

# Forest Crimes Unit: Indonesia Paradise Forests Defenders Pledge

activist toolkit

**GREENPEACE**



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## Introduction – What is the Paradise Forests Defenders Pledge?

Greenpeace's Paradise Forest campaign has rolled out its Paradise Forests Defenders Pledge and we need your help. The goal is to garner the support of local businesses all across the country that pledge to not use Asia Pulp & Paper (APP) tissue products until the company changes its ways. These businesses can be from any sector such as restaurants, retailers, fitness studios, law firms, etc.

The purpose of the pledge is to let APP know that individuals, families and businesses large and small are concerned about forest destruction and want APP to change its ways.

Campaigns engaging buyers like businesses and school campuses have proven successful in previous tissue campaigns. After our victory in the Kimberly-Clark campaign, Kimberly-Clark cited Greenpeace grassroots and student activism as a key turning point. When major buyers like businesses and campuses informed paper distributors that Kimberly-Clark products weren't welcome, distributors dropped Kimberly-Clark, and Kimberly-Clark lost market access to each of the customers served by the distributor. Engaging tissue customers to call their distributors had a multiplier effect and made a serious impact on the manufacturer.

### How you can help:

We need your help to get as many businesses as possible to take the pledge. Here's how you can help:

1. Make a list of local businesses that you think would sign the Paradise Forests Defenders Pledge. Think about businesses which are small or progressive (or both!). Think also about businesses where you may have contacts. Perhaps your cousin or aunt owns a business? Maybe a close friend of yours is incorporated or manages a business? Are you part of food cooperative or local gym? These are all potential participants.
2. Gather the sample pledge materials that we have provided in this action kit including the cover letter, pledge form, factsheet and template letters, make some copies and schedule a time to head out and talk to these businesses. Even better – bring along another Greenpeace volunteer so you can teach them how to approach businesses too.
3. Approach the managers or owners of the businesses you've identified and explain that you are working to convince APP, one of the world's fastest growing manufacturers of tissue products, to stop deforesting Indonesia and degrading wildlife habitat for use in their paper products.

4. Give them the cover letter, pledge form, factsheet and template letters that explains APP's role in Indonesian forest destruction, and lists APP's brands to avoid. You may also supplement with the background information given in this kit.
5. Ask the manager or owner to sign the Paradise Forests Defenders Pledge. Try to have them sign the pledge in front of you, rather than take it away for several days. This will increase your chance of getting a pledge form signed and not forgotten. If they can't sign on the spot, set up a specific time to follow up with them.
6. After they have signed the pledge, please send it by fax, mail or scanned email to Greenpeace. This is important because we need to have a written record that a business has actually taken the pledge.

**Fax:** 415.255.9201 for U.S. businesses

#### **Mailing Address:**

Greenpeace Activist Network  
Greenpeace  
75 Arkansas Street, Suite 1  
San Francisco, CA 94107

7. Next and perhaps most importantly, please e-mail the contact information for the businesses that have taken the pledge to [anna.wagner@greenpeace.org](mailto:anna.wagner@greenpeace.org). After we receive the signed business pledge the business will be listed on our Forest Crimes Unit webpage.
8. And finally, ask the business manager or owner if they could send a letter to APP and the business's janitorial supplies/ paper distributor conveying their concern over APP's continued destruction of Indonesia's endangered forests. A sample letter can be found in this tool kit.
9. Next step? Seek out other businesses! See if your ally wants to introduce you to other business owners or invite you to visit a community event and reach out to more businesses.

#### **How the business benefits:**

Greenpeace will recognize businesses that have made the pledge by having their commitment publicized in:

- A listing on the Greenpeace Forest Crimes Unit website as a Defender of the Paradise Forests
- A listing in the Greenpeace membership e-newsletter

#### **Need more information?**

Email National Organizer Anna Wagner:  
[Anna.Wagner@greenpeace.org](mailto:Anna.Wagner@greenpeace.org)

## **Facts about Indonesia's Paradise Forests**

Indonesia's Paradise Forests are one of the last intact forests that remain. Its thick layers of moss, soil and peat marshes form one of the world's largest land-based storehouses of carbon, and therefore, the Paradise Forests plays a critical role in fighting global warming. Indonesia's Paradise Forests are also home to numerous indigenous communities that rely on the forest for their livelihood as well as hundreds of wide-ranging wildlife species, including the critically endangered Sumatran Tiger. The Sumatran Tiger, the last living species of tiger in Indonesia, has a population of only 300–400 individuals remaining.

APP, Indonesia's largest paper company (responsible for 40% of Indonesia's paper industry) is currently expanding its pulp and paper operations into ecologically valuable areas. APP clear cuts the natural rainforests, and pulps the trees to make its products and then replaces the natural forest with vast monoculture paper plantations that amount to ecological deserts. When these carbon rich forests are destroyed, massive amounts of global warming gases are released and endangered species like the Sumatran Tiger and Orangutan lose their homes.

### **Why Tissue?**

APP's tissue products Paseo and Livi, are the fastest growing tissue brands in the US. As APP expands its tissue and paper operations, it cuts down even more rainforest in order to meet supply and demand. Stopping the expansion of APP into the US tissue market is critical to stopping APP's destruction of endangered forests. Local businesses, as potential customers of APP, have the potential to make APP's expansion into North America difficult.

### **APP: PROBLEM FOR THE CLIMATE AND GLOBAL WARMING**

- Without protecting forests, the world faces runaway global warming- deforestation accounts for 16-20% of the world's global warming pollution.
- Indonesia is the world's 3rd largest emitter of GHG emissions, almost entirely due to deforestation.
- Indonesian forests are particularly carbon rich, one small province the size of South Carolina, Riau, stores enough carbon to exceed 5 years worth of the global emissions from all of the world's coal and diesel power plants.
- At the center of deforestation in Indonesia is APP, responsible for more deforestation than any other company in Sumatra, the ground zero for deforestation in Indonesia.

### **APP: PROBLEM FOR ENDANGERED SPECIES**

- APP is destroying habitats of critically endangered species, Sumatran Orangutans and Tigers.
- Critically endangered means that a species is one step from being extinct in the wild and only existing in zoos, labs, on video and in paintings.
- Sumatran Tiger is on its way to being extinct with no more than 400 remaining.

### **APP: PROBLEM FOR INDIGENOUS RIGHTS:**

- APP subsidiaries are also complicit in land grabs and destroy the forests that indigenous Indonesian communities rely on.



# APP Products to Avoid

## APP Away from Home\*/Commercial Products to Avoid:



Ultra-premium and embossed, Paseo® Away From Home bath tissue



Paseo® ultra-premium facial tissue



Paseo® RiteFold® hand towels



Livi® Bath Tissue



Livi® Facial Tissue



Livi® Hand Towels

\*Term for commercial products sold to businesses and institutions

## APP At Home\*/Commercial Products to Avoid:



Paseo® Regular Bath Tissue



Scented Paseo® Bath Tissue



Paseo® Premium Bath Tissue



Paseo® Paper Towels



Paseo® Facial Tissue



Paseo® Napkins

\*Products made for home use often sold at grocery, corner, big box stores and pharmacies.

## Paradise Forests Defenders Pledge

As a business owner, it concerns me that 80% of the world's ancient and tropical forests have been degraded or completely destroyed. These forests are critical for the production of clean drinking water and clear air. They are also the homes of forest-based cultures and millions of plant and animal species. Ancient forests stabilize our climate and help fight global warming pollution.

\_\_\_\_\_ believes in environmental stewardship and tries to minimize our impact on natural ecosystems, including forests, through our daily business practices.

We believe that is important for businesses to take a stand to protect the planet's remaining endangered forests by avoiding companies and products that contribute to the destruction of these precious ecosystems. As Asia Pulp & Paper has been implicated in the destruction of endangered forests, we pledge not to use any products manufactured by Asia Pulp & Paper or its subsidiaries until the company commits to:

- Not source fiber from endangered forests;
- End all logging, clear cutting and burning of Indonesia's endangered tropical forests;
- Greatly increase the use of recycled fiber, including post-consumer content, in all their tissue paper products;
- Only source virgin fiber from logging operations that have been certified to the standards of the Forest Stewardship Council.

**BUSINESS NAME:** \_\_\_\_\_

**CONTACT NAME (PRINT):** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_

**FAX:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_

**COUNTRY:** \_\_\_\_\_

**ZIP /POSTAL CODE:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**WEBSITE:** \_\_\_\_\_

## Letter to Business Owner (cover letter)

Dear

I would like to ask for your help, as a business owner or manager, to protect endangered forests. Below are two simple steps that you can take to help Greenpeace preserve the last remaining forests on the planet.

### **Step 1:** Sign our Paradise Forests Defenders Pledge

The Paradise Forests Defenders pledge is a Greenpeace initiative to provide a way for businesses to participate in protecting forests threatened by Asia Pulp & Paper (APP).

APP is the fastest growing manufacturer of tissue products in the U.S. APP logs, clear-cuts and burns endangered forest in order to make way for vast tree plantations. APP then sources the fiber these plantations to manufacture its many paper and pulp products including paper packaging and tissue products that get shipped and sold around the world.

APP's pulp and paper operations are also expanding into Sumatran tiger habitat. There are only 300-400 remaining Sumatran tigers in the wild, and their habitat is being rapidly destroyed by the pulp and paper industry to make disposable products like toilet paper, facial tissue, napkins and paper towels.

Greenpeace is asking APP to stop cutting down Indonesia's endangered forests, to use more recycled fiber in their paper and tissue products and to only using virgin fiber from logging operations that have been certified as environmentally-sound by the Forest Stewardship Council.

By signing the Paradise Forests Defenders Pledge, your business will join other businesses in communicating to APP that you want them to end their destructive ways and take real steps towards protecting endangered forests. You will also be communicating that your business will consider not using their tissue paper products until APP becomes an environmentally friendly company.

In return, Greenpeace will publicize your pledge by listing it on its webpage recognizing your business as a defender and ally of the Paradise Forests.

**Step 2:** Communicate your concern to APP and the company that supplies your tissue products  
The second step your business can take to protect endangered forests is to send a letter to APP voicing your concerns about its destructive practices in Indonesia and urging APP to end all further deforestation immediately. In addition, it's important to let your distributor know that as an environmentally business owner, you prefer to purchase only forest-friendly paper products. Use the attached templates as guides.

We would be happy to see you take both steps, but taking the first step alone will help to increase the pressure on APP to become a more environmentally responsible company. We hope you will consider helping, I will contact you in the next couple of weeks to get your response. Thank you for your time.

For the forests,

## Sample Letters From You to APP and Your Paper Supplier

LETTER HEAD

Philip Rundle  
Chairman and CEO

Nathan Hanson  
President and COO

Oasis Brands  
Mercury Paper  
Solaris Paper  
495 Radio Station Road  
Strasburg, VA 22657

Dear Philip Rundle and Nathan Hanson:

I am writing to express my concern about the environmental record of your parent company and supplier, Asia Pulp and Paper (APP).

Several NGOs have documented that APP is responsible for more natural rainforest loss than any other company on the island of Sumatra, including the destruction of the habitats of endangered species including the Orangutan and Sumatran Tiger. APP's own statements confirm that it will continue to source natural forest until 2015, and independent studies found that at least 20% of APP's wood fiber continues to from natural forests. Lab tests have confirmed that the fiber comes from illicit sources, some potentially unlawful under Indonesian and international law. Historically, APP has also been disingenuous about its efforts to improve its environmental record, delaying progress and forcing well-known NGOs, Businesses, and Third party certification bodies to severe ties with the pulp supplier.

My BUSINESS is a FRIEND OF THE PARADISE FORESTS. Given that APP's environmental record is inconsistent with [BUSINESS's] sustainability goals, it is not possible for [BUSINESS] to purchase nor sell any paper or tissue products sold by Oasis Brands, Mercury Paper, nor Solaris Paper.

[Business] will be unable to consider you as a source until APP can verify, through credible third party verification, that all of the forest products entering its supply chain comply with both government laws and relevant treaties and are not driving the destruction of endangered forests.

I hope that you will support our commitment to sustainability and protecting the Paradise Forests.

Sincerely yours,

## **Letter to distributors:**

LETTER HEAD

[Distributor Name]

[Address]

Dear XXXXX:

I am writing to inform you that my business has recently made a commitment to not source tissue products under Solaris Paper's Livi Brand nor Oasis Brands's Paseo.

These aforementioned products come from Asia Pulp and Paper (APP). Several NGOs have documented that APP is responsible for more natural rainforest loss than any other company on the island of Sumatra, including the destruction of the habitats of endangered species including the Orangutan and Sumatran Tiger. APP's own statements confirm that it will continue to source natural forest until 2015, and independent studies found that at least 20% of APP's wood fiber continues to from natural forests. Lab tests have confirmed that the fiber comes from illicit sources, some unlawful under Indonesian and International law. Historically, APP has also been disingenuous about its efforts to improve its environmental record, delaying progress and forcing well-known NGOs, Businesses, and Third party certification bodies to sever ties with the pulp supplier.

While we ask you to help us keep Endangered Forest products away from our business and that you keep our preferences and the preferences of other Paradise Forest Ally Businesses in mind as you update your inventory. We hope to continue working with suppliers who have joined us in our mission to be ecologically sustainable.

We value our relationship with your company, and we hope that you will work with us to meet our preferences.

Kind regards,