



Kingfisher Sourcing Organisation

Corporate Social Responsibility

Responsible Purchase

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KINGFISHER





Kingfisher Introduction

- World's third largest home improvement retailer
世界第三大家居装饰零售商
- Leading home improvement retail group in Europe and in Asia
欧洲和亚洲领先的家装零售集团
- Retail sales: 8.7bn Pound – 50% non UK
零售额：87亿英镑，其中50%来自英国本土之外
- Over 755 stores in 9 markets and 72,000 employees
全球超过755家商店，72,000名员工
- Over 6 million customers visit our stores each week
每周超过6百万名消费者光顾我们商店
- Kingfisher has its own sourcing office in Hong Kong and Shanghai (Kingfisher Sourcing Organisation – KSO), I am from KSO Shanghai**
翠丰在香港和上海有自己的采购公司，我来自翠丰上海采购处
- KSO Sales Volume: USD 821 Million in year 2007**
翠丰采购公司采购额：8.21亿美元（2007年度）



Forest trends impact our product lines



The diagram shows changes in wood volume in the world's most forest-rich nations between 1990 - 2005

UN Food and Agriculture Organization (FAO) Global Forest Assessment Report – Researchers found species diversity decreasing, forest stocks from plantations increasing

联合国粮农组织的全球森林评估报告 - 研究者发现树种多样性下降，人工林蓄积日益上升

Sustainable forests percentage is decreasing step by step, Kingfisher must do something

可持续生长的森林百分比正在缩减，翠丰必须要做点什么。



Kingfisher Timber Policy

- ♣ Recognizing the fragile nature of the worlds timber resources and securing a sustainable supply of timber products for our customers
认识到世界木材资源的脆弱性
- ♣ Work with our suppliers of timber and timber-containing products to establish the origin of the wood used
与我们的木材或木制品供应商合作营造木材原料林
- ♣ Identify any timber products that originate from illegal or controversial sources and have action plans to manage those risks
鉴别那些来自非法或争议来源的木制品并制定行动计划取消风险
- ♣ Ensure that all the timber, timber-containing and paper products we sell come from forests independently certified as well-managed or from recycled materials
确保所用包含木材的制品都来源于被认证的良好经营的森林或可回收的原料



Kingfisher's Step to Responsible Growth

- ♣ Tier One: Sustainable Forestry Schemes
层次1: 可持续的林业计划
 - a) FSC is the preferred certification scheme
FSC是优先认证体系
 - b) Criteria agreed by EDRA (Trade Association for European Home Improvement Retailers) and the World Bank/ WWF Forest Alliance
被欧洲家装零售商贸易协会和世界银行/WWF森林联盟认可的标准
 - c) Business rationale for our approach: Credibility of the certification schemes, and the perceptions of key shake-holders
方法的商业原理：认证体系的可信性，以及利益相关者的感知度



Kingfisher's Step to Responsible Growth

f Tier Two: In progress

层次2: 进展中

a) Includes sources that are part of a verification scheme to demonstrate formal progress towards FSC certification

包括那些作为验证体系一部分来证明正式的FSC认证进展的来源

b) Includes members of the Tropical Forest Trust (TFT), The Rainforest Alliance's SmartStep program & the WWF's Global Forest & Trade Network

包括热带森林联合企业、雨林联盟的SmartStep计划和WWF的全球森林与贸易网络成员



Kingfisher's Step to Responsible Growth

▮ Tier Three: Other 3rd party certification schemes

层次3: 其他第三方认证体系

a) Forest certification schemes that meet some but not all of the Kingfisher criteria, and introduce some level of control in the supply chain

满足翠丰公司部分标准，并引入某一层级供应链控制的森林认证体系

b) Encourage improvement of the performance of all schemes and will continually assess our preferences

鼓励改善所有体系的业绩，并将持续评估我们的优先选择



Kingfisher Target and Plan

- Target: 75% of timber volume sold to be proven as well managed or recycled by 2010/11
目标：到2010/2011年，75%的销售木材被证明是良好经营或再生的
- Identify the legal timber source and continuously training
明确合法的木材来源并经常培训相关人员
- Work with 3rd party to help key timber suppliers to effectively control the legal timber source
和第三方合作来帮助重要的木材供应商，以确保木材来源的合法性
- Re-consider the purchasing channel to obtained higher tier timber from certified timber suppliers
重新考虑采购渠道，从认证过的木材供应商那里采购高层次的合法木材



Kingfisher Shanghai Sourcing Office

Approaches

- Define Kingfisher Timber Control Standard Operating Procedure (SOP)
明确翠丰木材控制的标准化操作程序
- Define Kingfisher's specific timber requirements according to different timber tier
根据不同的木材等级分类明确翠丰具体的木材要求
- In-house training for Kingfisher Staff to improve the timber control awareness
对翠丰员工培训以提高木材合法化的意识
- Cooperate with 3rd party to effective control the timber source
与第三方合作有效控制木材的来源



Challenges

- f** Inadequate well-managed timber source in China
中国境内良好管理的木材来源并不充足
- f** China suppliers' awareness of the legal timber source to be improved
木材供应商对合法木材来源的意识不强
- f** Difficulties faced by China suppliers:
中国供应商面临的困境：
 - a) Knowledge 木材专业知识不够
 - b) Market Support 市场支持不足
 - c) Current method to control timber source 控制木材来源的方法不多
 - d) Expertise 木材专业人才缺乏



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Thank You!

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