



**Asia-Pacific
Economic Cooperation**


2013/FTMM/024
Day 2 Dialogue Session

The Sustainable Development of Nature Flooring


Purpose: Information
Submitted by: Nature Flooring Holding Company Limited



2nd Meeting of Ministers Responsible for Forestry
Cusco, Peru
14-16 August 2013



The Sustainable Development of Nature Flooring



NATURE FLOORING HOLDING COMPANY LIMITED
MR. SE HOK PAN 余学彬
Chairman & President
Aug 2013



Who are we



Nature Flooring Holding Company Limited (Nature Flooring) is listed in the Hong Kong Exchange main board. We are specialized in the research and development of environment-friendly home decoration materials under our own brands including "Nature Flooring", "Nature Wooden Door", "Nature Wardrobe" etc. We have established a sales network with more than 3600 exclusive shops, among which 3200 are flooring outlets, constituting the largest flooring sales network in China.



大自然家居
NATURE FLOORING HOLDING COMPANY LIMITED

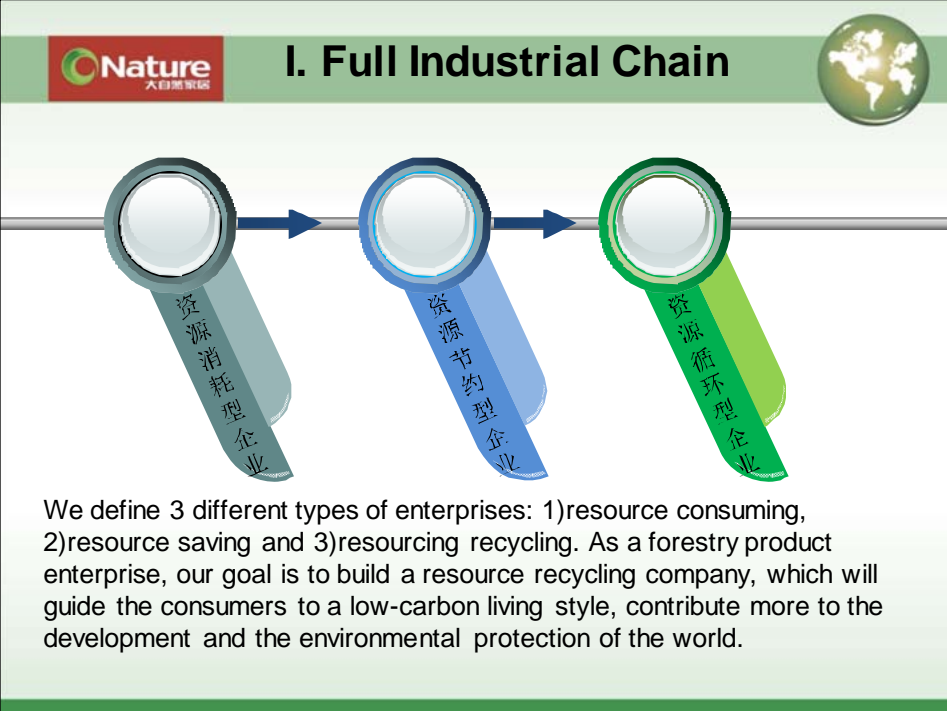


Nature
大自然集团

CONTENT

I. Full Industrial Chain

- Certified Forest Management
- Environmental Protection
- Zero-Carbon and Green Products
- Vision and Suggestion






Nature
大自然集团

I. Full Industrial Chain

资源消耗型企业 → 资源节约型企业 → 资源循环型企业

We define 3 different types of enterprises: 1)resource consuming, 2)resource saving and 3)resourcing recycling. As a forestry product enterprise, our goal is to build a resource recycling company, which will guide the consumers to a low-carbon living style, contribute more to the development and the environmental protection of the world.


 



Nature Flooring has currently owned about 137 000 ha of forest land in Peru and producing own wood floors and other timber products. Nowadays Nature Flooring has already established a complete industrial chain from forest, sawmill to flooring factory and sells "Made in Peru" products with our brand to the US and European market. This has contributed to the development of local economy.



Nature Flooring also gave away computers and other daily supplies to local schools for better education in the community. Furthermore, Nature Flooring provided timber harvest operation and safety trainings to local people to enhance their professional abilities.



大自然地板
 人木和谐成就品牌价值

Through integrated industrial chain management, Nature Flooring is exploring a sustainable strategy balancing between economy development and environment protection.



II. Forest Certification



The Rainforest Alliance

NATURE AMERICA S.A.C.
 Calle Argemone No. 11, Lote 11, S.A. 0000
 Los Mochis - Sonora
 Sonora, México

IS CERTIFIED FOR FOREST STEWARDSHIP COUNCIL
 FOREST MANAGEMENT

Certification Registration Code: FM-FSC-COC-100208

Valid from: February 26, 2009 to February 25, 2014

CERTIFICATE SCOPE:
 Group Forest Management certificate issued by the Forest Stewardship Council (FSC) to Nature America S.A.C. for the management of the forest resources in the Sonora State and other certification requirements. The certificate scope is independent of the amount of production. Management based on the following: additional audits according to certificate origin, not being production and quantity are based on the volume.

[Signature]
 J. J. [Name]
 Director of Operations and Quality Management
 International Program of the Rainforest Alliance
 65 Miller Road, Suite 201, Watkinsville, Georgia 30592 USA

MEMBER OF A PROGRAM OF THE RAINFOREST ALLIANCE ACCREDITED BY THE FSC.





The Rainforest Alliance

MADERERA RIO YAVERUA S.A.C. (MADERYJA)
 CARRETERA PANAMA - SERENA KM 9 - TARIJAMAQUI - MADRE DE DIOS - PERU

SU MANEJO FORESTAL Y CADENA DE CUSTODIA ESTA CERTIFICADA DE ACUERDO AL FOREST STEWARDSHIP COUNCIL.

Ámbito del Certificado:
 Tipo de Certificado: Manejo Forestal y Cadena de Custodia Individual

Estándar: FSC Approved Program FM Standard

Código de Producto: T-1000

Validez desde 18 de febrero 2012 hasta 14 de febrero 2017

Código de Registro del Certificado: FM-FSC-COC-100176

Código de Licencia FSC: FSC-COC0399

Número de Emisión del Certificado: P0 2012-1

Detalles adicionales sobre el alcance, los productos, el listado completo de productos y especies, están disponibles en este sitio.

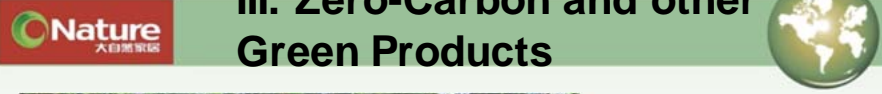


[Signature]
 J. J. [Name]
 Director of Operations and Quality Management
 International Program of the Rainforest Alliance
 65 Miller Road, Suite 201, Watkinsville, Georgia 30592 USA

MEMBER OF A PROGRAM OF THE RAINFOREST ALLIANCE ACCREDITED BY THE FSC.



Nature Flooring works with international organizations together to create legal and sustainable wood business model.

III. Zero-Carbon and other Green Products

Nature Flooring has purchased carbon credit from Peruvian forests to neutralize the carbon emissions in its production circle.

零碳证书
Zero Carbon Certificate

认证号: 001 (0001) 0001
CER: 001 (0001) 0001

兹证明
This is to Certify that
中山大自然木业有限公司
Nature (Zhongshan) Wood Industry Co., Ltd

地址: 中国广东省佛山市顺德区龙江镇(龙江17号)
Shunde, Foshan, Guangdong, P.R. China
电话: 0757-22822222
网址: www.nature.com.cn

产品类别: 强化复合木地板 (强化木地板)
Product: Laminate Floor Flooring

2010年生产的5,221,319平方米产品生命周期温室气体排放量已经实现碳中和
The Green House Gas Emission of 5,221,319 m² of Product has been neutralized in the Lifecycle Carbon Emission Analysis

签发 (Signatures):
签发日期 (Issue Date): 2011年11月11日
签发机构 (Issue Center): 中国低碳发展中心
www.chinacarboncenter.com

Product Carbon Footprint Verification Statement
Statement: CO2 5221319 0001
Verification Report No.: 4032702 000

Supplinging Yinyang Wood Industry Co., Ltd.
19th Floor, Zhongshan Building Road, Chabang Town, Shunde District, Foshan City, Guangdong Province, P.R. China

The emission of carbon dioxide during product lifecycle (CO2) emitted in year 2010 of Supplinging Yinyang Wood Industry Co., Ltd. is 5,221,319 kg (equivalent to 1.16 t CO2e) during the product lifecycle, Shunde District, Foshan City, Guangdong Province, P.R. China.

has been verified in meeting the requirements of ISO14067-1

Following activities were done during being audited:
- On-site inspection, interviews and data collection.

Based on the information we have received and evaluated, it was verified by TÜV Rheinland (TüV) that:
- The total of audited carbon foot print in this CO2 verification statement was aligned with "Reputable Accounting Method" (Greenhouse Gas Emissions) under the International Standard of Supplinging Yinyang Wood Industry Co., Ltd.
- Materiality impact of the audited year 2010 is following ISO14067:2006 Annex 1 and 2 in the following accounting of the Supplinging Yinyang Wood Industry Co., Ltd. CO2 emissions are calculated as follows:
- Product category code: 1930-1999 in class 1.3.1;
- Supplier information of this product: Supplier is: China;
- Reporting period: 2010-01-01 to 2010-12-31, audited by 27 November 2011.
- Reporting period: 2010-01-01 to 2010-12-31, audited by 27 November 2011.
- Reporting period: 2010-01-01 to 2010-12-31, audited by 27 November 2011.

中山大自然木业有限公司
19th Floor, Zhongshan Building Road, Chabang Town, Shunde District, Foshan City, Guangdong Province, P.R. China
www.nature.com.cn

TÜV Rheinland
TÜV Rheinland Group





Nature Flooring is the first Chinese enterprise to purchase carbon credit and gain the "Zero-Carbon Certificate" in China.



Nature
大自然地板

IV. Environmental Protection Activities











In 2006, Nature Flooring donated 1.5 million dollars to the China Green Foundation to support a 10-year plantation project. Since then, Nature Flooring has planted ecological plantation along the Yellow River, Yangzi River and throughout the country.



Nature
大自然地板









大自然地板山西壶口生态林
山西吉县黄河壶口瀑布风景区
2007年4月22日

大自然地板广东顺德生态林
广东省佛山市顺德区桂畔海公园
2007年12月18日

大自然地板奥运纪念林
北京八达岭奥运公园
2008年4月22日

大自然地板山东生态林
山东济南黄河森林公园
2008年4月27日

大自然地板刘家峡绿色长廊
甘肃省永靖县刘家峡库区
2009年4月22日







大自然地板三峡工程生态林
湖北省宜昌市长江三峡坝区
2009年6月5日

大自然地板梵净山生态文化林
贵州省梵净山自然保护区
2010年4月22日

大自然地板绿色世博纪念林
上海滨江森林公园
2010年6月19日

大自然地板奥林匹克生态林
北京奥林匹克森林公园
2011年4月22日

大自然地板野胎生态林
江苏盱眙铁山寺国家森林公园
2011年6月5日









福建福州生态林
2012年3月11日

山东济南生态林
2012年3月11日


河南平顶山生态林
2012年4月22日

甘肃兰州同心林
2012年4月22日



Nature Flooring & WWF




In 2008, Nature Flooring was awarded the "Merit Conservation Supporter" by WWF which is the most recognized award relating to green and welfare projects. Nature Flooring has been participating the "Earth Hour" activity since 2008.

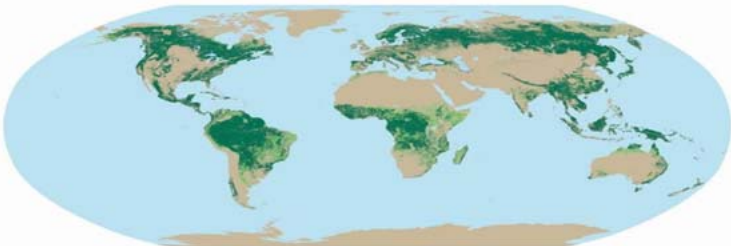
 

Nature Flooring offers scholarships to students in universities to encourage the younger generation to establish environment awareness, initiate them to join the pioneers in environmental protection .

 **V. Visions & Suggestions** 

The world's forests





Legend:

- Forest
- Other wooded land
- Other land
- Water


Our Vision

Forestry should be an industry of "resource recycling". Through scientific forest planning, SFM and protection of the natural resource, Nature Flooring will insist on exploration of a balanced development of economy and environment protection with integration of forest resources, timber processing and sales channels.

Suggestion:

We hope members of APEC can accelerate the process of mutual recognition of timber legality system and hence reduce the administrative cost generated from compliance with different certification systems.








Forestry certification is an important method to promote the sustainable operation of forest and trading of legal forestry products. Many countries and organizations have developed their own certification systems. International standards such as FSC and PEFC are accepted in 59 and 28 countries respectively. However, there is no system gaining recognition globally that enhances forest trade.





International communities also developed various wood legality regulations including Lacey Act from US, EU's Timber Regulation from EU, FLEGT and VPA. These regulations and systems all focus on wood traceability and requiring business sector to enhance its internal management and corporate social responsibilities.




China has developed the CFCC standards which focuses on protection of forest resources, combating illegal logging, enhancing trades of legal forest products.
We hope that governments can cooperate together to accelerate the mutual recognition of different certification systems, eliminating trading barriers.



Final Statement



Nature Flooring will continue to participate in

- . Development of economy in forest industry
- . Protection of forest

We are in action!!



谢谢!
Gracias!
Thanks!

