

# 宜家林业

台雯

宜家贸易服务（中国）有限公司

2018年 4月 深圳



# 内容

- 1) 宜家简介-IKEA CN
- 2) 宜家尽职调查体系
- 3) 挑战

A group of children wearing various costumes, including a white mask with red eyes and a yellow mask with an orange beak, smiling and looking towards the camera. The background is dark, and the lighting is focused on the children's faces.

# 我们的愿景

“为大众创造更美好的家居生活, 提供质量优异, 价格低廉的家居产品, 并且使用负责任的方式采购, 运输, 销售”



# The IKEA business in FY17<sup>2</sup>



# Inter IKEA Group in FY17



<sup>2</sup> Figures are for the financial year that ended 31 August 2017.

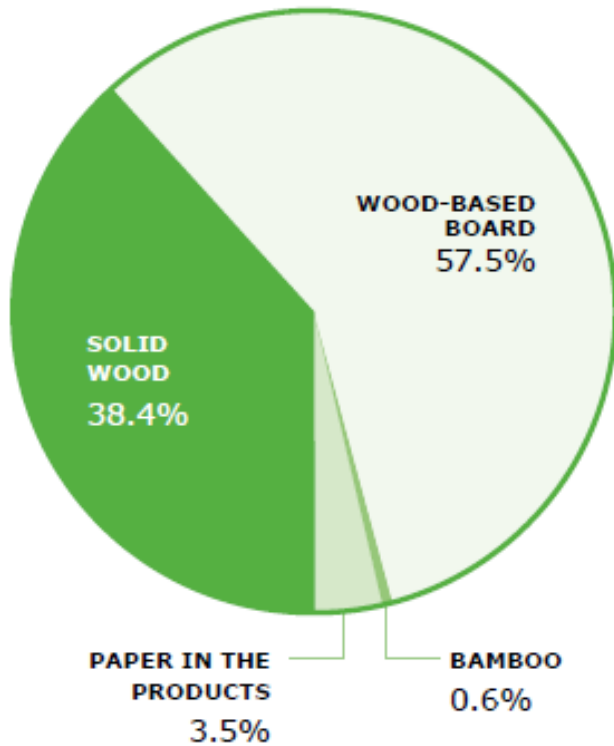
<sup>3</sup> The IKEA retail business including the IKEA stores are operated by independent franchisees under franchise agreement with Inter IKEA Systems B.V. (part of Inter IKEA Group).

<sup>4</sup> Retail sales exclude consumption tax and include sales of services.

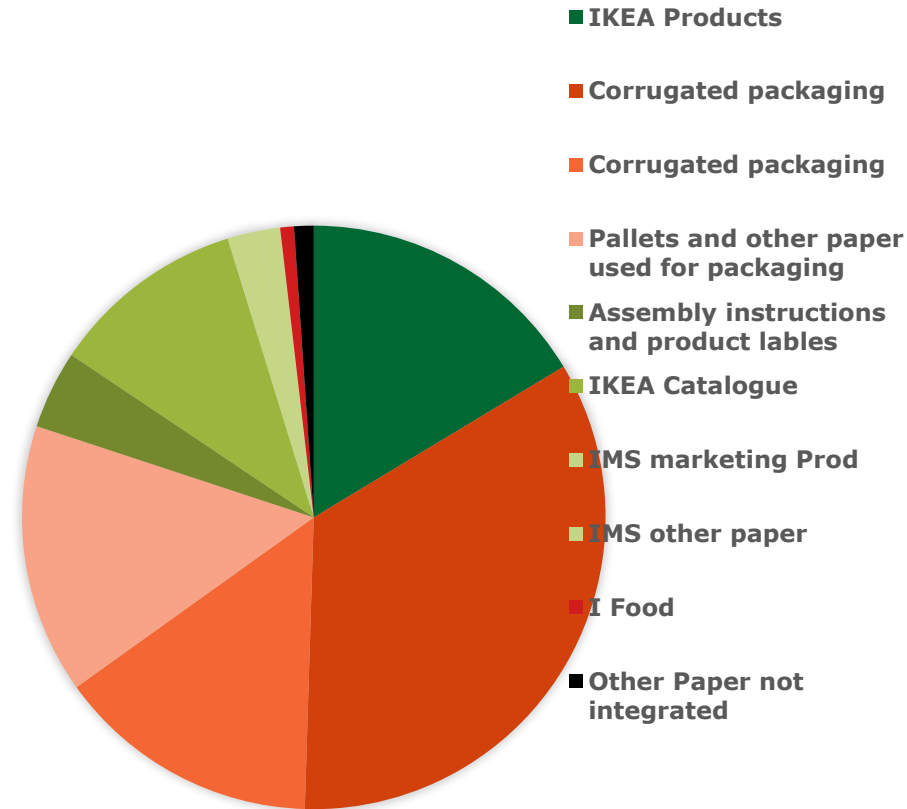
# 宜家全球的木材包括纸使用情况

## 产品用木材包括纸使用情况

Type of wood sourced – FY17  
(% wood sourced)



## 所有纸使用情况



## 二. 宜家林业

- **我们的价值观和企业社会责任**
- **品牌管理**
- **木材可持续供应的保证**
- **合法性**

# “益于人类， 益于地球”

---宜家集团可持续发展战略

PEOPLE  
& PLANET  
POSITIVE



可循环&益于气候环境



健康&可持续居家生活



公正&平等的社会环境



# 我们热爱木材 木材是宜家的名片和身份

**宜家60%产品涉及到木材**

**每年使用量占全球工业用木材总量的  
1%**







# IWAY Standard

Minimum Requirements for Environment and Social & Working Conditions when Purchasing Products, Materials and Services.

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Issued By: IKEA Supply AG

Approved By: INGKA Holding B.V.

Date: 1.09.2012

Edition: 6

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## IWAY Standard, Forestry Specific Section

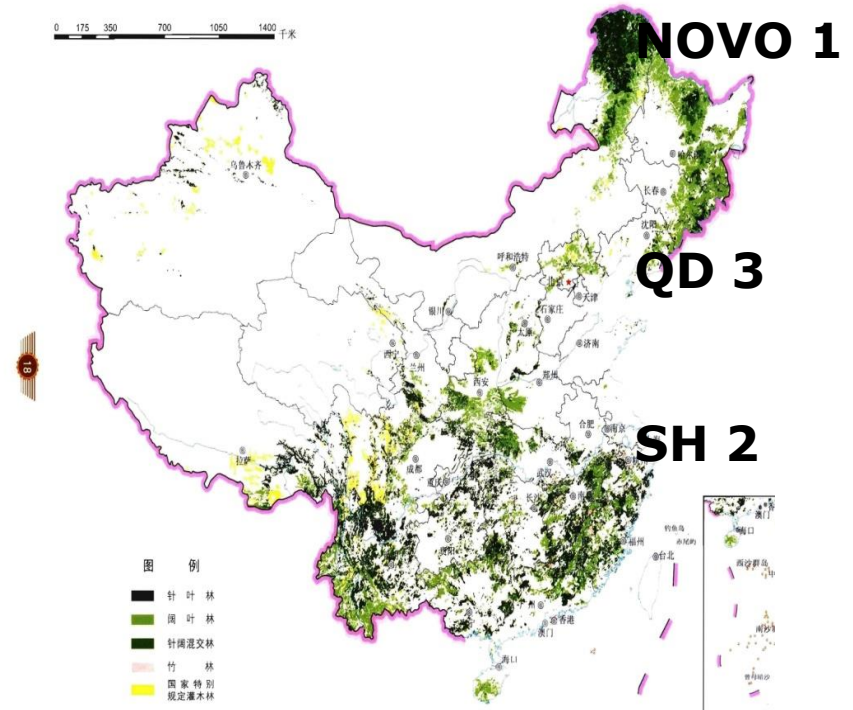
- 包含了所有的合法性要求
- 宜家的尽职调查体系
- 更可持续来源

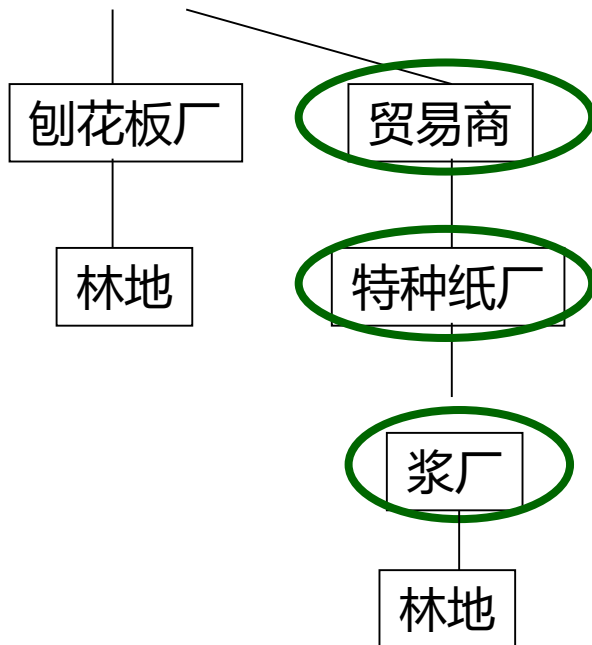
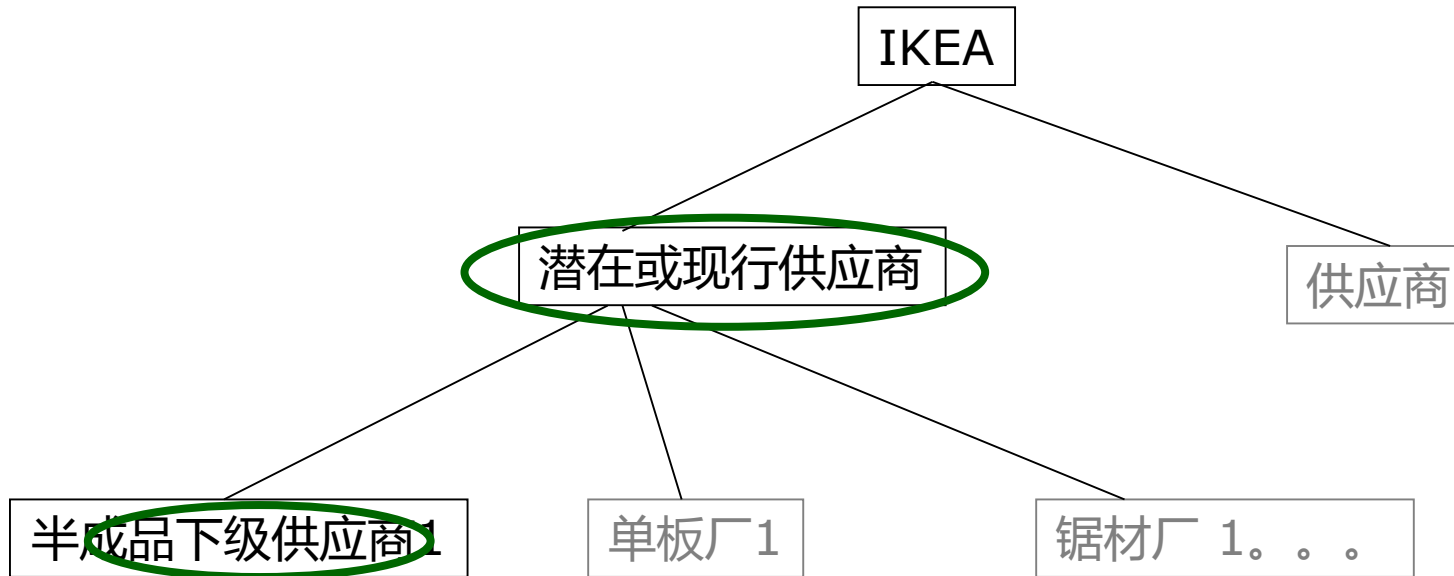
### 林业标准

实木、人造板、竹材、木纤维纸、棕榈藤、木塑

# 宜家木材采购&林业部门

- 监管林业相关风险 (原材料, 政策, 树种, 木材市场, 权益相关方)
- 尽职调查
  - a. 宜家林业标准审核
  - b. 供应链审核 (包括第三方审核)
  - c. 森林资源调查 (所有供应链结构使用量, 树种, 原产地等)
  - d. 木材采购计划
  - e. 供应商培训
- 林业可持续发展项目





- 宜家林业负责人
- 符合性程序
  - 原产地和树种
  - 物料核算系统
  - 森林资源调查
  - 风险评估和规避
  - 隔离

IKEA Wood Tracing System V.1.0 - Windows Internet Explorer

http://services.arcwebsverige.net/wts/Analyze/Regions.aspx

IKEA Wood Tracing System

User: tale | English | Home | Change Password | Logout | Help

Get Region Risk

Country: Russia  
Region: Irkutsk Oblast (with Ust-Ordynsky Burjatsky AO)

Risk Result

Risk assessment result for Country :Russia  
Region :Irkutsk Oblast (with Ust-Ordynsky Burjatsky AO)

JobName	Country	Region	SubRegion	RiskType	RiskLevel
	Russia	Irkutsk Oblast (with Ust-Ordynsky Burjatsky AO)	CHUNSKIY	Illegal logging	High
	Russia	Irkutsk Oblast (with Ust-Ordynsky Burjatsky AO)	CHUNSKIY	GMO occurrence	Low
	Russia	Irkutsk Oblast (with Ust-Ordynsky Burjatsky AO)	CHUNSKIY	Over 1 Ci/km2 radiation	Low
	Russia	Irkutsk Oblast (with Ust-Ordynsky Burjatsky AO)	CHUNSKIY	Over 5 Ci/km2 radiation	Low
	Russia	Irkutsk Oblast (with Ust-Ordynsky Burjatsky AO)	CHUNSKIY	Plantations	Low
	Russia	Irkutsk Oblast (with Ust-Ordynsky Burjatsky AO)	CHUNSKIY	Social conflicts	Low

# 风险评估结果

IKEA Wood Tracing System

Search Locked

Delete Risk Assessment

Job Name:WPP-11111-10  
Report from:2009-09-01 to 2010-08-31  
Total RWE Planned Volume (m3):2450  
Total RWE Certified Volume (m3):50

Supplier: K.HARTWALL OY, AB(11111)  
Supplier Trading Area: RUSSIA  
Material Area: FINLAND COMBINED MATERIAL  
FSC CoC Code: fsc1234

Wood Source

Subsupplier Name	FSC CoC Code	Contract Expiry Date
sfdf	fsc456	2010-01-01
sfgrd		

Print Export View on map

ViewWPP.aspx?jobId=237

Print - Windows Internet Explorer

http://services.arcwebsverige.net/WTSTest/View/ViewWPP.aspx?jobId=237

Print (Alt+R)

Job Name:WPP-11111-10  
Report from:2009-09-01 to 2010-08-31  
Total RWE Planned Volume (m3):2450  
Total RWE Certified Volume (m3):50

Supplier: K.HARTWALL OY, AB(11111) Contact Name: seredina  
Supplier Trading Area: RUSSIA Contact Information: ser@mail.ru  
Material Area: FINLAND COMBINED MATERIAL  
FSC CoC Code: fsc1234

Wood Source

Subsupplier Name	FSC CoC Code	Contract Expiry Date	Business Type	Material Type	Species Trade Name	Country	Region	Subregion	Planned Raw Volume (m3)	RWE Factor	Contracted or Committed volume (RWE m3)	Certified Volume (RWE m3)	Demand met
sfdf	fsc456	2010-01-01	Owned/controlled sub business	Roundwood	Pine	Bulgaria	Blagoevgrad		1000	1,0	100,0	50,0	Yes
sfgrd			Established business	Sawgoods	Birch	Russia	Belgorod Oblast	ALEKSEEVSKIY	500	2,9	0,0	0,0	Yes

Internet 100%

# 森林资源调查

# 东亚林业可持续发展项目



- 同WWF、CAF、FSC、SFA、INBAR、FLA等合作
  - 供应链尽职调查/负责任发展
  - 改善森林经营计划
  - 提高森林生产力
  - 公众可持续消费意识
  - 培训和咨询



# 三. 挑战

- 沟通、执行较困难
  - 纸供应链涉及很多贸易商、纸厂、浆厂等
  - 宜家供应商采购量有限，影响力小
- 追溯性要求树种拉丁学名、浆厂
  - 较难验证
  - 纸厂从浆厂贸易商买浆
- 纸市场近一年的不稳定，加大采购难度

# IKEA期望

- 整个行业追溯性透明
- 推动可持续纸发展

A woman and a young child are lying on a bed in a bright, modern bedroom. The woman is smiling and holding an open book, while the child looks on. The bed has a white and black patterned duvet and a red blanket. The room features white built-in furniture, including a wardrobe and a bookshelf filled with books. A window with white curtains is on the right, and a potted plant sits on a desk nearby. A large blue banner with white text is overlaid on the top half of the image.

**Thank You !**

**In IKEA, we work together  
for a better planet**

