

# Responsible Strategies and Practices

By Frances Ye from **Nature**



- About our company

- Where we are

- Where we are going

- Our concerns

## ● General

Nature founded in 1995. Became a member of National Wood Flooring Association since 2004

In 2005 we took the lead to join the China FTN of WWF Global Forest & Trade Network (GFTN)

### Company Vision:

Build a world-class flooring enterprise

### Company Philosophy:

Loving nature and benefiting the society

### Company Spirit:

Self-surpassing and pursuing excellence

### Company Focus:

Specialized in manufacturing, researching, selling and service solid, engineered, laminated and other related wood flooring

## Industries Chain----- Supply



With woods supplied covering species more than **100**



## Industries Chain----- Manufacturing

With facilities for flooring products **inside China**



## Industries Chain----- Manufacturing

With facilities for flooring products **outside China**







**Headquarters**



**Kunshan factory**



**Hailin factory**



**Zhongshan factory**

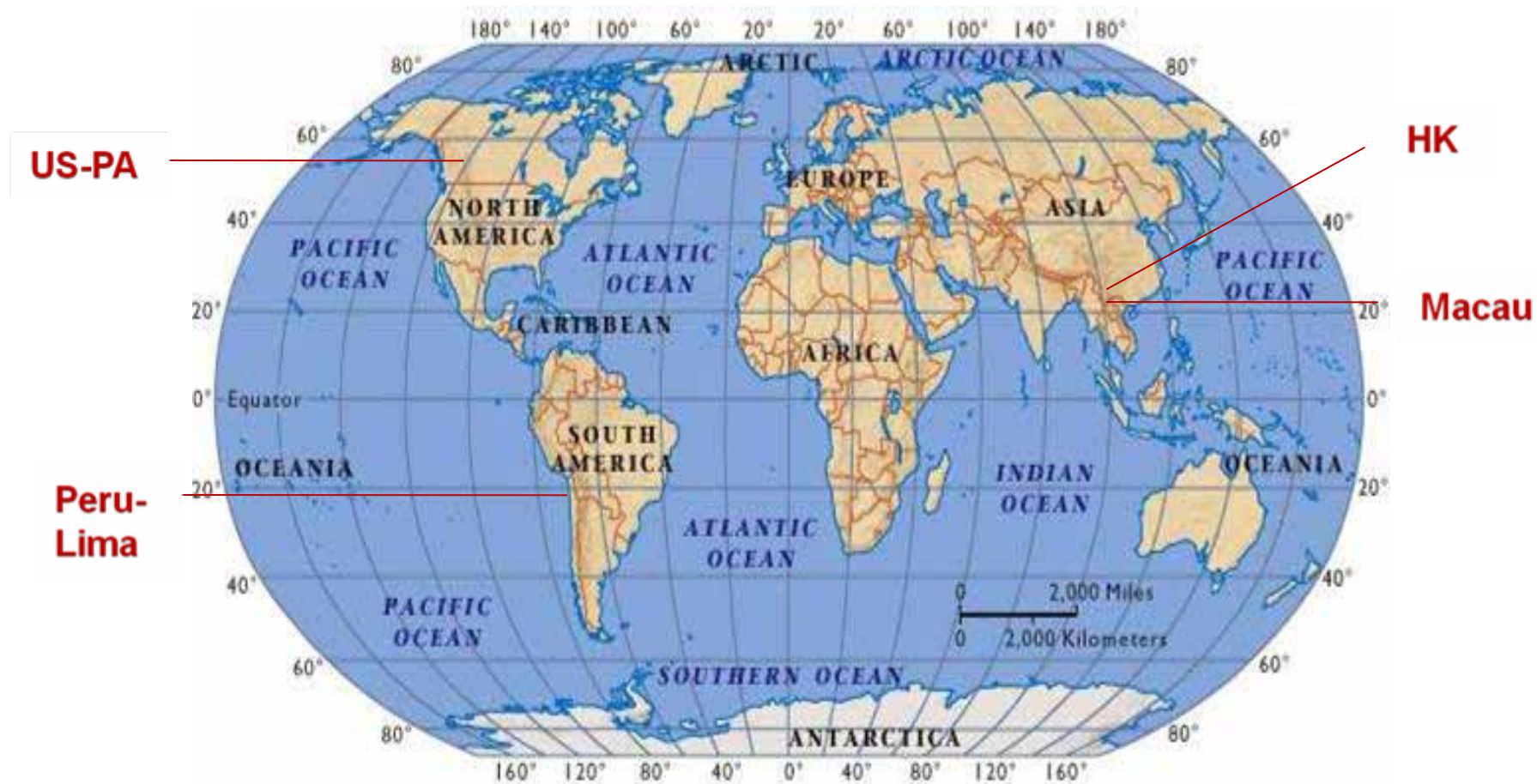
## Industries Chain----- Sales in China

With over **1600** points in China and more sales over the world

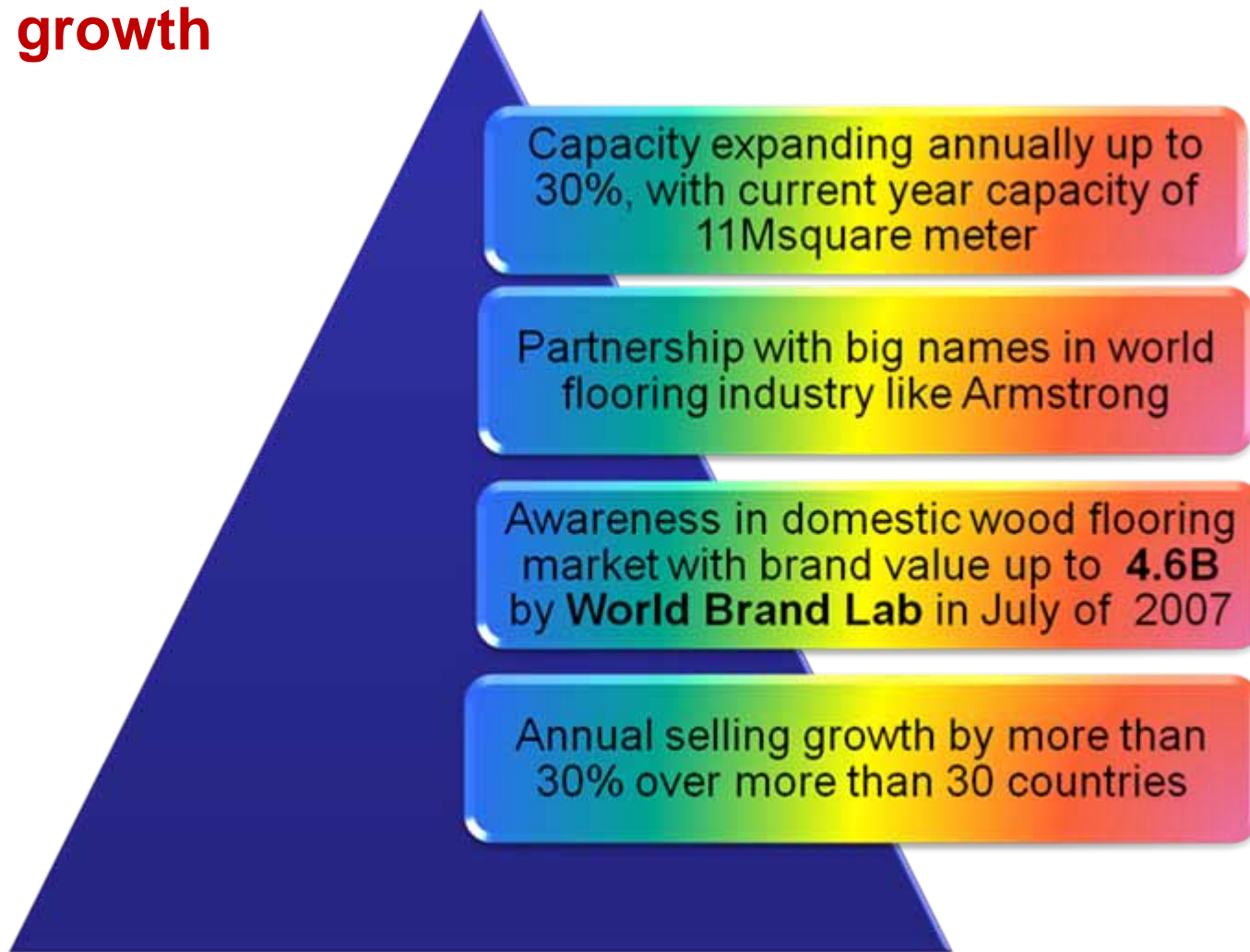




## Industries Chain----- Sales office over the world



## ☀ Steady growth



## ☀️Progress made with WWF's support

In 2005 we took the lead to join the CFTN/GFTN of WWF in China to get the guidance and support from international conservation organizations. Since then, we made big progress in supply, manufacturing and sales concerning the responsible forestry:

🌍Upon detailed analysis on our timber purchasing method our timber suppliers, we choose those conservation-oriented suppliers as our long-term partners in order to gradually decrease and eliminate the timbers sourced from illegal logging.

- We have built the responsible purchasing policy and took the lead to get the FSC/COC certification. (scanned copies of certificate)
- We have built the raw material bases in Heilongjiang Youhao Forest Bureau and Hailin to increase the purchasing amount of FSC-certified timbers.
- With the help of GFIN of WWF, a purchasing base of FSC and legal timbers has also been built in North America.
- We have improved the product structure to decrease the use of timbers from natural forests.



## ☀ Current activities

Our slogan and commitment of “ you buy flooring, I plant tress”





## ☀ Current activities

Nature flooring devoted 10 millions Yuan to China green foundation to support national green project in 2006.



## ☀ Current activities

“Nature” worked with China Green Foundation and set up a project named “Nature flooring—— China Green Map” in 27<sup>th</sup>, Sept., 2007.





## ☀ Current activities

Set up “Nature Flooring Ecological Forest” in Shunde

Set up “Nature Flooring Olympic Ecological Forest “ in Beijing Olympic Park in 2008



## ☀️ **Current activities**

Start a program of “Nature flooring Green cradle”. In order to built a green study channel for poor students, we have presented scholarship and stipend in five college like Beijing Forestry University, Central South University of Forestry and Technology, Northeast Forest University, Nanjing Forestry University, South China Agriculture University.



## ☀ Current activities

“Nature Flooring National Varsity Environmental Debate 2008 Thinking, activities debate”





## ☀️ Current activities

Jan, 2008, “Pray for China” and start various environmental community activities like “Discover the beauty of nature” etc.



● “Nature” is aimed to be a first-class wood flooring group in the world in next few years. Our direction of public welfare activities is “Cultivate trees and people based on one industry”.

It means “It takes ten years to grow trees but a hundred years to cultivate people.”

On the direction of these public welfare activities, we enlarge China green environmental project for the objective of growing and making the cause of environmental protection in China.

● Our effort has got support from different aspects, esp. We have got the recognition and investment support from Morgen Stanley and IFC., we are further going to stick to following implementation standard by IFC:

- Social and Environmental Assessment and Management Systems
- Labor and Working Conditions
- Pollution Prevention and Abatement
- Community Health, Safety and Security

- **Land Acquisition and Involuntary Resettlement**
- **Biodiversity Conservation and Sustainable Natural Resource Management**
- **Indigenous Peoples**
- **Cultural Heritage**

● As continuous expanding scale of production, we will strictly abide by the forest managements system, related laws and regulations, and further promote the reasonable and legitimate industry use of forest resources.

● What “Nature” can do for promotion global forest resources protection is very limited, but as an enterprise with strong social responsibility, we are responsible to work together with relevant organizations to protect forest resources, to achieve the benefit of people all over the world soonest.



## ● Our concerns:

- Consumers' behavior and orientation
- Certified concessions and species in those concessions are limited
- Certification is expensive
- No unified certification system — FSC, PEFC
- High cost for enterprises — More requirements of certification related to Environment are coming like recent one from California

**Loving nature and benefiting the society!**

**Thank you very much!**