

NATÁLIA GIUGNI VIDAL
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EDUCATION: PhD Forestry – Business Management in the Forest Products Industry
The University of British Columbia (2004 to present)

M.Sc., Forestry – Forest Products Marketing Program
The University of British Columbia (2000 to 2003)

B.Sc., Forestry
Universidade Estadual Paulista (UNESP), Brazil (1994 to 1999)

WORK EXPERIENCE:

2004 **THE UNIVERSITY OF BRITISH COLUMBIA** **Vancouver, B.C.**

Graduate Research Assistant – PhD Candidate (Jan. 2004 – Present)

Development of research project exploring various aspects of corporate social and environmental responsibility (CR) strategies of forest companies in developed and developing forest dependent countries (Canada and Brazil). The main objective is to develop a robust framework for the diffusion of CR strategies among the forestry sector in developed and developing countries. Duties include:

- Development of research proposal
- Literature review
- Data collection and analysis
- Communication of research results to the scientific community

Graduate Teaching Assistant (Jan. 2004 – Apr. 2008)

General assistance in student evaluation and course development for WOOD 465 and WOOD 120 at the Faculty of Forestry.

2003 **THE UNIVERSITY OF BRITISH COLUMBIA** **Vancouver, B.C.**

Research Analyst – Dept. of Forest Resources Management (Apr. 2003 – Dec. 2003)

Implementation of a research project elaborated by the Forest Trends in collaboration with the World Bank and the University of British Columbia on market access for low-income forest producers/communities. Target countries included Brazil and Mexico. Duties included:

- To elaborate a list of companies to be interviewed in each country
- To design and implement a telephone interview with these companies
- Data analysis and communication of research results
- To develop a data base of existing information on forest company-community agreements

Research Assistant – Department of Wood Science (Jan. 2003 – Mar. 2003)

Participated in research projects supported by the agreement between UBC and the International Environmental Institute (IEI). Duties included:

- To perform statistical analyses of existing data bases and prepare external scientific communications including articles, conferences and material for web sites
- To provide assistance to graduate students in the Forest Products Marketing program in the implementation of research projects

2000-2003

THE UNIVERSITY OF BRITISH COLUMBIA**Vancouver, B.C.****Graduate Research Assistant - M.Sc. candidate** (Sept. 2000 – Jan. 2003)

Development of research project that aimed to verify the influence of chain of custody certification on forest business management. Duties included:

- Development of research proposal
- Literature review
- Data collection and analysis
- Communication of research results to the scientific community

Graduate Teaching Assistant (Sept. 2001 – Dec. 2002)

General assistance throughout the development of the courses including office hours to assist students with the development of course material and assignments, and the marking of exams and assignments for WOOD 120, FRST 100, and WOOD 465 at the Faculty of Forestry.

1995 -1999

AUBURN UNIVERSITY**Auburn, AL****Research Assistant** (Aug. - Nov. 1998) – *Internship*

Collaborated on two research projects on wood quality and technology on Lodgepole Pine extractives.

JOHANN FABER CORPORATION**Sao Paulo, Brazil****Research Assistant** (Jan. – Jul. 1997) – *Internship*

Collaborated on different projects in the Research & Development department during this internship.

Duties included:

- Supervised project for improvement of low quality raw material for pencil production
- Initiated market research on customer preferences towards product quality
- Assisted ongoing biotechnology projects

PATAGONIAN ANDES FOREST RESEARCH AND EXTENSION CENTER**Esquel, Argentina****Research Assistant** (Jul. – Aug. 1996) – *Internship*

Collaborated with the wood technology and the forest ecology research groups. Duties included:

- Conducted literature review on wood technology projects
- Assisted with data collection for ongoing forest ecology projects

SCHOLARSHIP / AWARDS:

2007 University Graduate Fellowship, University of British Columbia

2006 Weldwood of Canada Limited Scholarship in Forestry
Vandusen Graduate Scholarship in Forestry

2005 Partial University Graduate Fellowship, University of British Columbia
Braham G. GRIFFITH Memorial Scholarship in Forest Resources Management
SOPRON Alumni Fellowship

2004 University Graduate Fellowship, University of British Columbia
Forintek Fellowship, Forintek Canada Corp.

2001 Forintek Fellowship, Forintek Canada Corp.

2000 Weldwood of Canada Limited Scholarship in Forestry

PUBLICATIONS:

Vidal, N. and Kozak, R. (forthcoming). "Corporate responsibility practices in forestry sector: Definitions and the role of context." Accepted for publication in *The Journal of Corporate Citizenship* in March 2008.

Vidal, N. and R. Kozak (forthcoming). "The Recent Evolution of Corporate Responsibility Practices in the Forestry Sector." Accepted for publication in the *International Forestry Review* in November 2007.

Molnar, A., D. Gomes, R. Sousa, **N. Vidal**, L. Arguelles, S. Kaatz, G. Donini, S. Scherr and D. Kaimowitz (forthcoming). "Community Forest Enterprise Markets in Mexico and Brazil: New Opportunities and Challenges for Legal Access to the Forest." Accepted for publication in the *Journal of Sustainable Forestry* in May 2007.

Cohen, David H., R. A. Kozak, **N. Vidal**, W. Spetic, and R. Ide 2004. *Performance Expectations and Needs of the Japanese House Consumer*. Accepted for publication in the *Forest Products Journal*, May 2004.

Vidal, N. *Forest Company-Community Agreements in Mexico: Identifying Successful Models*. Washington, DC: Forest Trends, 2004.

Vidal, N. *Forest Company-Community Agreements in Brazil: Current Status and Opportunities for Action*. Washington, DC: Forest Trends, 2004.

Vidal, N., Kozak, R. and Cohen, D. *Chain of Custody Certification: An Assessment of the North American Solid Wood Sector*. Forest Policy and Economics. (Accepted for publication in May 2003). Available online 30 August 2003

Cohen, D. H., **N. Vidal**, W. Spetic, R. Ide, and R. Kozak 2003. *Preliminary Assessment of Japanese Homebuyer Segments Survey*. Canadian Mortgage and Housing Corporation.

PRESENTATIONS (name of presenter is underlined):

Vidal, N., R.A. Kozak, and D.H. Cohen (2008). *From Forest Certification to Corporate Responsibility: Adapting to Changing Global Competitive Factors*. UBC Faculty of Forestry Research Poster Presentations, Vancouver, BC, February 2007. Poster.

Vidal, N. and R.A. Kozak (2007). *Diffusion of Corporate Responsibility in the Forestry Sector*. IUFRO All Division 5 Conference: Forest Products Marketing and Business Management Session, November 2007, Taipei, Taiwan.

Vidal, N. and R.A. Kozak, (2007). *Corporate Responsibility Definitions in the Forestry Sector*. UBC Faculty of Forestry Research Poster Presentations, Vancouver, BC, February 2007. Poster.

Vidal, N.G. and R.A. Kozak (2006). *Corporate Responsibility in the Forestry Sector*. Forest Products Society 60th International Convention: Forest Products Marketing Session, June 2006, Newport Beach, California.

Vidal, N. (2006). *Globalization - the role of universities in defining the forest sector of tomorrow*. UBC Faculty of Forestry Faculty Advisory Council/Student Panel Discussion, Vancouver, BC, February 2006. Panelist.

Vidal, N. and R.A. Kozak, (2005). *A Proposed Methodology to Study the Diffusion of Corporate Responsibility in the Forestry Sector*. UBC Faculty of Forestry Research Poster Presentations, Vancouver, BC, February 2005. Poster.

Vidal, N.G. (2004). *Promising Business Models for Community-Company Collaboration*. IASCP 2004. The Tenth Biennial Conference of the International Association for the Study of Common Property (IASCP) – The Commons in an Age of Global Transition: Challenges, Risks, and Opportunities. Panel Session 13 – Markets and Communities: Issues and Opportunities for Community-Based Forest Enterprises, August 2004, Oaxaca, México.

Vidal, N. G. (2004). *Acuerdos entre Comunidades y Empresas Forestales en México y Brasil*. Expo Forestal 2004. El Mercado de la Madera Aserrada en México: Situación Actual y Oportunidades (Panel de Discusión), July 2004, Guadalajara, Jalisco, México.

Vidal, N. G. (2004). *Acordos Entre Empresas Florestais e Comunidades Florestais*. Certified Brazil – FSC Certified Products Trade Fair. Oficina 3: Responsabilidade Social Empresarial – A Consciência Ambiental das Empresas, April 2004, São Paulo, Brazil.

Vidal, N., A. Molnar, and **A. Martin** (2003). *Parcerias entre Empresas Florestais e Comunidades Florestais: A Experiência Brasileira*. Poster presentation at the 8º Congresso Florestal Brasileiro, August 2003, São Paulo, Brazil.

Vidal, N.G., R.A. Kozak and D.H. Cohen (2003). *Chain of Custody Certification: How Is It Affecting Forest Businesses?* Forest Products Society 57th Annual Meeting: Theory and Applications in Forest Products Marketing (Session 5), June 2003, Bellevue / Seattle, Washington.

Cohen, D.H., R.A. Kozak, R. Ide, **N. Vidal** and W. Spetic (2003). *Hokkaido Homebuyers – A Brief Summary of Results of Consumer Survey Conducted in 2001*. Fuyosoken (The Winter Research Institute) Symposium on Healthy Housing, Kuriyama, Japan, February 2003.

Vidal, N., R.A. Kozak, D.H. Cohen (2003). *Chain of Custody Certification: Current Status and Level of Knowledge in the North American Solid Wood Sector*. UBC Faculty of Forestry Research Poster Presentations (in association with the 2003 Leslie L. Schaffer Lecture in Forest Sciences and Jubilee Lecture Series), Vancouver, BC, February 2003. Poster.

Cohen, David H. and Robert A. Kozak, R. Ide, **N. Vidal** and W. Spetic 2003. *What do Japanese Homebuyers Want? - A Brief Summary of Results of Consumer Survey Conducted in 2001*. Presented at The Truck Loggers Association Annual Convention and Trade Show, International Trade Forum. Vancouver, BC. January 14, 2003.