WWF’s Business Approach towards Legal & Sustainable Timber Trade in China

WWF 实现合法及可持续木材贸易的企业途径

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Strategy with producers
生产者策略
Sustainable forest management and FSC certification
森林可持续经营及森林认证

• Technical assistance 技术支持
• Training/capacity building 培训/能力建设
• Field demonstration 示范项目
• Networking 网络联系
• Policy influence 政策影响
Sample Maps of HCVF in NEC

Northeast China and Inner Mongolia

Greater Xing’an Mountain

Lesser Xing’an Mountain

Changbai Mountain

Youhao Forestry Bureau

NE China and Inner Mongolia

Dongning City
FSC Forest Management Certification in China
FSC 森林经营认证进程(BY MARCH 2008)

Passed FSC 已通过认证 (589,897 ha)
Applied for FSC 正在申请认证 (350,000 ha)

Map produced by the Forest Programme of WWF China
Strategy with Buyers

Responsible purchasing, Legality of supply chain and FSC COC

- Supply chain analysis
- Training
- Education and communication
- Networking
- Technical assistance
Supply Chain Analysis

Characteristics of wood purchase 木材采购的特点

• Cost-driven 价值驱动
• Restricted by specific tree species 树种限制
• Reliance on traders and intermediaries 中间商依赖
• Multiple countries 跨国贸易
• Language and cultural barriers 文化和语言障碍

The Challenge  挑战

Little or no FSC certification in sourcing regions 供应地区几乎没有FSC 认证
Complex and fragmented supply chains 供应链复杂且断裂
Difficult to verify legality 合法性难以认定
Little awareness of CRS 企业对CSR认识不足
What works? 哪些方法有效？

Networking---- WWF Global Forest and Trade Network (GFTN)

网络建设——全球森林贸易网络

North America 北美
• 4 companies 4 公司

South America & Caribbean 南美和加勒比海地区
• 2.1 million Hectares
• 65% FSC
• 71 companies 71 个公司

Europe 欧洲
• 162 companies
162 个公司

Africa 非洲
• 2.6 million Hectares
• 15% FSC
• 10 companies
10 个公司

Asia 亚洲
• 1.1 million Hectares
• 64% FSC
• 60 companies
60 个公司

Russia 俄罗斯
• 20.3 million Hectares
• 38% FSC
• 34 companies
34 个公司
Stepwise approach to sustainable forest management and responsible purchasing: 可持续森林认证和负责任采购的循序渐进途径

- Known sources 木材来源已知
- Legal sources 具有合法来源
- Progressing 认证进行中
- Certified 已认证

Key sectors-influential companies-screening/filtering
重点领域-重点企业-筛选
GFTN in China
全球森林贸易网络在中国

- Launched in China in March 2005
  2005年3月成立

- Managed by WWF China with support from WWF Hong Kong
  由WWF中国项目办和香港办公室管理

- Covers companies in Mainland China, Hong Kong & Taiwan
  网络范围覆盖中国大陆、香港和台湾

- Includes forest and trade Participants (both producers and buyers)
  网络成员包括森林经营单位和贸易成员（生产者和购买者）

- 21 members across China (forest bureaus, timber product manufacturers, retails/wholesalers)
  目前在中国有21个成员（森林经营单位、木材加工企业、批发/零售企业）
GFTN in China
全球森林贸易网络在中国

1. China FTN member (producers) → Russia Forest & Trade Network → IKEA

2. China FTN member (buyers) → China Forest & Trade Network → Swedish Forest & Trade Network → Chinese consumers
What works?哪些方法有效？

**Financing institutes** engage companies in responsible trade relying on CFTN auditing and technical assistance to companies.

投资金融机构要求木材生产加工企业将森林认证作为发展目标，并依赖于GFTN网络对企业的技术支持和审核。
What works? 哪些方法有效？
Education 教育
&
Communication 宣传
&
Training 培训
What works?哪些方法有效？

Suggestions on what to do &
Warning on what not to do

给企业的具体建议
To achieve legality and sustainability, what stakeholders need？利益相关方如何实现木材的合法和可持续贸易？

Thank you!