

About

China Chamber of Commerce of Metals Minerals & Chemicals

Importers & Exporters (CCCCM)

China Chamber of Commerce of Metals, Minerals and Chemical Importers and Exporters (CCCCM) has a membership of more than 6,300 companies, whose business scopes cover metals, minerals, oil, chemicals, construction materials, natural rubber and tyres. It is the largest and most professional organisation in its field within China. CCCCCM was the very first organisation in China to research and promote responsible business conduct, to develop and launch the *Chinese Citric Acid Industry Social Responsibility Standards* in 2009, the *Guidelines for Social Responsibility in Outbound Mining Investments* in 2014, the *Chinese Due Diligence Guidelines for Responsible Mineral Supply Chains* in 2015, and the *Guidance for Sustainable Natural Rubber* in 2017.

CSR Europe

CSR Europe is the leading European business network for Corporate Social Responsibility. Through its network of 48 corporate members and 42 National CSR organisations, it gathers over 10,000 companies, and acts as a platform for those businesses looking to enhance sustainable growth and positively contribute to society. In its mission to bring the sustainability agenda forward, CSR Europe goes beyond European borders and collaborates with CSR organisations in other regions across the world. CSR Europe builds on its Enterprise 2020 Initiative with the Sustainable Business Exchange which incubates multi-stakeholder initiatives that tackle the UN 2030 Agenda for Sustainable Development.

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Sustainable Natural Rubber Platform is being Launched

To drive a
Green, Inclusive & Responsible
Global Natural Rubber
Supply Chain



China Chamber of Commerce of Metals Minerals & Chemicals Importers & Exporters (CCC MC) and CSR Europe are co-launching an initiative to establish the **Sustainable Natural Rubber Collaboration Platform**. This Platform will strive to make the global natural rubber supply chain green, inclusive and responsible.

As the volume of rubber demand will only increase, different actors in the supply chain of natural rubber are becoming increasingly aware of the social, environmental and governance related impacts of the production and processing of natural rubber.



LOOKING FOR LEADERS

A five-year workplan will be developed for the Platform and will invite a number of leading companies in the rubber industry (initially up to 16 companies) over the first three years to explore, develop and test the feasibility and effectiveness of a collaborative approach, actively seeking the participation of upstream and downstream stakeholders.

The Collaboration Platform by attracting the world's leading companies aims to demonstrate that industry participants in rubber supply chain practices can play a positive role in sustainable development (formulate, recognise and implement methodologies for sustainable development operations) while carrying out in-depth studies on the sustainability of the whole natural rubber life cycle.

During the last two years of this five-year initiative, focus will be placed on scaling up the initiative and building a sustainable operational mechanism for the Collaboration Platform in the future.

PROMOTING SUSTAINABLE DEVELOPMENT OF NATURAL RUBBER

Since June 2014, with the support of the "China-UK Collaboration on International Forest Investment and Trade (InFIT) Programme" jointly initiated between UK government Department for International Development (DFID), Ministry of Commerce of the People's Republic of China (MOFCOM) and State Forestry Administration of the People's Republic of China (SFA); CCCMC has developed **Guidance for Sustainable Natural Rubber** through a multi-stakeholder approach. In October 2017, CCCMC released the **Guidance** to the global rubber sector, which is **the first comprehensive and risk-oriented guidance in the natural rubber field that has been developed**.

Based on the guiding principles of the *Guidance for Sustainable Natural Rubber*, together with CSR Europe's rich experience in facilitating supply chain sustainability platforms, both CCCMC and CSR Europe will call for and invite companies and stakeholders across the natural rubber supply chain to join the Collaboration Platform. Members of the Platform will engage in practical actions to improve the level of sustainability in the natural rubber supply chain.

COLLABORATION AND CAPACITY BUILDING

The Platform will drive positive change and **continuous improvement** for more sustainable business practices that mitigate risks and improve smallholder and community livelihoods. Focus will be placed on promoting a series of practical actions such as: jointly conducting supply chain risk assessments and improvement strategies; improving supply chain transparency; and, improving the governance capacity of supply chain companies.

The Platform aims to

- Agree on core issues in the rubber industry; abide by the set of principles and criteria laid out in CCCMC's "Guidance for Sustainable Natural Rubber" and collaborate with relevant international standards and certifications.
- Formulate the "Common Principles and Commitment" of the Global Sustainable Natural Rubber Collaboration Platform.
- Develop and test the implementation process for companies' rubber supply chain due diligence systems. The due diligence system will allow a multi-tier approach, with specific tools for different actors in the natural rubber supply chain.
- Select at least one rubber sourcing supply country to pilot a capacity building programme that promotes capacity building of rubber supply chain actors in regards to mitigating risks and improving the livelihood of communities. Following a successful pilot, this could be used as a model for further collaborative action in the sector and other sourcing countries.

CSR Europe and CCCMC are currently approaching sustainability leaders in the rubber supply chain: including but not limited to

Plantations



Processors



Traders



Tyre-manufacturer



Automotive companies



By the end of 2017, the first members of the global Platform will be confirmed and announced and work will commence.