



**COMMITTEE ON FORESTS AND THE FOREST INDUSTRY**  
**5-9 NOVEMBER 2018 | VANCOUVER | CANADA**  
BUILDING THE FUTURE WITH FORESTS

## The Private Sector's Perspective

7 November 2018, 14:00 - 17:00, Plenary

### Scope and objective of the panel discussion

The Sustainable Development Goals (SDGs) can only be reached through the cooperation of all stakeholders including governments, international and regional organizations, businesses, academia and civil society. COFFI2018 provides an excellent opportunity to strengthen partnerships between the private construction and housing sector and Governments, by providing a platform for actors from the private sector to share their perspective on how to further improve performance, reduce environmental pressures and use resources more sustainably.

The concept of “green” buildings is not new, and many stakeholders are aware of the impacts of buildings on the environment, especially in terms of energy efficiency and carbon emissions. Traditionally, policies have focused on minimizing the on-going impacts of building operations (like in-use energy, water use, maintenance impacts); the promotion of specific “green” materials; and limiting the worst effects of materials through measures such as banning toxic products. Progressive policies are now being put in place to consider the upstream environmental burdens of materials with which a building has been constructed. This is especially important when considering the environmental benefits of wood products, which can only fully be understood from a holistic “life-cycle” approach.

Such policies have an impact on how the private sector operates. The array of private sector actors involved in wood construction is diverse, ranging from land planners, architects, construction companies, engineers, to developers, investors, and the list goes on. All those actors have different perspectives and interests when it comes to building, possibly with wood.

COFFI, which gathers representatives of Governments, society, businesses, provides a convenient opportunity for the private sector to voice their perspectives and share the opportunities, risks and challenges it faces. It also offers a platform for engagement and stimulation of constructive and forward-looking dialogue with Governments and relevant stakeholders.

This session is part of the seventy-sixth session of the UNECE Committee on Forests and the Forest Industry, organised in Vancouver, Canada, from 5-9 November. Delegates will be invited to contribute to the discussion by showcasing their own experience on the topic.



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**Programme and tentative timetable**

**Introduction and presentation of key concepts**

14:00 – 14:05	<b>OPENING</b> Welcome from the moderator, introduction of the topic, panellists and panel Mr. Peter Moonen
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**Series of presentations on the contribution of forests to SDGs; each presentation followed by Q&A**

14:05 – 14:25	“Natural Capital Accounting in the Forest Products Sector: how companies are making better decisions by valuing impact and dependencies on the environment” Ms. Laura Plant Q&A
14:25 – 14:45	“Exploring Innovations, Market Trends, and Collaborative Leadership Across the Design and Construction Sectors” Mr. Andrew Bowerbank Q&A
14:45 – 15:05	“Strategies for a wider use of timber in urban buildings” Mr. Stefan Zöllig Q&A
15:05 – 15:25	“Mass Timber - Highrise: Lessons Learned” Ms. Karla Fraser Q&A
15:25 – 15:45	“Moving the Needle – How to Move Forward with Pre-Fabrication” Mr. Craig Mitchell Q&A
15:45 – 16:05	Challenges and opportunities of integrating green building strategies (draft title) Mr. Oliver Lang Q&A

**Panel discussion**

16:05 – 17:00	Questions will be determined by the moderator  Open floor for the plenary Conclusions and closing of the session
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**Further Information:**  
[www.unece.org/forests/coffi2018](http://www.unece.org/forests/coffi2018)  
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**Biographies of speakers**



**Mr. Andrew Bowerbank** is the National Vice President, Sustainability & Energy at WSP, one of the largest engineering consulting firms in the world. Prior to joining WSP in 2018, Mr. Bowerbank held executive positions across a number of well recognized corporations including EllisDon and Magna International. He has also acted as a representative for Canada's Department of Foreign Affairs at international events and he has held board seats on public agencies including the Federation of Canadian Municipalities. In addition, Mr. Bowerbank is the former CEO of the World Green Building Council (2007-10) where he successfully worked with Council members to grow the WorldGBC from 8 founding nations to over 60 member countries.



**Ms. Karla Fraser**, Project Manager at Urban One



**Mr. Oliver Lang** is a German-Canadian architect and urban entrepreneur with over 25 years of experience who is a recognized leader in design innovation and integration of complex urban projects, mixed-use housing, advanced prefabrication and green building strategies. He is a graduate of Columbia University, Graduate School of Architecture Planning and Preservation, with a Master of Science in Advanced Architectural Design, and he holds a professional degree, Diplom-Ingenieur Architektur, from the University of Technology Berlin with two-year studies at the ETSA Barcelona UPC. He is the founding principal of LWPAC and CEO of Intelligent City. LWPAC, Lang Wilson Practice in Architecture Culture, is a Vancouver-based multidisciplinary architecture and design firm that engages at the interface between architecture, urban culture, and technology.



**Mr. Craig Mitchell** is an experienced modular building technical sales professional. A graduate of both UBC and BCIT, Craig has been in the building industry for over 25 years with the past 20 years been devoted to the modular building industry in BC. Craig is currently Director, Innovative Solutions with Metric Modular, an innovative award winning modular builder. He is currently on the Board of Directors for the Modular Building Institute (MBI) and is also a board member of the Vancouver Regional Construction Association (VRCA). In his spare time, he enjoys cycling and trail running and last year completed his first ultramarathon.



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**Ms. Laura Plant** is an impact economist in PwC's Sustainable Business Solutions practice. She is also representing the World Business Council for Sustainable Development's Forest Solutions Group.



**Mr. Stefan Zöllig** is founder and CEO of Timbatec AG, which is timber technology engineering company based in Switzerland and Austria. He has completed an apprenticeship as Joiner in St. Gallen, Switzerland, and studied Timber Engineering at BFH Biel.