and social NGOs, FSC representatives from around the globe, and organizations new to - or curious about FSC or interested in expert perspectives on green washing and NGO collaborations.

In Good Company will be held at the Crowne Plaza Copenhagen Towers. Constructed for the Climate Summit in 2009, the hotel has won numerous awards for its green profile, thus creating the perfect setting for the event.



MEET THE SPEAKERS...



KIM CARSTENSEN

Director General, FSC
International



SUDHANSHU SARRONWALA

Executive Director, Marketing
& Communications, WWF
International



ROB MICHALAK

Global Director of Social
Mission, Ben & Jerry's



FIONA WHEATLEY

Plan A Sustainable
Development Manager, Marks
and Spencer



JES FALTUM

Director, Environmental
Sustainability, LEGO



LISA MORDEN

Senior Director, Global
Sustainability, Kimberly-Clark
Corporation



DANIEL MITTLER

Political Director of
Greenpeace International

AND MANY MORE...

VISIT
[WWW.INGOODCOMPANY.FSC.
ORG](http://WWW.INGOODCOMPANY.FSC.ORG) FOR FULL LIST AND
PRESENTATIONS

ABOUT FSC

FSC - Forest Stewardship Council® - is an independent nonprofit organization that promotes environmentally sound, socially beneficial, and economically viable management of the world's forests. And because FSC is the gold standard for forest stewardship, it is the only certification system supported by the greater environmental community.

FSC IS REPRESENTED ALL OVER THE GLOBE

More than 28.000 companies around the globe are presently FSC certified and more than 1000 companies are approved retailers of FSC-labeled goods.

In Good Company is hosted by FSC to highlight and openly debate the global and local role of FSC and ethical labelling schemes in general - today and in the future.



Jonstrup Vang, North Zealand, Denmark

CROWNE PLAZA COPENHAGEN TOWERS

In Good Company 2013 will be held at Crowne Plaza Copenhagen Towers. The hotel has won various awards for its green profile and is leading the hotel industry in its work with social responsibility, sustainability and environmental management, making Crowne Plaza Copenhagen Towers the perfect setting for the event.

ENERGY IS KEY

To be one of the greenest hotels in the world, many measures must be taken. Among other things, the hotel has installed solar panels on its facade, which produces approximately 10% of the hotel's annual energy consumption.

The kitchen uses energy-efficient induction heating and all food is, to the greatest extent possible, organic and locally-purchased in order to avoid unnecessary CO2 emissions. In addition to this, all food waste is transformed into biogas and fertilizer.

IT'S THE LITTLE THINGS

Bathroom amenities, such as shampoo bottles, shower caps, and toothbrushes are made from decomposable and recycled material based on corn and potato starch. All in all, the hotel's green profile means that it uses 65% less energy than comparable hotels.

We look forward to welcoming you to Crowne Plaza Copenhagen Towers.



Crowne Plaza Copenhagen Towers

INFORMATION ON THE EVENT

EVENT PROGRAM

The program for the event is continuously updated and keynote speakers are still being added to the program. Go to our [website](#) to find the latest version of the program and to read more about the event.

SIGNING UP

To sign up for the event, please go to our [website](#), where you will find a registration form.

OPTIONAL FIELD TRIPS

The registration form will also allow you to sign up for one of the event's two field trips. Information about the field trips can be found in

the event program on our [website](#). Please note that places are limited, and that seating will be available on a first-come, first-serve basis.

PRICING

All participants will pay an attendance fee of 150 Euros covering all costs related to the event, including meals, field trip and gala dinner. However, accommodation fees are not included. Participants registering will be invoiced in advance of the event.

LOCATION

The event will be held at the Crowne Plaza Copenhagen Towers hotel in Denmark, located just a few minutes'

drive from Copenhagen airport.

For more information on accommodation please visit our [website](#).

LIVE STREAMING

All presentations and panel discussions will be streamed live. Go to our [website](#) for more information.

FOLLOW THE EVENT ON TWITTER

For updates on the event: www.twitter.com/fsc_igc #fscingoodcompany

Tweet in questions to sessions during the event: @fsc_igc



SPONSORS



YOUR LOGO HERE

CONTACT INFO@FSC.DK FOR MORE INFORMATION

YOUR LOGO HERE

CONTACT INFO@FSC.DK FOR MORE INFORMATION



Forest Stewardship Council

WWW.INGOODCOMPANY.FSC.ORG

FSC Denmark • Skolegade 19A, 4. tv., 8000 Aarhus C, Denmark • Phone: +45 8870 9518 • info@fsc.dk • www.fsc.dk

FSC Global Development GmbH • Charles de Gaulle Straße 5, 53113 Bonn, Germany • Phone: +49 (0)228 367 660 • fsc@fsc.org • www.fsc.org • www.twitter.com/FSC_IC