



Forest-products industry's contribution to climate change, society and economy.

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I.

Humans and nature

The world is a community of humans and nature.
We humans must respect nature, work with
nature and protect nature.



At present, global climate change has become a major concern of all countries in the world. In 2015, the Paris Agreement reached at the Paris Climate Conference with separate forest-related provisions, setting the framework for global response to climate change after 2020. Among them, sustainable forest management is an important part.

The background of the slide features a large, stylized graphic of a globe with green lines representing latitude and longitude. Overlaid on this graphic is the official logo for the Paris 2015 Climate Conference. The logo consists of a green leaf-like shape with a yellow center, positioned above the text 'PARIS 2015' and 'CONFERENCE DES NATIONS UNIES SUR LES CHANGEMENTS CLIMATIQUES'. Below this, the text 'COP21-CMP11' is displayed in a large, bold, sans-serif font. The entire graphic is set against a dark blue background with a white curved shape on the right side.

PARIS 2015
CONFERENCE DES NATIONS UNIES
SUR LES CHANGEMENTS CLIMATIQUES
COP21-CMP11

II.

One of the important issues to forest-products industry development.





Harvesting is destructive to forests.

**People's prejudice and misunderstanding
on forest industry.**

02

The truth is, local farmers who live by planting trees deforest for agriculture, creating income but causing large-scale loss of forests, and thereafter so increased carbon dioxide emission.





Forest industry is stagnating because of the stereotype, which aggravates deforestation and climate change.

(Data shows that market share of forest-products made of tropical species sharply dropped to 2% from 25% in the European market from 2007 to 2018.)



III.

Here we would like to say:

A sustainable forest-products industry plays a role in climate change mitigation.



“ Scientific and sustainable harvesting is a necessary condition for the healthy development of forestry industry, which has a positive contribution to mitigate climate change, mainly through two ways:

- A. Reduce carbon emission, and increase carbon sequestration.
- B. Increase the carbon storage of wooden products

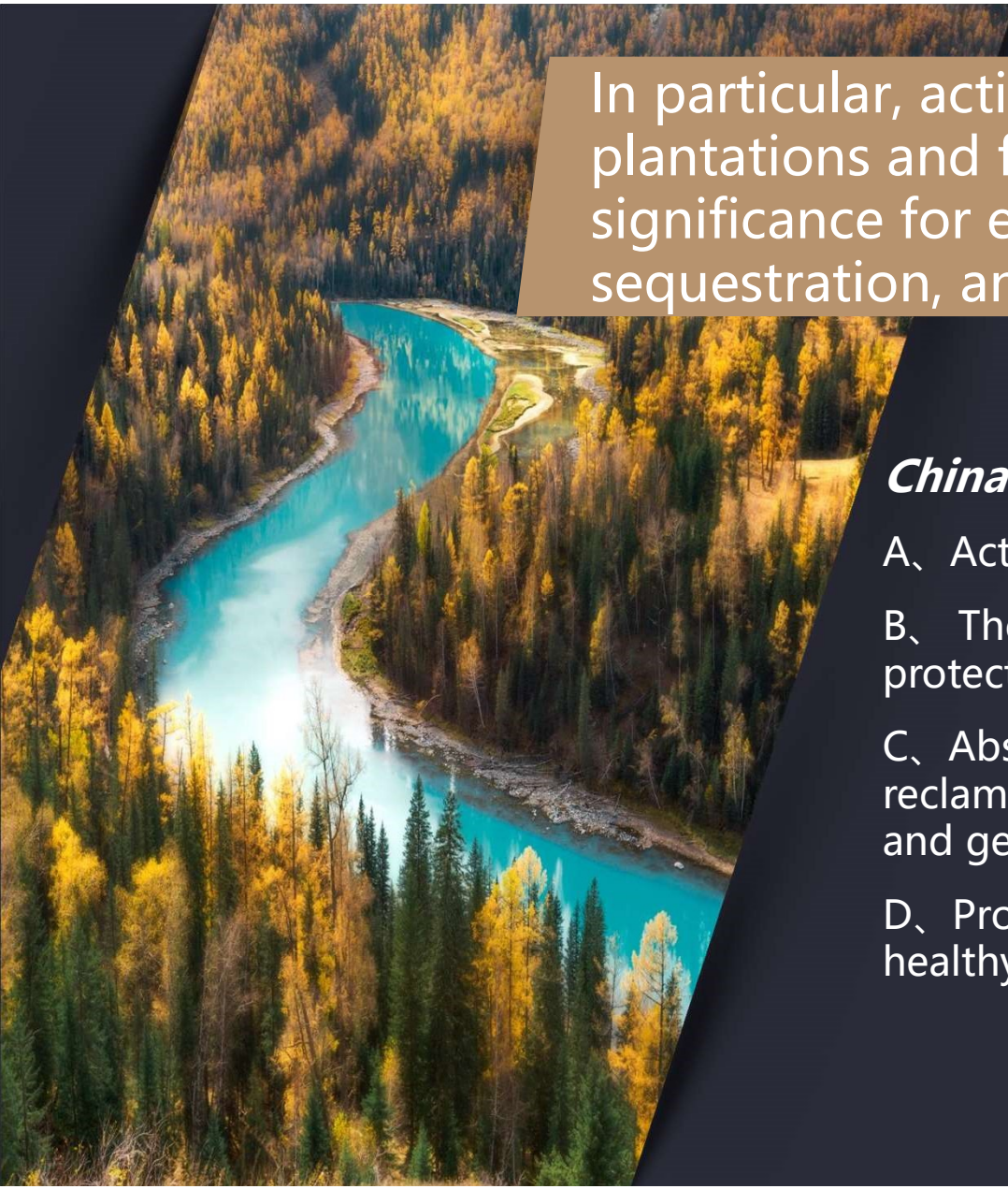
”



Reduce carbon emission, and increase carbon sequestration.

- ◆ The forest will die of old and diseases. If no cut, processed or utilized in time, the photosynthesis will be weak and the carbon dioxide fixed in the wood will enter the atmosphere again, increasing the concentration of carbon dioxide in the air.
- ◆ After harvesting, it will make room for new trees to fix more carbon dioxide, while reducing the risk of forest pests and fires.
- ◆ Increase local employment, increase residents ' income, reduce deforestation, and make forests sustainable.





In particular, actively planting and cultivating plantations and fast-growing forests are of great significance for expanding forest cover, carbon sequestration, and economic development.

China' s practices:

- A、 Actively promote plantation and increase forest cover.
- B、 The upstream natural forest ecology is continuously protected and the forest vegetation is gradually restored.
- C、 Absorb a large number of rural laborers to work for land reclamation and mountainous people to get rid of poverty and get rich.
- D、 Promote the sustainable use of timber materials and the healthy and rapid development of forestry industry.

Deposit carbon in wood products

Among the world's four major building materials, wood is the only renewable building material that can be recycled, naturally degradable and naturally degradable. It is a typical low-carbon material.

Wood is warm in winter and cool in summer, and can replace energy-intensive materials. Wood can not only increase carbon storage, but also reduce carbon emissions generating from the use of fossil energy.

Under the same conditions, the carbon emissions of wood flooring ($0.86\text{kgce}/\text{m}^2$) are much smaller than those of glazed tiles ($16.603\text{kgce}/\text{m}^2$) and granite materials ($6.01\text{kgce}/\text{m}^2$).



IV.

Power Dekor has been doing its part in sustainable utilization of forest resources.



On the move

By developing a low-carbon transformation strategy, Power Dekor has realized its low-carbon transformation and upgrading and technological innovation, consolidated its competitive advantage, established a good corporate social responsibility, and made its own contribution to delaying global climate change.



On the move

As a demonstration enterprise of China's timber legality certification, Power Dekor avoids and eliminates illegal or controversial sources of wood raw materials in the raw material procurement.

Strictly select the legal high-quality wood certified by FSC, and check the source to ensure the quality of the Power Dekor.



On the move

Continuously increase the production and supply of forest-certified forest products in the supply chain, and develop corresponding action plan, introduce product source tracking and transparency mechanisms, and implement sustainable business development strategy.



On the move

Since 2002, Power Dekor has successfully built the earliest, largest and most complete green supply chain in the industry, and found a balance between environmental health, green quality and smart operation.

It has passed ISO quality management system certification, Hong Kong HKCC certification, US commissioned third-party BV certification, China CQC certification, and Korea KS certification for many years.

Power Dekor 's green supply chain enables enterprises to achieve sustainable development in environmental protection. From the source, until the environmentally friendly products to the consumer's home. Bringing consumers a green, healthy, comfortable and quality life experience!



GREEN IS ALL
圣象绿色产业链

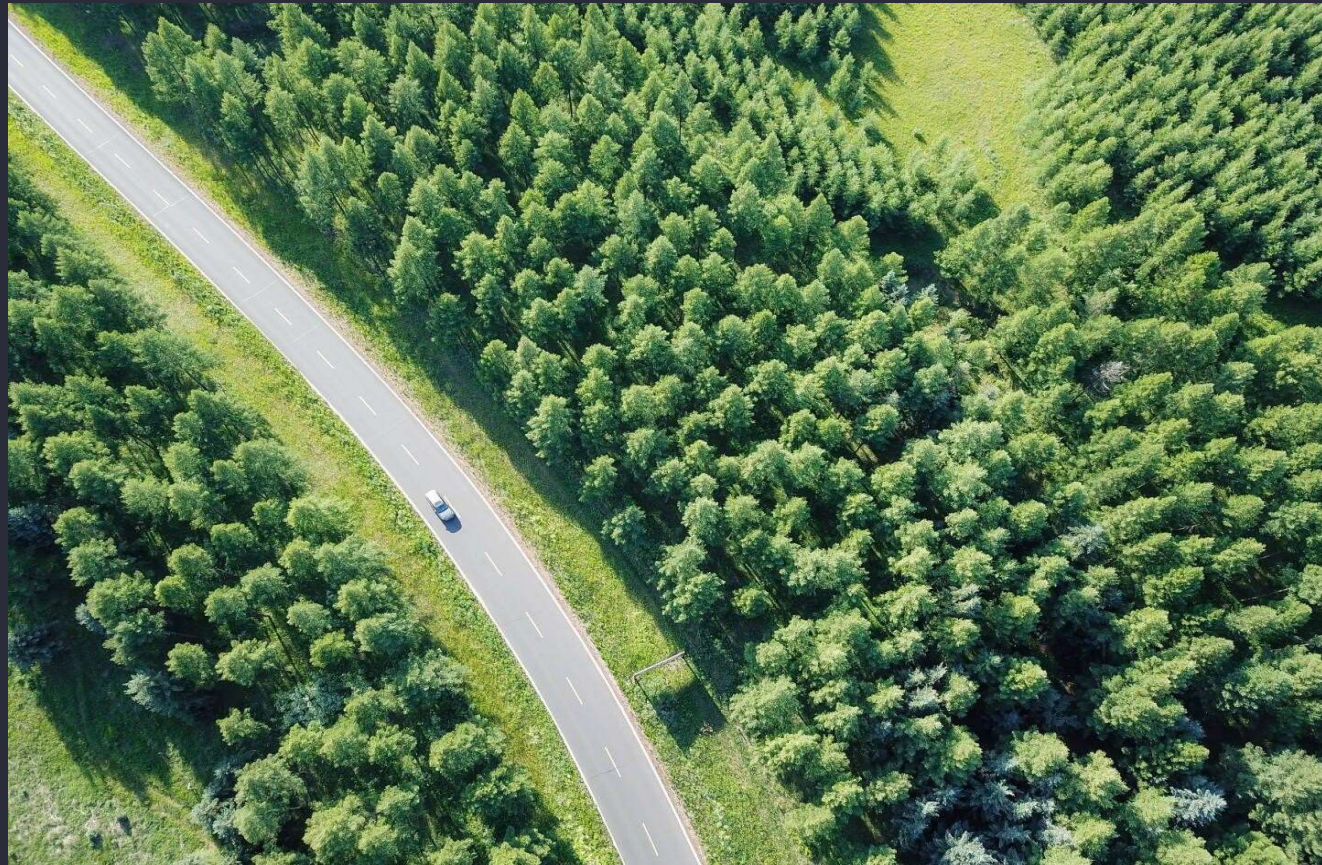


On the move

In the future Power Dekor will continue to uphold the concept of health, environmental protection and sustainable development, and strive to achieve the harmonious development of wood resources and household consumption.

Power Dekor has always supported and recognized the reclamation of fast-growing forest land in tidal flats, barren hills and abandoned river band, effectively repairing regional ecological environment, mitigating global warming, and actively responding to the protection of endangered species and maintaining biodiversity. Power Dekor has been involved in public welfare activities such as World Environment Day, World Earth Day, and Earth Hour for many years.

In March 2018, Power Dekor and its 43 branches in China initiated voluntary tree planting activities to create “Power Dekor Forest”, which allowed the social responsibility of the iconic enterprise to be practiced on every inch of land in China.



Power Dekor forest

大美若象 2018
亲近万家 圣象集团企业社会责任报告
CORPORATE SOCIAL RESPONSIBILITY REPORT



Inspire aesthetics to home

Water benefit everything and Power Dekor benefit every family!

Power Dekor regards the green supply chain as the foundation for the success of the company itself. Power Dekor will continue to focus on the green and sustainable development, lead scientific and rational development, practice green growth, focus on green manufacturing and environmentally friendly production. Continuous creation and innovation, let more consumers and partners get to know the professionalism, quality and responsibility derived from Power Dekor, convey the warmth and hope in the employees, the community and the wider scope, and take the responsibilities and obligations of the corporate citizen!

V.

We advocate



倡议

Advocate



Call on the international community to jointly maintain and disseminate a positive image of forest products

Promote the contribution of sustainable forest products to mitigate climate change and serving the better life of mankind

Jointly build green supply chain for global forest products, spread more positive things to the forest industry to consumers, avoid misleading consumers, and establish a positive outlook on consumption.

Call on consumers to use more wood from sustainable managed forest is to mitigate climate change and contribute to biodiversity conservation

A lush green forest with a misty atmosphere, serving as a background for the text. The forest is dense with various shades of green, and a soft mist or fog hangs in the air, creating a serene and natural setting. The text is centered and written in a clean, white, sans-serif font.

By utilizing wood from sustainable forests, we have been protecting forests, making contribution to climate change mitigation, and creating better life for humans.



In the future, Power Dekor will continue to focus on green sustainable development, lead scientific and rational development, practice green growth, focus on green manufacturing, and environmentally friendly production.

Design aesthetics as an engine,

Focus on user needs,

Make full use of our own resource advantages,

Gain insight into industry demand,

Construct a green ecological value chain integrating supply and demand

Reshape the blood and nerves of the industrial economy.

Create a green supply chain and build a happy new home.





Thanks
For watching