



中国可持续纸制品发展倡议

China Sustainable Paper Alliance

Introduction

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关于我们 About WWF



谈谈森林 About forest

预计到2030年，全球将有**2亿**公顷的森林消失

Up to **200 million** hectares of forest could be destroyed by 2030



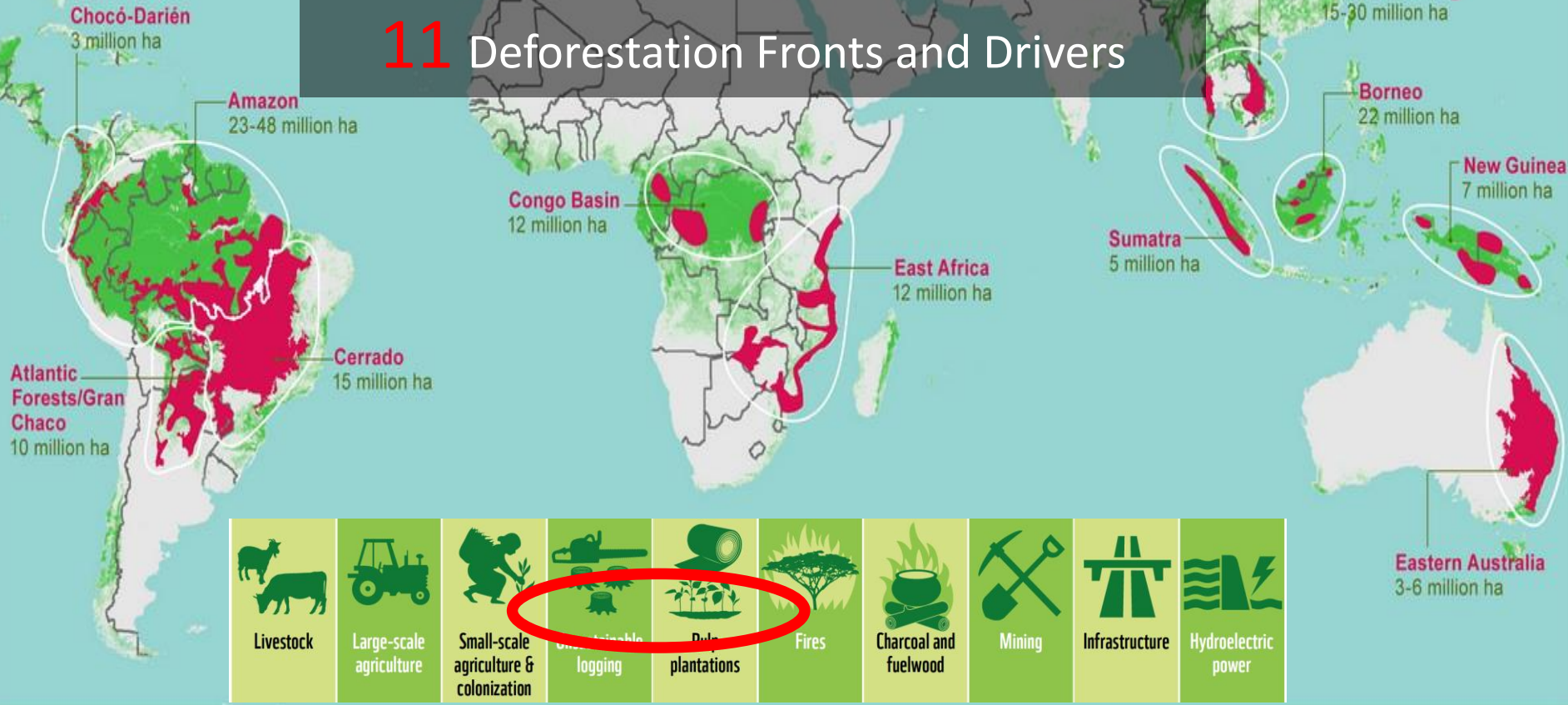


为什么关注纸张？ Forest and Paper
全球**40%**的工业原材用于造纸
40% of world's industrial timber is
used for paper



大毁林区域和毁林驱动因素

11 Deforestation Fronts and Drivers



Forest

Deforestation fronts + projected deforestation 2010-2030

Sep 2015 China Sustainable Paper Alliance Launched

2015年9月 中国纸制品可持续发展倡议启动



SIG Combibloc
康美包



Sep. 20th, 2015, CSPA Launch Ceremony, Shanghai

2015年9月20日, CSPA启动仪式, 上海

11 companies join CSPA with public commitment

11家企业公开承诺加入CSPA

Who has confirmed to participate?
目前有哪些响应方? (2018 YTD)



Observer:



What is China Sustainable Paper Alliance? 中国纸制品可持续发展倡议是什么？



➤ Pre-competitive platform

非竞争性的平台

➤ Initiated by WWF and China National Forestry Industry Federation ,
and with supports from the participants

由WWF和中国林业产业联合会发起, 响应方支持的平台

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



China Sustainable Paper Alliance (CSPA) 2015 – 2016 2015-2016中国纸制品可持续发展倡议



CSPA is drafted and agreed. “GREEM ME” campaign proposal was draft and shared with CSPA participants and observers in early May 2016.

2016年5月初，CSPA起草和通过了“GREEN ME”活动建议，并与CSPA成员和观察员分享。



Training Workshop of Responsible Paper and Packaging was planned to be held at June 20th, 2016 in Shanghai. More than 70 attendees have been registered from approximately 35 companies.

2016年6月20日，在上海举行负责的纸张和包装培训研讨会，来自大约35家企业的超过70名参会者参与培训。



Check Your Paper website translation is on track.
“检查你的纸张”工具上线。



Earth Event was organized at March 19th, 2016 together retailer (AEON) to promote Sustainable Consumption of paper products, and FSC certified products (10 brands supports the event)
2016年3月19日组织零售商(永旺)开展了地球日活动，以促进可持续纸产品消费，及推广FSC认证产品（10个品牌支持此活动）。



China Sustainable Paper Alliance (CSPA) 2016 2016中国纸制品可持续发展倡议



CSPA “GREEM ME” campaign proposal was shared with CSPA participants, confirming the working process on Sep 2016
2016年9月，与成员分享GREEN ME活动建议，并确认工作进程。



Green Me campaign time line shared within CSPA participants & observer and already got 3 participants confirmation on supporting.
与CSPA成员及观察员分享GREEN ME活动时间线，并得到了3家成员企业的支持。



10/2016

A letter of GREEN ME ambassador appointment has been signed with Bo Huang in terms of forest protection
黄渤成为GREEN ME森林保护形象大使



In Oct 28-29 The First International Conference on Sustainable Development of Forest and Pulp & paper in Changsha, China. Tetra Pak China as the panel list in the forum. 10月28-29日，首届国际森林及纸浆与纸可持续发展会议在中国长沙召开。利乐中国作为论坛的专题小组成员。

12/2016

The non-profit GREEN ME video and poster taken by Bo Huang has been undertaking
黄渤参与拍摄GREEN ME 公益视频及海报

China Sustainable Paper Alliance (CSPA) 2017 2017中国纸制品可持续发展倡议

22/04/2017

Earth Day Green Walk Campaign.
Off-line participants reached 350 pax; On-line supporters reached 100,000 pax.

2017年4月22日地球日绿色行走活动，线下参与者达到350人，线上支持者达到10万人。



05/2017

JD. Com, as one of the Chinese biggest online trade platform, has officially joint CSPA.

京东作为中国最大的线上交易平台之一，2017年5月正式加入CSPA。



08 /2017

Sustainable Consumption week in CapitaLand Shopping Mall Beijing Jingpin. Invited 10 media

2017年8月可持续消费周在北京凯德精品购物中心，共邀请10家媒体。



2017 Green Me Campaign Annual Event – Forest Dialogue in Dec 13 2017
2017年12月13日，GREEN ME 年度活动-森林对话

H U M A N

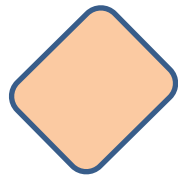


GREEN DIALOGUE
BETTER FUTURE

与森林对话



F O R E S T



2017年“Green Me”系列活动媒体传播 Green Me Media Evaluation Report

WWF Events|男神黄渤邀你一起
与森林对话

2017年12月4日



12月4日 微信预热第一波

究竟是谁能亲临现场和黄渤一起
与“森林对话？”| 幸运名单公布



2017年12月11日
12月11日 微信预热第二波

错过了黄渤？没关系，别再错过
熊猫菌的圣诞礼物！

2017年12月14日



12月14日 微信活动回顾



12月14日 黄渤发微博记录活动



12月13日 微博图文直播

OUR OBJECTIVES 我们的三年目标

In the Consecutive Three Years

2019 Build Trust 建立信任

-Promote FSC certified products 推广认证产品

2018 Enhance Recognition 加强认知

-Introduce FSC, and advocate FSC's concept and sustainable consumption of forest products 了解，宣传认证理念以及可持续消费产品的介绍

2017 Increase Awareness 提高了解

-Increase the connectivity between forest, public and livelihood

2018 Green Me Campaign Planning

2018 GREEN ME 活动计划

Supply Chain 供应链

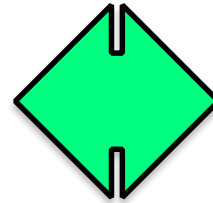
- set up sustainable forest supply chain index **建立可持续森林供应链指数**
- According to enterprise disclosure environmental data (source, factory performance, water, soil performance) evaluate outstanding performance. **根据企业披露环境数据(来源、工厂表现、水、土壤表现)评定突出表现。**
- As the virgin pulp source is the focus of the sustainable paper alliance, the sustainable recycled paper supply chain will also become the content of the index. **原生纸浆来源作为可持续纸联盟关注热点的同时, 对于可持续回收纸张的供应链环节, 也将成为指数关注的内容。**

Market Campaign 市场活动

Promote the awareness of Sustainable forest certified products among domestic consumers in China. **可持续森林认证产品在中国国内消费者认知的持续推动。**

- Green Walk 2018
- Green My Building
- Green Consumption
- Green Campus
- Green Conference

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What Challenges here?

挑战一直存在

- The limited of the understanding on corporate social responsibility
企业对于社会责任的认识程度的制约
- The understanding gap on certification system in China
认证体系在中国的认知差距
- How can consumers widely gain intuitive knowledge?
如何能更广泛的使消费者获得直观认知

Next Step

下一步计划

- Paper enterprises' Green supply chain index
纸张企业绿色供应链指数
- Establish the relationship between the country of origin and Chinese consumers
建立产地国与中国消费者的联系
- Invite more major enterprises in the paper supply chain to join the CSPA, form a more extensive resultant force. 进一步邀请纸张供应链环节主要企业加入 CSPA, 形成更广泛的合力。

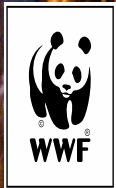


KEEP
CLAM
AND
HEADING
GREEN

The background of the entire image is an aerial photograph of a wide, muddy-brown river winding through a vast, dense green forest. The sky is bright blue with scattered white clouds. The text is centered over the river and forest.

为了一个生机勃勃的地球

For a Living Planet



EARTH HOUR. MARCH 27. 20H30.
**FOR ONCE,
THE DARK SIDE
SAVES THE
PLANET.**

Darth Fladder #darthfladder

for a living planet

让我们一起：简单选择！巨大改变！
Simple Choice! Great Change!

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