

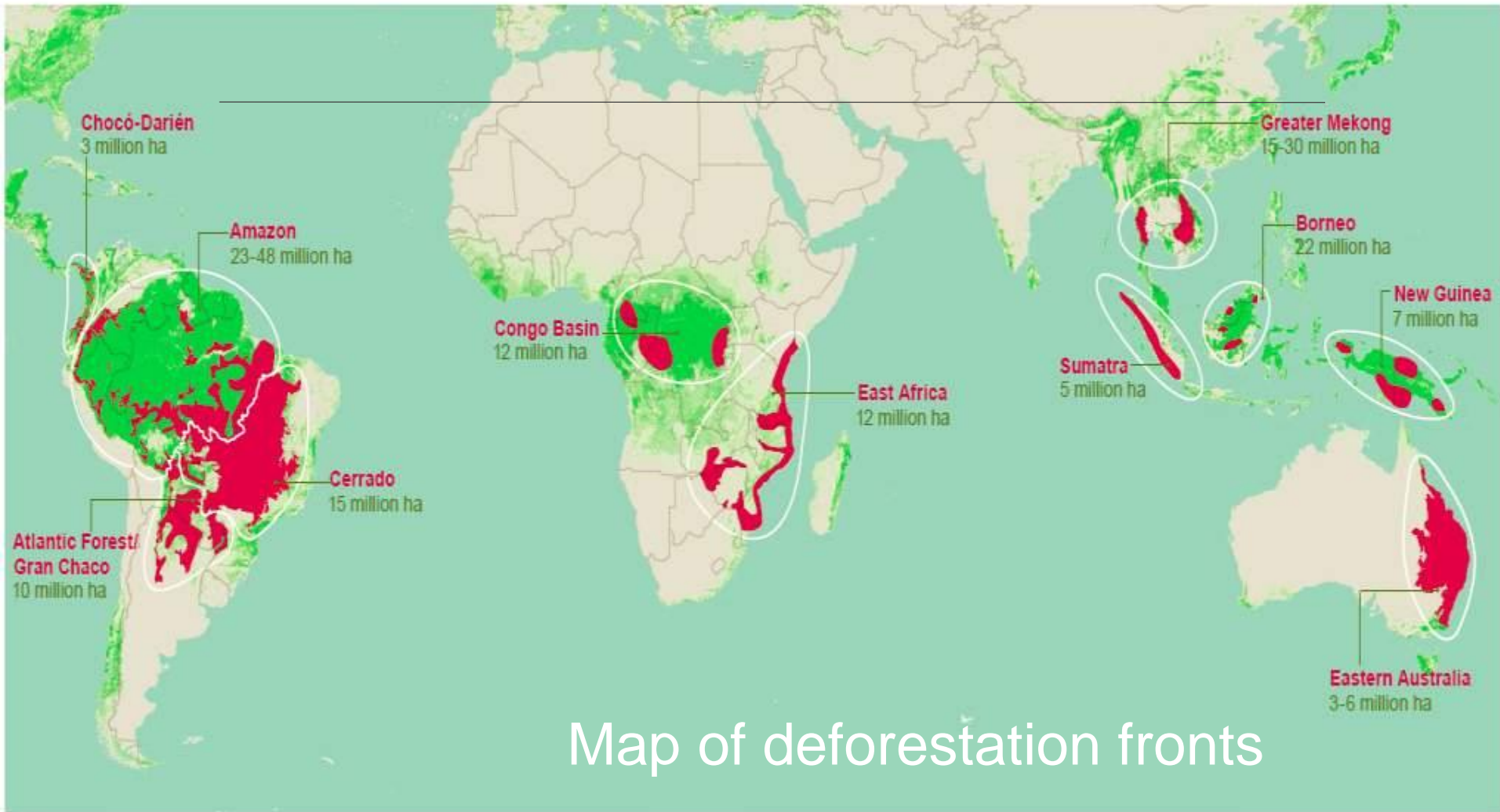


Better Forests, Better Business

Mingming Sun

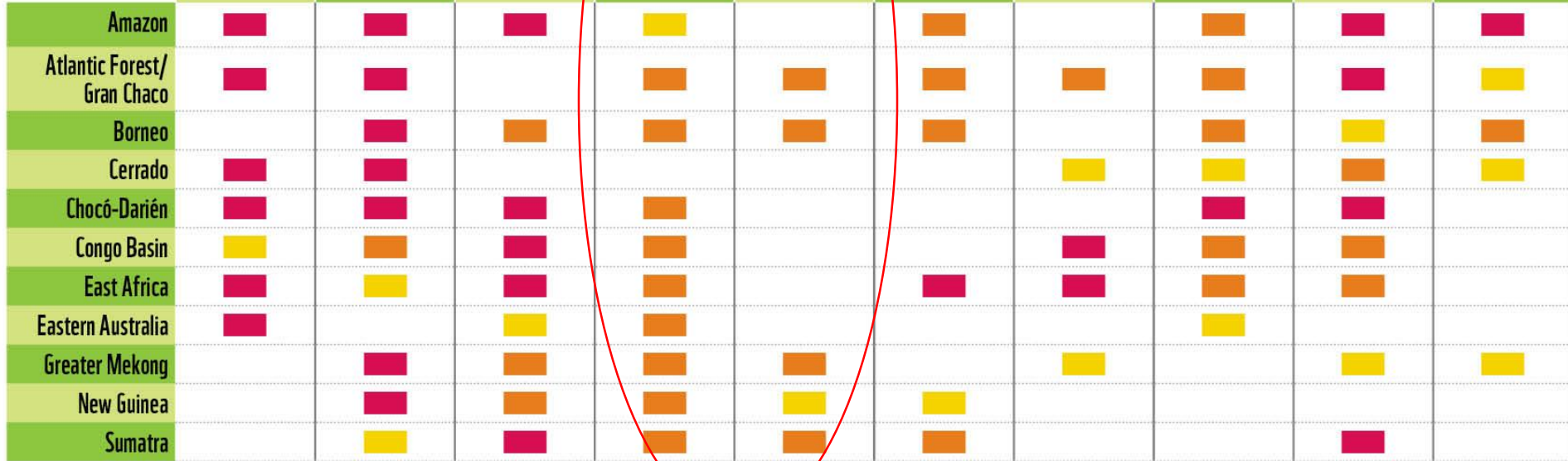
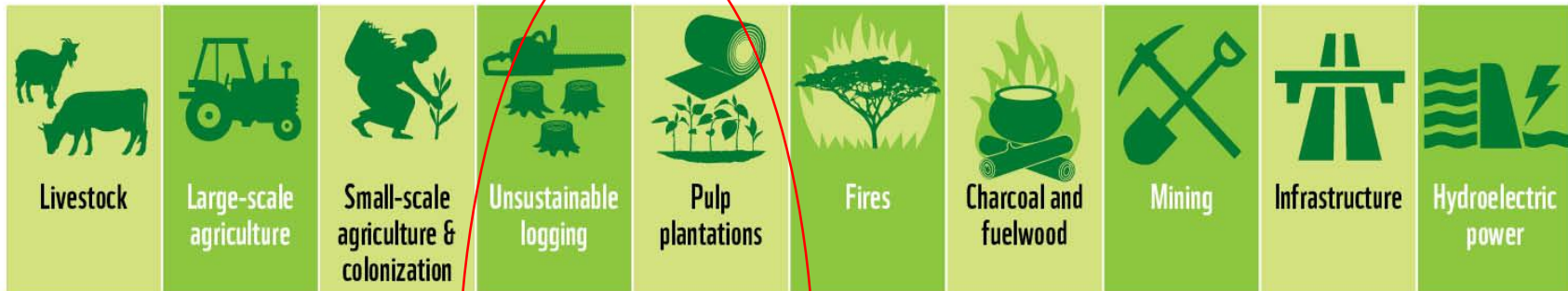
WWF China



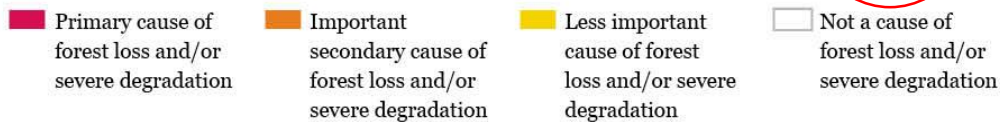


Forest

Deforestation fronts + projected deforestation, 2010-2030



Summary of main pressures on forests in different deforestation fronts

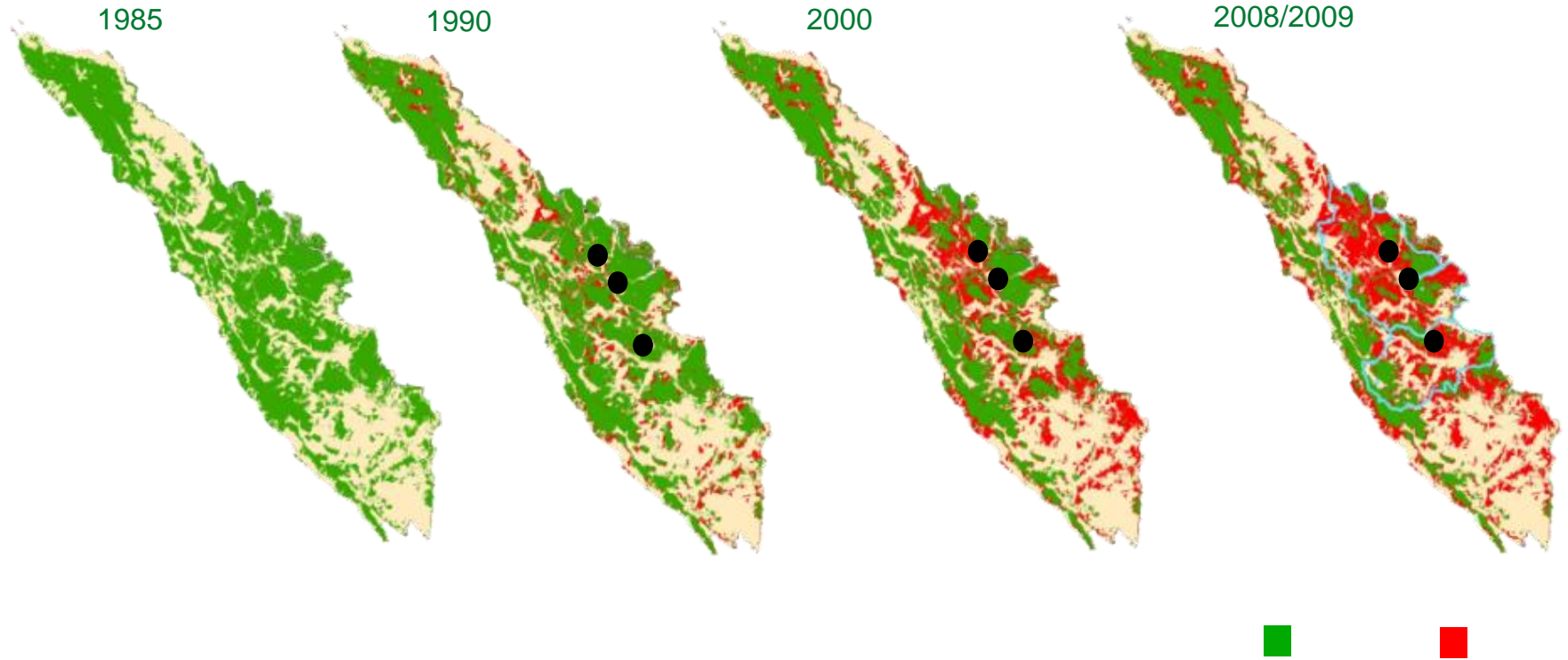


Deforestation pressures



**Example: Deforestation
Front in Sumatra**

Example of the role of P&P in a deforestation front: Sumatra



Pulp&Paper sector has been most responsible for forest loss



Draining rainforests on deep peatlands also affecting global climate

What happens if we do nothing?





Why focus on responsible paper?
40% of world's industrial timber is used for paper



Market pulp trade in 2011

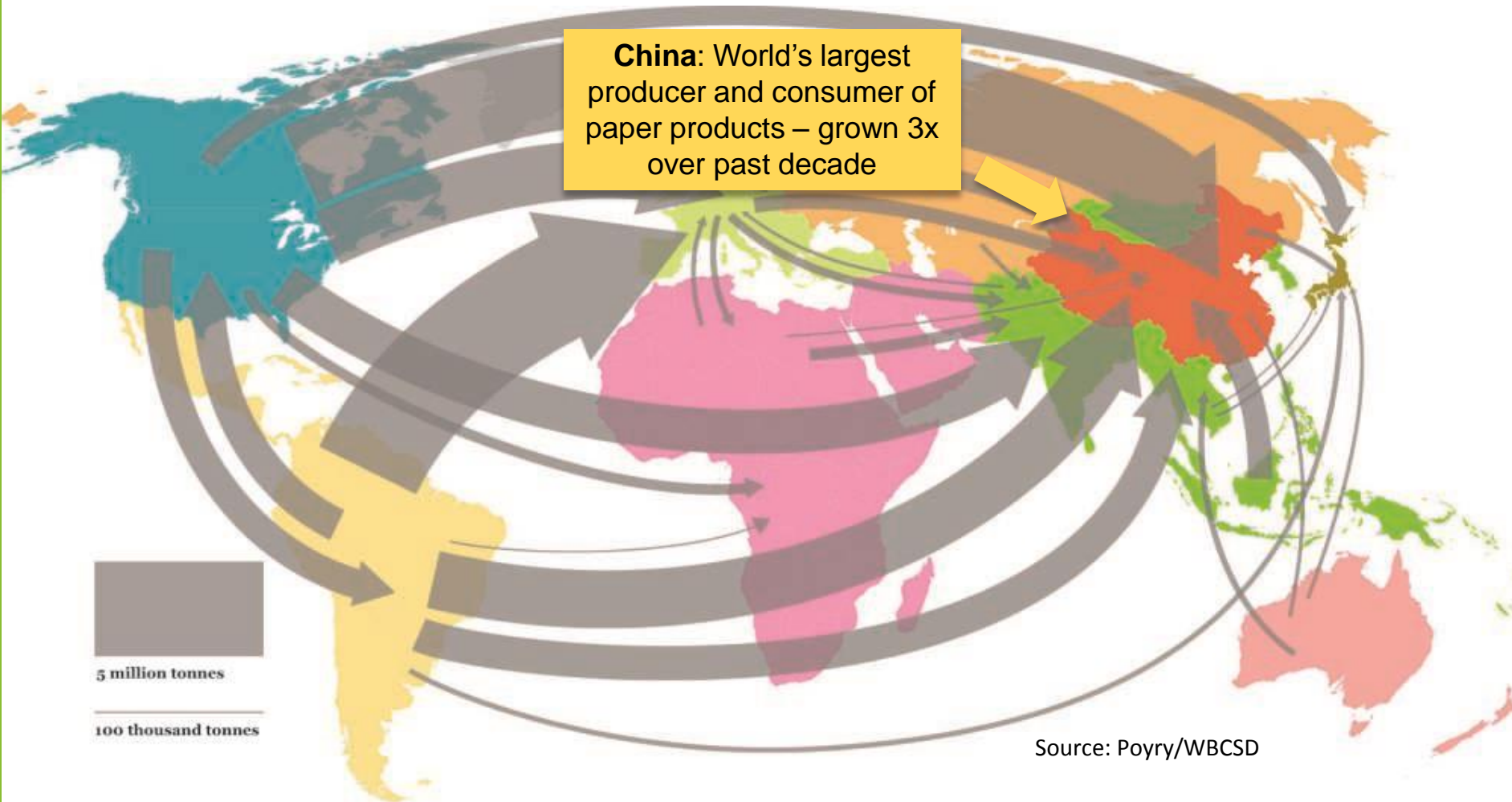
China: World's largest producer and consumer of paper products – grown 3x over past decade



5 million tonnes

100 thousand tonnes

Source: Poyry/WBCSD



What is China Sustainable Paper Alliance? 中国可持续纸联盟是什么？

- Pre-competitive platform 非竞争性的平台
- Initiated by WWF, and with supports from the participants
- 由WWF发起, 成员企业支持的

Objectives 目标:

- With objective to increase demand and supply of certified and recycled paper products, particularly FSC certified products
- 目标是增加认证纸制品和再生纸制品的市场需求与供应，特别是FSC认证的纸制品
- Eliminating illegal and controversial sources in the supply chain
- 从供应链中，剔除非法的和有争议的原料来源



Why give preference to the Forest Stewardship Council ?

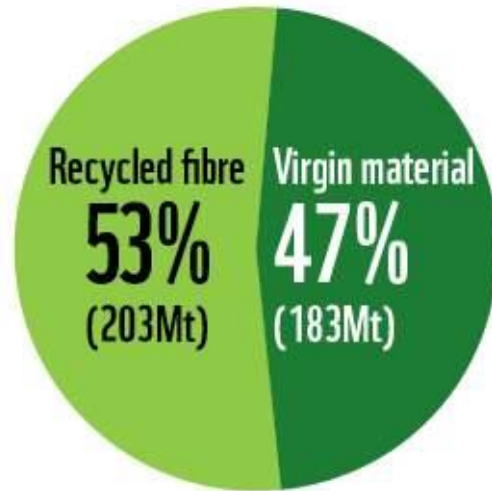
WWF analysis showed FSC as the most rigorous and credible certification system:

- Ensuring ecosystem functions
- Protecting biodiversity & old growth
- Expands protection of water bodies
- Integrating social concerns and indigenous people's rights
- Avoiding forest conversion to plantations
- Excluding unwanted sources from non-certified lands

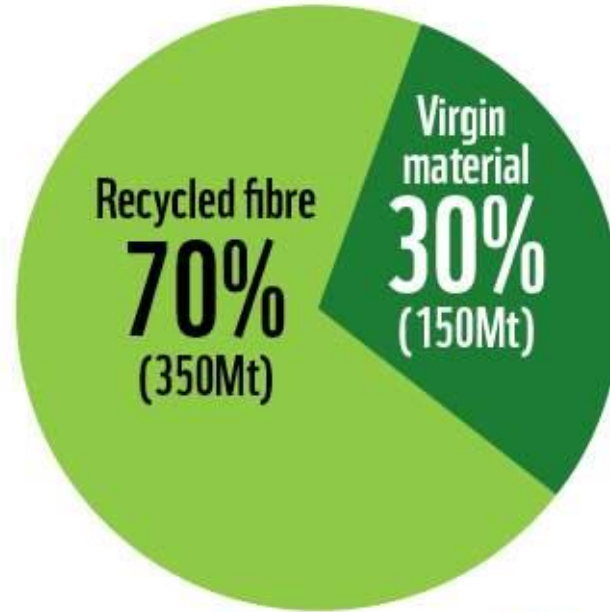




Why increase the use of recycled fibers




2010: 400 million
tonnes paper produced



2020 scenario: 500 million
tonnes paper produced with
70% recycled fibre

 Recycled fibre

 Virgin material

Who Can Join the Alliance? 联盟包括哪些企业组织?

**Forest companies
with pulp plantations**
拥有纸浆林的林业公司

**With commitments on
responsible paper products**
拥有对负责任纸制品的承诺

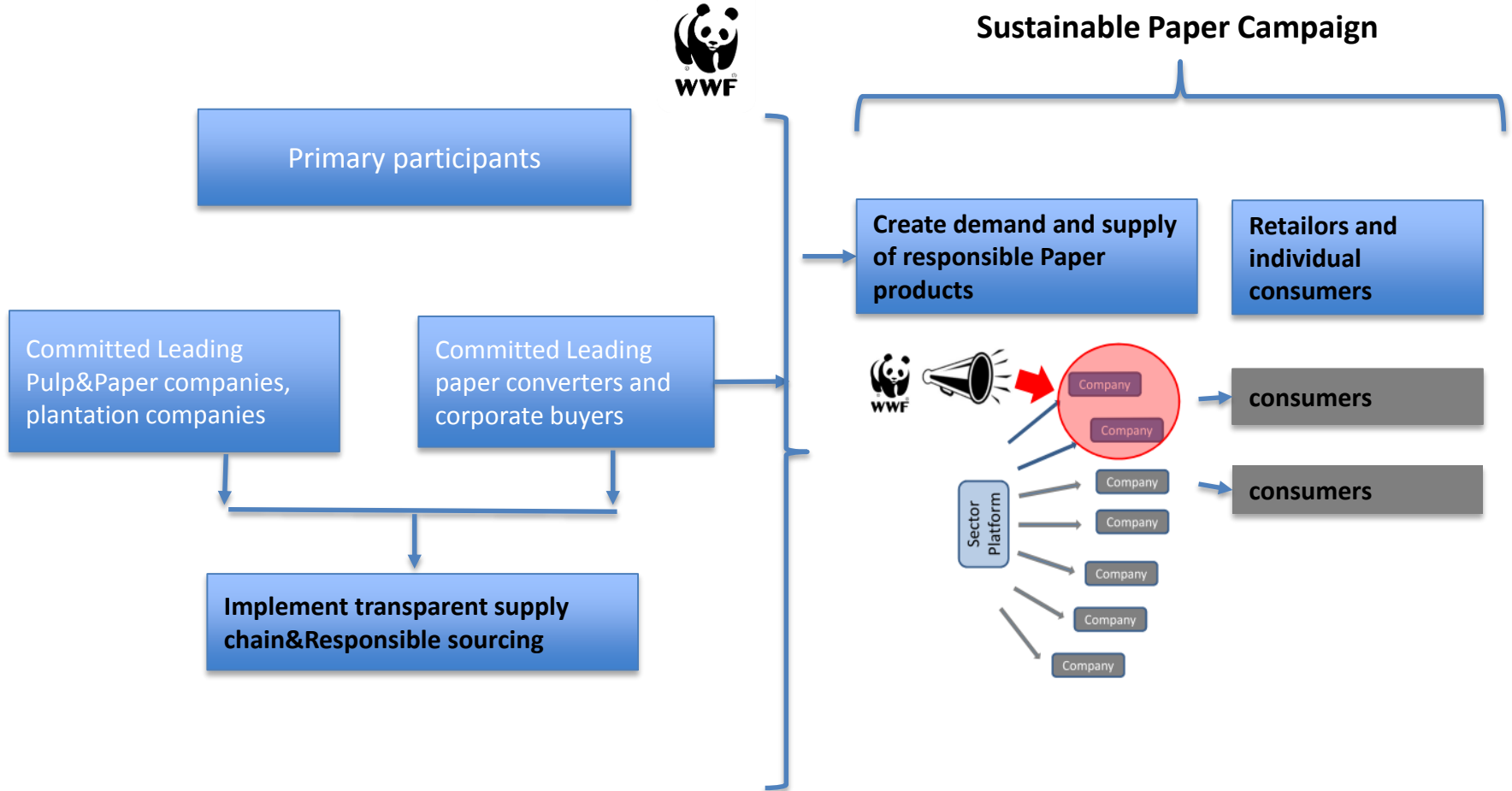
Converters
中间制造企业

Industry Associations
行业协会

Corporate buyers
企业用户

**Pulp&Paper
Manufacturer**
纸与纸浆制造企业

How the Alliance works?





Potential Benefits for Companies

- Access to the increased responsible paper products market
- Mitigate risks
- Engage with like-minded sector leader
- Strengthen public and government relations
- Leverage collective communication efforts
- Long-term supply of certified and recycled products
- Positioning China as a responsible supplier of paper products

Better Forests. Better Business.

Thank you!

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