

# DOWN TO ZERO

HOW GREENPEACE IS  
ENDING DEFORESTATION  
IN INDONESIA

2003-2013 AND BEYOND

**GREENPEACE**



DOWN TO ZERO

*'There are plenty of situations where in-your-face activism has a role. A case in point has been environmental campaigns against companies pressing into Asia's last rain forest frontiers. A headline is sometimes enough to convey a big development, and that was the case earlier this week with this news release from Indonesia's largest paper and pulp company: "Asia Pulp & Paper Group (APP) Commits to an Immediate Halt to All Natural Forest Clearance."*

*The move followed intensifying pressure from Greenpeace and other environmental groups, which had exposed destructive practices starting with a 2010 report, "Pulping the Planet".*

*Greenpeace and its allies applied pressure in two ways: illuminating what was happening in forest refuges for Southeast Asia's imperiled orangutans and tigers but also identifying which paper users – brands as big as Xerox and Adidas – were contributing to the destruction.*

*In parts of Southeast Asia, on-the-ground examination of industry practices can be dangerous work, whether done by local campaigners or journalists... There've been times when I've decried Greenpeace tactics ... But in this case, I think the effort deserves a round of applause.'*

Andrew Revkin, 'Activism at Its Best: Greenpeace's Push to Stop the Pulping of Rain Forests', *The New York Times*, 8 February 2013

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and 20 copies bound with FSC-certified plywood.

Editor: Stokely Webster

Designer: Laura Yates

This book is dedicated to Hapsoro (1971–2012) in celebration not just of what he gave to Greenpeace as one of our original staff members in Indonesia, but more importantly of what he achieved for Indonesia's forests and people.



**T**HIS IS THE STORY of Greenpeace's campaign to end the destruction of Indonesia's rainforests. This is the story of millions of people, and one choice: save or delete. This is the story about what you have helped us to achieve through your active and financial support.

It starts a decade ago. In 2003, Indonesia's rainforests were disappearing faster than any other forest on earth. Powerful, family-controlled businesses were destroying an area of rainforest the size of Belgium every year to make cheap paper, packaging and timber. Hundreds of thousands of acres of forest and carbon-rich peatlands were burning as palm oil companies cleared the way for vast mono-crop plantations, displacing local people and destroying the habitats of the last Sumatran tigers and orang-utans.

Rule of law on the ground was weak, but it was the international market for the products of this lawless destruction that provided the incentive. European government refurbishment projects used throwaway plywood from illegal and destructive operations in Borneo. High-street shops sold flooring and furniture manufactured in China from illegal logging in Papua. Some of the biggest fast food, cosmetics and toy companies neither knew nor bothered to find out that the packaging and palm oil they used came from the destruction of Sumatra's peatlands. Even the paper in children's books was made from the plunder of tiger habitat.

**August 2008, Riau,  
Sumatra, Indonesia**

Natural peatland  
rainforest near Lake  
Pulau Besar, which is  
threatened by expansion  
from pulpwood  
plantations.

©Beltra/Greenpeace

Consumer companies are key to solving the deforestation crisis. Unless they clean up their supply chains, stopping deforestation in one country such as Indonesia or one commodity such as palm oil just drives the problem elsewhere. Further, while few people have heard of the pulp, paper and palm oil producers, just about everyone has heard of Penguin Books, Dove, KitKat, HSBC, Barbie and KFC and wants them to be deforestation-free.

Set against a backdrop of emblematic wildlife and breathtaking landscapes, this is a story that captures all the elements of a successful Greenpeace campaign:

- painstaking research and documentation that tracked plywood from illegal operations in Indonesia to Chinese mills and on to European government building projects
- powerful exposés of the global brands that create a market for forest destruction
- undercover investigations that revealed timber from protected species stacked in the logyards of Indonesia's largest pulp mill
- stunning successes that marked important steps towards transforming the international market and the pulp and palm oil sectors
- real solutions, both for communities in Indonesia and on a global scale.

Above all else, this is a story of people taking action: stopping ships carrying illegal timber, blocking the drainage canals that destroy Indonesia's peatlands, confronting government ministers, putting pressure on corporations by hanging banners or through social media until they changed their ways, supporting community reforestation programmes and local environmental and social groups. It is the story of millions of people from Indonesia and all around the world, who answered our calls to action and made those in power sit up and pay attention. Our actions have protected rainforest. They also show that economic development must not come at the expense of Indonesia's people or wildlife.

This is the story of Greenpeace.

We speak truth to power. We stand up to the powerful, bear witness to their misdeeds, push solutions and are always ready to step between the bulldozers and the rainforest.



Bustar Maitar  
Head of Forest Campaign, Indonesia

February 2012, South  
Sumatra, Indonesia  
Peatland forest in Sungai  
Sembilang Nature  
Conservation Park.  
©Jufri/Greenpeace





2003-2006

# TIMBER



*'By buying timber sourced from Indonesia, you are facilitating the destruction of our rainforests and national parks.'*

Nabiel Makarim, Indonesian Minister for the Environment, September 2002

At the start of the century, the outlook for Indonesia's rainforest looked grim. Millions of acres of rainforest in Sumatra, Kalimantan and Papua were under threat from logging companies. The World Bank warned that at current rates of deforestation, lowland rainforest in Sumatra and Kalimantan would be completely wiped out within the decade.

Forest crimes in Indonesia were rampant: almost 90% of trees were being felled illegally. Much of this timber was bound for Europe. High-street brands, including DIY chains, builders' merchants and furniture stores, were buying from criminal timber barons linked to illegal logging, tax evasion, forest fires and inciting social conflict. Despite strict procurement policies, plywood from some of the worst offending Indonesian logging companies was being used in the redevelopment of government buildings.

We desperately needed a moratorium on logging across the whole of the country, backed by new international laws making it a crime to buy or sell illegal timber.

## DEMANDS

- **Moratorium on logging in Indonesia**
- **International ban on trade in illegal timber**
- **Government and industry procurement policies stipulating FSC-certified timber**

**West Papua, Indonesia**

Strangling fig tree and children in Totoberi.

©Johan van Roy

# INVESTIGATION

## Illegal and destructive logging and trade of Indonesia's rainforest wood

At the end of 2002, Greenpeace launched its first major investigation in Indonesia in the heart of Borneo. The investigation, aided by support from forest communities as well as expert knowledge from individuals within Indonesia's Forestry Ministry, uncovered the overwhelming scale of illegal logging of Indonesia's rainforests by the timber industry.

January 2003,

**Kalimantan, Indonesia**

Massive logging roads cut through primary forest in the heart of Borneo.

©Davison/Greenpeace

Facing page: January 2003,

**East Kalimantan, Indonesia**

Dayak community life.

©Davison/Greenpeace



Above: 2003

Greenpeace report on the links between the UK and Indonesia's timber barons.







January 2003, East and Central Kalimantan, Indonesia  
Undercover with the loggers on Barito Pacific logging camp.  
©Davison/Greenpeace







# EXPOSÉ

## How UK government building refurbishments support illegal logging

In 2001, British Prime Minister Tony Blair promised that the UK would only buy wood from legal and sustainable sources. Yet Greenpeace discovered that illegally logged rainforest timber was being used as cheap plywood on UK government building projects.



### July 2003, Tilbury, UK

Greenpeace activists at Tilbury Docks paint Barito Pacific plywood with the message 'Stop illegal timber' to expose its import to the UK.

©Cobbing/Greenpeace

### Left: January 2003, East Kalimantan, Indonesia

Artist Lara Kay has added the hidden faces of orang-utans to a photograph of rainforest logs on a poster publicising Greenpeace's Save or Delete campaign.

©Kay

### July 2003, London, UK

Greenpeace traces illegal and destructive logging operations to Barito Pacific's plywood mill in Indonesia, through UK imports at Tilbury Docks, and finally to the building site for the new UK government Home Office.

©Cobbing/Greenpeace

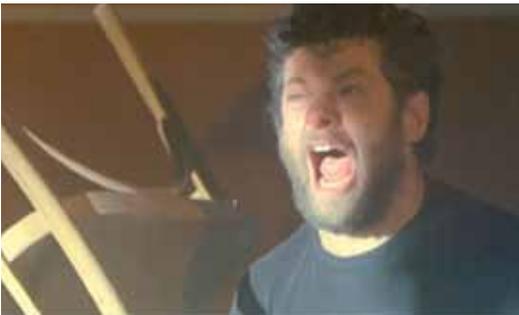
# ENGAGEMENT

Engaging the public through an award-winning cinema advert and hard-hitting materials



2003–4, UK

Greenpeace wins the campaign awards category of The Panda Awards – ‘the world’s most prestigious accolades for films of the natural environment’ – for *The Ancient Forests*, a short film directed by Julien Temple and narrated by Ewan McGregor and Sir David Attenborough. The film shows how timber plundered from the rainforest ends up as toilet paper, doors and hoardings around building sites.



ANCIENT FOREST FURNITURE  
**TABLE** ASSEMBLY INSTRUCTIONS GB

- 1 Make sure area is clear of all indigenous communities.
- 2 Lay out forest on a flat surface.
- 3 Gently but firmly push government officials into place.
- 4 Secure local workers with metal brackets.
- 5 Slot timbers into position.
- 6 Screw timbers, local workers and ancient forest together.

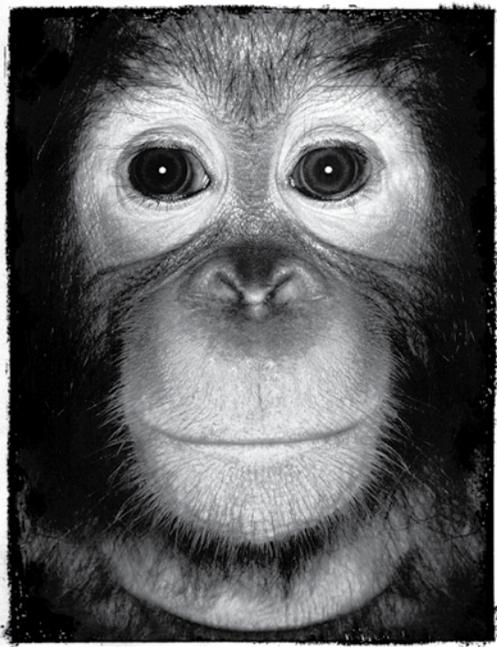
**IMPORTANT** Make sure the furniture you buy carries the Forest Stewardship Council logo. Please don't encourage logging in areas known to be the traditional habitat of indigenous tribes, and other old forests.

**GREENPEACE**  
www.greenpeace.org.uk

2004, UK

IKEA-type spoof leaflet linking flat-pack furniture to the illegal timber trade.

# LOST APE



Last seen in South East Asian rainforest. Disappeared after home was illegally chopped down to make garden furniture. Will answer to the name "EXTINCT"

**CONTACT:** Wyevale garden centres, to demand all their furniture carries the Forest Stewardship Council logo. 

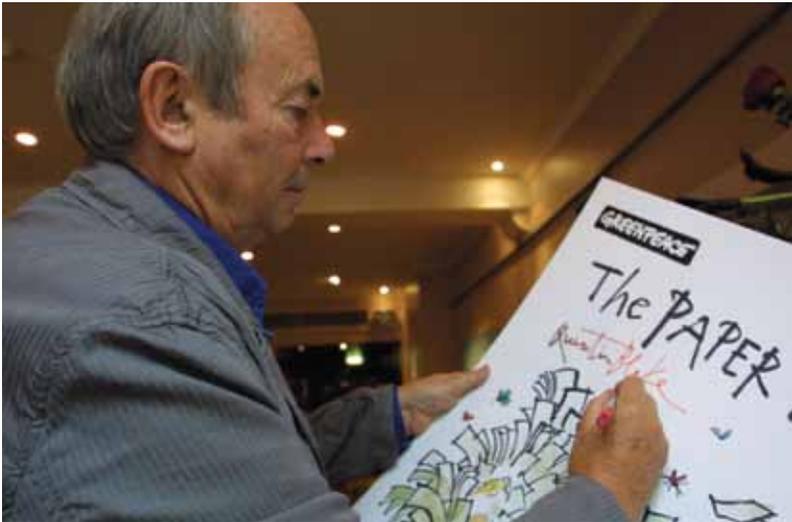
**REWARD:** Saving an endangered species.  [www.rainforestdata.com](http://www.rainforestdata.com)

2005, UK

Leaflet distributed at garden centres explains how garden furniture contributes to the illegal and destructive logging of Indonesian rainforests.

# SOLUTIONS

Working with authors to make the publishing sector  
'ancient forest friendly'



**October 2003, UK**

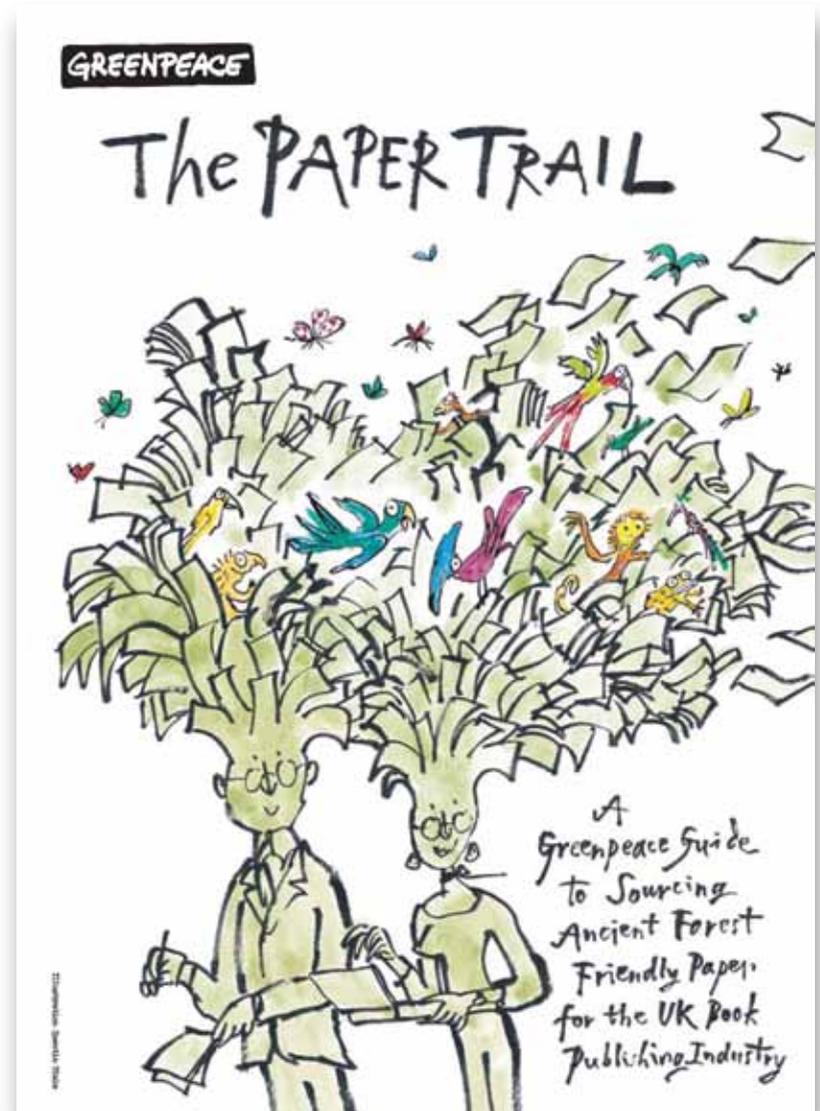
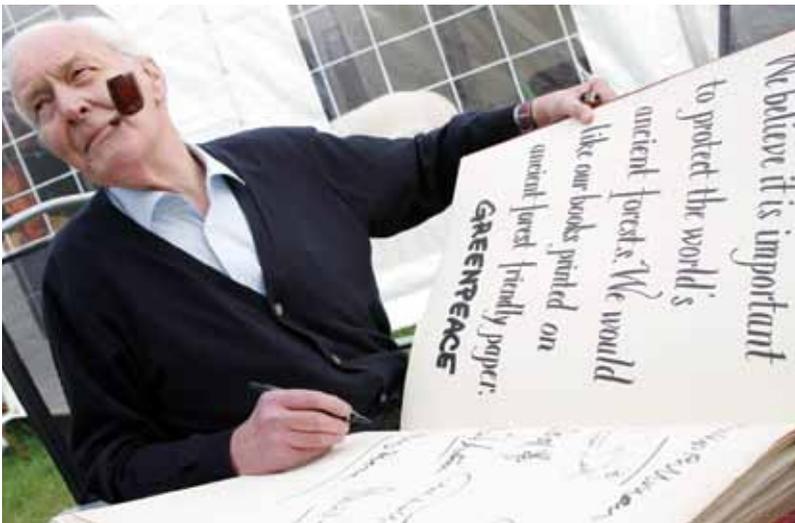
Children's book illustrator Quentin Blake at the launch of the Greenpeace Book Campaign, which promotes 'forest friendly' FSC paper as one of the solutions to deforestation. Authors supporting the work include JK Rowling, Philip Pullman and a host of others.

©Cobbing/Greenpeace

**May 2005, Hay-on-Wye, UK**

Former UK government minister Tony Benn signs up to the Book Campaign at the Hay Festival.

©Stanton/Greenpeace



# EXPOSÉ

Links between European government-funded projects and the illegal logging of Indonesia's rainforests



## **May 2004, Brussels, Belgium**

Greenpeace activists carry FSC-certified plywood onto the building site of the building housing the European Union's Economic and Social Committee. Illegal and destructively logged Indonesian plywood was being used in the building's renovation.

©Cobbing/Greenpeace

## **September 2004, Glasgow, Scotland**

Greenpeace activists deliver FSC-certified European oak flooring to the Kelvingrove Art Gallery and Museum, the most visited museum in the UK outside London. National Lottery funds were being used to refurbish the gallery with flooring from the illegal and destructive logging of Indonesian rainforests.

©Davison/Greenpeace

# ENGAGEMENT

## The Save or Delete art exhibitions



Above: **2002, UK**

As part of Greenpeace's Save or Delete campaign, street artist Banksy uses characters from *The Jungle Book* to highlight the impact of rainforest destruction on wildlife and forest communities. The image was banned by Disney, claiming copyright violations.

©Banksy/Greenpeace



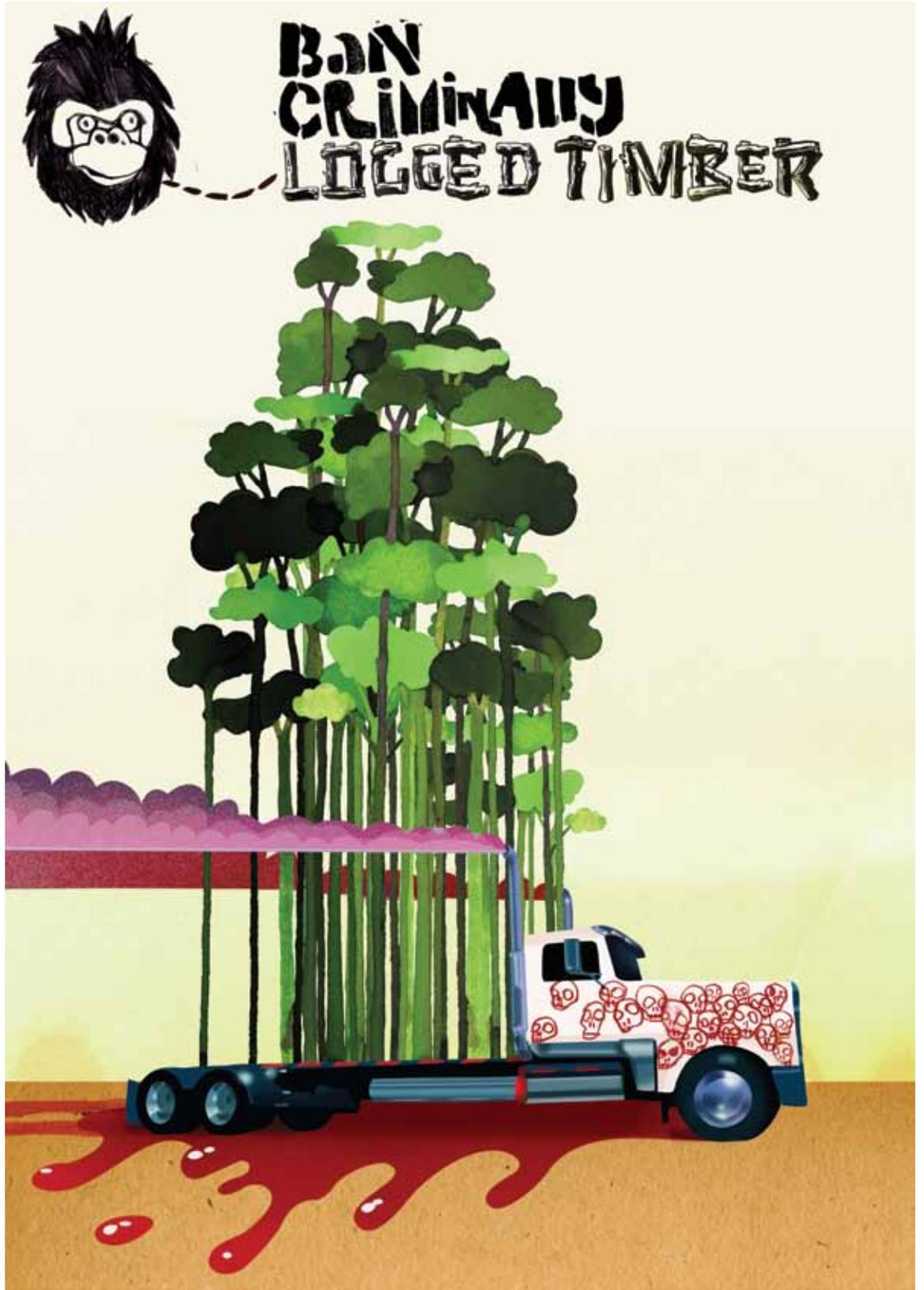
Below left and right: **2003 and 2005, UK**

The Greenpeace Save or Delete art and photography exhibitions, featuring exclusive works by some of the world's best-known graphic artists including Pete Fowler, Mike Gillette and Jasper Goodall, were held at the Oxo Gallery, London.

The exhibitions showcased specially commissioned illustrative works and a range of photographic images communicating the beauty and the crisis of the last remaining rainforests of Indonesia and the threat they face from illegal and destructive logging. Composer Dan Parmentier created an evocative soundscape to accompany the exhibition.

© (from l-r) Jody Barton, Airside, Michael Gillette





# ENGAGEMENT

Creating a common platform with Indonesia's social and environmental NGOs

**January 2004, Jakarta, Indonesia**

Greenpeace International forest campaigner Steve Campbell speaks at a press briefing with Indonesian NGO representatives: Hapsoro of Telapak (I) and Longgena Ginting from Walhi in Jakarta.

©Behring/Greenpeace





**January 2004, Jakarta, Indonesia**

A Greenpeace deckhand touches up the Rainbow Warrior on its first visit to Indonesia to document and expose the impact of the international trade in illegal and destructively logged timber.

©Behring/Greenpeace

# INVESTIGATION AND ACTION

## Documenting and exposing the international trade in illegal Indonesian timber

To expose how illegal timber was making its way into the European market, Greenpeace tracked the MV Greveno, a bulk carrier loaded with suspected illegal timber, from the coast of Tanjung Puting National Park in Kalimantan to a port in the Netherlands. Greenpeace had previously written to the UK Government, Customs and Excise, the timber industry and the shipping company alerting them to the illegality of the shipment.



### February 2004, South Kalimantan, Indonesia

An Indonesian worker sits on top of a large – likely illegal – cargo of raw, unmarked logs on a barge anchored off the coast of Tanjung Puting National Park.

©Behring/Greenpeace

### February 2004, South Kalimantan, Indonesia

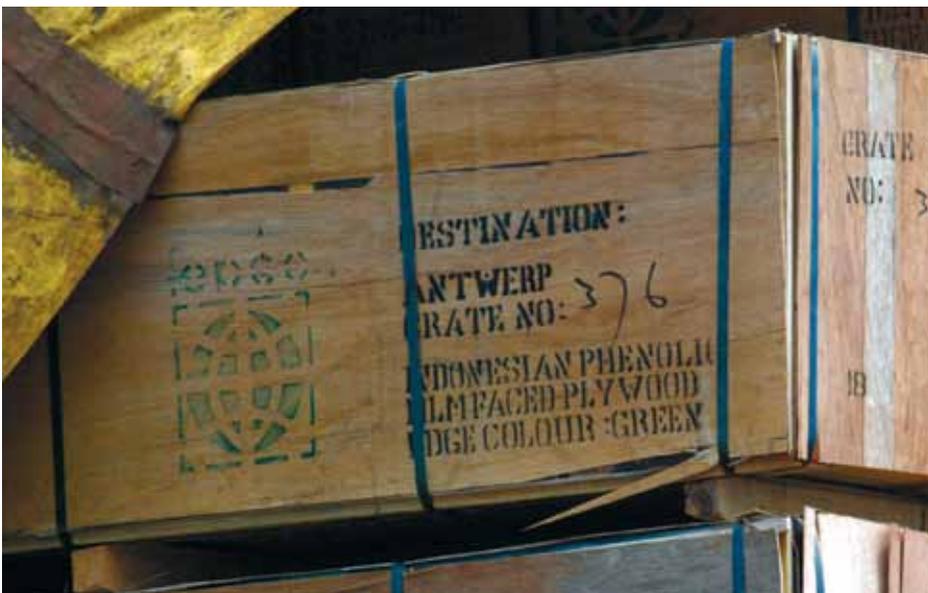
Containers of plywood destined for Antwerp, Belgium waiting to be loaded onto the MV Greveno.

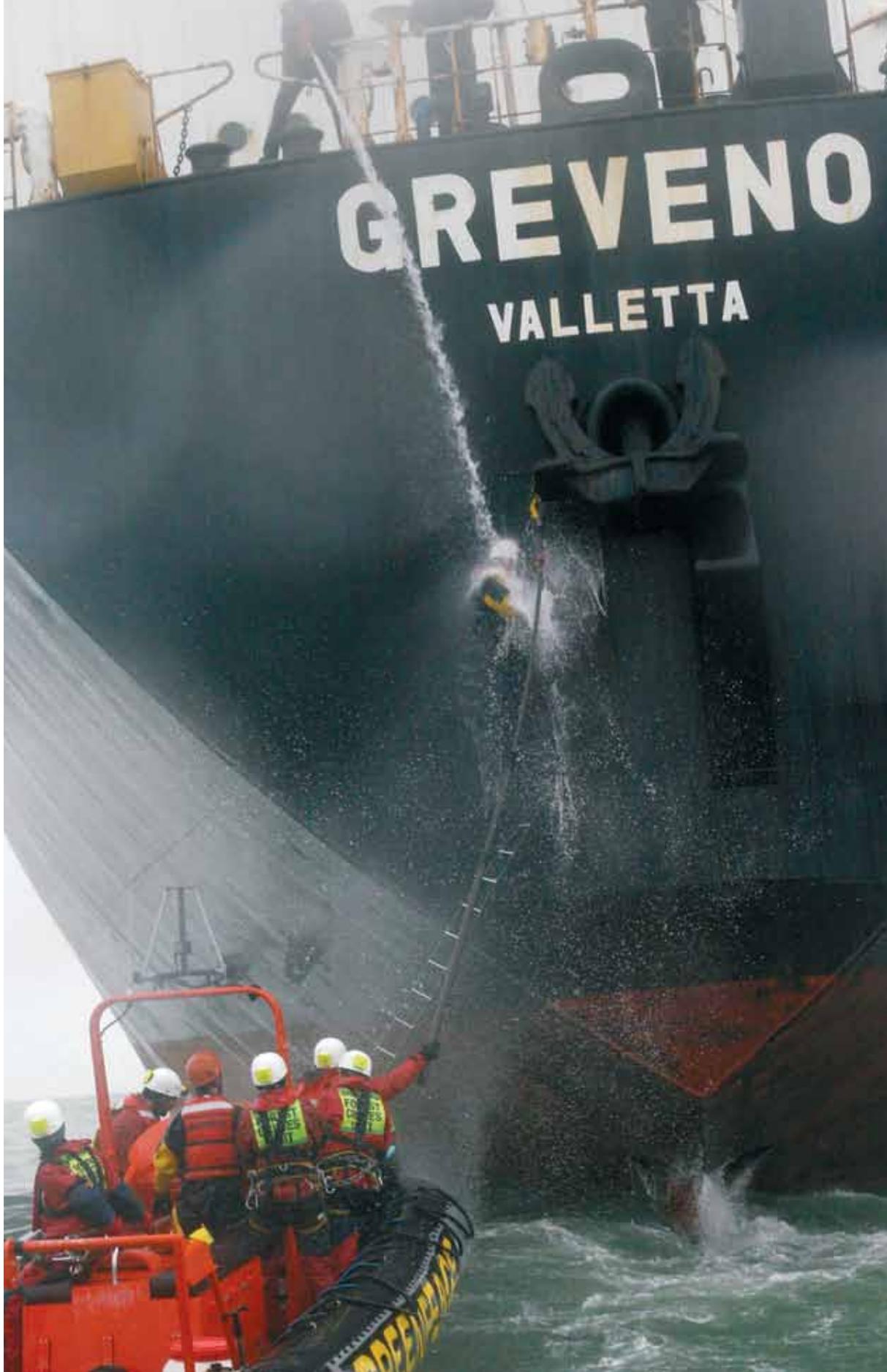
©Behring/Greenpeace

### February 2004, South Kalimantan, Indonesia

A Greenpeace campaigner watches from the Rainbow Warrior as the plywood is loaded.

©Behring/Greenpeace





**March 2004, Ostend, Belgium**  
A Greenpeace activist attempting to board cargo ship the MV Greveno in the English Channel.  
©Cobbing/Greenpeace

# INVESTIGATION AND EXPOSÉ

## How China launders illegal rainforest timber from Indonesia and elsewhere

Several major Greenpeace investigations uncover how illegally logged timber from the remaining rainforests in Papua New Guinea, Indonesia and Gabon is being laundered into the international market through China. China is one of the world's largest importers of tropical hardwood. Much of this is from Indonesia, where government and industry data showed that in 2003 more than 85% of industrial logging was illegal. In China, the wood is made into plywood for export to Europe, the USA, Japan and other countries.

Below: **August 2005, Shandong Province, China**

An illegal Indonesian rainforest meranti log at the Yifeng Veneer Mill in Linyi City waiting for peeling to make plywood. The billboard shows the late Chinese leader Deng Xiaoping and reads 'Progress is necessary'.  
©Greenpeace



Above right: **August 2005, Anhui Province, China**

A girl works processing rainforest veneer in a mill in Dangshan that supplies plywood to the UK. Bintangor comes from Borneo.  
©Greenpeace

**August 2005, Shandong Province, China**

(right) Truck in Linyi City delivering rainforest logs for processing into plywood.  
(below right) Plywood in the Jiade Wood Plywood Mill, Linyi City, ready to be shipped to the UK.  
©Greenpeace





**January 2006,  
Guangdong Province, China**

Indonesian rainforest merbau logs from Indonesia stored at the Yuzhou Wood Market on the banks of the River Pearl, Guangzhou. The high-value timber will be fashioned into house fittings and furniture before making its way to the international market.

©Guo Qiang Ji/Greenpeace

**March 2006, Papua, Indonesia:**

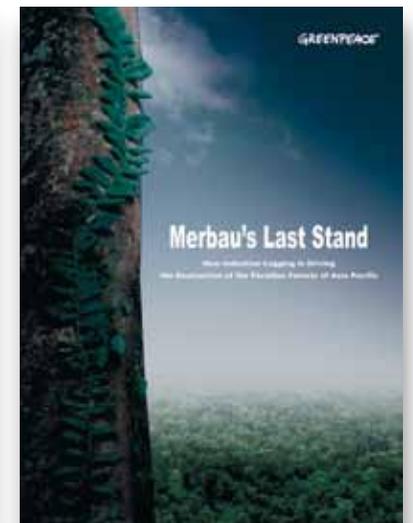
Greenpeace activist Hapsoro bears witness to the logging of merbau from Papua's forests as part of an investigation into illegal and destructive logging of the species and trade with China.

©Budhi/Greenpeace



**2005-7**

Three Greenpeace reports. From l-r, the first documents how the international trade in plywood from China is destroying rainforests. The second lays out alternatives to unsustainable plywood for the construction industry. The third report reveals how merbau, a tree species that exists only in commercial quantities on the island of New Guinea, is at high risk of extinction in the wild. Smuggling of the wood to China is rife.



# ACTION

## Researching and exposing the links between plywood sold in Britain and illegal rainforest destruction

Despite Greenpeace's warnings, illegally logged rainforest timber was still being used to refurbish government buildings, including the Cabinet Office.



Above: **October 2005, Leeds, UK**

Greenpeace campaigners greet Environment Minister Hilary Benn MP outside a meeting of European politicians. Greenpeace's message was delivered on plywood made from illegally logged rainforest timber.

©Morgan/Greenpeace

Facing page: **October 2005, London, UK**

Greenpeace activists dump over a tonne of plywood linked to companies processing illegal rainforest timber at the entrance to the Department for the Environment, Food and Rural Affairs.

©Touhig/Greenpeace



# COMMUNITY ENGAGEMENT

Working with the people of Papua for forest protection and community well-being

## 2005, Jakarta, Indonesia

Greenpeace opens its first office in Indonesia. Pictured here is the first forest team: Hapsoro, Abner Korwa, Leonard (Bunny) Soriano and Bustar Maitar.

©Greenpeace



## July 2006, Papua, Indonesia

Papuan Greenpeace volunteer Yolanda leads a meeting of women from the villages of Sira and Mangroholo to discuss solutions to support village economies and protect them from deforestation.

©Jufri/Greenpeace



# BEARING WITNESS

International trade in illegal Indonesian timber

## May 2006, Japan

Greenpeace Southeast Asia forest campaigner Hapsoro bears witness in Yokohama Harbour as the MV Ardianto offloads one thousand cubic metres of plywood from illegal and destructive logging of Papua's rainforests.

©Noda/Greenpeace



# LOBBYING AND ENGAGEMENT

Lobbying the Indonesian government  
for a moratorium on deforestation



**December 2007, Bali, Indonesia**

President of the United Nations Framework Convention on Climate Change (UNFCCC) 13th Conference and Indonesian Environment Minister, Rachmat Witoelar stands at the helm of the Rainbow Warrior in Bali in advance of the Ministerial Meeting, where an agreement was reached for an international funding mechanism to reduce emissions from deforestation.

©Hilton/Greenpeace



**June 2006, Jakarta, Indonesia**

Greenpeace activists block the entrance to the Indonesian Ministry of Forestry with wooden crosses and chains to demand that the Ministry stop allocating 'Licenses to Kill' to logging companies.

©Danhur/Greenpeace



**March 2007, Jakarta, Indonesia**

Greenpeace activists Bustar Maitar and Hapsoro display a copy of *Guinness World Records* claiming Indonesia has earned the dubious title of world record holder for the fastest forest destroyer on the planet. Greenpeace launches the Forest Defenders campaign, using actions and a petition to raise awareness about the environmental implications of illegal logging in the country.

©Danhur/Greenpeace

# RESULTS

## Changing the law internationally

Trade legislation in key consumer markets now makes it illegal to trade illegal timber. This includes (a) the 2008 amendment to the USA's Lacey Act, (b) the 2010 EU Timber Regulations and (c) the 2012 Australian Illegal Logging Prohibition Bill. Companies operating in these markets are now required to know – and to be able to prove – exactly where their wood has come from and must do everything they can to make sure that they do not buy illegal timber.

## UK and EU governments tighten procurement policies

## Numerous timber merchants stop sourcing from certain high-risk companies

February 2012, Sumatra, Indonesia  
The Kerumutan Peat Swamp Forest.  
©Jufri/Greenpeace





An aerial photograph of a palm oil plantation. A central road or canal runs vertically through the center, flanked by two diagonal roads that meet it at the top and bottom, forming a 'Y' shape. The plantation is densely packed with palm trees, and the ground between the trees is covered with fallen fronds and debris. The overall color palette is muted, with greys, browns, and dark greens.

2007-2010

**PALM OIL**



By 2007, Indonesia's deforestation had become recognised as a global problem because of its impact on our climate. Indonesia had become the third largest emitter of greenhouse gases, behind only China and the United States. The United Nations Environment Programme was warning that oil palm plantations had become the greatest danger to the Indonesian rainforest. Oil palm plantations produce palm oil, a cheap vegetable oil that is widely used in beauty products, processed food and snacks.

The palm oil industry was expanding rapidly in Riau, a province of Sumatra that is largely covered by peatland. Peatlands contain vast stores of carbon, which is released as the land is drained for plantations. The destruction of Indonesia's peatlands, which account for less than 0.1% of the world's land surface, has been responsible for up to 4% of annual greenhouse gas emissions.

Greenpeace focused its attention on the Indonesian conglomerate Sinar Mas, whose palm oil division, Golden Agri-Resources, was the world's second largest palm oil producer and sold to companies like Mars, Nestlé, Carrefour and Unilever. If enough of its customers cancelled their contracts, then Sinar Mas would have no option but to turn its back on deforestation. Not only would that start to transform the Indonesian palm oil industry, but it would give the Indonesian government the political opportunity to introduce a moratorium on industrial forest clearance and peatland degradation.

## DEMANDS

- Zero deforestation: moratorium on industrial forest clearance and peatland degradation
- Clean up the trade: adopt forest conservation policies
- Clean up the trade: cancel contracts with companies engaged in deforestation and peatland degradation

August 2006, Riau, Sumatra, Indonesia

Burnt, degraded and drained peatland prepared for plantations.

©Dithajohn/Greenpeace

# INVESTIGATION

How the international trade in palm oil drives the destruction of Indonesia's forests and peatlands

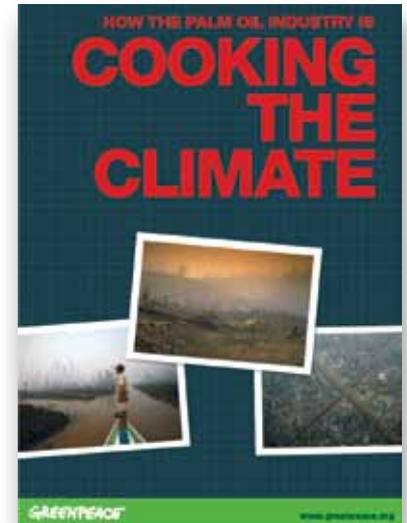
## August 2006, Riau, Sumatra, Indonesia

A truck carrying plantation pulpwood drives along a logging access road through a burning pulpwood concession.

©Dithajohn/Greenpeace

## November 2007

An in-depth Greenpeace report, 'How the Palm Oil Industry Is Cooking the Climate', reveals how global demand for palm oil is destroying Indonesia's peatland rainforests and driving climate change.



**August 2006, Riau,  
Sumatra, Indonesia**

Greenpeace  
investigators in the  
burning Sinar Mas  
group pulpwood  
concession PT Satria  
Perkasa Agung, which  
had been identified  
as being important  
for biodiversity and  
conservation.

©Dithajohn/Greenpeace



**October 2007, South  
Kalimantan, Indonesia**  
Burnt stumps on peatland  
cleared for conversion.

©Behring/Greenpeace





**October 2007, Riau, Sumatra, Indonesia**

This peatland has been cleared and drained,  
ready to be turned into an oil palm plantation.

©Budhi/Greenpeace



**August 2006, Riau, Sumatra, Indonesia**

This burning pulpwood is a visual reminder of the high emissions from peatland clearance.

©Dithajohn/Greenpeace

# ACTION

Blocking international trade in Indonesian palm oil from illegal and destructive operations



**November 2007, Riau, Sumatra, Indonesia**

The Rainbow Warrior ends its three-day blockade at the Port of Dumai of the tanker MT Westama, which was carrying over 30,000 tonnes of palm oil.

©Åslund/Greenpeace

# SOLUTIONS AND COMMUNITY ENGAGEMENT

## Damming peatland drainage canals and fighting peatland forest fires

Right: **October 2007, Riau, Sumatra, Indonesia**  
Christo, part of a team of Greenpeace activists and volunteers from the local community, damming drainage canals to stop the degradation of peatlands in Kuala Cenaku.  
©Budhi/Greenpeace

Below left: **October 2007, Riau, Sumatra, Indonesia**  
Greenpeace and local NGO Jikalahari help train local communities to fight forest fires in Kuala Cenaku. Fires are often lit deliberately to clear peatland areas for oil palm and pulpwood plantations.  
©Budhi/Greenpeace

Below right: **April 2007, Central Kalimantan, Indonesia**  
Young orang-utan hanging from a vine at the Nyaru Menteng reintroduction project near Palangkaraya.  
©Mauthe/Greenpeace



# INVESTIGATION

Linking Unilever's trade in palm oil to the destruction of Indonesia's forests and peatlands

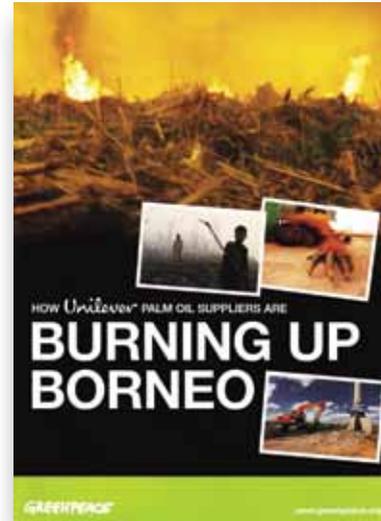


**September 2006, Central Kalimantan, Indonesia**

'Mico', an orang-utan found marooned on a deforested oil palm concession.  
©BOS

**August 2007, Central Kalimantan, Indonesia**

Digger at work on the oil palm concession PT Sarana Titian Perata. This concession is controlled by the Malaysian company Wilmar, which supplies palm oil to Unilever. The sign on the tree reads 'Do not hunt the wildlife'.  
©films4.org



**Spring 2008**

Two Greenpeace reports document the impact of leading palm oil suppliers on the rainforests and wildlife of Borneo. They expose the role of Unilever and other major corporate consumers of palm oil in driving the destruction.



**March 2008, Central Kalimantan, Indonesia**

Pak Yamin holds an official tribal document proving that he has the right to farm land that is being cleared by oil palm plantation company PT Hamparan Persada.  
©films4.org





**March 2008, Riau, Sumatra, Indonesia**

Peatland forest clearance in the PT Duta Palma oil palm plantation.

©Behring/Greenpeace



# EXPOSÉ

## How Unilever was supporting rainforest destruction

After months of research, we reveal that Unilever and other companies are buying palm oil from companies that are destroying Indonesia's rainforests. Palm oil from plantations in peatland areas is being used in Unilever's Dove cosmetics. We launch a campaign against Unilever, demanding that the company stops trading with companies linked to deforestation and peatland degradation. It takes Unilever just ten days to support a moratorium on deforestation in Indonesia and less than a month to launch a zero deforestation policy across its supply chain.



Facing page: **April 2008, London, UK**  
Activists dressed as orang-utans talk to commuters outside Unilever's London headquarters.  
©Cobb/Greenpeace



Above left: **April 2008, Liverpool, UK**  
Sixty orang-utans occupy the Unilever factory in Port Sunlight.  
©Rose/Greenpeace

Above right: **April 2008**  
Launch of the Dove spoof video to expose Unilever's involvement in Indonesian rainforest destruction and its impacts.

Left: **April 2008, London, UK**  
Spoof Dove advertisements on the London Underground.

# ACTION

Stopping Wilmar's international trade in Indonesian palm oil from illegal and destructive supplies



**November 2008,  
Riau, Sumatra, Indonesia**

Greenpeace activist Adhonian Canarisla is sprayed with power hoses while he climbs the anchor chain of the tanker *Gran Couva* and hangs a banner reading 'No more forests or peatland for palm oil'. The crew of the Greenpeace ship *MV Esperanza* occupied the tanker for 24 hours off the coast of Riau, Sumatra and painted 'Forest Crime' on its bow. The ship, carrying 27,000 tonnes of crude palm oil for the Malaysian group Wilmar, was on its way to the port of Rotterdam in the Netherlands.

*Left: ©Sharomov/Greenpeace  
Below and facing page: ©Novis/  
Greenpeace*







# DOCUMENTATION

## Social conflicts and plantations in Papua and Sumatra



Left: **October 2008, Papua, Indonesia**

Logging in Waropen. Greenpeace organises a 'Forests for Climate' ship tour to expose the illegal and destructive logging of Papua, Indonesia's last frontier of intact ancient forests – and to call for an immediate moratorium on all forest conversion.

©Rante/Greenpeace

Above right: **December 2008, Riau, Sumatra, Indonesia**

Policemen stand by as a house burns. The community of Suluk Bongkal were defending their land against the Sinar Mas group subsidiary pulpwood company PT Arara Abadi, which wanted to seize thousands of hectares of community land. Police and security staff attacked villagers and burned 700 houses to the ground.

©Greenpeace

Right: **January 2009, Riau, Sumatra, Indonesia**

Residents of Suluk Bongkal demonstrate for family members to be freed in front of the regional parliament building in Bengkalis.

©Rante/Greenpeace



# ACTION

Confronting the Sinar Mas group and Asia Pacific Resources International Holdings Limited (APRIL), the lead players in Indonesia's pulp and palm oil sectors



Facing page, above: **August 2009,  
West Kalimantan, Indonesia**

A Greenpeace activist chains himself to a tractor during a protest at the forest's edge in the Sinar Mas group concession in the Kapuas Hulu district.  
©Rante/Greenpeace

Facing page, below left:

**November 2009,  
Riau, Sumatra, Indonesia**

A Greenpeace activist protesting the destruction of peatland in an APRIL pulpwood concession on the Kampar Peninsula.  
©Rante/Greenpeace

Facing page, below middle:

**August 2009,  
West Kalimantan, Indonesia**

Activists from Greenpeace and local NGO Walhi chain themselves to excavators in a palm oil concession in Kapuas Hulu controlled by the Sinar Mas group.  
©Rante/Greenpeace

Facing page, below right:

**October 2009, St Nazaire, France**

Greenpeace activists paint 'Climate Crime' on the side of the cargo ship Izmir Castle, carrying 15,000 tonnes of palm kernel oil.  
©Greenpeace

Right: **November 2009,  
Riau, Sumatra, Indonesia**

Greenpeace activists arrive at the provincial police headquarters in Pekanbaru after being detained for shutting down the export facilities of Sinar Mas subsidiary Asia Pulp & Paper's pulp mill.  
©Greenpeace



# SOLUTIONS AND COMMUNITY ENGAGEMENT

## The Climate Defenders Camp in Sumatra

As world leaders prepare for the COP15 United Nations Climate Summit in Copenhagen, Denmark, Greenpeace establishes a Climate Defenders Camp on the Kampar Peninsula in Riau, Sumatra. Our volunteers work with local communities to fight forest fires and to build dams across drainage and transport canals cut into the peatland by plantation companies.



Above: **November 2009, Riau, Sumatra, Indonesia**  
Peatland rainforest reflected on the Serkap river on the Kampar Peninsula.  
©Sjolander/Greenpeace

Facing page, below left: **November 2009, Riau, Sumatra, Indonesia**  
Chinese pop star Xiao Wei visits the Kerumutan Nature Reserve on the Kampar Peninsula with a Greenpeace volunteer.  
©Rose/Greenpeace

Facing page, below right: **November 2009, Riau, Sumatra, Indonesia**  
The French actor Mélanie Laurent visits Greenpeace's Climate Defender Camp.  
©Rose/Greenpeace

Overleaf: **August 2008, Riau, Sumatra, Indonesia**  
Kampar peatland forest.  
©Beltra/Greenpeace



Left: **November 2009,  
Riau, Sumatra, Indonesia**

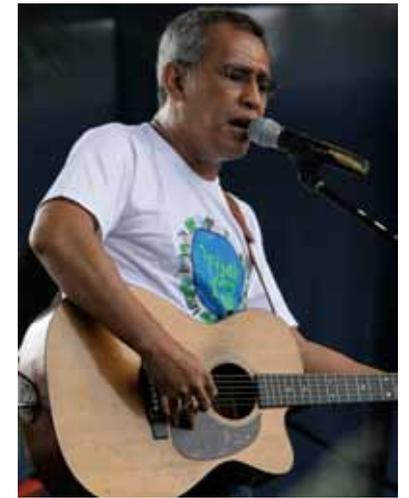
Greenpeace activists and volunteers from the local community building a dam to stop the drainage of carbon-rich peatland.

©Rose/Greenpeace

Below: **November 2009,  
Riau, Sumatra, Indonesia**

Indonesia musician Iwan Fals holds a concert in support of Greenpeace's campaign to protect Kampar.

©Greenpeace







# LOBBYING AND ACTION

Calling on the Indonesian government for a moratorium and holding pulp and palm oil producers Sinar Mas group and APRIL to account for deforestation



# COMMUNITY ENGAGEMENT

## Equipping communities to fight peatland fires

### **August 2009, Riau, Sumatra, Indonesia**

A Greenpeace volunteer joins community firefighting efforts in Kuala Cenaku. Much of the equipment was donated to the community by Greenpeace two years previously.

©Anggoro/Greenpeace

Facing page, above left:

### **July 2009, Jakarta, Indonesia**

Greenpeace activists and supporters call for a national moratorium on deforestation outside the TV studio where the final live debate in Indonesia's presidential election campaign is taking place.

©Rante/Greenpeace

Facing page, above right:

### **March 2009, Jakarta, Indonesia**

Greenpeace activists block the main entrance of the Sinar Mas group headquarters.

©Rante/Greenpeace

Facing page, below:

### **November 2009, Riau, Sumatra, Indonesia**

Greenpeace activists take action against APRIL, Indonesia's second largest pulp and paper producer, to stop it clearing rainforest on peatland. The action takes place two days before President Obama joins twenty other heads of state in Singapore to discuss Asia-Pacific Economic Cooperation.

©Novis/Greenpeace



# DESTRUCTION

The impacts of the expanding market for palm oil and pulp from deforestation



**July 2009,**  
**South Kalimantan, Indonesia**  
Skeleton of a rainforest tree in a young oil palm plantation near Sungaihantu. The photo was runner-up for the 2010 One Earth Award.  
©Beltra/Greenpeace



**July 2009,**  
**Jambi, Sumatra, Indonesia**  
An access road through a Sinar Mas group eucalyptus pulpwood plantation.  
©Beltra/Greenpeace



**February 2009,  
West Kalimantan, Indonesia**

Land clearing close to Sentarum Lake National Park for oil palm plantations by a subsidiary of Sinar Mas group company Golden Agri-Resources.  
©Purnomo/Greenpeace

**August 2009,  
Jambi, Sumatra, Indonesia**

Orphaned orang-utan housed at the Frankfurt Zoological Society rehabilitation centre within the Bukit Tigapuluh Forest Landscape.  
©Budhi/Greenpeace



# EXPOSÉ

## Linking Nestlé to rainforest destruction by the Sinar Mas group

Greenpeace shifts its focus to Nestlé, another Sinar Mas group customer. Our campaign launches with a provocative video in which an office worker bites into a KitKat containing a dead orang-utan's finger. Nestlé had the video removed from YouTube and threatened to delete all related comments on its Facebook page. This backfired spectacularly, as Greenpeace supporters rushed to re-upload the film and overwhelmed the company with emails and Facebook comments. Eight weeks after the video's launch, Nestlé announced a zero deforestation policy that eliminated deforestation from its supply chain.

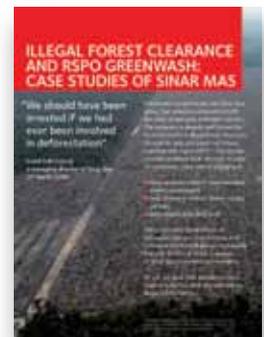
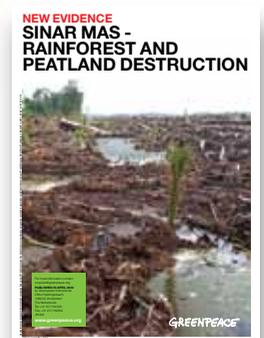
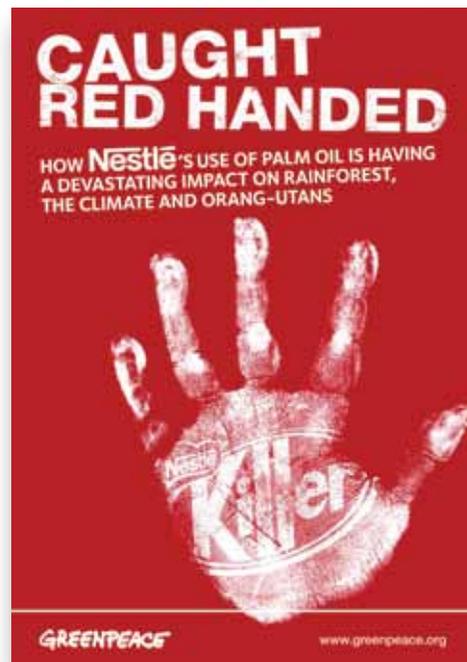


### March 2010

A still from Greenpeace's campaign film, *Give the Orang-utan a Break*. The film was watched over 1.5 million times.

### November 2009, UK

Greenpeace communications materials used to expose the links between Nestlé and rainforest destruction by the Sinar Mas group's palm oil division (Golden Agri-Resources).



# LOBBYING

## Holding Nestlé to account for trading with the Sinar Mas group

Right, from top to bottom:

### March 2010, Germany

Greenpeace staff leaflet Nestlé employees at the company's headquarters in Frankfurt and at its factories in Hamburg, Berlin, Nuernberg, Soest and Singen.

©Varnhorn/Greenpeace

### March 2010, Beijing, China

A security guard at Nestlé headquarters talks to Greenpeace orang-utans distributing leaflets calling on the company to stop buying palm oil from Sinar Mas.

©Lim/Greenpeace

### April 2010, Switzerland

Greenpeace activists infiltrate the Nestlé annual shareholders meeting. Two climbers abseil from the ceiling, over the heads of the Nestlé executives, and display banners calling on the company to give orang-utans a break.

©Greenpeace

### March 2010, London, UK

A Greenpeace billboard near the Nestlé headquarters.

©Rezac/Greenpeace



## Holding HSBC to account for providing financial services to Sinar Mas

Below: **June 2010, UK**

Sticker placed on cashpoint machines during a short, sharp campaign exposing HSBC's relationship with the Sinar Mas group.



# NATURE

## What we defend

**September 2008,  
Papua, Indonesia**

An insect in the forest at  
Cyclops mountain near  
Sentani lake in Papua.  
©Beltra/Greenpeace



**June 2009, Central  
Kalimantan, Indonesia**

Borneo langur  
(*Trachypithecus  
cristatus*), also known as  
the silvered leaf monkey  
or the silvery langur.  
©Rante/Greenpeace





Sumatran tiger  
(*Panthera tigris sumatrae*).  
©Alamy



**November 2009, Riau,  
Sumatra, Indonesia**

A fisherman on the  
Kampar Peninsula  
displays his catch. Over  
the decade since 1998,  
the family's catch has  
fallen by 70% – they  
attribute this to pollution  
from the destruction of  
the peatland rainforest.

©Rose/Greenpeace

# SOLUTIONS

## Good palm oil

Promises of economic development and jobs for local communities from palm oil expansion have not materialised for many. However, an innovative, independent smallholder project initiated by the Siak District Government on the Kampar Peninsula in Riau, Sumatra has delivered social and economic benefits for the Dosan community while protecting their remaining forest. Greenpeace is championing this approach to producing 'Good Oil' that can be replicated not just in Indonesia, but by communities elsewhere in the world.



May 2012,

**Kampar, Riau, Sumatra, Indonesia**

Since 2008, the Dosan community has managed its palm oil plantations itself, meaning all profits are returned to the village and ensuring full employment for the community. The forest has always been an important part of Dosan community life. Conserving it is both a priority and a necessity as it provides the community with rubber, rattan, food and wood as well as money.

©Novis/Greenpeace





Above: **May 2012, Kampar, Riau, Sumatra, Indonesia**  
Dragon Lake (Danau Nagasakti) is highly vulnerable to plantation development on the Kampar peat dome, which affects its water level and the forests around it. The lake is sacred for the people of Dosan. As its guardians, they understand the importance of safeguarding the area through responsible use of their lands.  
©Novis/Greenpeace

Right: **May 2012, Kampar, Riau, Sumatra, Indonesia**  
Building a dam on the Dosan community palm plantation. The Dosan community has committed to protecting its forests and peatlands by implementing sound environmental management practices for its oil palm plantations.  
©Novis/Greenpeace



# RESULTS

## Cleaning up the industry

On 9 February 2011, the world's second largest palm oil producer, the Sinar Mas group's subsidiary Golden Agri-Resources, announces a new forest conservation policy. The company agrees to stop clearing forests and developing peatlands for oil palm plantations.

## Cleaning up the trade

Many household brands adopt policies that exclude products linked to deforestation from their supply chains. Many commit to buy exclusively from members of the Roundtable on Sustainable Palm Oil. Unilever and Nestlé – two of the world's largest palm oil consumers – go further and introduce industry-leading policies to clean up their supply chains.

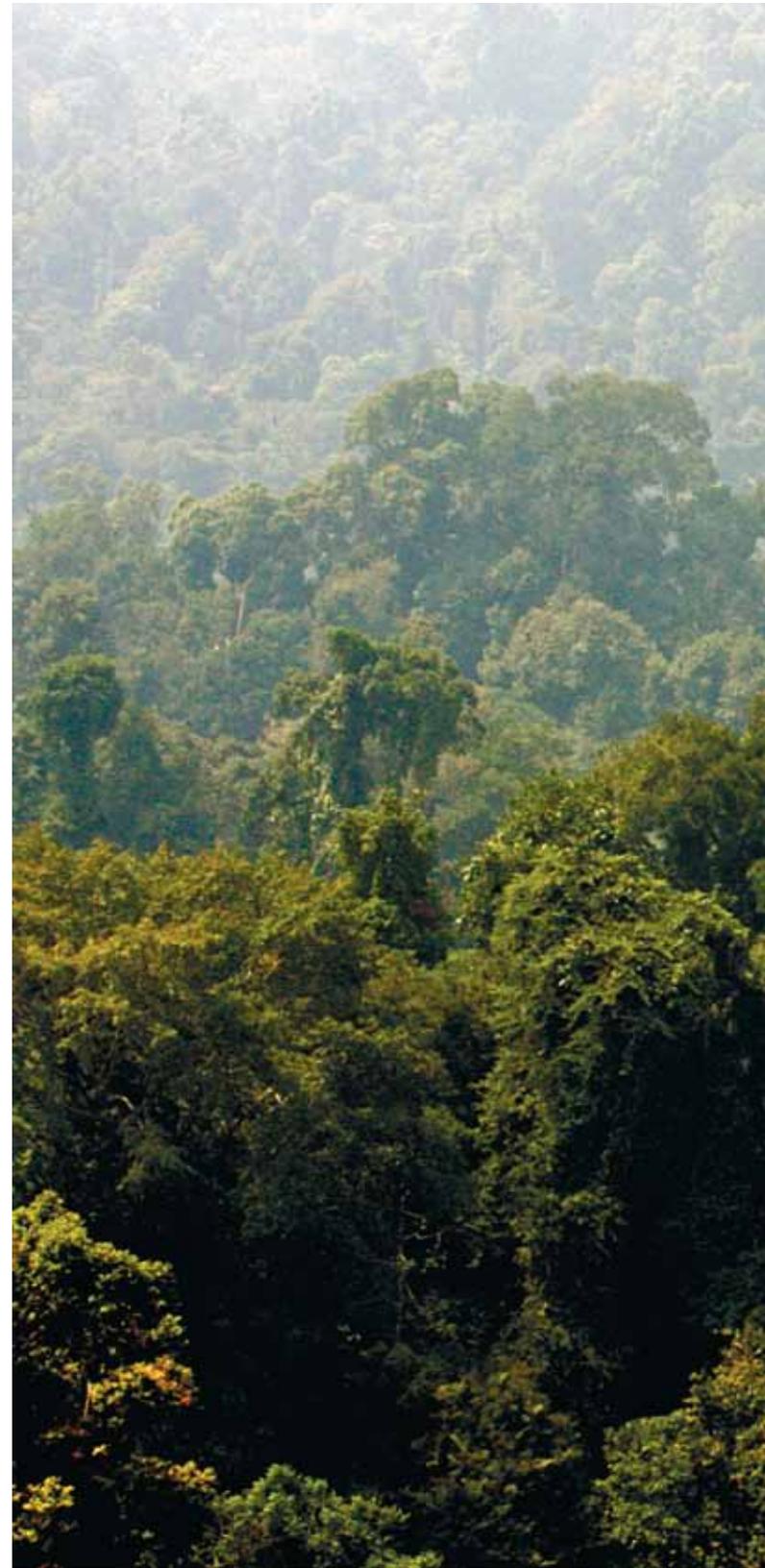


### March 2013, Jakarta, Indonesia

Golden Agri-Resources, the Sinar Mas group's palm oil division, launches its Forest Conservation Pilot Project. Bustar Maitar from Greenpeace stands with staff from The Forest Trust, the Deputy Minister for Finance Mr. Mahendra Siregar, the Deputy Leader of Kapuas Hulu regency, and Mr. Daud Darshono from the PT. SMART/Sinar Mas group.  
©Greenpeace

### August 2009, Jambi, Sumatra, Indonesia

The rainforests surrounding the Bukit Tigapuluh National Park are vital habitat for many protected and endangered wildlife species. These forests have been decimated by plantation development.  
©Budhi/Greenpeace





2010-2013

# PAPER



As the Sinar Mas group's palm oil division had just conceded to Greenpeace's demands, we decided to focus our attention on the pulp and paper sector, dominated by another Sinar Mas subsidiary, Asia Pulp & Paper (APP). APP and its competitor Asia Pacific Resources International Holdings Limited (APRIL) made up 80% of Indonesia's pulp and paper industry.

APP claimed that its mills were primarily using plantation timber, such as acacia or eucalyptus. It is possible to test paper products and identify which trees they were made from, and we found mixed tropical hardwood (MTH) fibres in paper and packaging made by APP on behalf of major international companies. This was clear evidence that APP was still pulping Indonesia's rainforests. We even discovered stacks of ramin trees – an endangered species protected under international law – mixed in with logs from other tropical hardwoods inside APP's largest paper mill.

Whilst Greenpeace offices around the world were taking on APP's customers, our Indonesian office was still working hard to secure a moratorium on industrial forest clearance and peatland degradation. By now, most of Indonesia's forest had been allocated to mining, pulp and palm oil companies, so we also wanted the Indonesian government to review existing concessions and reclaim any areas of forest that had not yet been destroyed.

## DEMANDS

- Zero deforestation: a moratorium on industrial forest clearance and peatland degradation and a review of existing concessions
- Cleaning up the trade: pulp sector to adopt forest conservation policies
- Cleaning up the trade: cancel contracts with companies engaged in deforestation and peatland degradation

**August 2008, Riau, Sumatra, Indonesia**

The APRIL pulp mill PT Riau Andalah Pulp and Paper.

APRIL is owned by the Royal Golden Eagle Group.

©Beltra/Greenpeace

# INVESTIGATION

How Sinar Mas group expansion is threatening Indonesia's rainforests

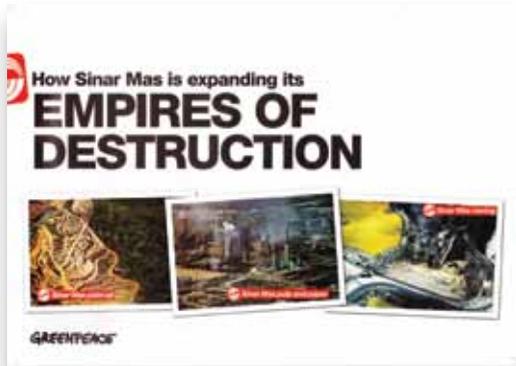
Below and right: **August 2010, Sumatra, Indonesia**

Aerial documentation of deforestation linked to Sinar Mas group subsidiary Asia Pulp & Paper.  
©Rante/Greenpeace

Facing page, below: **September 2010, East Kalimantan, Indonesia**

A recently planted oil palm plantation on deforested land in Telen.  
©Budhi/Greenpeace





Summer 2010

Two Greenpeace reports document the impact of the Sinar Mas group's expanding paper and palm oil empires on Indonesia's rainforests.



September 2011, Riau, Sumatra, Indonesia

Measuring a tiger footprint inside Tesso Nilo National Park during the 2011 Tiger Tour. Greenpeace organises the tour to raise awareness of the impacts of deforestation and to press the Indonesian government to review existing concessions.

*©lfansasti/Greenpepace*





April 2010,  
Jambi, Sumatra, Indonesia  
Piles of rainforest logs in the Bukit  
Tigapuluh Forest Landscape.  
©Greenpeace



**October 2009,**  
**Riau, Sumatra, Indonesia**  
An access road in a pulpwood  
concession on the Kampar Peninsula  
linked to Asia Pulp & Paper.  
©Rante/Greenpeace

# INVESTIGATION

How the Indonesian government's climate and development policy places millions of hectares of Indonesian rainforest at risk

In 2010, the Indonesian government announced plans to classify plantations as forests, while allowing plantation and mining companies to continue destroying critical habitats like peatland forests. The plans would have allowed Indonesia to hide huge amounts of greenhouse gas emissions from peatland and forest destruction and were condemned by Greenpeace and a number of other environmental and civil society organisations.



**November 2010**

A Greenpeace report exposes Indonesian government plans to develop virtually all its lowland rainforests within 20 years. Spurious carbon accounting methods proposed by the Ministry of Forestry would mean Indonesia could claim to be reducing emissions by replacing rainforests with plantations.



**Right: August 2008, Riau, Sumatra, Indonesia**

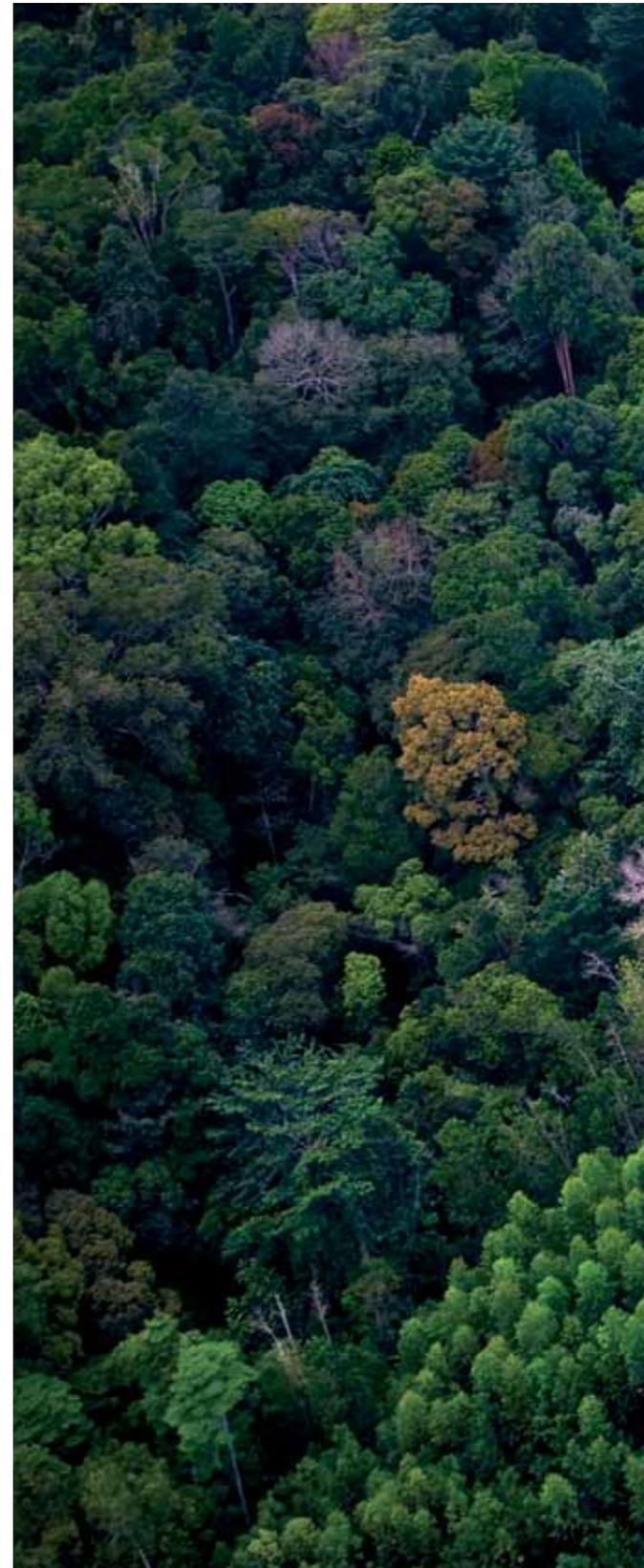
Eucalyptus pulpwood plantation alongside rainforest near Pekanbaru.

©Beltra/Greenpeace

**Left: March 2010, Jakarta, Indonesia**

Greenpeace activists at Indonesia's Ministry of Forests building.

©Rante/Greenpeace







**July 2009,  
Central Kalimantan,  
Indonesia**

A network of tracks in a recently deforested area of an oil palm plantation near Kuala Kuayan.

©Beltra/Greenpeace



**August 2008,  
Riau, Sumatra,  
Indonesia**

Rainforest bordering Lake Pulau Besar. The area is threatened by expansion from pulpwood concessions.

©Beltra/Greenpeace



**October 2009,  
Riau, Sumatra,  
Indonesia**  
Acacia pulpwood  
plantation in Kampar.  
©Rante/Greenpeace

# ENGAGEMENT AND BEARING WITNESS

Standing with communities and other NGOs on a common platform

## October 2010, Indonesia

Executive Director of Greenpeace International Kumi Naidoo speaks to the media after witnessing firsthand both the beauty of Sumatra's rainforests and their destruction by Asia Pulp & Paper. Kumi was in Indonesia for the launch of the 'Common Platform on Saving Indonesia's Forests to Protect the Global Climate' – a broad coalition of NGOs working for biodiversity, human rights and climate protection and representing indigenous people.

©Sutton-Hibbert/Greenpeace



## June 2010, Riau, Sumatra, Indonesia

Greenpeace activists work with local NGOs Jikalahari and the Community Forum to Protect Kampar Peninsula (FMPSK) to build a nursery of indigenous plants and trees at the relaunch of the 'Community Camp for Kampar Protection', formerly known as the Climate Defenders Camp. The previous camp had been damaged by fires that were suspected to have been lit by industry arsonists.

©Van Lembang/Greenpeace





**October 2011, Jambi, Sumatra, Indonesia**  
Greenpeace 'tigers' follow a truck loaded with rainforest logs on their way to visit Orang Rimba tribes in Tebo.  
*©Infansasti/Greenpeace*

**October 2011, Riau, Sumatra, Indonesia**  
Greenpeace 'tigers' with local children in Kelayang, Indragiri Hulu as part of the Greenpeace Tiger Tour.  
*©Infansasti/Greenpeace*



# INVESTIGATION

Impacts of expansion by Sinar Mas group  
subsidiary Asia Pulp & Paper on peatland forests

## August 2010, Riau, Sumatra, Indonesia

Excavator sunk in a bog hole in a pulpwood  
concession in Kerumutan linked to Sinar Mas  
group subsidiary Asia Pulp & Paper.

©Greenpeace



Facing page: **October 2011,**

## **South Sumatra, Indonesia**

Logging truck at crossroads in a pulpwood  
concession linked to Sinar Mas group subsidiary Asia  
Pulp & Paper. Much of the concession is on peatland  
and rainforest within the concession is identified as  
habitat for the critically endangered Sumatran tiger.

©Rante/Greenpeace





Above: **July 2011, Riau, Sumatra, Indonesia**  
Morning mist on a recently cleared and newly planted pulpwood concession owned by Sinar Mas group subsidiary Asia Pulp & Paper. A tiger was found trapped on the APP supply concession and later died.  
©Priananda/Greenpeace



Left: **September 2011, Riau, Sumatra, Indonesia**  
Greenpeace 'tiger' Bustar Maitar – head of the Forest Campaign for Indonesia – bears witness to the destruction of peatland rainforest inside a pulpwood concession linked to Sinar Mas group subsidiary Asia Pulp & Paper.  
©Infansasti/Greenpeace



**July 2011, Riau, Sumatra, Indonesia**

A Sumatran tiger lies caught in a trap within a concession area belonging to Sinar Mas group subsidiary Asia Pulp & Paper.

©Priananda/Greenpeace

**July 2011, Riau, Sumatra, Indonesia**

Forest officers carry a dead Sumatran tiger found trapped on the border of PT Arara Abadi, an APP-related acacia plantation.

©Priananda/Greenpeace



# EXPOSÉ

## The links between forest destruction by APP and Barbie (and her friends)

Greenpeace launches a campaign against toy companies that buy from Asia Pulp & Paper. Our report revealed that Mattel (manufacturer of Barbie), Hasbro, Disney and Lego were wrapping toys in cheap packaging that regularly contained mixed tropical hardwood – fibres from Indonesian rainforest trees. Within five months all four companies had agreed to clean up their supply chains and promised not to trade with companies responsible for rainforest destruction.



Left: **June 2011**

Two stills from an animation summarising Greenpeace's investigation of the links between the toy sector and destruction by Asia Pulp & Paper of the rainforest home of the Sumatran tiger. Forensic testing showed MTH - mixed tropical (rainforest) fibre - in the packaging of famous brands including Barbie.

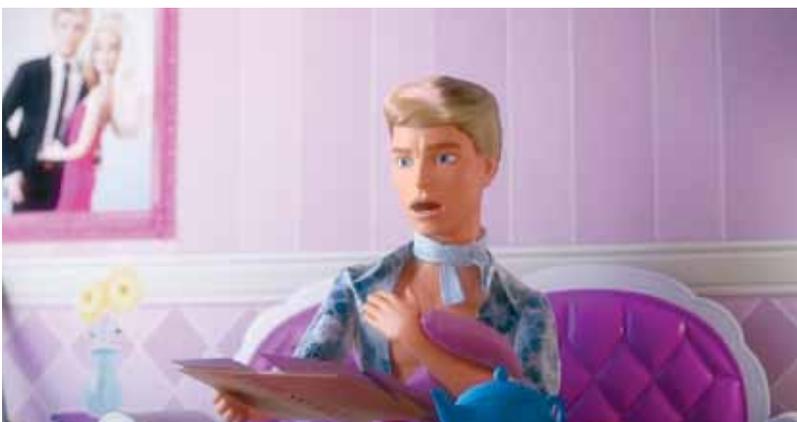


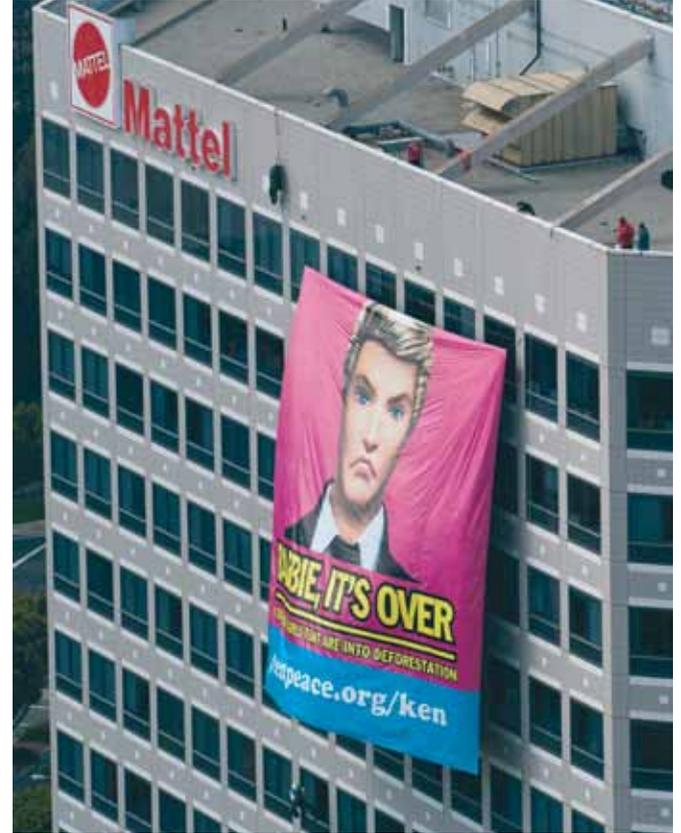
Right: **June 2011, Jakarta, Indonesia**  
Stickers used by volunteers as public engagement activities to expose links between the toy sector and Indonesian rainforest destruction for packaging.  
©Greenpeace



Left: **June 2011**

A still from Greenpeace's campaign video. The animation – featuring documentary maker Nick Broomfield – showed Barbie's boyfriend Ken shocked at the revelation that she was pushing Sumatran tigers closer to extinction.





Above: **June 2011, Los Angeles, California, USA**

Greenpeace activists dressed as Barbie's boyfriend Ken abseil off the side of the Mattel headquarters.

©Ruelas/Greenpeace

Left, from top to bottom:

**June 2011, UK**

Chainsaw Barbie at large – part of public engagement activities by volunteers to expose links between the toy sector and Indonesian rainforest destruction for packaging.

©Greenpeace

**June 2011, The Netherlands**

Activists dresses as Barbie pose with pink chainsaws.

©Til/Greenpeace

**June 2011**

Public communications materials, used in London bus shelters and elsewhere.





# INVESTIGATION

## APP and the illegal trade in ramin, a protected tree species

After a year-long investigation, we discover ramin trees – an internationally protected species – at Asia Pulp & Paper's largest mill, which supplies global markets and corporate brands. The Indah Kiat Perawang mill regularly had illegal ramin logs mixed into its supply of rainforest logs. Video footage and forensic evidence obtained during this investigation were made available to the Indonesian Ministry of Forestry and the United Nations CITES Secretariat in Geneva.



### 2011, Hamburg, Germany

Dr Gerald Koch, an internationally recognised expert on wood species, inspects a ramin sample collected at APP's Indah Kiat Perawang pulp mill in Sumatra.

©Greenpeace



### February 2012, International

Still from Greenpeace's short video *The Ramin Paper Trail* summarising the evidence against APP of its involvement in the illegal trade in ramin.



Sumatran tiger.

©WWF



### May 2011, Riau, Sumatra, Indonesia

Rainforest logs waiting to be pulped at Asia Pulp & Paper's Indah Kiat Perawang pulp mill.

©Greenpeace

### Previous spread: April 2010, Riau, Sumatra, Indonesia

Recent rainforest clearance by Sinar Mas group subsidiary Asia Pulp & Paper within the Bukit Tigapuluh Forest Landscape. The landscape is vital habitat for several critically endangered species including the Sumatran tiger.

©Anggoro/Greenpeace



**April 2011, South Sumatra, Indonesia**

Logging truck loaded with rainforest logs in a concession linked to Sinar Mas group subsidiary Asia Pulp & Paper.

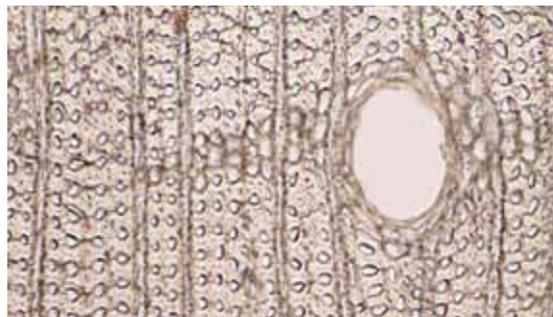
©Greenpeace



**August 2011**

Illegal ramin log identified at Asia Pulp & Paper's Indah Kiat Perawang pulp mill in Sumatra. Ramin wood is susceptible to a distinctive blue mould.

©Greenpeace



**March 2011, Hamburg, Germany**

Microscopic image of wood sample EC198612, collected from the Indah Kiat Perawang mill, confirms that it is ramin. The sample was assessed at the Institute of Wood Technology and Wood Biology, University of Hamburg, Germany.

©Greenpeace





Left: **March 2012, Jakarta, Indonesia**

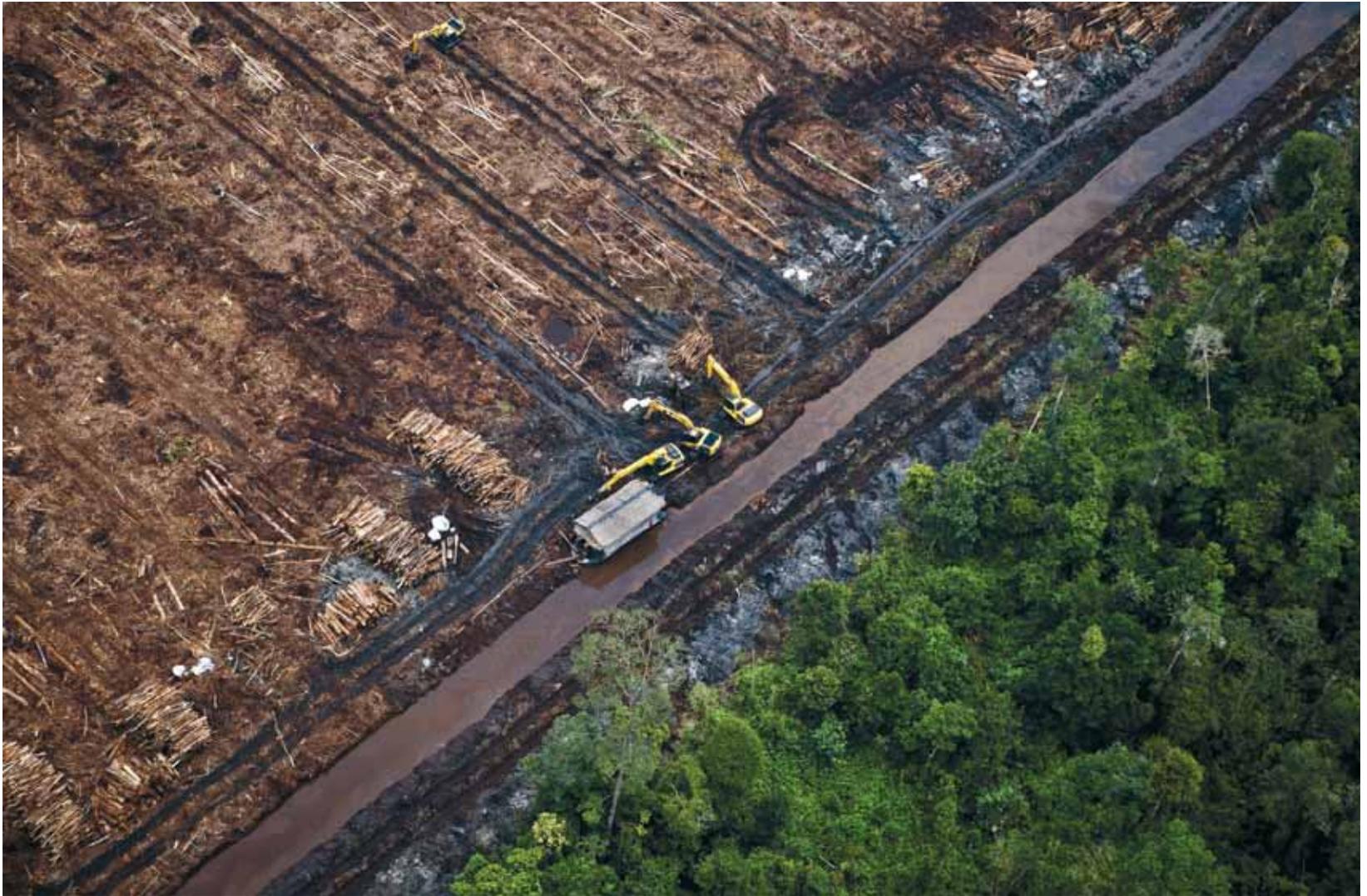
A backdrop of a slide showing links to some of the companies identified as using paper from Asia Pulp & Paper containing Indonesian rainforest fibre, presented by Bustar Maitar – head of the Forest Campaign for Indonesia – during a press conference.

©Rante/Greenpeace

Above: **February 2012, South Sumatra, Indonesia**

Access roads and stubble in recently cleared peatland forest in a concession linked to Sinar Mas group subsidiary Asia Pulp & Paper.

©Jufri/Greenpeace



Above: **February 2012, Riau, Sumatra, Indonesia**

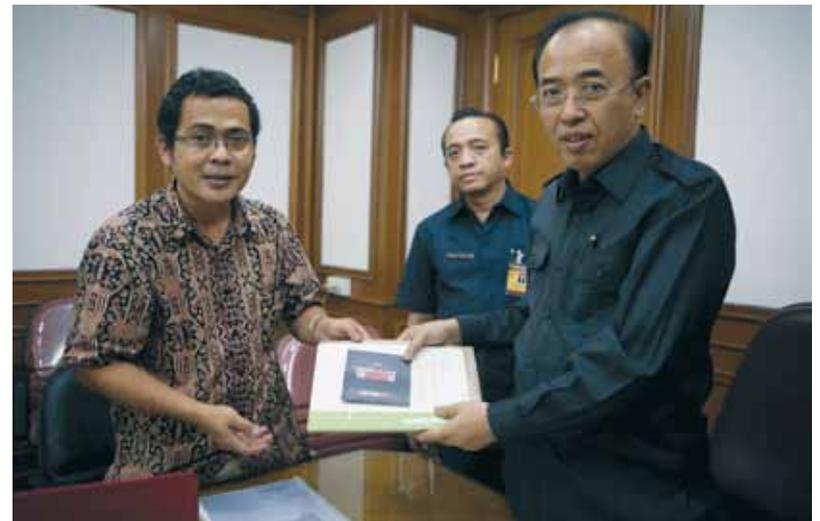
Excavators stack rainforest logs by a transport canal cut through the deep peatland of a concession within the Kerumutan Peat Swamp Forest linked to Asia Pulp & Paper. The area is an important habitat for the critically endangered Sumatran tiger.

©Jufri/Greenpeace

Right: **March 2012, Jakarta, Indonesia**

Greenpeace forest team leader Zulfahmi Fahmi presents Director General of Forest Protection and Nature Conservation Forestry Minister Mr. Darori, with evidence from our year-long investigation into Asia Pulp & Paper's involvement in the illegal trade of ramin.

©Rante/Greenpeace



# EXPOSÉ

## How Kentucky Fried Chicken is junking the jungle

In May 2012 Greenpeace reveals that KFC is sourcing its packaging from Asia Pulp & Paper. Our researchers found traces of rainforest fibres – mixed tropical hardwood – in cups, food boxes, French fry holders, napkins and the famous chicken buckets. In April 2013 KFC and its parent company Yum! Foods committed to zero deforestation for all their paper and packaging.



### May 2012, Riau, Sumatra, Indonesia

Greenpeace activists place a huge piece of KFC 'packaging' bearing the words 'KFC: Junking the Jungle' at the centre of recently destroyed peatland forest – once the habitat of the Sumatran tiger.

©Priananda/Greenpeace



### May 2012, Toronto, Canada

A team of Greenpeace volunteers take part in dunking the Colonel into a giant KFC bucket.

©Greenpeace



Left: **May 2012, London, UK**  
 A Greenpeace 'orang-utan' in front  
 of a KFC outlet in Oxford Street in  
 central London.  
 ©Rose/Greenpeace

Above: **June 2012,**  
**Quezon City, Philippines**  
 Greenpeace 'tigers' perform street  
 theatre in front of a KFC outlet in  
 Quezon City. The activists expose the  
 fast-food company's secret recipe:  
 rainforest destruction!  
 ©Matimtiman/Greenpeace

# INVESTIGATION

Continuing destruction of peatland forest and habitat by the pulp and palm oil sectors



**September 2012,  
West Kalimantan, Indonesia**  
A 'tiger' bearing witness to the destruction in a concession linked to Asia Pulp & Paper.  
*©Ifansasti/Greenpeace*



**September 2012,  
West Kalimantan, Indonesia**  
Active clearance and drainage of peatland rainforest in a concession linked to Asia Pulp & Paper. The concession contains orang-utan habitat.  
*©Ifansasti/Greenpeace*



Above: **April 2013**

A new Greenpeace report exposed continuing illegal and destructive operations linked to Duta Palma, one of Indonesia's largest palm oil producers and a member of the Roundtable on Sustainable Palm Oil (RSPO). In May, the RSPO expelled Duta Palma – possibly the first time it has taken such action.

Above right: **May 2013, Riau, Sumatra, Indonesia**

Burnt stumps in recently cleared area of peatland forest adjacent to a palm oil concession owned by Duta Palma in Indragiri Hulu, Riau, Sumatra. Local witnesses claim it was cleared by a company, although the area is outside the company's official concession boundaries. According to the official government map, the area is covered by the moratorium on deforestation.

©Jufri/Greenpeace



Right: **May 2013, Riau, Sumatra, Indonesia**

Shipment of thousands of tonnes of rainforest logs destined for the RAPP pulp mill, owned by APRIL, the second largest pulp producer in Indonesia.

©Jufri/Greenpeace



# RESULTS

**2011: Two-year moratorium on new forest concession allocations, renewed in 2013 for an additional two years**

**2008-2013: 130+ companies cancel contracts with Sinar Mas group subsidiary Asia Pulp & Paper and implement policies to ensure their supply chains are free from deforestation as a result of campaigns by Greenpeace and other NGOs**

**March 2013: APP forest conservation policy commits to end its role in deforestation**



**5 February 2013, Jakarta, Indonesia**

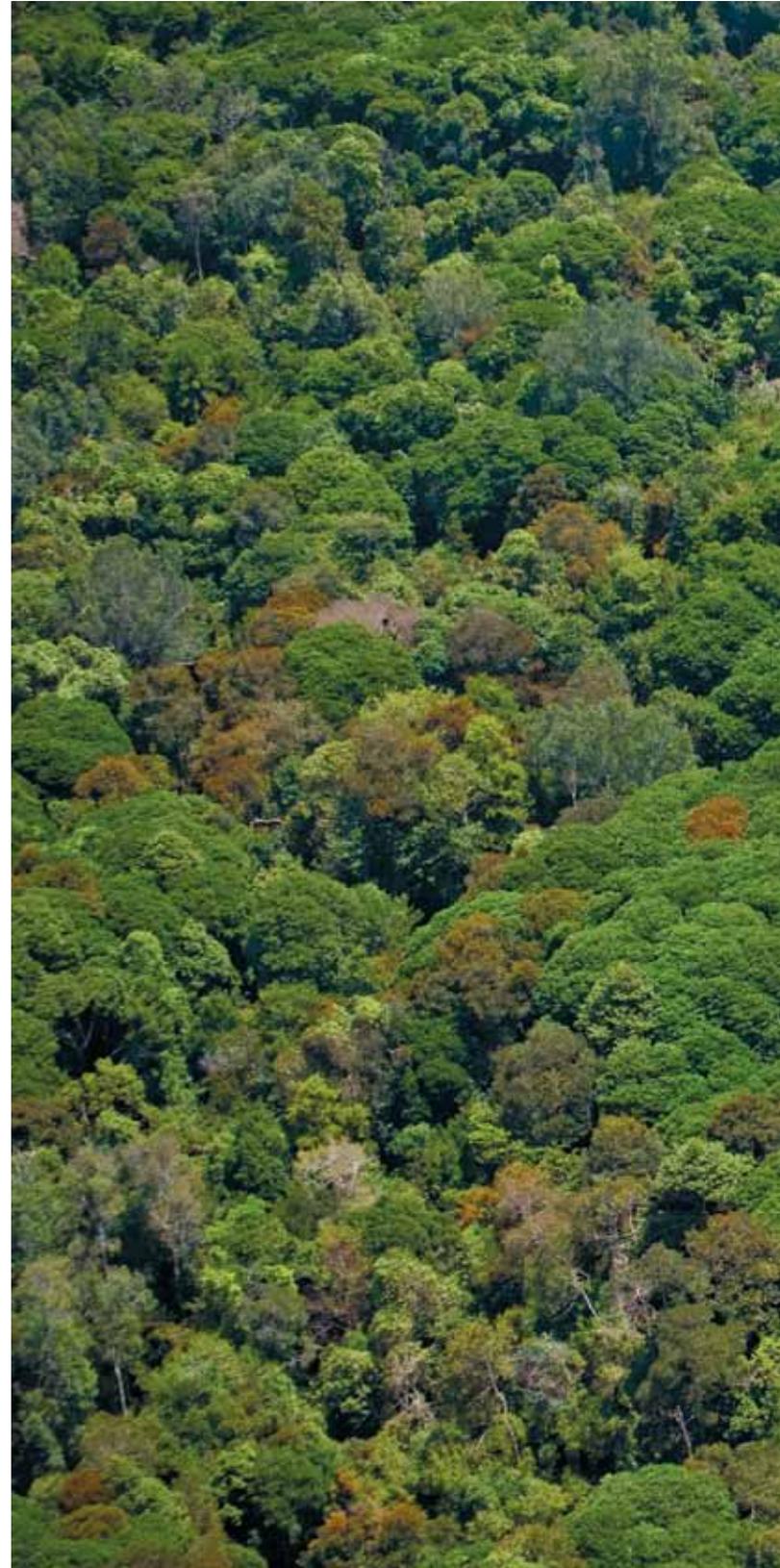
CEO of APP/Sinar Mas Group Teguh Widjaya with the Minister of Forestry Mr. Zulkifli Hasan and head of the Forest Campaign for Indonesia Bustar Maitar hold Asia Pulp & Paper's new forest conservation policy.

©Greenpeace

**August 2008, Riau, Sumatra, Indonesia**

Peatland rainforest in Kerumutan.

©Beltra/Greenpeace





# NEXT STOP

ZERO DEFORESTATION IN INDONESIA





Completely stopping deforestation in Indonesia was never going to be easy. Yet over the past decade Greenpeace and our civil society allies have scored several victories. Many companies have agreed to keep their supply chains deforestation-free. Golden Agri-Resources and Asia Pulp & Paper, respectively the largest palm oil producer and pulp and paper producer in Indonesia, have promised not to destroy any more rainforest.

National governments, the European Union and the United Nations are now taking deforestation seriously. They have passed laws and regulations that go some way towards stopping the trade in illegal timber and are helping countries like Indonesia to develop sustainably. Certification schemes like the Roundtable on Sustainable Palm Oil (RSPO) and the Forest Stewardship Council (FSC) have shortcomings, but they are attempting to drive change in commodity supply chains by making it easier for companies to know whether they are sourcing sustainable palm oil, timber and paper, and they help consumers understand whether products they buy are linked to rainforest destruction.

These results are thanks in part to you. Without the active and financial support of many thousands of committed individuals around the world, Greenpeace would not exist as a force for positive change.

But there is still a lot more work to be done. Indonesia's recently renewed moratorium on the allocation of new concessions on forests and peatland must be enforced and extended to include forests and peatland within existing concessions. Corruption is still widespread. In many areas, the Ministry of Forestry has issued overlapping concessions, which makes it harder to monitor deforestation on the ground and identify which company is responsible. There is also no denying that much of Indonesia's rainforests and peatlands have already been destroyed or badly degraded. Victories at this stage are of a somewhat pyrrhic nature unless companies commit to restoring and compensating for some of the land they have destroyed.

**October 2010, Sumatra, Indonesia**

Navigating tour of Sinar Mas group  
subsidiary Asia Pulp & Paper concessions.

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What happens in the next two years will determine whether we can save the rainforest or not.

The Indonesian government has an opportunity to extend the recently renewed moratorium to cover all conversion of natural forests. This should include a review of existing concessions in order to tackle the problem of overlapping licenses and ensure that unscrupulous companies cannot destroy what natural forests and peatlands still remain. The government needs to crack down on corruption to protect communities and to ensure that Indonesia's laws are enforced fairly. Greater government and industry transparency and accountability are critical to enabling more meaningful involvement by Indonesian civil society groups and local communities in monitoring and protecting the rainforests of Aceh, Sumatra, Kalimantan and Papua.

Pulp and palm oil companies need to follow the lead set by the Sinar Mas group by toughening up their conservation policies and putting their efforts into using land more efficiently. Certification bodies like the RSPO must tighten their regulations to ensure that natural forests and peatlands are protected. Consumer companies must continue to introduce procurement policies to exclude companies linked to deforestation from their supply chains.

Greenpeace will not stand by while companies put the climate and the wildlife and people who depend upon it at risk. Greenpeace and our supporters will not take no for an answer: we continue our campaign to achieve zero deforestation in Indonesia and all around the world.

Indonesia's President Susilo Bambang Yudhoyono, shortly to leave office, supports action to protect his country's rainforests:

*'I do not want to later explain to my granddaughter Almira that we, in our time, could not save the forests and the people that depend on it.'*

You can help make the change happen. And not just for Almira.



Longgena Ginting  
Greenpeace Country Director in Indonesia

## HOW YOU CAN HELP STRENGTHEN THIS WORK TO END DEFORESTATION

1. Join Greenpeace. Become a supporter and give a regular donation to help this vital work continue.
2. Get online and be an activist with us. Take action to demand companies, governments and individuals make the right choices.
3. Shout about it. Get others involved by joining us on Twitter (@greenpeace), Facebook, YouTube and more.

[www.greenpeace.org/getinvolved](http://www.greenpeace.org/getinvolved)

### **May 2013, Jayapura, Papua, Indonesia**

Papuan dancers on board the Greenpeace's Rainbow Warrior in Jayapura, Papua, just three years after the Indonesian navy escorted Greenpeace's Rainbow Warrior II out of its territorial waters. The Rainbow Warrior is in Indonesia to document one of the world's most biodiverse – and threatened – environments. Papua holds the last great expanse of rainforest in Indonesia, and increasingly the pulp, palm oil and agricultural sectors are turning their sights to these lands as targets for expansion.

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# ZERO DEFORESTATION

## STOP FOREST DESTRUCTION, SUPPORT LOW-CARBON DEVELOPMENT AND REWARD FOREST PROTECTION

Setting the agenda for positive change is an important role for Greenpeace to play in Indonesia. Zero deforestation relies on finding lasting solutions for people.

### GOVERNMENT

Strong governance prioritising forest protection and rewarding industry leadership is required.

- Extend the moratorium to cover all conversion of natural forests and peatland.
- Review existing concessions.
- Tackle corruption in the forestry sector. Crack down on illegality, including failure to follow due process in licensing, failure to pay taxes and failure to respect peatland regulations.
- Reward industry leadership. Incentivise improved productivity and development of bare or otherwise genuinely degraded land.

### PULP AND PALM OIL SECTOR

- Follow the Sinar Mas group's lead and adopt forest conservation policies.
- Improve efficiency of land use and productivity.

### INTERNATIONAL TRADE

- Adopt procurement policies to exclude companies linked to deforestation from supply chains.

### FINANCIAL SECTOR

- Ensure investment decisions do not contribute to deforestation through the introduction of strict forest sector lending criteria.
- Refuse to provide financial support or services to companies linked to deforestation.

**May 2011, Riau, Sumatra, Indonesia**  
Active clearance of natural forest on peatland in a pulpwood concession linked to Sinar Mas group subsidiary Asia Pulp & Paper.  
©Rante/Greenpeace





**October 2005, Papua, Indonesia**  
The forests of Raja Ampat.  
©Greenpeace



Above: **October 2008, West Papua, Indonesia**

Rainforests near Manokwari in West Papua.

©Rante/Greenpeace

Overleaf: **August 2010, South Sumatra, Indonesia**

View over river of a peatland concession linked to Sinar Mas group subsidiary Asia Pulp & Paper.

©Rante/Greenpeace







**June 2013, Jakarta, Indonesia**

To mark the tenth anniversary of Greenpeace campaigning to protect Indonesia's forests, Indonesian President Susilo Bambang Yudhoyono met Greenpeace International Executive Director Kumi Naidoo on board the Rainbow Warrior.

©Rante/Greenpeace

*'I am pleased to meet with my friend Kumi Naidoo from Greenpeace. I would like to express my gratitude to Greenpeace for having made these efforts to save the environment of Indonesia and the rest of the world ... I want to guarantee my grandchildren a clean and peaceful environment in the future.'*

President Susilo Bambang Yudhoyono, 7 June 2013

*'It was tough for us at the time when Greenpeace launched reports and attacked us and launched boycotts – it was very tough for us. It was hard for us to understand and realise what they said might be true, we were slightly in denial. We were trying to justify what we were doing, but looking back without them doing that we wouldn't be here. It was important. We publicly say that we thank Greenpeace for their role in helping us change our strategy.'*

Aida Greenbury, APP Sustainability Director,  
BusinessGreen interview 21 March 2013

*'The fact remains that man has an unprecedented control over the world and everything in it. And so, whether he likes it or not, what happens next is very largely up to him.'*

David Attenborough, *Life on Earth*, 1979



Greenpeace is an independent global campaigning organisation that acts to change attitudes and behaviour, to protect and conserve the environment and to promote peace.

Greenpeace is committed to stopping climate change. We campaign to protect the world's remaining ancient forests and the plants, animals and peoples that depend on them.

We investigate, expose and confront the trade in products causing forest destruction and climate change.

We challenge governments and industry to end their role in forest destruction and climate change.

We support the rights of forest peoples.

Our effectiveness lies in our unique independence from government and corporate funding.

**GREENPEACE**