

WoodTALKS™

STUDIO

LIVE WEBINAR AND LUNCH & LEARN SEMINARS 2022-2023



The Truth About Wood: the environmental benefits of specifying certified sustainable wood products

1 LEARNING HOUR | AIBC 1 CORE LU | AIA 1 LU/HSW | IDCEC 1 CEU

Description:

Forests play an important role in our lives. On the negative, they can be a significant source of global greenhouse emissions and a contributor to climate change through deforestation and poor forest management. On the positive, certifying forests and managing them sustainably is one of the best strategies to help in the fight against Climate Change. This course will explain the environmental importance of sustainable forest management, forest certifications, chain-of-custody certifications, forestry carbon cycles, certified sustainable wood products, and how to spot greenwashing claims by some manufacturers.

People are trying to align their lifestyles with the concept of reducing their carbon footprint and wonder what they can do to make a difference in the age of Climate Change. The good news is that specifiers and influencers are in a position to make a positive impact by aligning their values with those of sustainability - putting pressure on manufacturers, who in turn put pressure on lumber suppliers, who in turn put pressure on loggers and landowners to value sustainability and sustainable forests. And by educating customers on the environmental benefits of specifying certified sustainable wood products, they are doing their part to align their customers' values to make the world a better place for us and for our children. [This session will be presented by an industry professional from Craft Artisan Wood Floors.](#)

Learning Objectives:

1. Understand the role that forests play in our lives, and the important role they play in combating Climate Change.
2. Learn about the different third-party forest certification organizations and Forest Management Standards.
3. Learn about Chain of Custody certification and specifying for products made from sustainable wood sources.
4. Learn how to spot greenwashing claims made by some wood product manufacturers, and how to identify the manufacturers who are fully committed to sustainable sourcing. [Furthermore, find out where to find certified wood, and how to incorporate it into project specifications.](#)

Contact

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