

## **MEDIA RELEASE**

For Immediate Release

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### **LEI Examines Asian Paper Production at Paperworld**

*LEI certified paper is launched for European market*

Today at the International trade fair Paperworld, a high level discussion took place on the sustainability of the Asian paper industry. The event was hosted by Visions & Trends and featured presentations from the Indonesian Embassy to the EU, the Indonesian Ecolabelling Institute (LEI), PEFC, and Phillip Lawrence, an industry environmental expert. The presentations highlighted the fact that there is a huge commitment to sustainable papermaking in Asia and Indonesia in particular. The findings of the conference demonstrated that European and Asian sustainability principles in paper making are virtually identical and that the paper industry as a whole is committed to improving its environmental performance.

At the event, in addition to examining the area of certification in Asia, Agung Prasetyo, Executive Director of LEI, announced that LEI certification is now available for paper products made in Indonesia to be sold in the European market. Mr Prasetyo stated that 'LEI is the only certification body in the world that has a full understanding of sustainability issues in Indonesia. As such LEI have worked closely with established certification organisations to develop rigorous standards for the paper industry.'

Stuart Andrews, APP Sustainability and Stakeholder Outreach Manager Europe, commented 'APP is proud to be able to sponsor the launch of LEI certified paper in Europe as part of its commitment to continue supporting and promoting Sustainable Forest Management and Chain of Custody in the pulp and paper industry. Sixty percent of our total fiber supply is now certified or from recycled sources and we plan to increase this to 100% within the next five years. We are working to improve the sustainability of our operations and have the independent third party certifications to prove it.'

Other speakers include Dewi Kusumaastuti, Economic Counsellor from the Indonesian Embassy to the European Union, who addressed the ambitions of the Indonesian government in relation to natural resource conservation, and Dirk Tegelbekkers, Secretary General of PEFC Germany, who discussed the operation of a certification scheme in an international context. The key discussions examined the environmental impact of paper production in Asia and Europe, as well as forecasting changes in paper production patterns in the future.

The nature of paper production and the shift that is being witnessed from traditional production areas to equatorial regions including parts of Asia was also reviewed by Phillip Lawrence. This is leading to challenges in terms of certification for products, as traditional certifiers have been less active in these areas.

The issue of paper certification is of great significance in Indonesia, with the government keen to address illegal logging and biodiversity protection. Today, less than 2% of Asian forests are certified. With this in mind the role of LEI is set to be of great importance.

**-Ends-**

## **Notes to Editors:**

### **About LEI**

The Indonesian Ecolabelling Institute (LEI) is a non-profit constituent-based organization promoting sustainable forest management by means of certification standards that address and integrate social, environmental and market needs. As a constituent-based organization, LEI's mandate derives from its four constituent groups: indigenous people and community forest chamber; business chamber; NGO chamber; and eminent persons' chamber. In 2000, LEI became an accreditation body and a Chain-of-Custody certification system was adopted. Sustainable Forest Management certification for community-based forest management, natural forest and plantation forest was initiated beginning in 2002. LEI is currently developing a certification system for non-timber forest products, and this will be followed by the development of sustainable certification for carbon sequestration and marine products in 2010. Furniture products made with LEI certified timber is already available in many markets including Europe. Currently, LEI has fully certified more than 1.5 million hectares consisting of natural production forest, plantation forest, indigenous people forest and community-based forest. LEI grant certification only for those companies and organizations supporting sustainable practices in Indonesia.

### **About APP**

APP is one of the world's leading pulp and paper companies and is ranked one of the largest vertically integrated pulp & paper producers in Asia. Its combined pulp, paper and packaging capacities in Indonesia amount to over 7 million tones. APP currently has its principal operations located in Indonesia, and markets its products to more than 65 countries on six continents. The majority of APP production facilities are LEI and PEFC Chain-of-Custody certified. One of APP's exclusive pulpwood suppliers, WKS, manages the largest LEI certified pulpwood plantation in Indonesia. The rest of APP's pulpwood suppliers are undergoing a phased approach to be LEI certified.

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