

PRESS RELEASE

NEPCon takes on a new name – Preferred by Nature

Copenhagen (01 October 2020) – With twenty-five years being known as NEPCon in the sustainability sector, today we are announcing a new brand name for the organisation – Preferred by Nature.

“Our brand name and logo are changing, but our approach to driving positive impacts for nature, people and the climate, which enables us to grow the past 25 years, is staying the same,” said Peter Feilberg, Preferred by Nature Executive Director.

“The expanding scope of our activities and their lasting impacts require a more descriptive and inspiring name that speaks to what is driving our work and has more meaning for those who we work with. Before becoming our official name today, Preferred by Nature has been our tagline for years and it showcases our mission,” added Peter Feilberg.

Aligning with this new brand name, our website domain is changed to www.preferredbynature.org as of 1 October. We will continue to maintain our focus on forest, agriculture and climate impact commodities, and related sectors such as tourism and conservation, across our projects, sustainability certification services and stakeholder training.

Our new organisational logo puts focus on the hummingbird, which is a powerful symbol of endurance, representing our pursuit of what we believe helps create a world where human choices ensure a sustainable future.

Preferred by Nature was founded in 1994 by a small group of NGO people in Aarhus, Denmark in response to the need to changing forestry practices around the world. The initial focus was on sustainable forest management. From the early days, the organisation mainly worked on donor funded projects. It later engaged with the Forest Stewardship Council™ (FSC™), the Rainforest Alliance and other sustainability schemes.

Preferred by Nature was set up to harness the industry’s own power to shift to responsible practices and sustainability certification is a tool to help achieve that. To date, 80+ million hectares of forestlands and 2+ million hectares of agricultural areas are included in the scope of our certification auditing against international sustainability standards. Over 800.000 farmers and foresters are working on these certified farms and forests.

The development project portfolio has kept growing while the organisation has expanded its certification services to other sectors such as agriculture, biomass, tourism. Nowadays, Preferred by Nature is an international organisation working for practical solutions to drive positive impacts in production landscapes and supply chains in more than 100 countries.

Click [here](#) to see the FAQs on our name change.

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About Preferred by Nature

Preferred by Nature (formerly known as NEPCon) is an international non-profit organisation working to support better land management and business practices that benefit people, nature and the climate. We do this through a unique combination of sustainability certification services, projects supporting awareness raising, and capacity building.

For more than 25 years, we have worked to develop practical solutions to drive positive impacts in production landscapes and supply chains in 100+ countries. We focus on land use, primarily through forest, agriculture and climate impact commodities, and related sectors such as tourism and conservation. Learn more at www.preferredbynature.org

FSC™ A000535