

Asia Pulp & Paper participates in the Bonn Challenge to develop forest restoration

Company calls for more effective international collaboration

Bonn, 20 March 2015 – Aida Greenbury of Asia Pulp & Paper (APP) today joined business and environmental leaders to develop global forest restoration initiatives at the 2015 meeting of the Bonn Challenge in Germany.

Speaking at the meeting, Aida Greenbury of [Asia Pulp & Paper](#) (APP) called for more sustainable, long-term, multi-stakeholder partnerships to be implemented in the fight against deforestation and climate change. On the topic of APP's experiences in Indonesia, Greenbury said: "Land cannot be conserved or restored in isolation, the sustainability of the entire landscape must be taken into account and many stakeholders must be involved."

The Bonn Challenge is the most comprehensive forest restoration initiative in the world. Its goal is to restore 150 million hectares of degraded and deforested lands by 2020 and at least 350 by 2030. Overseen by the Global Partnership on Forest Landscape Restoration, with the International Union for Conservation of Nature as its Secretariat, this year's Bonn Challenge 2.0 meeting is being attended by high-ranking representatives from over 30 countries and numerous international organisations, including the World Resources Institute (WRI) and Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety.

Greenbury, APP's managing director, sustainability, continued, "The essential ingredients for effective forest protection and restoration are: clear mechanisms for all interested parties to engage; a role for the private sector who oversee the concessions; and a policy agenda which puts forest protection and restoration at the heart of tackling climate change. The Bonn Challenge has a vital role to play in pulling these different themes together. That is why APP is participating in the event. We are making it clear that not only does our commitment to zero-deforestation in our supply chain continue but that forest protection and restoration is as important to us as the decision we made in 2013 to halt all natural forest clearances."

APP is two years into implementing its own Forest Conservation Policy and recently published its [FCP Implementation Plan](#), following the conclusion of an evaluation of the FCP by Rainforest Alliance. The implementation plan includes priorities for 2015 onwards and relate to third party forest clearance, peatland best management practices as well as FPIC and social conflict resolution.

The additional areas covered in the Implementation Plan are:

- Wildfire prevention and management
- HCV Management and protection

- Workers' rights and welfare
- Sustainable wood supply
- Landscape conservation initiative
- Internal engagement

Ends

About Asia Pulp & Paper

Asia Pulp & Paper Group (APP) is a trade name for a group of pulp and paper manufacturing companies in Indonesia and China. APP is responsible for delivering quality products to meet the growing global demand for tissue, packaging and paper. On any given day, our products find their way into the hands of consumers in various branded forms from all over the world.

Started in 1972 with Tjiwi Kimia producing caustic soda, now we run operations across Indonesia and China with an annual combined pulp, paper, packaging product and converting capacity of over 19 million tons per annum. Today, APP markets its products in more than 120 countries across six continents.

Over the years, we have expanded our operations significantly through the acquisition and expansion of several of our pulp and paper mills. It's our commitment to customer satisfaction that enables us to grow our share in paper sales worldwide and broaden our presence through offices in many countries. We believe 'tradition and modernity go hand in hand' which means we value long term relationships as part of our Eastern traditions, while we also are eager to embrace the modern values of innovation and efficiency.

Maintaining the integrity of our supply chain is also crucial to APP's operations as well as our commitment to our Sustainability Roadmap Vision 2020. Learn more about APP's path to operational excellence by reading our Sustainability Reports and Forest Conservation Policy.