

APP Hosts First Open House

APP welcomed its valued customers from around the world for a first-hand look at the company's sustainability initiatives during their first-ever Open House, April 28-30, 2008. The event was held at APP's operation in Riau Province, Sumatra, Indonesia, in cooperation with its exclusive fiber supplier, Sinarmas Forestry (SMF).

On the first day of the event, Jiajiunn Yap, the Region Operation Head of Sinarmas Forestry, explained the implementation of the company's no-burn policy and the benefits of environmentally friendly harvesting. Aida Greenbury, Director of Sustainability and Stakeholder Engagement for APP Indonesia, along with Canecio Munoz, Executive Director of Environment and Stakeholder Relation for Sinarmas Forestry, also welcomed the multi-national visitors by providing brief presentations on APP's sustainability initiatives.

A group of Non-Governmental Organizations and Research Institutes presented multi-stakeholders conservation initiatives during APP Open House in Riau, Sumatra



Over the course of the three-day Open House, guests were given the opportunity to learn about the full range of operations conducted by APP and its fiber supplier. Highlights of the tour included a helicopter flyover of the pulpwood plantations and conservation set-asides; a visit to the Botanical Garden, a conservation area containing a wide array of exotic, indigenous plant specimens; and a visit to an elephant sanctuary where they met an elephant family that has been living in the care of the Conservation Team for two generations.



*APP's guests in the nursery.
APP's fiber supplier plant more than 1.5 million trees per day*

During their tour of the plantations, conservation areas, pulp mills, nurseries, and research and development facilities, the guests learned about APP's stringent fiber procurement policy and witnessed the on-the ground application of Legal Origin Verification and Chain-of-Custody protocols, which ensure the legality of all of the fiber entering APP's mills. Continually evolving to improve effectiveness, the companies' Legal Origin Verification and Chain-of-Custody systems are monitored continually and audited annually by an independent third party to ensure their integrity.



Malina and her one year old daughter Bubu, one of the elephant families that live under the care of the Conservation Team

While on the tour, Open House guests also learned that APP's fiber supplier plants more than 1.5 million trees per day and that pulpwood plantation blocks in Indonesia need only 6 years to mature, while those in north European countries and America require between 25 and 60 years to reach maturity.



APP takes the matter of ensuring the legality of its fiber supply very seriously. It subjects its Legal Origin Verification and Chain of Custody processes to an annual independent audit to ensure the integrity of its fiber supply

The day concluded with evening presentations about APP's flagship conservation initiatives, including work to establish the Senepis-Buluhala Tiger Sanctuary, and a conservation corridor connecting the Giam Siak Kecil and Bukit Batu conservation reserves. Professor Enny Sudarmonowati from the Indonesian Institute of Sciences (LIPI) presented results of a socio-cultural study and detailed the collaborative effort of APP, SMF, LIPI and the Indonesian Ministry of Forestry to establish a Biosphere Reserve under the auspices of UNESCO.

Mr. Lie Gendo, Managing Director of Organization Development for Sinarmas Forestry, discussed the importance of a collaborative effort by all interested stakeholders – the pulp and paper industry, non-governmental organizations, academia, government, and global civil society – to ensure the sustainability of natural resources and the long-term enhancement of standards of living for the many millions of rural Indonesians living in abject poverty.



Community involvement programs, one of the key means used by Sinarmas Forestry in meeting its social responsibility goals, are designed to empower local people to increase their own standard of living in sustainable ways

On the last day of their visit, the focus of activities turned to meeting the social needs of rural communities. Open House guests toured Sinarmas Forestry's Community Development and Training Center, where they learned about the companies' major investment in improving the self-sufficiency of people living in communities near company operations. The Center provides skills training in agriculture, aquaculture, and product marketing on a local level.

Later that day, APP's global guests visited a local school near the APP mill. At this venue, APP's guests learned of the company's contribution to the improvement of local education by providing school buildings, busses, learning materials and scholarships to help ensure that children living in communities near company operations have ready access to quality education.



Children are the future. By supporting improvements in local education, Sinarmas Forestry helps improve the quality of life, the dignity, and the self-confidence of people in the surrounding community

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For any inquiries regarding APP Open House and how to participate, please contact environment@app.co.id