From Forest to Furniture
New Green Market Opportunities in China
Shanghai China 2001
• A program of the Rainforest Alliance
• longest established forestry certifier in the world
• independent
• non-profit
• worldwide
• accredited by Forest Stewardship Council
Forest Stewardship Council

- Non-profit, international, independent
- Balance of environmental, social and economic interests
- Sets the international standards for responsible forestry
- Accredits forest product certifiers worldwide
Forest Management Certification Standards

- Principle 1: Compliance with laws and FSC Principles
- Principle 2: Tenure and use rights and responsibilities
- Principle 3: Indigenous peoples’ rights
- Principle 4: Community relations and workers’ rights
- Principle 5: Benefits from the forest
- Principle 6: Environmental impact
- Principle 7: Management plan
- Principle 8: Monitoring and assessment
- Principle 9: Maintenance of High Conservation Value Forests
- Principle 10: Plantations
Certifications ASIA
Forest Management (FM) Certifications

SmartWood FM Certifications - 5
(China - 1 Pending)

SGS FM Certifications - 6

SCS FM Certifications - 1

SA FM Certifications - 1
CHAIN OF CUSTODY

- Allows clear tracking from forest to final product
Certifications Asia
Chain of Custody (COC)

Smart Wood CoC Certifications - 21
(China - 6)
SGS CoC Certifications - 35
(China - 9)
SCS CoC Certifications - 9
(China - 2)
Why do companies get certified?

- Market Share
- Access to new markets
- Represents company image/goals
- It is the right thing to do
Forest Stewardship Council

Number of Chain of Custody Certifications and Area Certified

# of Chain of Custody Certificates (CoC):

Area certified in million of ha:
THANK YOU

www.smartwood.org