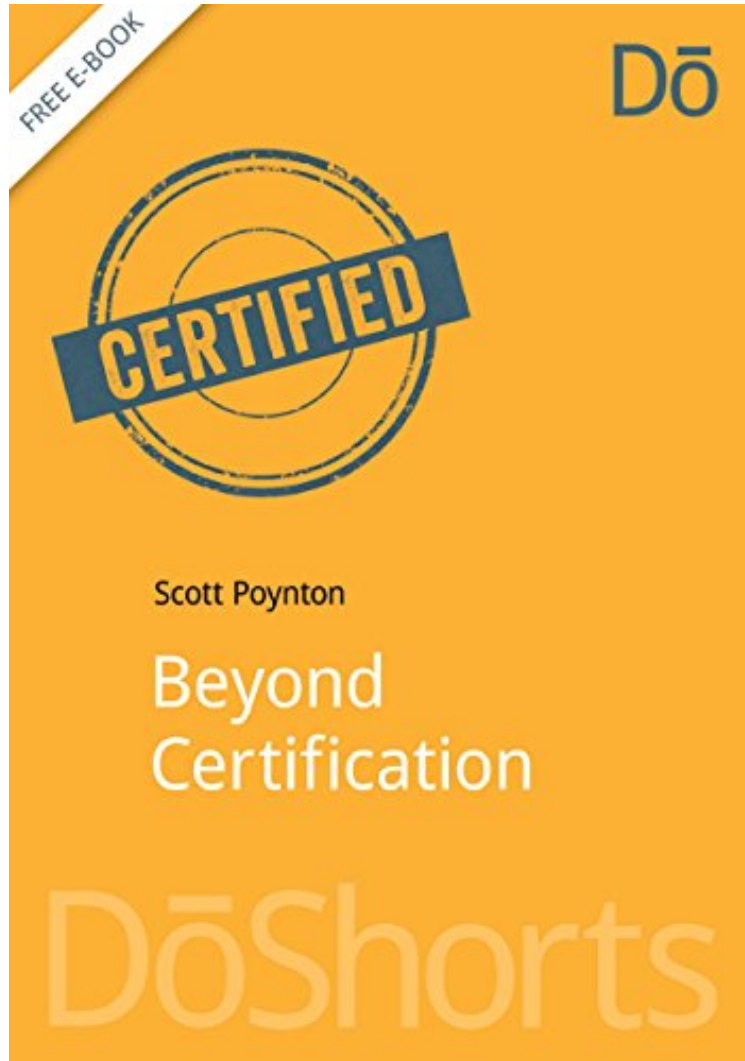


Beyond Certification (D#333;Shorts)

Scott Poynton

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Scott Poynton : Beyond Certification (D#333;Shorts) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Beyond Certification (D#333;Shorts):

0 of 0 people found the following review helpful. Great for Telling Companies (And People Who Support Them) How to Re-Think Certification By Kindle Customer "Beyond Certification" is a great, concise discussion on something that happens when modern man tries to fix something, definition/label creep. In trying to combat the problems of deforestation and harmful environmental practices, we have created a bewildering array of labels and conferences designed to make even more labels. Scott Poynton asks if this really helping. Is creating yet another label something that we should be doing or should we be looking at the system of creating labels in the first place? I like that Scott Poynton was courageous and mindful enough to ask the question. Someone needs to. I also liked how he encouraged

introspective practices focused on real results. He argues against practices that make it hard for small businesses to get involved in certification and larger companies to dodge true implementation. He argues that we need to go beyond requiring businesses to "check off boxes" and instead do what is right. My only problem was with the implementation. Poynton has a simplified plan that addresses how a business should THINK once it has an idea of how to "go green", but it doesn't provide a practical enough (at this stage) guide to how "go green". Overall, though I think this is an excellent read, especially for organizations and supporters of organizations that certify environment and sustainability products and services. 0 of 0 people found the following review helpful. Four Stars By ROBERTO E. ESCARDOA
challenging view of certification. A must read.

Is certification the solution? Can it deliver urgently needed improvements to complex problems like deforestation and the exploitation of people? In this controversial new book, Scott Poynton, founder of The Forest Trust, makes a compelling case for a new approach to social and environmental problems that goes 'beyond certification'. Certification emerged from the 1992 Rio Earth Summit amidst great hope. Since then, despite a proliferation of certification schemes in twenty-five industry sectors, the destructive and irresponsible exploitation of natural and human resources has grown still worse. 'Beyond Certification' reviews the positive aspects of certification, of which there are many, but argues that we can no longer afford to gloss over its failures. The book offers an alternative model, VT-TV, based on Values, Transparency, Transformation and Verification, which the author has been exploring and implementing with over 70 companies and industries around the world. These companies are transforming the story of the raw materials they use -- wood, palm oil, pulp and paper, stone, charcoal, soy, beef, sugar, dairy, rubber, coffee, cocoa and coconut. Mining companies are also exploring this approach, and making decisions aligned with fundamental values and what they know to be right. The results? Trust is emerging as former combatants awake to the importance of working together. Guns have been removed from forests, land set aside for protection, worker rights and conditions improved and long-standing conflicts have been resolved as people confront their legacies. Beyond Certification does not claim that this VT-TV model is the only solution. Rather, it shows how new and seemingly radical thinking can catalyze positive change. Included: * The limits of roundtable certification illustrated with real, practical examples * The intricacies of the change process ndash; how companies move from destructive to more responsible practices * How to implement more holistic, economically effective, durable systems to better protect people and the environment.

About the Author Scott Poynton founded The Forest Trust (TFT) in 1999 and has led the organization since. In addition to his experience in Australia, Poynton has worked in Africa, Europe, across Asia and the Americas and has a wealth of experience bringing change to a variety of industries, particularly the forest and wood, palm oil and pulp and paper sectors. He was deeply engaged in the certification movement for many years but has become a concerned and increasingly vocal critic since disengaging in 2012.