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## Indonesia launches ground-breaking partnership to align sustainability efforts

**Paris, 6 December 2015** – An innovative integrated landscape management framework has been unveiled at the Global Landscapes Forum by an alliance of Indonesian central and provincial government, civil society, local communities and the private sector. The *South Sumatra Eco-Region Alliance: A Partnership for Change*, formed by His Excellency Alex Noerdin, Governor of South Sumatra, is designed to address deforestation, peatland degradation, wildfires, local livelihoods and associated climate impacts within the context of green growth development. The Governor of South Sumatra signed an official Ministerial Decree to launch this initiative.

The partnership is built on three key elements:

- 1. Government Jurisdictional Policy and Institutional Framework**
- 2. Sustainable Landscape Model**
- 3. Monitoring and Reporting Progress**

Designed in conjunction with the Government, using a bottom-up approach, it brings together key stakeholders and technical partners. In working with the Governor, national and district government departments, communities and the private sector, tools will be developed to bridge respective sustainability efforts, creating a viable model for a jurisdictional approach that can be translated elsewhere in Indonesia. In addition, the initiative is supported by the transparent and time-bound sustainability commitments of companies including Asia Pulp & Paper Group (APP).

Alex Noerdin, Governor of South Sumatra said: “South Sumatra is moving towards green growth by improving productivity without damaging the environment. Current business as usual for land management practices are leading to the degradation of our fragile peatlands. To make the essential changes in achieving green growth and to protect valuable natural resources, it is essential to have an approach that embraces all stakeholders operating

across the landscape. This is an ambitious undertaking but is our only option to make meaningful change and ensure environmental protection whilst stimulating economic development.”

Aida Greenbury, APP’s Managing Director of Sustainability and Stakeholder Engagement, said: “A multi-stakeholder approach is the only way to protect Indonesia’s natural landscape. This new public-private partnership will play a significant role in helping Indonesian communities to manage land for economic development while protecting our forests.”

In addition, Fitriani Ardiansyah, Country Director for The Sustainable Trade Initiative, IDH Indonesia, said: “This partnership represents an innovative initiative that is strongly aligned with current Indonesian efforts in managing and protecting peatland and forests across landscapes while reducing carbon emissions. We have seen how the private sector in Indonesia can make globally significant commitments to environmental protection, and we believe that future initiatives are stronger when public and private interests work together.”

Andjar Rafiastanto, Zoological Society London, Indonesia Country Manager, said: “Indonesia has lost a huge amount of forest cover as a result of the recent fires. This has not only degraded forest areas and reduced biodiversity, but it has also affected the health of millions of people across the region. There is clearly a drastic need to establish an integrated landscape management framework that can enable change and ensure the best practice in the management of peatlands in particular are implemented by all actors working across Indonesia’s landscapes.”

The South Sumatra Eco-Region Alliance pilot landscape programme for forest conservation is partly funded by the Norwegian Government Climate Change Programme, and the UK Government Climate Change Unit.

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## **Notes to editors**

### **About Government of South Sumatra and a link to the decree etc**

#### **About ZSL**

The Zoological Society of London (ZSL) is an international scientific, conservation and educational charity whose mission is to promote and achieve the worldwide conservation of animals and their habitats, through ground-breaking science, practical conservation projects in Britain and over 50 countries worldwide and its two zoos, ZSL London Zoo and ZSL Whipsnade Zoo. ZSL works with local communities and their civil society partners to conserve their environment and promote sustainability.

#### **About IDH**

The Sustainable Trade Initiative (IDH) is a non-profit organization that brings together front-running companies, civil society, knowledge and financial institutions and governments in public private partnerships to transform markets towards more environmentally and socially sustainable production and trade. Founded in 2008 with a co-funding grant from the Dutch government, IDH - now funded by the Dutch, Danish and Swiss governments - operates globally in 11 commodity sectors ranging from coffee and tea to aquaculture and soy. Together with its over 350 public and private partners, IDH develops, implements, co-funds and evaluates innovative scalable business models to deliver global impact on the Sustainable Development Goals. Recently IDH started also a landscape program (ISLA) in seven landscapes on three continents. [www.idhsustainabletrade.com](http://www.idhsustainabletrade.com).

### **About APP**

Asia Pulp & Paper Group (APP) is a trade name for a group of pulp and paper manufacturing companies. 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 all over the world.

Started in 1972 with Tjiwi Kimia producing caustic soda, now we run nine mills located in Java and Sumatra islands with an annual combined pulp, paper, packaging product and converting capacity of over 9 million tons. 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. APP launched its Sustainability Roadmap Vision 2020 in June 2012 and its Forest Conservation Policy in February 2013, to further improve its environmental performance, biodiversity conservation, and protection of community rights. Key objectives of this roadmap are to ensure that its pulpwood suppliers adopt High Conservation Value (HCV) and High Carbon Stock (HCS) protection, peatland protection, and be 100% Sustainable Forest Management (SFM) certified by 2020.

In April 2014, APP launched its commitment to support the protection and restoration of one million hectares of forest in Indonesia. In line with that commitment, by 2015 APP and its suppliers have allocated approximately 600,000 hectares for conservation within its suppliers' concessions and for ecosystem restoration.

Learn more about APP's path to operational excellence by reading our Sustainability Reports and Forest Conservation Policy on: [www.asiapulppaper.com](http://www.asiapulppaper.com)