

# THE POWER OF YOUR CAMPUS TO SAVE THE PARADISE FORESTS

Campus toolkit

GREENPEACE





THE POWER OF YOUR CAMPUS TO SAVE THE  
PARADISE FORESTS...  
THE CLIMATE...  
AND THE REMAINING SUMATRAN TIGERS.



### **HOW TO USE THIS TOOLKIT**

This toolkit is here to help you make an impact on one of the world's most pressing environmental threats- deforestation- by putting pressure on one of the world's most notorious forest criminals- Asia Pulp and Paper (APP). After providing a quick background on APP and the deforestation problem in Indonesia, this toolkit will help you plan your campaign on campus. Also included are example talking points, letters, as well as resources to help guide you.

Remember that the Greenpeace Student Network is here to support you- use Greenpeace as a resource to support your campaign, contact us to discuss ideas.

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## Is Rainforest Destruction on Your Campus? Is it on Its Way?

The Paradise Forests of Southeast Asia are habitat to an incredible variety of animal and plant life and home to people whose livelihoods depend on the health of the forests. Endangered species such as Sumatran tigers, elephants and orangutans are found here and nowhere else on Earth.

These amazing forests are in crisis. Slashing, burning, logging, and the development of palm oil and paper pulp plantations are driving the destruction of these critical habitats and contributing to climate change. Deforestation releases more greenhouse gas emissions than all the world's cars, trucks, ships and planes combined. Deforestation in Indonesia has made that country the world's third greatest emitter of greenhouse gases. Peatland forests in Indonesia are especially carbon-rich, making deforestation of those areas a potential "carbon bomb." Climate pollution from deforestation in just one threatened area, Riau, a province slightly larger than South Carolina on the island of Sumatra, could exceed 5 years of emissions from all of the coal, gas and diesel power plants in the world combined.

### **CRITICAL FORESTS, CRITICAL TIMES**

The forests in Riau and other parts of Indonesia are threatened by Asia Pulp and Paper (APP), a paper company that is cutting and burning natural rainforest to build paper plantations. APP is the largest paper company in Indonesia, responsible for 40% of Indonesian pulp production and one of the largest paper operations in the world. In Sumatra, home of the critically endangered Sumatran tiger, of which there are no more than 400 individuals remaining, APP is responsible for more forest destruction than any other company.

Apart from flashy public relations stunts, APP has shown no regard for rainforests or the endangered species in them. Despite outcry from scientists, locals, and environmental groups, APP continues to plan and carry-out expansion of paper plantations into ecologically important forests.

Stopping paper industry destruction of natural forests is critical for the Paradise Forests in Indonesia, the fight against global warming, and for the survival of the critically endangered Sumatran orangutan, tiger, rhino, and elephant. There is little time left to reverse the trend of deforestation in Indonesia and we need to stop major companies like APP from destroying the forests. **If deforestation continues at this rate, 98 % of all of Indonesia's lowland rainforests could be destroyed by 2022.**

APP has indicated through its own statements that it plans to continue to destroy natural forests. The situation is urgent because now APP is fueling forest destruction through rapidly expansion in North America. Its tissue brands Livi and Paseo are the fastest growing tissue brands in the U.S.

APP is trying to expand onto college campuses and into your community by selling throw-away paper products that are wiping away rainforests. Your campus and your tuition dollars may be supporting this destruction currently or in the future.

For more details- look at our in depth reports, *Pulping the Planet* and *How APP is Toying with Extinction*, with maps, images and more.

<http://www.greenpeace.org/usa/en/media-center/reports/How-Sinar-Mas-is-pulping-the-planet/>

[http://www.greenpeace.org/international/Global/international/photos/forests/2011/app/sections/ToyingWithExtinction\\_Full.pdf](http://www.greenpeace.org/international/Global/international/photos/forests/2011/app/sections/ToyingWithExtinction_Full.pdf)

### **WHERE YOU COME IN**

Greenpeace is running a global campaign to stop APP from destroying the rainforests and tiger habitat in Indonesia. Greenpeace is urging companies that buy and use paper not to do business with APP as long as it continues destroying rainforests. These customers range from companies like Mattel, that Greenpeace exposed as having used rainforest fiber in its disposable toy packaging, to large purchasers like hotels or universities.

## Kimberly-Clark Fell Under Student Activist Pressure, So Can APP

Your actions on campus can send a message to APP and other destructive companies that they need to change their practices. Students like you were instrumental in changing one of the largest tissue companies in the world, Kimberly-Clark, the maker of Kleenex. The pressure from campuses around the country helped convince Kimberly-Clark to create a comprehensive policy to make sure it will not wipe away ancient forests for its tissue products.

College activists forced their schools to cut contracts with Kimberly-Clark and draft new sustainable paper policies. Even when campuses were not buying Kimberly-Clark products, students took action, passing paper-buying policies and informing the company that it would be blacklisted until it changed its ways. Kimberly-Clark later admitted that the pressure from college campuses was a *key turning point* that forced it to clean up its act. Student pressure represented a huge cost to the company because the company lost millions of dollars of contracts and staff time trying to defend these contracts. After campuses blacklisted Kimberly-Clark, paper distributors dropped the company. Without distribution, the company was cut off from reaching multiple customers. In other words, singular campus campaigns had a multiplier effect, affecting distribution across larger areas, generating media attention, and inspiring other schools and businesses to also take action.

**Now its time for student activists like you to build on this success, and help do the same with APP.**

### Urgency on your campus

APP is targeting the college campus for growth. Unless your campus has committed to forest friendly policies your campus could be supporting APP's business model of global warming and extinction. Until then, APP's U.S. tissue brands, Paseo and Livi, (did we mention they are the fastest growing brands in the country?) could end up in your campus bathrooms, stores, and cafeterias. APP tries to present itself as sustainable, but on-the-ground, independent investigations reveal the reality of its destruction. *See the attached guide to APP greenwashing.*

### Alternatives

Fortunately, alternatives for APP and other forest destroyers exist. The best alternative tissue paper products have high percentage levels of *post-consumer* recycled waste. Often the term "recycled" includes both pre-consumer and post consumer content. Pre-consumer includes things like scraps from the mill yard that may still have come from ancient virgin trees. Post-consumer means the product is truly recycled as it was turned back into paper from paper or cardboard that was discarded in recycling bins.

Recycled products are of comparable quality and price to virgin products without the environmental cost of cutting down our last remaining forests. Recycled products have a significantly smaller carbon footprint, use less water, and discharge less toxic chemicals from their production than virgin fiber products. As demand for alternatives increases, so will the supply and availability.

**Note:** When looking for recycled products it is important to ask for the percentage of post-consumer recycled content. Beware of sneaky greenwashing tactics- some products claim to be green but only use 10% recycled content and some companies put big "recycled" logo on their boxes when only the box is recycled but not the product inside.

Before You Get Started One of the best tools you have to help you win your campaign is our staff support. Greenpeace Student Network staff have helped a wide range of students build their skills and win campaigns.

If you are not already in touch with a Greenpeace staff member, contact us at [students@greenpeace.org](mailto:students@greenpeace.org).

## Developing Your Campaign

Your campus could be giving money to APP, or it could in the future unless you can commit your campus to be a forest ally and not a forest destroyer. But more than that, we have seen that active campus campaigns resonate throughout the industry and can have wide ranging impacts. As you develop your campus campaign think about the role your campus plays as a paper purchaser and how, by communicating the urgency of the problem on your campus, other campuses take note, join in APP will begin to feel the pressure you generate.

### Planning phase

The first part of a good plan is identifying your goals through research. In a perfect world, your school would:

- not buy from APP (and cancel any current contracts with APP)
- send a letter to APP and paper/ janitorial supplies distributors that your campus uses, letting the companies know that your campus is off limits because of APP's forest destruction.
- have an effective forest-friendly procurement policy (safeguards and guidelines on what wood products it purchases).

If your school falls short on any of these three issues, you have the power to change that.

### Research Preparation

Before your first campaign meeting or speaking with your campus's staff, you should prepare with initial research that may be available on your campus's web site or in your campus's restroom or campus store. See if there is a procurement policy on the web site. Usually these are located on the sustainability office web site, if your campus has a sustainability office. Visit a few restrooms and your campus store and see which brands your campus stocks. In institutional buildings, if you see "Livi" toilet paper or "Nvi" (pronounced "EN-vee") dispensers, you have an APP product. In campus stores, if you see "Paseo" tissue products, you are looking at forest destruction.

**Important point**—find out about your campus's environmental aspirations. Most campuses have opened sustainability offices or have signed statements and commitments relating to climate change. However, even in some of the most environmentally ambitious campuses, the focus is only limited to transportation and energy use. Many of these campuses haven't realized their role as a major paper purchaser and how their decisions impact Endangered Forests. Nonetheless, a campus's climate goals, or concern for environmental impact and reputation create an opportunity for you to urge your campus to make forests a part of its sustainability agenda.

### Engage University Staff for Research

You will need to speak with the individuals who at your campus purchases tissue and who makes decisions about those purchases. This is likely your sustainability office and facilities/janitorial services office. Usually these offices want to hear from students. Meet with these offices, face to face if possible, to inquire about what your campus buys and how it makes those decisions. During this phase it is important just to find out about the situation and ask critical questions. It is important to get your facts straight first before you begin to campaign.

### Sample Questions to Ask Staff:

- Do we have some sort of sustainable procurement policy? If not, is one in the works?
- If so, does it cover tissue products and impact on the forests?
- Do we purchase recycled products? What percentage is post-consumer and what percentage is pre-consumer?
- Do we purchase Livi tissue or sell Paseo at our campus store?
- Who on campus decides what we purchase and what we don't?
- Which distributors provide our campus with our paper products?

Evaluate their answers. Are they telling the truth about what tissue products they stock? Do they understand that not all recycled is equal? If they have a procurement policy, is it good enough? You can send it to Greenpeace’s Student Network staff for an expert evaluation of how good it is and whether or not it and how it can be improved.

**DEVELOPING YOUR GOALS**

Will the aim of your campaign be to:

- Stop your campus from ‘wiping away’ the rainforest by cutting ties with APP?
- Secure an effective sustainability policy on your campus that will remain after you leave?
- Get your sustainability office to send a message to APP and distributors by sending a letter like the one found in the toolkit?

**Present your ‘ask’**

Request a meeting with the decision maker that you’ve identified, bring friends, take a deep breath, and make your ask. If they commit to your ask, make sure to ask for a timeline, and follow up. If they commit to sending the letter, contact the Greenpeace Student Network to ensure that you have the latest version of the letter. If not, it is time to figure out ways to convince them – and organize the heck out of your campus!

**PLANNING BRAINSTORM**

Recruit friends and fellow students for your campaign. This can start through engaging a campus environmental group or friends, or you can recruit people you haven’t met yet through class raps and signing up people in a public place through postcards or a petition. (see examples of class raps and ‘postcard raps’ later in this toolkit.)

Call a meeting (it doesn’t hurt to serve food if possible). At this meeting discuss the APP driven crisis in Indonesia, using images and video if possible. Explain, based on your research where your campus fits in.

**Develop a strategy**

Map out who at your campus is the decision maker you need to target and who on campus can influence that decision maker. Brainstorm who else on campus would be interested in the campaign.

<b>Decision-makers</b>	i.e. President, facilities department, sustainability office
<b>Influencers</b>	i.e. Student Government, Media (local and campus based, traditional and new), Faculty, Events, Alumni, Students (through petitions)
<b>Allies</b>	i.e. Other progressive organizations, justice groups, Environmental Studies Faculty, Sustainability office

**Brainstorm tactics**

Brainstorm fun ways to engage and build influence around this issue. Remember that this issue is urgent but for the most part foreign for most people on your campus. Tactics can range from a coalition sign-on letter to high visibility events or creative ‘guerrilla-style’ ways of communicating your campus’s role in stopping Indonesian forest destruction. Think about what will help raise awareness and make real changes on campus. Host Paradise Forests parties, use props, costumes, and street theater to attract attention and get signatures or recruit more supporters. Use whatever it takes to gain the attention of the decision-makers and influencers on your campus. Be prepared to keep up the pressure until your campus takes a stand for the Paradise Forests.

Develop a timeline in which you can use some of these tactics and if you need help, advice, or ideas, contact us. Don’t forget to share ideas with the Greenpeace Student Network

## Campaign Talking Points

These are sample talking points. Use the information in this toolkit and our reports to refine talking points that work best for your campus and your community.

### **Crisis in Indonesia:**

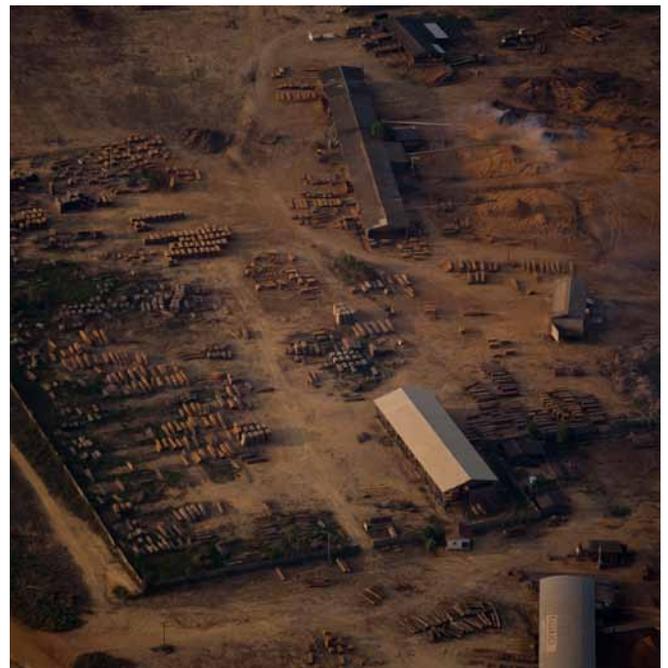
- Indonesia has recently broken the record for its deforestation rate and worldwide, deforestation releases more greenhouse gas emissions than all the world's cars, trucks, ships and planes combined.
- All of the lowland forests of Indonesia maybe wiped out within 12 years mainly because of the Paper Pulp industry harvesting rainforest and building plantations in its place.
- In Indonesia more than 1 million hectares of rainforest are being cut down every year, and the country now ranks third on the list of world's largest emitters of greenhouse gases.
- This clearance is threatening the habitat of the approximately 400 remaining Sumatran tigers in the wild as well as the habitat of the few thousand remaining Sumatran orangutans.
- Deforestation causes more climate pollution than all the world's cars, planes and boats combined. As a result of break-neck deforestation rates, Indonesia has become the world's third largest climate polluter, right after the U.S. and China.

### **The Driving Force of Destruction, APP**

- APP claims that it is environmentally friendly but most organizations know better. Groups such as the World Wildlife Fund and the Rainforest Alliance have ended partnerships with APP, reputable third party certification systems refuse to certify their operations, and major companies such as Staples, Kimberly-Clark, and Nestle have avoided doing business with APP.
- Despite claiming to be a green company, APP continues to destroy natural forests.

APP has indicated that it won't stop destroying natural rainforest until 2015, even though in the past it initially promised that it would stop in 2007. They keep breaking their word while dirty business as usual continues.

- Campuses can stop APP's destruction by not buying Livi or Paseo tissue products.
- Student activists made a real difference in the campaign to reform Kimberly-Clark, one of the biggest tissue companies in the world. They can do the same with APP.
- Our campus's environmental reputation is important and this is an opportunity for us to show real leadership. As an institution, we should play an active role in global environmental problems and maintain leading sustainability policies.
- Even if we don't use APP products, we can still send a strong message, telling APP and others that our campus doesn't want to buy rainforest destruction or tiger extinction.
- Because Greenpeace is the world's largest environmental campaigning organization, we can join forces with activists around the globe to reform APP and end further deforestation in Indonesia.



## Recruitment Rap

To build the movement on campus, you need to recruit a diverse, passionate group of volunteers. Post carding is the fastest way to recruit new people for your campaign. Post carding enables you to recruit volunteers, distribute literature, build visibility, and gather support.

### PETITIONING / POST CARDING TIPS:

- Set a goal. 15 petitions an hour, where 5 people check the “get involved” box. Adjust your technique and tactics to increase this hourly rate.
- Bring food and music to attract people, and a camera to record the event.
- If you’re setting up a table, stand in front of the table, not behind it.
- Be friendly, smile, wave at people inviting them to speak with you. Confidence is key!
- Petition in teams of at least 4 people for 2 hour shifts – you’ll have more fun with more people.
- Greenpeace has rainforest animal costumes (tigers and orangutans) that may be available for you to use as attention-getters. Ask your Greenpeace Student Network contact for more info.

### HOW TO ASK FOR A SIGNATURES AND RECRUIT VOLUNTEERS:

**“Hi! How’s it going?”**

**“Do you have a minute to protect the rainforest?”**

Great! “My name is [your name]. I’m out here today calling on [your university/university president] to cut ties with Asia Pulp and Paper – a company that is clear cutting rainforest, driving the extinction of species such as the Sumatra tiger, massive amounts of global warming pollution, and violating indigenous peoples rights. APP’s tissue brands are the fastest growing tissue brands in North America and as APP expands it will continue to destroy forests in Indonesia and warm the planet.

Our campus does not have a strong enough procurement policy that prevents it from buying from APP, but if we do implement a new policy, we can help stop send a strong message to APP that rainforest destruction is bad for business.

Students like you and me are working with Greenpeace across the nation to stop this expansion.

We want administration to commit to no ties to APP and join the campaign to reform APP to help protect the rainforest, the endangered species, the climate, and the local people who rely on natural forests.

Can we count on you to show your support for the Endangered Forests and the people and species that depend on them?

“Great! You can sign this petition here. You should also put down your email address and phone number, then check the get involved box so we can contact you about getting more involved with the campaign. Thanks!”

Sample Postcard text:

Dear \_\_\_\_\_

I want CAMPUS to commit to not having any ties to Asia Pulp and Paper, the notorious rainforest destroyer. The best way to ensure this is through a well-communicated forest-friendly procurement policy. CAMPUS’s sustainability record is important and I urge you to work to create an effective forest-friendly policy for the sake of our planet’s climate and the world’s Endangered Forests.

Name \_\_\_\_\_

Signature \_\_\_\_\_

Email \_\_\_\_\_

Relation to CAMPUS \_\_\_\_\_

## How to do a Class / Group Rap

Class / Group raps are a great way to gain more post cards, get the word out about the campaign in general, and advertise upcoming events. These raps can also be given in front of a campus organization / group and along with post cards, you can ask the group to be a coalition partner by endorsing the campaign and helping implement the campaign.

### Class rap tips:

- Contact a professor or group president at least one week before giving the class or group rap to see what day/time works for you to stop by their class or meeting. Stopping by a professor's office to ask in person is best, followed by asking them on the phone, or lastly, writing them an email.
- When asking professors if you can give a class rap, first focus on professors of environmental subjects and professors you have a relationship with. Don't forget to cast a wide net and make sure you also target the largest classes (Bio 101).
- Don't do all the raps yourself. Also, arrange for volunteers to give raps to their classes, too.
- Make sure to bring more than enough post cards to hand out to all the students
- While your speaking, have other volunteers hand out and collect the post cards
- Give clear instructions about filling out the post cards. Ask folks to pass the cards to the front when complete.
- Being excited, passionate and making eye contact with students is helpful.
- Expect to get roughly 15% of the class / group to fill out the post card

### Sample Class/Group Rap

(Thank the professor / group president, if he or she says that it's okay, write your contact information on the blackboard.)

"Hi! I'm [your name] with [campus environmental group]. We're running a campaign to ensure that[Campus] phases out any ties with one of the largest and dirtiest paper companies: Asia Pulp and Paper, an Indonesian based company.

APP is logging the critical rainforest habitats for endangered species such as the Sumatran orangutan and tiger. There are only 400 Sumatran tigers left, and APP continues to destroy their forest habitat. APP's deforestation efforts have also helped elevate Indonesia to the position of the third largest emitter of greenhouse gas emissions contributing to global warming. Lastly, APP's forest destruction threatens the livelihoods of indigenous forest communities in Indonesia.

APP's tissue brands are the fastest growing brands in North America- the company is expanding aggressively, marketing their tissue as a green product. Few purchasers/distributors are familiar with APP's activity on the ground and, susceptible to APP greenwashing. We can't allow our campus to someday fall for their lies and support rainforest destruction.

*[describe your campus's environmental aspirations/ reputation and how its ties or potential ties to APP would have consequences for Endangered Forests and your campus's reputation. For example: "Our school has signed the University President's Climate Commitment and boasts how green it is, meanwhile there is no procurement policy to guarantee that our campus is not destroying Endangered Forests"]*.

Our CAMPUS has an opportunity to stop APP from expanding its business model of global warming and extinction here in North America.

We want CAMPUS to commit to not having any ties to Asia Pulp and Paper, the notorious rainforest destroyer. The best way for us to ensure this is to enact a well-communicated forest-friendly procurement policy. CAMPUS's sustainability record is important and we are urging the administration to work to create an effective forest-friendly policy for the sake of our planet's climate and the world's Endangered Forests.

That's why I ask you today to show your support for Endangered Forests, as well as the people and species that depend on them and urge our administration to implement forest friendly policies. Please join us and sign the petition telling our university to cut ties with APP!.

While you are signing: There are lots of ways to help with our campaign. We're organizing events and actions, contacting media, gathering signatures, and working with administration to cut ties with APP, enact a strong procurement policy and send letters to our paper distributors. If you're interested in getting more involved with our campaign please fill out the post card with your contact information and check the "get involved box," and we'll keep you updated about how you can help cut ties with APP.

Thank you for listening, I hope you will consider getting more involved with our campaign. Thank you, Professor/ President, for giving me the time to speak. Have a great day and please send the postcards down to the front of the room so I can collect them on my way out!

**Coalition Sign-on Letter-** *Engaging other student groups or associations on campus to sign on in support of your campaign is an effective way to show broad support for your campaign.*

## **Coalition Letter: Cutting ties with Asia Pulp and Paper**

Asia Pulp and Paper (APP) is the largest paper company in Indonesia and is one of the most notorious forest criminals. It is responsible for more deforestation in Sumatra, the ground zero of forest crime in Indonesia, than any other company. APP's activities are driving global warming and species extinction- in particular the critically endangered Sumatran tiger, of which there are no more than 400 individuals remaining. APP is fueling this destruction by aggressively expanding its tissue brands, "Livi" and "Paseo," in North America.

APP's growth is driven by the demand for disposable paper products all over the world. APP makes packaging but is also riding a wave of growth from its tissue products- toilet paper, napkins, paper towels, and facial tissue. APP's tissue brands are the fastest growing tissue brands in North America. APP is gaining a foothold in the North American market, targeting campuses. Unless we stop them from growing, APP will continue to expand in Indonesia, destroying carbon rich habitats that stand in its way.

We want [CAMPUS] to cut ties entirely with Asia Pulp and Paper and it's unsustainable foresting practices. In order to do this we demand:

[CAMPUS] to immediately cut any contract with Asia Pulp and Paper companies "Livi" and "Paseo."

[CAMPUS] to enact a paper procurement policy that gives first preference to post-consumer recycled paper products and second preference to Forest Stewardship Council certified paper products.

[CAMPUS] to immediately write a letter informing the paper distributor about [CAMPUS] unwillingness to purchase Asia Pulp and Paper products and encouraging [CAMPUS]'s distributor to no longer carry Asia Pulp and Paper products.

**Signers:**

**Name**

**Organization / Company / Department**

**Title**

**Date**

## **Sample Student Government Resolution on Endangered Forests**

Student Government resolutions are an effective way to demonstrate broad student support for phasing out ties with APP and implementing forest-friendly policies.

**Whereas higher education should be leading institutions for sustainable paper purchasing practices;**

Whereas a sustainable paper purchasing policy is key to combating the global climate crisis, protecting crucial forest, endangered species and the rights of indigenous peoples;

Whereas restrictions should be set on corporations that misrepresent their environmental record, which would hamper [university] name and reputation;

Now, therefore, be it resolved that the Student Government Association of [university] urges the administration to implement an ambitious Forest-Friendly Paper Procurement Policy that promotes preferences to purchase post-consumer recycled paper and tissue products, and in cases where virgin fiber is absolutely necessary, the administration should only purchase wood products that are certified by credible environmental social standards such as the Forest Stewardship Council (FSC);

Be it further resolved, that the Student Government Association of [university] believes that the Sustainable Forestry Initiative (SFI) or the Programme for the Endorsement of Forest Certification (PEFC) are non-credible certifications and therefore should not be considered to be environmentally-responsible alternatives;

Be it further resolved that the Student Government Association of [university] calls upon [administration] to contact current and future distributors with a formal letter explaining its new forest friendly policy and a desire to not source from companies such as Asia Pulp & Paper.

## Scouting Guide – Tissue Products

Use these instructions to help you and your friends scout for APP product on your campus.

### What You Are Scouting For:

You are going to look for Sinar Mas paper branch Asia Pulp & Paper (APP) tissue products at your school. There are two types of products that you will either find at your campus store or in your campus bathrooms.

#### 1. In the campus store- “Paseo”

#### 2. In the bathroom, at the lecture hall, gym, or dorm- “Away from home” products labeled “Livi” along with dispensers called “Nvi” (all pictured below). One can find “Away from home in restaurants, schools, hotels, etc.

Both branded and private label tissue products are made by APP subsidiaries Solaris Paper or Mercury Paper in the U.S. and marketed by Oasis Brands.



## How to Attract Media

No matter what you are doing—a rally, a march, a roundtable discussion, even post carding—you'll want media attention to raise the profile of your campaign. It is critical to have your issue covered in campus, local, and even national media outlets. Getting media attention tells the story of your struggle for campus to cut potential ties with APP, inspires students to join your campaign, and makes your school's administration more likely to listen to your demands.

### Media tips

- Give your media pitches and send media advisories to reports a week before the event.
- Call the reporter one week before the event, one day before the event, and the day of the event to confirm they are attending.
- Practice a pitch call to a reporter before calling. You'll want to be quick (2 minutes tops) and explain why this event is important to a news outlet's readers/viewers.
- Be persistent when calling reporters. Sometimes it can take 10 calls to get a reporter on the phone (don't leave messages).
- Be friendly and listen to what the reporter has to say.
- Prepare a "press packet" for members of the press who attend the event, including the media release, contact info for speakers and organizers, and other background campaign documents.
- After the event, give pitches to media outlets that did not come and send them press releases.

## SAMPLE MEDIA PITCH

- Reporter: Hello.
- You: Hi, [reporter's name]. This is [your name] from [College/University]. I'm calling to let you know that next Thursday we are holding [event/action] at [location] to bring attention to our [campus]'s potential ties to Asia Pulp and Paper and its unsustainable paper practices. APP is clear-cutting and burning rainforest, releasing tons of global warming pollution and driving the extinction of critically endangered species such as the Sumatran Tiger, of which no more than 400 remain

We're expecting [sexy detail – lots of people, cool visual, keynote speaker, etc.] Does this sound like something you would cover?

- Reporter: Sure. Can you send me a press advisory?
- You: Absolutely. I'll send you an advisory. Is your email still [reporter@email.com]?
- Reporter: Yes. I'll look for it.
- You: Great. I hope to speak with you soon.



## **SAMPLE MEDIA ADVISORY**

### **MEDIA ADVISORY**

[Month Day, 2011]

**CONTACT:** [First and Last Name, Student Organization, College/University, phone, email]

**Students Hold Event to Protest [Campus] ties to Unsustainable Paper Company\***

**WHAT:** Students from [College/University in Town, State] are taking action to protest the universities ties with Asia Pulp and Paper. APP is clear cutting and burning rainforest, releasing tons of global warming pollution and driving the extinction of critically endangered species such as the Sumatran Tiger, of which no more than 400 remain.

Students at [College/University] are doing [X, Y, Z] because they strongly believe that the campus administration has the responsibility to cut ties from Asia Pulp and Paper, a company whose deforestation practices, if continued, could result in the destruction of 98 % of all of Indonesia's lowland rainforests by 2022.

**WHO:** Students from [College/University in Town, State]

**WHEN:** [Month Day, 2011]

**WHERE:** [Location] [Directions: how to get to location from popular spots in this town or city]

**VISUALS:** [Students in tiger suits]

***\*Change the headline to be more specific about what your event is***

## **SAMPLE PRESS RELEASE**

### **For Immediate Release**

[Month Day, 2011]

**CONTACT:** [First and Last Name, Student Organization, College/University, phone, email]

***Students Hold Event to Protest [Campus] ties to Unsustainable Paper Company\****

### **Motivation to Stop Rainforest Destruction in Sumatra**

[CITY, STATE] – Students from [College/University in Town, State] are taking action to protest the university's tie with Asia Pulp and Paper. APP is a company that is clear cutting and burning rainforest, releasing tons of global warming pollution and driving the extinction of critically endangered species such as the Sumatran Tiger, of which no more than 400 remain.

Students at [College/University] did [X, Y, Z]. Students strongly believe that the campus administration has the responsibility to cut ties from Asia Pulp and Paper, a company whose deforestation practices, if continued, could result in the destruction of 98 % of all of Indonesia's lowland rainforests by 2022.

**[Describe your event here in a compelling way. Include specific fact(s) about the universities ties to APP.]**

“With each day our school fails to move towards sustainable paper purchasing, forest, tigers, and indigenous people are in danger,” said [Name of Student]. “I want to leave a sustainable paper legacy here at [campus]!”

This action is one of dozens taking place on college campuses and in communities around the country to protest Asia Pulp and Papers unsustainable practices and to draw attention to the ever-growing environmental and economic impacts on communities across the globe.

***\*Change the headline to be more specific about what your event is***

## Sample Letter to the Editor

To the Editor,

Asia Pulp and Paper (APP) is the largest paper company in Indonesia and is one the most notorious forest criminals APP's activities are driving global warming, tropical deforestation, and species extinction. APP is aggressively expanding its tissue brands, Livi and Paseo, in North America and targeting campuses as potential purchasers. This expansion will drive more forest destruction. Adding insult to injury, APP markets itself as "green." Unless we intervene, APP will continue to greenwash and expand to campuses across the United States.

This is where our [university] comes in, we need to ensure that our campus is not complicit in APP's Forest Crimes.

Our school doesn't need unsustainable paper products. It needs to help prevent APP's greenwashing and expansion efforts here in the United States. We can achieve this through a forest-friendly procurement policy.

I urge campus and community members to support our campaign against APP. We need to act now for the sake of the world's climate and critically endangered species, such as the Sumatran Tiger, that APP is driving to extinction.

Sincerely,

[Name]

[College/University]

[Phone number, email address, street address]

## Sample Letters From Your Campus to APP and its Distributors

Sample letters from your facilities department or sustainability office to APP in the United States. Use this model for a letter that your campus can send to APP even if your school doesn't use their products.

### 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 such as 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 come 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 sever ties with the pulp supplier.

[Institution] aims to not only educate students about environmental stewardship, but also enable them to experience stewardship through sustainable best practices implemented by the university. Given that APP's environmental record is inconsistent with our sustainability goals, it is not possible for [Institution] to purchase nor sell any paper or tissue products sold by Oasis Brands, Mercury Paper, or Solaris Paper.

[Institution] 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 developing [Institution] as a learning institution dedicated to the pursuit of environmental sustainability.

Sincerely yours,

Cc: please contact Dan Cannon ([dcannon@greenpeace.org](mailto:dcannon@greenpeace.org)) for the most current listing of Solaris, Mercury, Oasis executives and latest version of this letter.

## **Letter to distributors:**

*(in addition to informing APP, your campus should inform paper distributors that carry or may carry APP products. Please contact [Dan.cannon@greenpeace.org](mailto:Dan.cannon@greenpeace.org) for the most up to date list of distributors)*

### **Letter Head**

**[Distributor Name]**

**[Address]**

Dear XXXXX:

I am writing to inform you of our campus's new procurement policy [attached]. Please take note of which of your products are compliant with our new policy. Tissue products under Solaris Paper's Livi Brand, and Oasis Brands's Paseo, are not compliant with our policy.

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 such as 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 come 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 sever ties with the pulp supplier.

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Sincerely yours,

## Your Campus's Procurement Policy

When developing or grading your campus's procurement policy, it is key to ask some of the following questions:

- Does the procurement policy require recycled paper products? Does it specify percentage or post-consumer?
- If the policy allows for virgin fiber, does it have a policy to prevent paper products from Endangered Forests or companies with poor environmental records?
- If the policy relies on a certification system, does it use a credible one like Forest Stewardship Council (FSC)? Note that certification systems like the Sustainable Forestry Initiative (SFI) and Programme for the Endorsement of Forest Certification (PEFC) are weak standards created by the logging industry.
- If the university can't achieve an ideal policy now, when can it? What timelines can it commit to?

**Sample Procurement Policies:** Here are examples of forest friendly policies at other universities that are relatively comprehensive but still can be improved. They give a good idea of language used for such policies. Check in with us if you have questions and to get copies or latest model policies.

**Stanford** has a sustainable procurement checklist that they ask their sources

**Material source:** Are recycled materials used in the product? If so, what percentage? What percentage of post-consumer materials is used? If wood is used in the product, what is its source and how is it harvested? Is the product manufactured from tropical rainforest wood?"

**Supplier environmental record:** Is the company producing the product in compliance with all environmental laws and regulations? What is the company's record in handling environmental and safety issues? Can the company verify all environmental claims? Does the manufacturer/supplier have a company environmental policy statement? What programs are in place/planned for promoting resource efficiency? Are printed materials available documenting these programs? Has the company conducted an environmental or waste audit? Is the product supplier equipped to bid and bill electronically? Has an environmental life-cycle analysis of the product (and its packaging) been conducted by a certified testing organization, such as Green Seal?"

The **University of California System** policy states:

- a. The University will phase out the use of virgin paper and adopt a minimum standard of 30% Post Consumer Waste (PCW) recycled content paper for all office supplies.*
- b. For uncut paper uses, including but not limited to janitorial supplies, the University will adopt a standard of 100% PCW recycled content paper.*
- c. The University will utilize its strategic purchasing program to negotiate better pricing for commodities with recycled content as compared to commodities without recycled content.*
- d. The University will continually work towards increasing the procurement of products with highrecycled content.*

## **Model Forest-Friendly Procurement Policy:**

### **[Institution] Forest Friendly Procurement Policy**

#### **Preamble:**

[Institution] [and its diverse parts and affiliated divisions] pledge to protect Endangered Forests and enact a responsible procurement policy for purchases of paper or wood products. Forests around the world act as the lungs of the earth, absorbing greenhouse gases that cause global warming. Forests provide livelihoods to forest communities around the world, are home to thousands of endangered and undiscovered species, and provide trillions of dollars worth of eco-system services to the world.

Commodities such as wood and pulp drive deforestation in Endangered Forests like the Boreal Forest and the Paradise Forests of Southeast Asia. Too many sources have been producing pulp and paper in an unsustainable manner, either converting Endangered Forests directly into pulp and/or destroying these forests in order to build monoculture paper plantations.

Meanwhile, viable alternatives exist. Buyers of paper and wood products can choose to source post-consumer recycled paper and wood products, limit consumption, and promote re-use. In instances when virgin fiber must be used, credible certification systems, namely the Forest Stewardship Council (FSC), can provide assurances to purchasers that the virgin fiber was sustainably sourced.

Our institution of higher learning plays a key role in educating students about sustainability and enabling them to experience environmental stewardship. The purchasing decisions of institutions like [Institution], not only impact the environment, but they also impact the market. Responsible purchasing decisions foster the growth of responsible production. Responsible purchasing of wood and pulp promote the availability of alternatives and support the existence of Endangered Forests.

For these reasons, our institution pledges to support the protection of intact or Endangered Forests and support the use of alternative fibers to wood by developing and following the procurement policy outlined below:

#### **Procurement:**

[Institution] commits to not purchase from sources that are driving the destruction of Endangered Forests nor any forest area destroyed without the consent of local communities and stakeholders such as indigenous people.

[Institution] shall cancel contracts immediately with paper product suppliers that do not follow an effective Endangered Forests policy or abide by a third party certification standard that features adequate safeguards for Endangered Forests and Indigenous People.

In purchasing decisions, [Institution] commits to give first preference to paper products made from post-consumer recycled materials. [Institution] will give a secondary preference to pre-consumer recycled materials.

In cases where the use of recycled fiber is not possible or appropriate and virgin fiber or wood must be used, [Institution] shall give preference to wood products certified by the Forest Stewardship Council (FSC).

[Institution] will create and follow time-based targets for new purchase priorities. Within six months of implementing this policy, [date], [Institution] will have identified and published time-based targets for when it can source at minimum, 100%, 75%, and 50% of all of its fiber needs from recycled sources.

## **IMPLEMENTATION AND COMMUNICATION**

[Institution] will inform our suppliers of its purchasing preferences and work with suppliers to enforce and fully implement this purchasing policy. Finally, as of [date], the following aspects of this purchasing policy will be officially enacted in all facilities owned or operated by [Institution].

[Institution] will publish this policy in an accessible location on its web site and incorporate reporting on the progress of this policy into [Institution]'s sustainability or environmental reporting.

### **Reduction of Consumption**

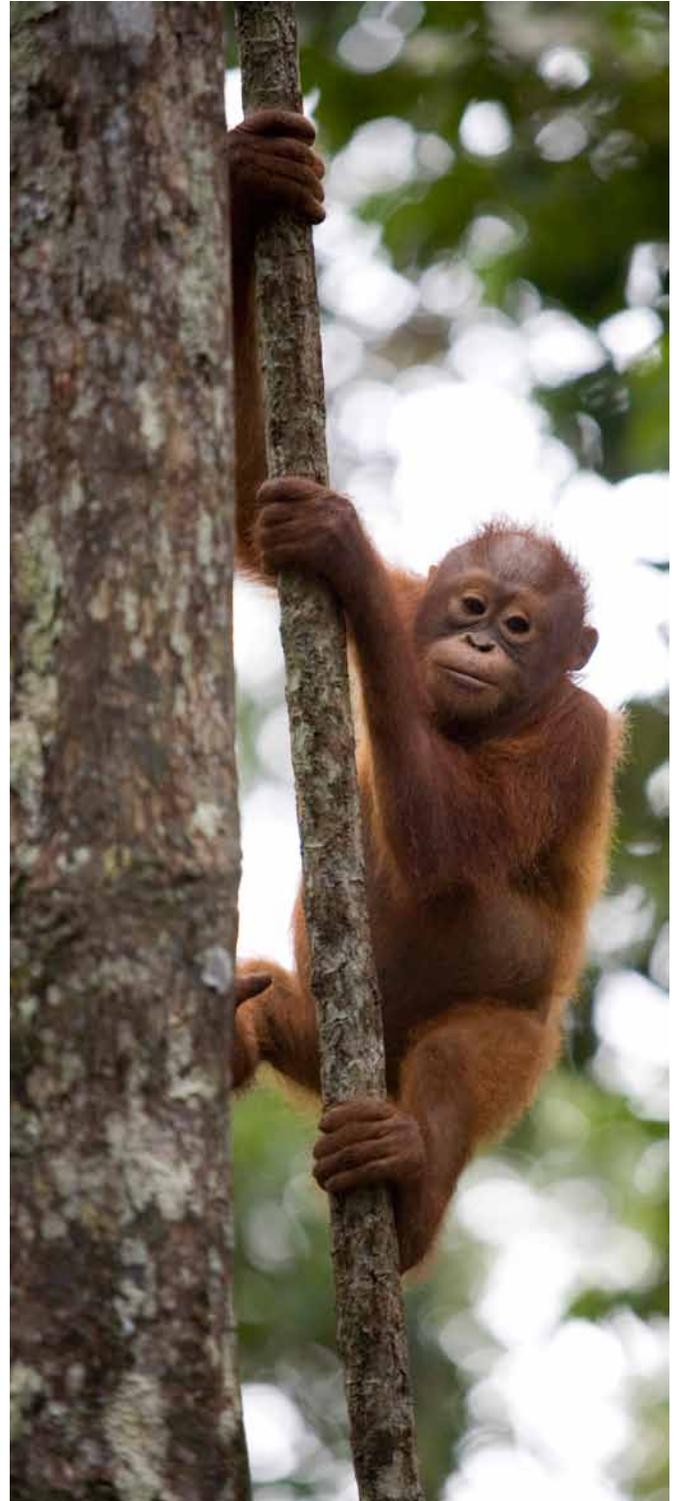
[Institution] will reduce its internal consumption of paper products by enacting internal procedures encouraging conservation, as well as heightened efficiency.

Within six months of establishing this policy, [Institution] will develop time-based pledges to reduce [Institution]'s consumption of paper products.

### **Demonstrating Leadership**

In addition to informing suppliers of this new procurement policy, [Institution] commits to exclude suppliers with poor social or environmental records or a pattern of environmental abuses. [Institution], when possible, will communicate to these suppliers why they are excluded from supplying [Institution].

When the opportunity arises to voice its support for stronger forest protections, [Institution] should do so. [Institution], as a concerned citizen, should communicate environmental concerns to wood and fiber suppliers. [Institution] should be vocal to the public, student body, community, press, and other similar institutions about its commitment to protect Endangered Forests.



## How APP Greenwashes-an overview

Given APP's record of destruction, its environmental claims verge on being offensive. A tissue purchaser who didn't know any better could be easily fooled- which is why it is especially important for your campaign to get the word out so APP doesn't expand through its lies. APP's false advertising has been the subject of lawsuits in the UK and Australia. Here in the U.S., over 500 complaints have been filed with the Federal Trade Commission.

**APP Claim: APP supports tiger conservation and has even relocated tigers.**

**The Truth:** APP has given token amounts to a small tiger conservation project and used this donation to market itself as green. Tiger relocation would not be necessary if APP was not destroying tiger habitat.

**APP Claim: APP is planting millions of trees that absorb carbon and create new forests.**

**The Truth:** APP is destroying rich natural forests with significantly more carbon and ecological value than paper plantations. Converting these forests is terrible for the climate. Young trees that are immediately cut when they mature don't add a significant carbon benefit if they are replacing carbon rich natural forests. Furthermore, the ecological value of these paper plantations are more akin to deserts, even if they look like forests. They are monoculture and can't support life like a natural forest can. The nearby forest communities can't eat paper.

**APP Claim: APP only sources legal wood**

**The Truth:** Some allege APP that has been cutting endangered tree species like Ramin that are protected under the international treaty, CITES. APP also has been cited for converting forests that stand over peat marshes more than 3 meters deep, which is illegal under Indonesian law.

**APP Claim: APP is third party certified**

**The Truth:** Although APP uses weak certifications that feature a green logo these certifications don't actually result or certify environmental performance on the ground. The Forest Stewardship Council (FSC), a credible system that actually measures environmental performance, has cut ties with APP because of APP's real record. APP claims PEFC and LEI certification- LEI is a standard that the APP-dominated Indonesian paper industry created and PEFC is a worldwide network of forestry certification

systems and certifies basically any certification system. PEFC has very low standards and does not even consistently enforce its criteria.

APP also claims to be certified by the ISO 14001 Standard. This standard is for environmental management only and doesn't actually require any minimum performance. A company could pollute as much as it pleases and never improve, but so long as it measures its pollution or has an environmental department it can maintain ISO certification.

Livi also claims it is green because it is a member of the US Green Building Council (USGBC). This means little beyond the fact that Livi pays a few thousand dollars for membership dues. Although institutions can earn a LEED (green building) point for using a plantation grown tissue fiber, USGBC has not yet included impact on Endangered Forests as a factor in this criteria. This narrow endorsement does not reflect APP's impact on Endangered Forests. Greenpeace and others are currently working on bringing this issue to the USGBC's attention.

**APP Claim: APP has an Endangered Forests Policy**

**The Truth:** Even though APP has invested enough to write a policy, APP's ongoing expansion into Endangered Forest areas like Bukit Tigapuluh, Riau, and the Kerumutan Peat Swamp Forest, show that the company is not following the policy. A credible policy would be certified by a third party, and APP is not using any credible third party certification to vouch for the company.

**APP Claim: APP is alleviating poverty.**

**The Truth:** The benefits of plantations benefit very few and employment is very cyclical and temporary. Studies show that a paper plantation yields about \$3.50 per month, per hectare for local communities. Meanwhile traditional forest communities lose access to natural resources that support their livelihoods. In addition, to the detriment of Indonesians, APP subsidiaries are notorious for tax dodging and corruption. APP is far from the benevolent humanitarian enterprise it claims to be.