Module 9: Forests are Home

Huong Thai Maggi
Forest are Home (FaH)
Keeping forests standing with sustainably-sourced furniture

**Why**
- Raise awareness for sustainably-sourced wooden furniture
- Global collaboration

**Who**
- Companies that trade, manufacture, sell wood and wooden furniture
- Trade associations
- Interior architects and designers
- Consumers

**How**
- **Support** companies with a series of webinars, trainings, one-on-one consultations in your local languages to help them achieve their sustainability goals
- **Celebrate** companies' sustainability stories with graphics and case stories

Sustainability in the furniture supply chain can happen if we understand our roles and start working together to raise the bar and find sustainable solutions.
A global collaboration behind Forests are Home
We tell companies' sustainability stories to raise awareness and inspire others

- Featuring PEFC certified furniture in FaH graphic and case stories.
- For PEFC website, social media, newsletter, magazine.
FaH graphic and case stories

Your product

Your logo

Forests Are Home

SUSTAINABLY SOURCED FURNITURE PROJECTS FORESTS

APP Timber

Meeting our certified companies – APP Timber

27 MAY 2021 | CERTIFICATION ON THE GROUND

In our interview series ‘Meeting our certified companies’, we give the word to the people on the ground to hear their views and opinions on certification and sustainability and see the impact of PEFC certification through their eyes.

Our latest interview partner is Michael Hemmes, Group Managing Director at APP Timber, who shares his thoughts about sustainability and global cooperation.

Can you give us a brief introduction to your company and its position in the market?

Our core business at APP Timber is the supply of imported timber, veneers, surface materials and panel products for the Asian timber industry.

With our Headquarters in Malaysia, APP Timber runs marketing operations and distribution centres throughout Asia. Our sales teams come with in-depth knowledge about timber and related products and provide expertise in selecting raw materials for our buyers.
What we need to tell your story

**Graphic**
- Your logo
- Product image
- Product name (if any)
- Wood species

**Case stories**
- Answer a set of interview questions
Join our Forests are Home campaign today

By supporting Forests are Home campaign, you:
- help promote sustainably-sourced furniture and sustainable forest management,
- create demand for certified wood
- support local community, local economy
- incentivize forest owners keep our forests stay as forests.

• Let us tell your sustainability stories via case stories, graphic

• Communicate that you are supporting the objective of Forests are Home

Re-share and post on social media
#ForestsareHome

Display the graphic image on your website or any other communication platforms.

#ForestsareHome
Join our Forests are Home campaign today

- Embark on a sustainability road-map with us to support companies in achieving their sustainability goals
- Communicate that you are supporting the objectives of Forests are Home
Join our Forests are Home campaign today

- Co-host, attend webinars, trainings
- Contact us for one-on-one consultation in your language
- Join us in a discussion to help build a lasting impactful message to supply chain companies and consumers
- Check out furniture.pefc.org to learn more

To better understand responsible sourcing and sustainable forest management, why it is important and your role.