

中国 FSC 竹林认证综合效益分析

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摘要: 竹林认证是一种国际上普遍认可的、通过市场机制促进竹林可持续经营的重要手段。本文依据所构建的评价指标体系制定调查问卷, 选取 4 家认证企业和 2 家经营情况相似但未通过认证企业开展问卷调查。调查结果显示, (1) 我国 FSC 竹林认证企业在认证前后的企业经营管理水平、竹林经营管理水平、林区内设施水平、环境保护意识、劳动者权益与福利等方面都有所提升和完善。(2) FSC 认证企业与利益相关方的合作更为紧密, 保持了良好的沟通, 形成了多方参与、共同获益的良好发展态势。(3) FSC 竹林认证企业与非 FSC 竹林认证企业的主要差异在竹林认证的动力、对竹林认证的了解程度和社会责任感等 3 个方面。基于以上分析, 本文对于促进我国竹林认证发展提出具体对策建议。

关键词: FSC 竹林认证, 综合效益, 对比分析, 中国

Analysis of Comprehensive Benefit of FSC Bamboo Certification in China

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Abstract: Bamboo certification is an internationally recognized important means to promote sustainable management of bamboo forest through market mechanism. Based on the constructed evaluation index system, this paper developed a questionnaire, and selected 4 certified enterprises and 2 enterprises with similar business conditions but failed to pass the certification to carry out the questionnaire survey. The results show that: (1) Before and after the certification, FSC bamboo certification enterprises in China have improved their business management level, bamboo management level, forest facilities level, environmental protection awareness, labor rights and welfare, etc. (2) FSC certified enterprises cooperate closely with stakeholders, maintain good communication, and form a good development trend of multi-party participation and common benefit. (3) The main differences between FSC bamboo certification enterprises and non-FSC bamboo certification enterprises are the motivation of bamboo certification, the understanding of bamboo certification and the sense of social responsibility. This paper puts forward specific countermeasures and suggestions for promoting the development of bamboo certification.

Key words: FSC bamboo certification, comprehensive benefit, comparative analysis, China