



# **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

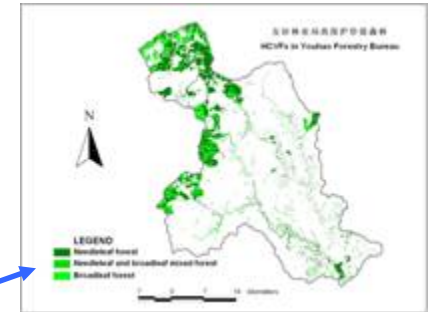
- Technical assistance      技术支持
- Training/capacity building      培训/能力建设
- Field demonstration      示范项目
- Networking      网络联系
- Policy influence      政策影响

# Sample Maps of HCVF in NEC

## 东北及内蒙古地区高保护价值森林判定



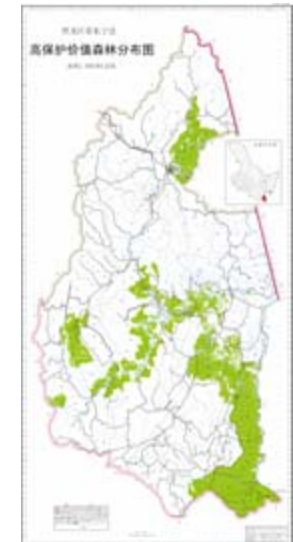
Greater Xing'an Mountain



Youhao Forestry Bureau



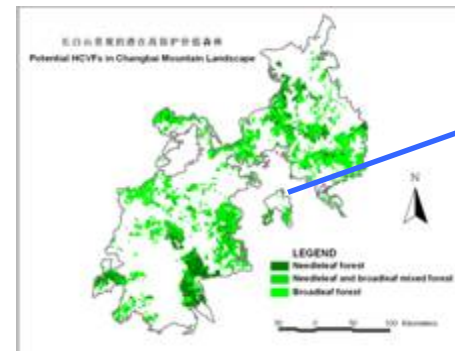
Lesser Xing'an Mountain



Dongning City



NE China and Inner Mongolia



Changbai Mountain

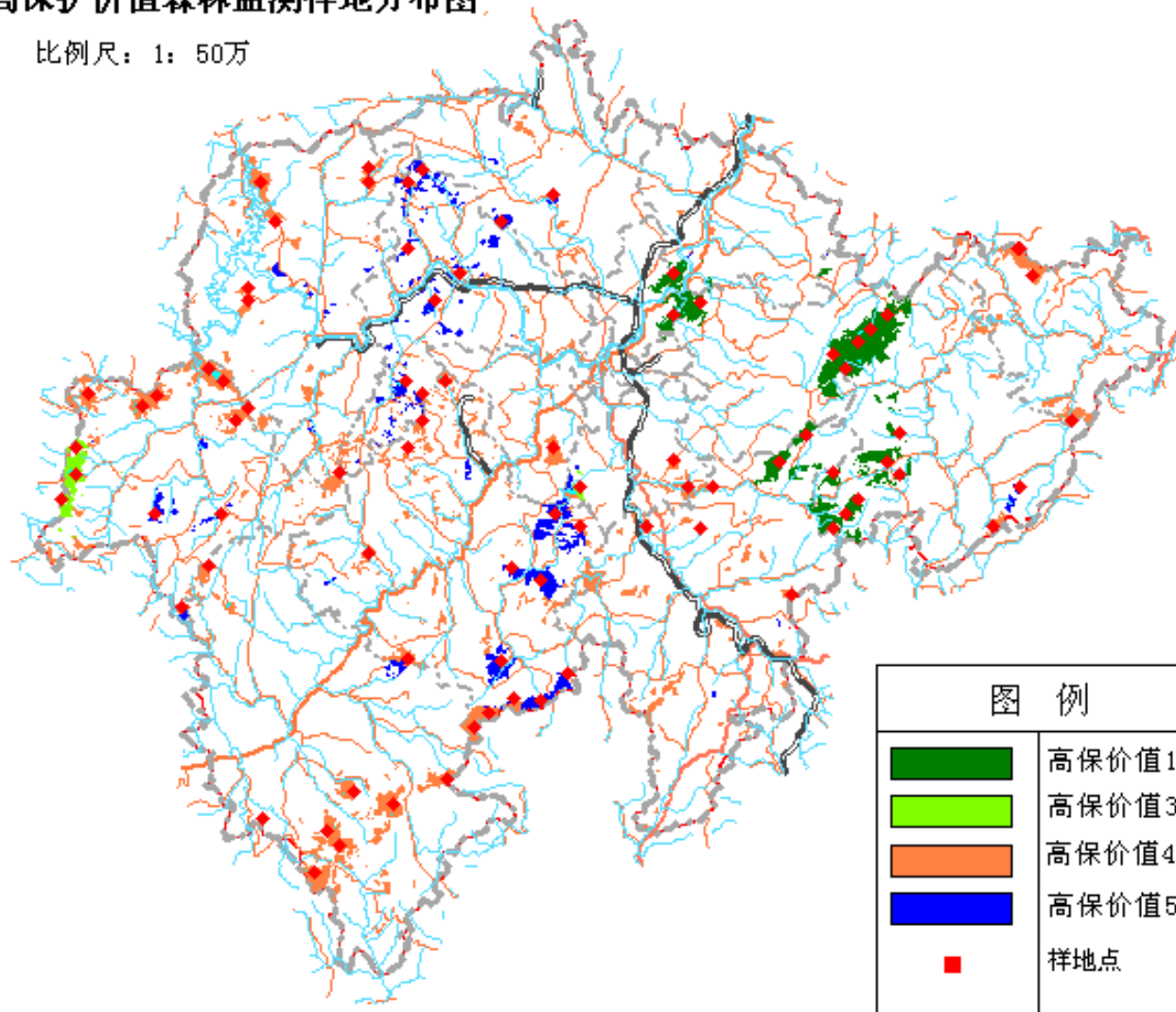


# FMU Monitoring plan of HCVPFs

## 森林经营单位高保护价值森林监测方案

高保护价值森林监测样地分布图

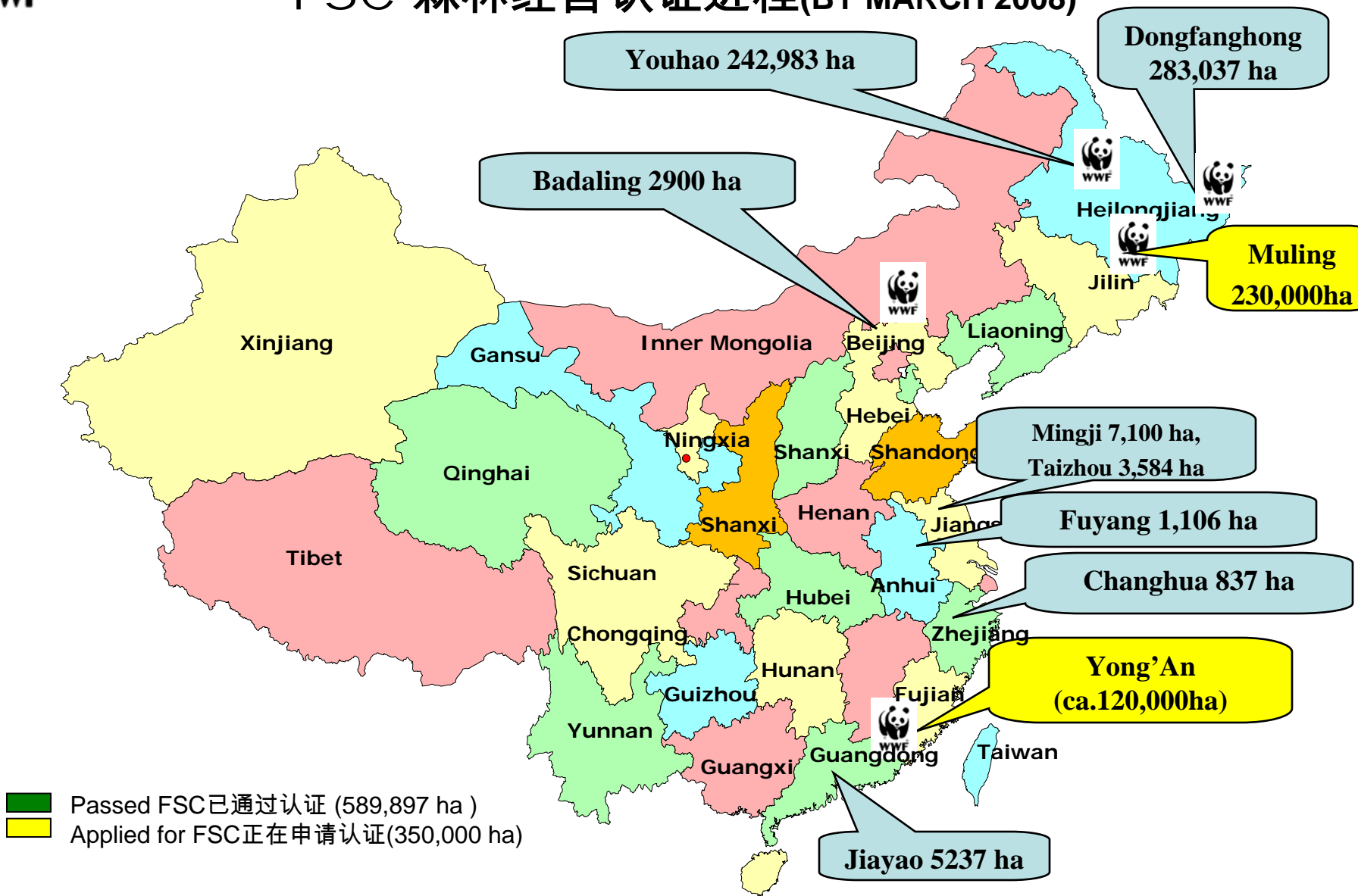
比例尺：1：50万





# FSC Forest Management Certification in China

## FSC 森林经营认证进程(BY MARCH 2008)





# Strategy with Buyers

## 购买者策略

Responsible purchasing, Legality of supply chain  
and FSC COC

负责任采购、供应链合法性及FSC COC 认证

- Supply chain analysis 供应链分析
- Training 培训
- Education and communication 宣传和教育
- Networking 网络联系
- Technical assistance 技术支持



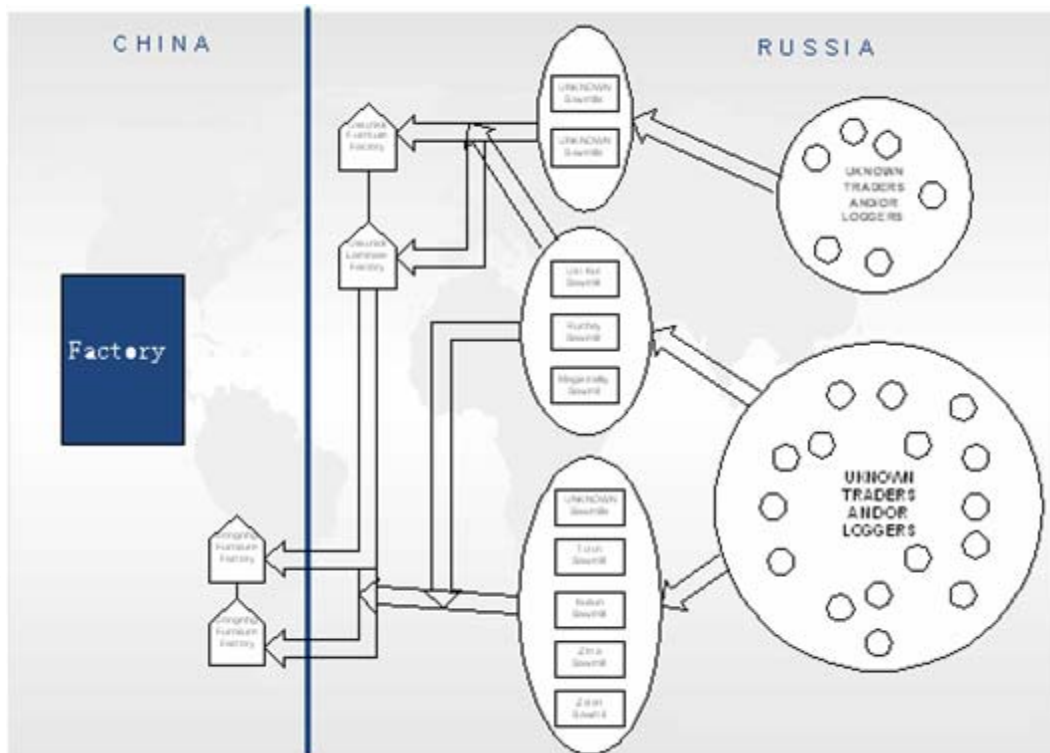
# Supply Chain Analysis 供应链分析

## 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

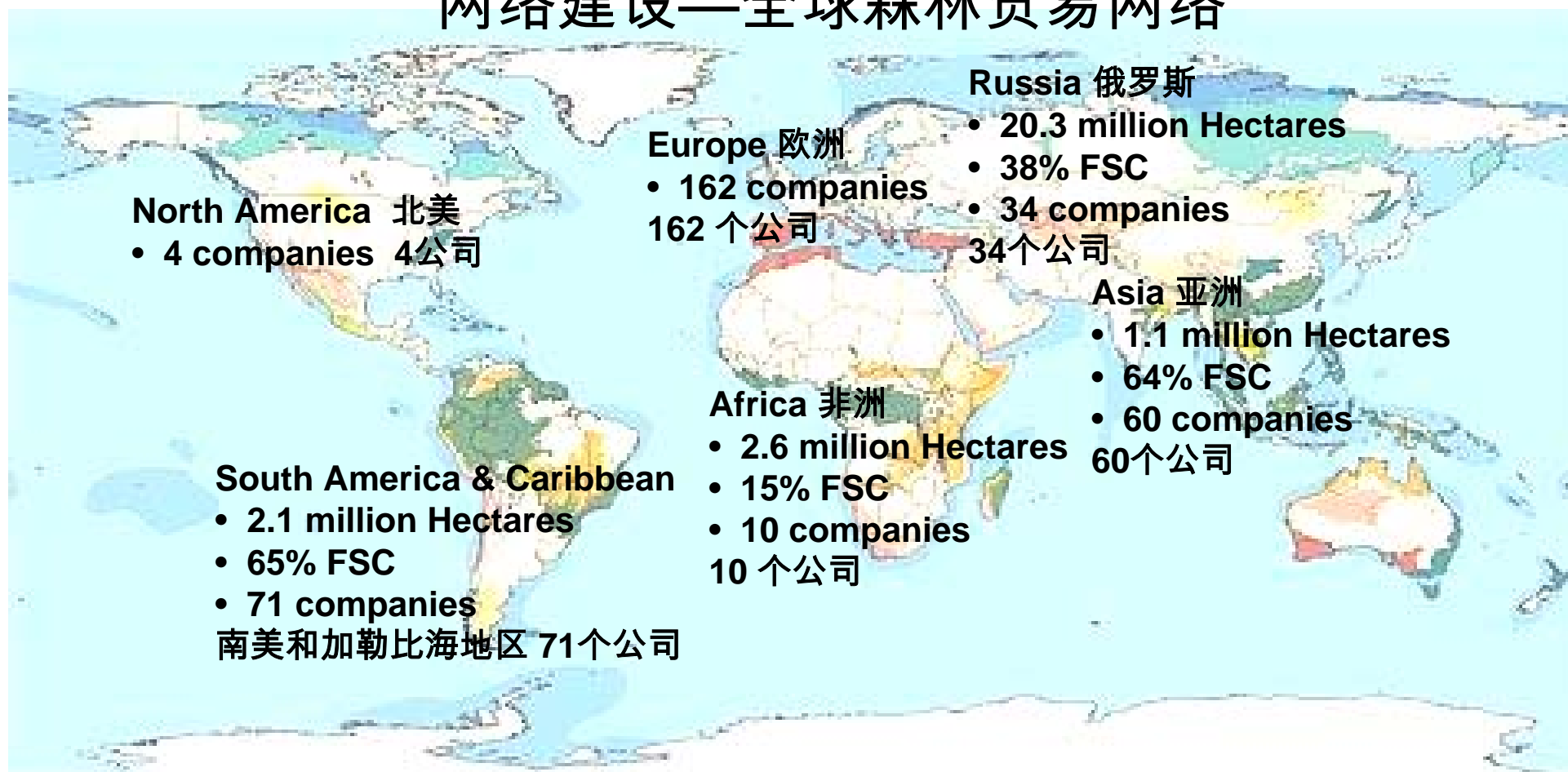




# What works? 哪些方法有效?

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

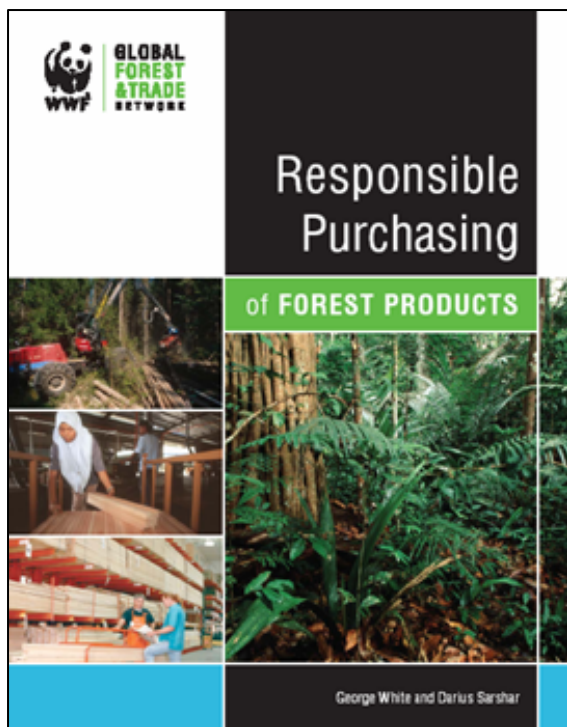
### 网络建设—全球森林贸易网络



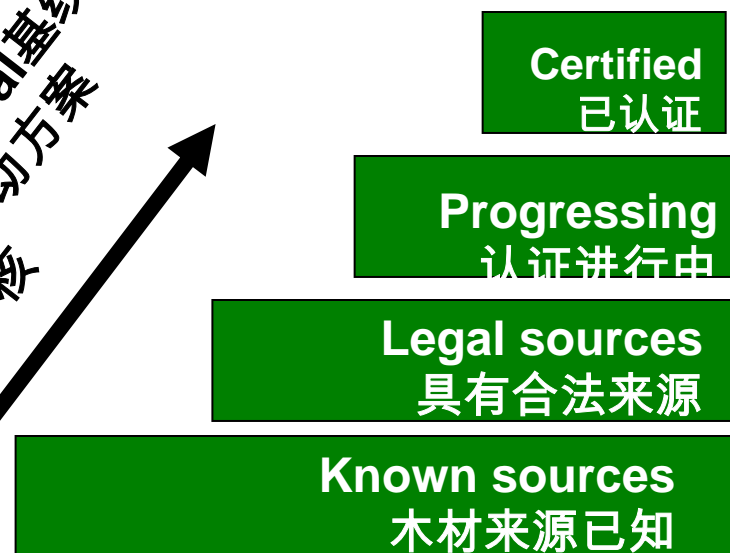




## Stepwise approach to sustainable forest management and responsible purchasing: 可持续森林认证和负责任采购的循序渐进途径



-baseline appraisal 基线评估  
-action plan 行动方案  
-auditing 审核



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



Russia Forest & Trade Network



China Forest & Trade Network



Swedish Forest & Trade Network

2



China FTN member (producers)



China FTN member (buyers)



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

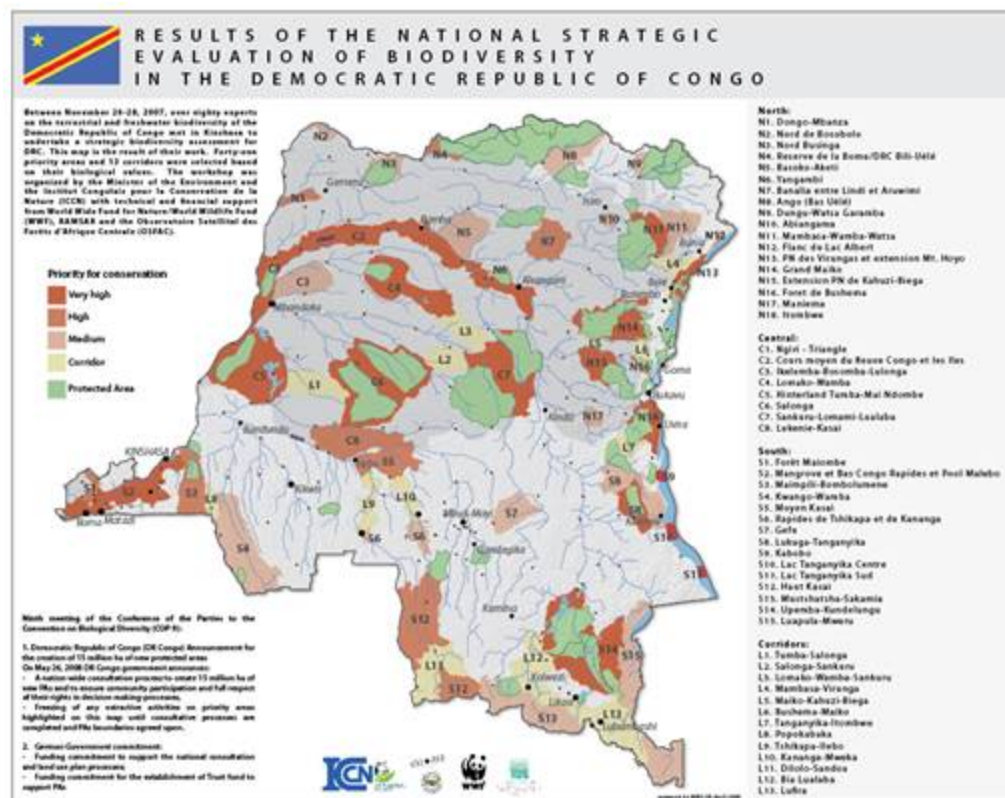






# What works? 哪些方法有效？

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!