

Chair: Atsushi Yoshimoto

|             |   |
|-------------|---|
| 12:30-13:00 | Registration  |
| 13:00-13:05 | Opening remarks by Shigejiro Yoshida  |
| 13:05-14:35 | Session 1 (Coordinator: Toshiaki Owari)   |
| 13:05-13:50 | <b>Conducting Certification Market Research</b><br>Rich Vlosky, Louisiana State University, United States   |
| 13:50-14:35 | <b>Global Forest Management Certification<br/>– Thoughts about Its Future</b><br>Florian Kraxner, International Institute for Applied<br>Systems Analysis (IIASA), Austria      |
| 14:35-15:00 | Break   |
| 15:00-16:15 | Session 2 (Coordinator: Masashi Konoshima)  |
| 15:00-15:30 | <b>Forest Certification in Marketing: A Review</b><br>Toshiaki Owari, The University of Tokyo, Japan  |
| 15:30-16:00 | <b>Who Are the Winners and Losers in Forest Certification?<br/>Diffusion of Certification in Japan and the World</b><br>Takuya Takahashi, University of Shiga Prefecture, Japan |
| 16:00-16:30 | <b>Forest Certification, Transparency, and "Green" Housing:<br/>Achievements of Yusuhara Forest Owners' Cooperative</b><br>Ikuo Ota, Ehime University, Japan                    |
| 16:30-17:00 | Open Discussion (Coordinator: Toshiaki Owari)   |
| 17:00-17:10 | Closing remarks by Atsushi Yoshimoto  |