



# Promotion of the Trade of Legal and Sustainable Timber and Timber Products



**Forest Programme of WWF China**

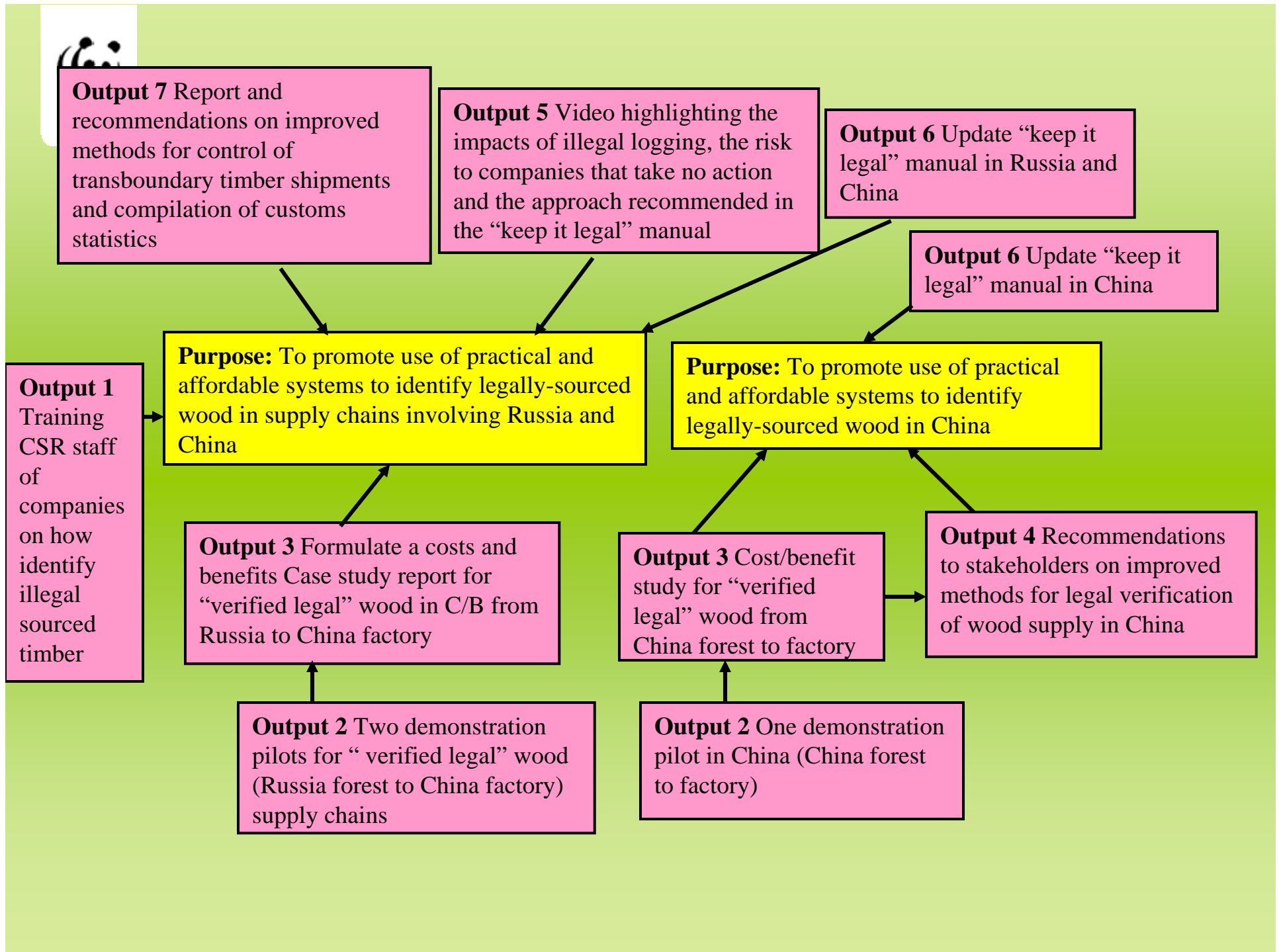
**Sep 21, 2006, Friendship Hotel in Beijing**





- 1. Curbing Illegal Logging in Russia and Rewarding Legal Forestry in Russia and China**
- 2. Market Approach – CFTN (China Forest and Trade Network)**
- 3. Saving Tropical Forest – FCI (Forest Conversion Initiative)**

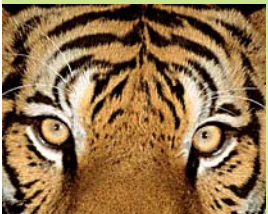






## China Forest and Trade Network

- CFTN: by providing trade opportunities between companies committed to achieving and supporting responsible forestry to ensure the source legality in the raw material supply chain for forest products
- Launched in March 8, 2005 in Hong Kong
- Achievements:
  - ✓ 8 members (5 in mainland and 3 in HK)
  - ✓ 15 applicants under baseline appraisal
  - ✓ Outreach hundreds companies
  - ✓ Encourage 2 FMUs apply for FSC certification







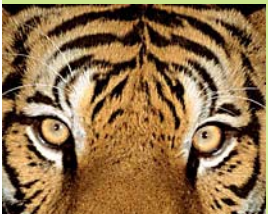
# China Forest and Trade Network

## 1. Member recruitment

- Baseline appraisal and action plan for applicants
- Stepwise approach to improve the wood resource purchasing
- Capacity Building on sustainable purchasing

## 2. Market link

- Europe, US, Japan – China
- China – Russia, Indonesia, Brazil





# WWF Forest Conversion Initiative

## Objective

Ensure that forests with high conservation values and with important concentrations of species, are no longer threatened by the expansion of oil palm and soy in tropical forest area such as Indonesia, Brazil

## Strategy

By working with stakeholders to switch mainstream production of palm oil and soy to sustainable practices





# What are the Roundtable Process?

## Objectives

**Develop criteria for sustainable palm & soy plantations**  
**Source from sustainable plantations**  
**Implement them in pilot projects**  
**Communicate to stakeholders and public**

## Participants (140 members)

**Producers**  
**Investors**  
**NGOs**

- **Retailers**
- **Crushers, Traders**
- **Manufacturers**

## Process

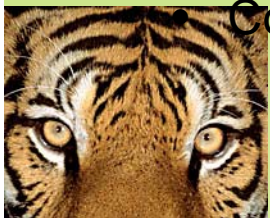
**The Roundtable is a process, not a single event**





# What is WWF doing in China?

- From mid 2003: market research (overview & key companies)
- From mid 2004: working with business
- Today: formally launching our work in Public, asking for support from:
  - industry, financial institutions, Government and consumers
  - COFCO (China National Cereal, Oils and Food stuffs Corp.), one of the largest importer, became a member of RSPO
- The Future:
  - Encourage Chinese companies to participate in the Roundtables to help influence the debate
  - Create links between China and Malaysia/Indonesia on Palm Oil to promote the use of the Sustainability Criteria



Communicate with all concerned





Let's leave our children a living planet

