



702 H Street, NW, Suite 300, Washington, DC 20001
Tel: 202-462-1177 • Fax: 202-462-4507

June 7, 2011

Mr. Robert Iger
President and Chief Executive Officer
The Walt Disney Company
500 S. Buena Vista St.
Burbank, CA 91521

Dear Mr. Iger,

Disney is driving the destruction of Indonesia's rainforests

Today Greenpeace has begun a global campaign to highlight the ongoing role of the toy sector, including Disney, in driving deforestation in Indonesia. This deforestation is driving climate change, pushing endangered species such as the Sumatran tiger closer to extinction, and causing many conflicts with local communities.

Our investigations have identified that Disney is sourcing packaging products which contain 'mixed tropical hardwood' (MTH). This is virgin fiber that comes from rainforests. Our research shows that at least some of this fiber is sourced from Sinar Mas/Asia Pulp and Paper (APP), Indonesia's most notorious forest destroyer. A number of these products are produced by Mattel, under license.

Disney is a company whose films and products are known and loved around the world. The company could be a driving force for change when it comes to sustainability but, our research shows that Disney is driving deforestation for disposable product packaging.

We have previously raised concerns about the risks of deforestation, but your responses to date have demonstrated that Disney still has no comprehensive approach to tackling deforestation its supply chain. We note your recent responses to other NGO campaigns on these issues, and the recent changes to your procurement policy. However, this new policy is not sufficiently robust, and does not even cover products produced under license. Given the size of your licensing operation, this is an enormous and unacceptable omission.

Deforestation in countries such as Indonesia is far too serious an issue to ignore. Unless urgent action is taken by significant users of paper and packaging, the future for the last remaining rainforests is bleak. Disney and the toy sector are major users of paper and packaging, yet we see no substantive initiatives to prevent the use of pulp from rainforest destruction in your packaging. Based on the information identifying clear links between APP and Disney in both Indonesia and China, and the demonstrated presence of MTH in your packaging, we are calling on Disney to act immediately to:

- Suspend all direct purchases of pulp and paper products, including packaging, from APP/Sinar Mas Forestry or any subsidiary or affiliate APP company.
- Apply this suspension to all direct and indirect suppliers to Disney, including products manufactured on Disney's behalf by third parties.

These suspensions must remain in place until APP/Sinar Mas Forestry implements commitments to stop deforestation for the production of its pulp and paper products.

In order to prevent future problems and to become a leader in the use of sustainable forest products, we also request that Disney immediately revise its procurement policies for all pulp and paper products, including packaging. In the annex to this letter we have suggested the sort of elements that should be incorporated in any comprehensive approach to this issue. We also offer our support and expertise in the revision of your policy.

Finally, you will of course be aware that this is not the first time that Greenpeace has undertaken campaign work in relation to the toy sector. It is extremely disappointing to note that comprehensive action still has not been taken to eliminate toxic chemicals in products and packaging. It is our view that if Disney is to become a genuine champion of sustainability, a reduction of greenhouse gas emissions and elimination of the use of toxic chemicals in your production and supply chain must be prioritized.

I look forward to hearing from you, and can be contacted at (202) 462-1177. When Disney is ready to take substantive action on this issue, our team will be available to meet at your earliest convenience.

Sincerely,

A handwritten signature in black ink, appearing to read 'Phil Radford', with a long horizontal flourish extending to the right.

Phil Radford
Executive Director