



## **APP Announces Moratorium until Biodiversity Assessment Completed**

Jakarta, October 28, 2004: International customers of paper products giant, Asia Pulp & Paper Co Ltd. (APP), were yesterday told that APP will enforce a moratorium on cutting by its suppliers in two strategic concession areas until further conservation assessments are completed.

The High Conservation Value Forest (HCVF) assessments of the Siak and Serapong areas of Sumatra island in Indonesia will be carried out by SmartWood, a program of the New York-based Rainforest Alliance, which completed a first HCVF assessment in APP's suppliers' Pulau Muda area in October. APP asked SmartWood in April to develop a method based upon a solid scientific foundation for the assessments.

The company has told customers that it will accept the results of the SmartWood HCVF assessments and permanently protect any areas that are shown to have high conservation value.

SmartWood will also be retained to provide annual confirmation that the conservation boundaries have been maintained.

Michael Black, Deputy CEO of APP, said, "APP is listening to the opinions and advice of those interested in protecting Indonesia's rainforests. These two areas were identified by our stakeholders as sensitive areas, which possibly have high conservation values. We have therefore taken the decision that no cutting will take place in these areas until SmartWood has completed their scientific assessment."

SmartWood's Asia Pacific Regional Manager, Jeffrey Hayward, added, "SmartWood is looking forward to starting the next HCVF assessment at Serapong in early November. This approach is a first for APP and for the Indonesian pulpwood industry."

Since the launch of its Sustainability Action Plan in February this year, APP has refocused its sustainability and conservation efforts. The company has: purchased established pulpwood plantations to reduce pressure on mixed tropical hardwood forests; brought on board conservation managers and international advisors; and completed community pilot projects under a new participatory planning program.

The Rainforest Alliance, an international conservation organization, is a leader in developing best management practices for sustainable land use and offers third-party certification and ecolabelling services to forests and farms that are managed in ways that reduce environmental impacts and increase social benefits. As the first organization in the world to utilize market forces to conserve tropical forests, launching a sustainable forestry division in 1989 and a sustainable agriculture division in 1991, the Rainforest Alliance pioneered a worldwide certification movement. Over 30 million acres (12 million ha) are now managed according to the highest standards through the Rainforest Alliance's SmartWood program. The

Rainforest Alliance has recruited over 1,000 companies in this effort and improved the quality of life of some tens of thousands workers and their families. The Rainforest Alliance's sustainable agriculture certification program has certified more than 1,000 farms and cooperatives and has benefited over 125,000 farm families in the tropics.

Asia Pulp & Paper Co. Ltd. is one of the world's leading pulp and paper companies. With current combined pulp, paper and packaging grades capacity of 6.9 million tonnes in Indonesia, it ranks number one in non-Japan Asia. Headquartered in Singapore, APP currently has multi-locational manufacturing facilities in Indonesia and markets its products in more than 65 countries on six continents.

**\*\*ends\*\***

---

For further information, photographs or maps, please contact:

- Arian Ardie, Director of Sustainability and Stakeholder Engagement, Asia Pulp and Paper Co. Ltd. E-mail: [arian\\_ardie@app.co.id](mailto:arian_ardie@app.co.id), mobile: +81-801 104 7440 (until October 30) or mobile: +62-811 892 330 (after October 30)
- Jeffrey Hayward, Asia Pacific Regional Manager, Rainforest Alliance SmartWood Program. E-mail: [jhayward@smartwood.org](mailto:jhayward@smartwood.org), mobile: +62-812 110 1402
- Local contact in Australia is Michelle Parker, mobile: +61-414 999 559
- Local contact in the UK is Lindsay Broadhead, mobile: +44-7974 176 988