

WHAT MODEL OF COMPANY IN AFRICA WOULD ENABLE THE PRACTICE OF A GREEN ECONOMY WHILE CREATING CONDITIONS FOR GROWTH ?



AGENDA

I	Introduction
II	Operational context
III	The Success Bet of Crelicam
IV	How CRELICAM was able to create conditions for growth?
V	Practical recommendations
VI	Questions/Answers



I) INTRODUCTION

Growth in a green economy goes in line both with profitability / social equity / reducing environmental risks and conscious consumption of resources.

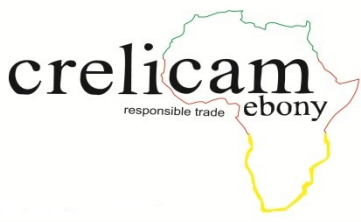


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The forest is a special case because its future is, very much linked to the global human action, as for :

- The ability of regeneration of the resource
- The ability of exploitable forests (economies of scale)
- The ecological impact of the forest on the survival of any animal species



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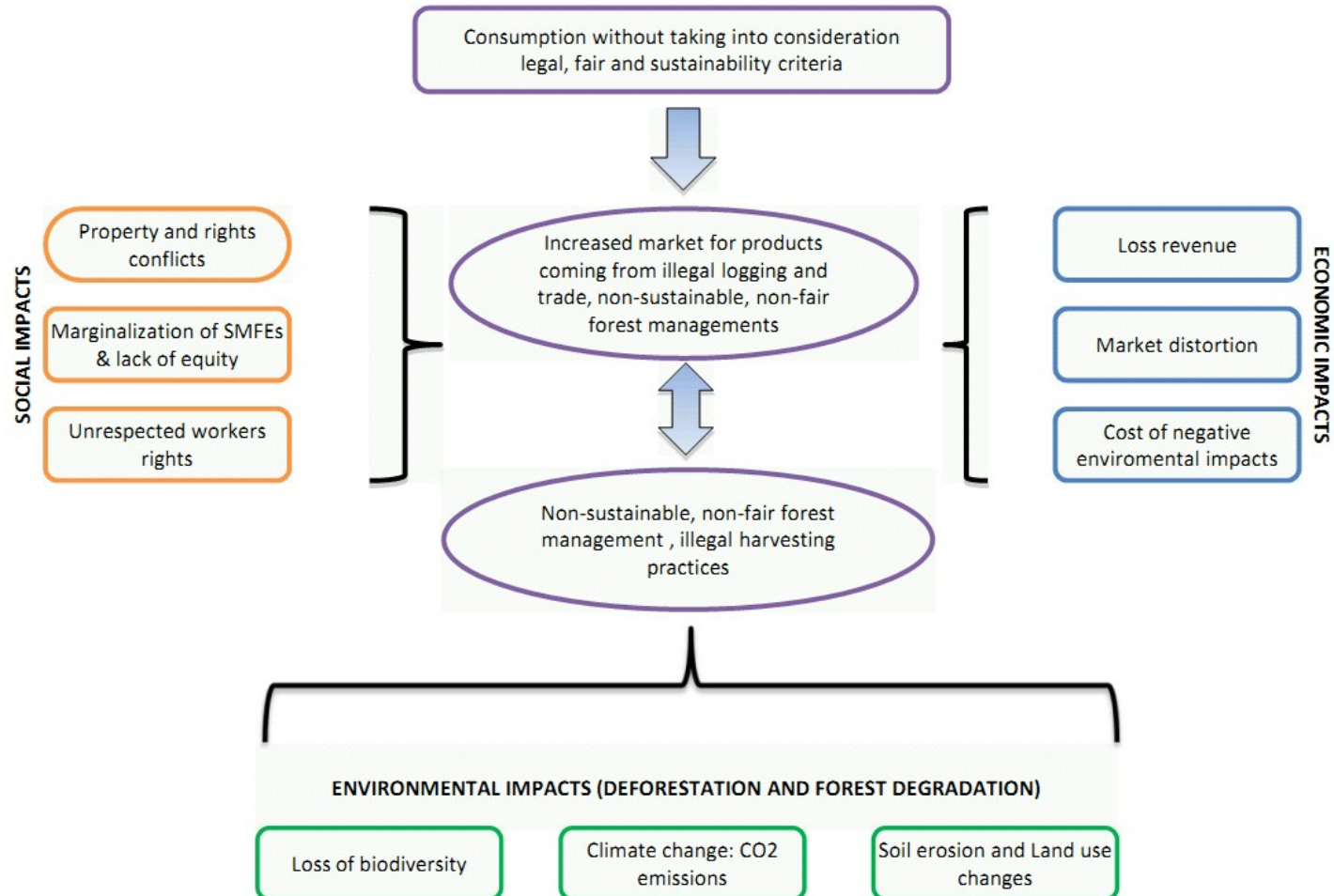
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But, it is up to us, actors of the forest sector to show maturity, experience and skills to establish modeled conditions that would enable the Green Economy to grow while ensuring the profitability of our operations.

SUSTAINABILITY - GROWTH RELATIONSHIP





II) OPERATIONAL CONTEXT

Producing conditions for growth by combining sustainable forestry and ecology, causes many constraints and conditions like;

- Social
- Technology
- Regulatory (regulatory practices)
- Regulations (recovery of state debts)

Thanks to the concept of "traceability", operators can quantify and qualify data in the sector to give them an analytical value, and consequently: modeling eventual and well-focused solutions.

III) THE SUCCESS BET OF CRELICAM

CRELICAM's Goals are : « The Establishment of a new business model with environmental awareness ».

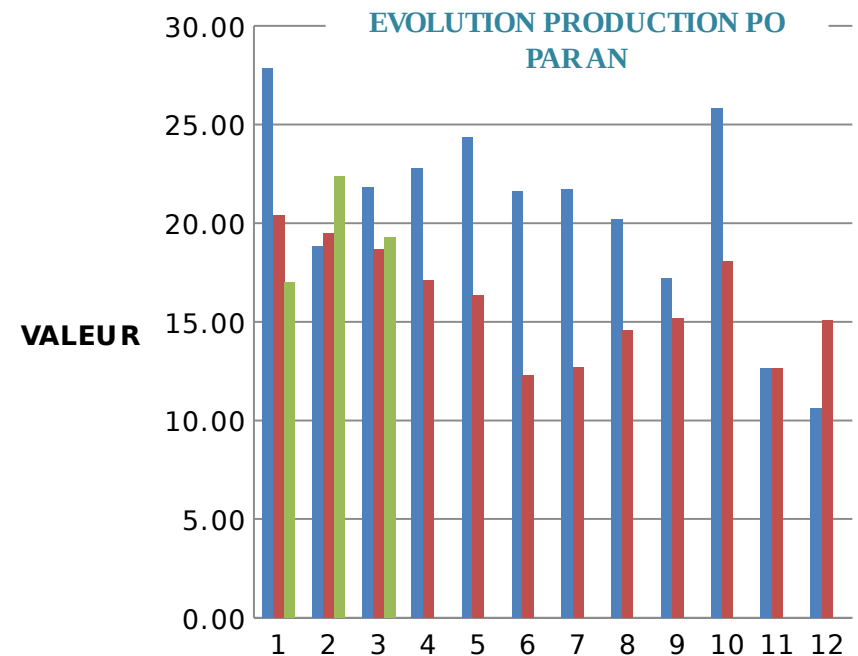
A success in forest exploitation, will improve the success bet of making a forest exploitation activity environmentally friendly, from a rare wood such as ebony; this gives us the desire to pay more attention to the operator's experience - CRELICAM.

Let us try to first of all take a look at the evolution of CRELICAM on various aspects, before scanning the agenda which enabled him to be able to succeed in his bet.



Socio-Economic Adjustment

- ✓ Improve employee compensations
- ✓ Involvement of a local population in forest exploitation
- ✓ Establishment of anti-corruption principles



Environment

- ✓ Reforestation (nursery establishment)
- ✓ Implementation of new forest operating rules that respects felling criteria
- ✓ Ecological management of resources and waste
- ✓ Reduction of pollution by using better performing filter



Technology

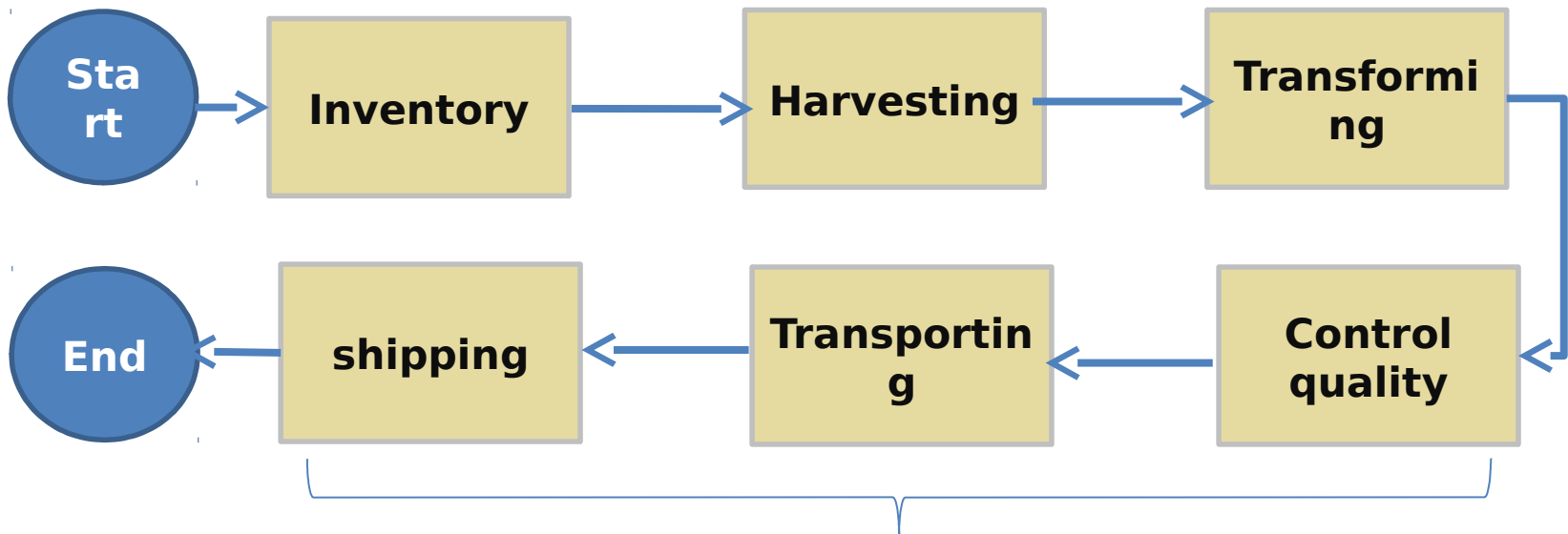
- ✓ Optimization of raw material consumption through more efficient machinery (yield increase)
- ✓ Reduction of the energy consumption by use of new technology (kilns dryer)



Kiln Dryer

Governance

- Establishment of a **traceability** system used as basic element for an exact verification of legal forest exploitation



Reconciliation of raw material inflow-outflow along the entire process que



IV) HOW CRELICAM WAS ABLE TO CREATE CONDITIONS FOR GROWTH

Creating Opportunities for Economically Disadvantaged actors of our supply chain (poverty reduction)	1
Transparency and Accountability (participation of workers in decision making)	2
Zero tolerance to corruption	3
Ensuring Good Working Conditions for our employees (ILO conventions)	4
Providing Capacity Building to the staff	5
Respect for the Environment	6
Full compliance with Local Law and regulatory constraints	7

IV) HOW CRELICAM WAS ABLE TO CREATE CONDITIONS FOR GROWTH ?

It is possible to define a way to proceed in order to be able to meet up with sustainability requirements constraints while being profitable.

a) Social Implication

-) Social responsibility
 -) Respect to socio-cultural specifics
- In our case: proximity TLM (USA/Espagne)
- Crelicam (Cameroun) is born.

social consciousness. (Social equity plan for an equitable redistribution of the gains from forest exploitation and improvement of forest management.)



IV) HOW CRELICAM WAS ABLE TO CREATE CONDITIONS FOR GROWTH ?

b) Contribution or technological role

- Technology and organizational management in forest exploitation
improvement of operations' performance in this sector.
- application of new technologies gave us to better control the growth of species (trees) their dispersion in space, in order to record historical data enabling us to carry out
- optimize the yield of our operations through the use of appropriate machinery

IV) HOW CRELICAM WAS ABLE TO CREATE CONDITIONS FOR GROWTH ?

c) Environment

Responsible forest management requires the establishment of a roadmap

In fact, for our sector it is about: « learning how to use forest resources before, during and after exploitation »

-) reduce the waste of forest resources by
 - ✓ a better prospection.
 - ✓ Improve wood cutting techniques and protecting the wood cut
-) Establish a reforestation plan.

Establish a traceability system to track every change along the entire supply chain

c) Governance

Crelicam has established an anti-corruption policy based on a Zero tolerance to corruption

V) PRACTICAL RECOMMENDATIONS

- ❑ Consistently Keep track record on every task that Contributes to the process queue along your supply chain
- ❑ Continuously make sure to be compliant With the law and regulatory constraints which are applicable to your operational context





Thank you

Speaker

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