



# Green Business Forum for Asia and the Pacific

## Investing in a Sustainable Future

22–24 November 2016 • ADB Headquarters

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# APP

USE OUR PAPER, WE PLANT MORE TREES.

## On-the-Ground Community Engagement Forest Conservation through Agro-forestry



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# Our company background



Global revenues of  
**\$12 billion**

We sell to  
**123 countries**

**20 million tonnes**

annual combined capacity

Direct employment more than  
**79,000 people**



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# APP Forest Conservation Policy

2012: APP Vision 2020  
Sustainability Roadmap



2013: Forest Conservation  
Policy



2013: Integrated Sustainable  
Forest Management Plan



2014: Landscape Conservation



2015: Integrated Forestry &  
Farming System for  
Community



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**DESA  
MAKMUR  
PEDULI API**  
INTEGRATED FORESTRY &  
FARMING SYSTEM (IFFS)



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- Local communities are key stakeholders in landscape management
- They can potentially play the role in **either protecting or threatening the environment**
- **Integrated Forestry and Farming System (IFFS)** , also known as Desa Makmur Peduli Api (DMPA), was developed to mitigate these threats
  - ✓ in **500 villages** in **5 provinces** over the next **5 years**.
  - ✓ **USD 10 million** from APP

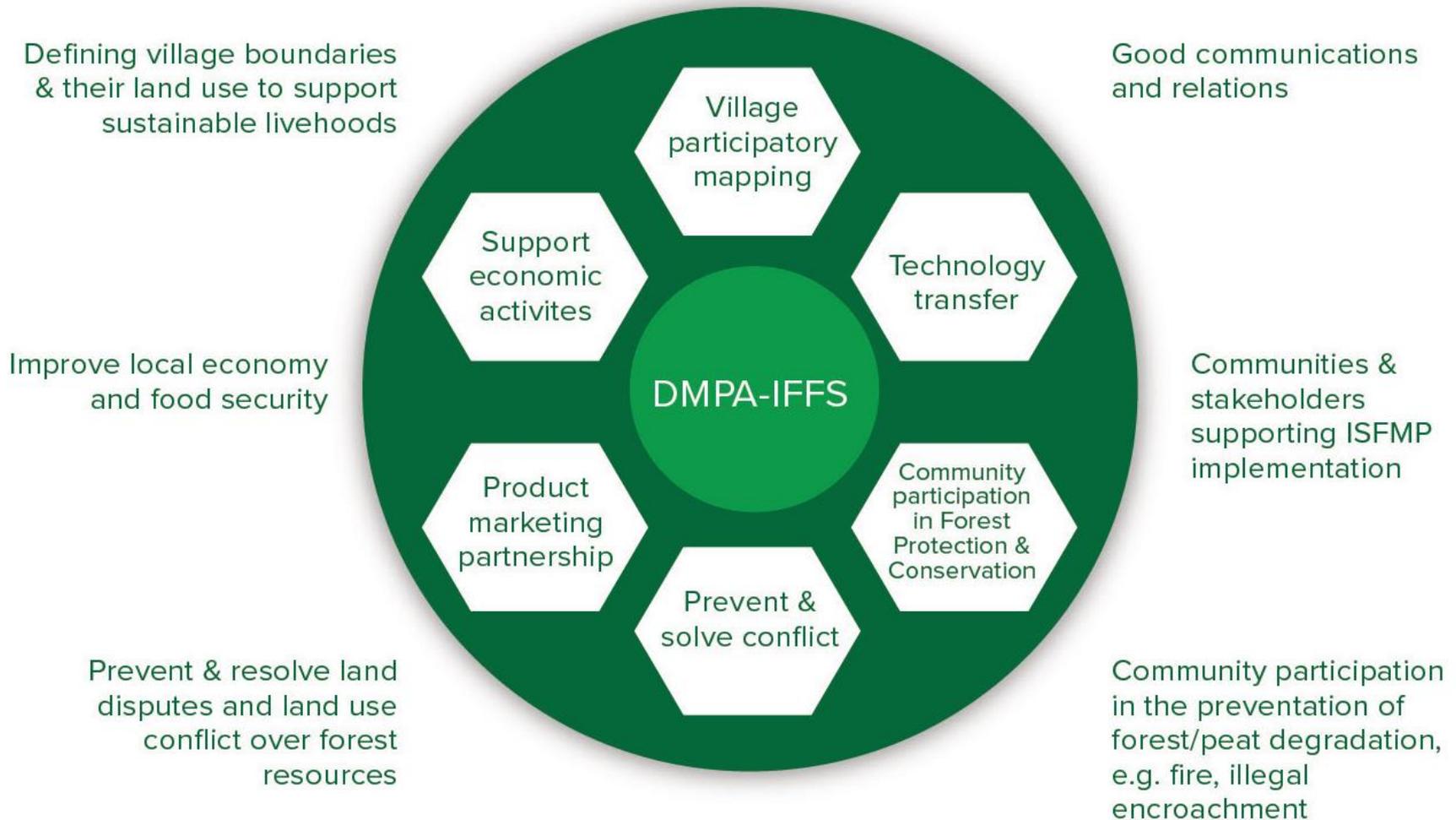


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# IFFS: DMPA WORKFRAME



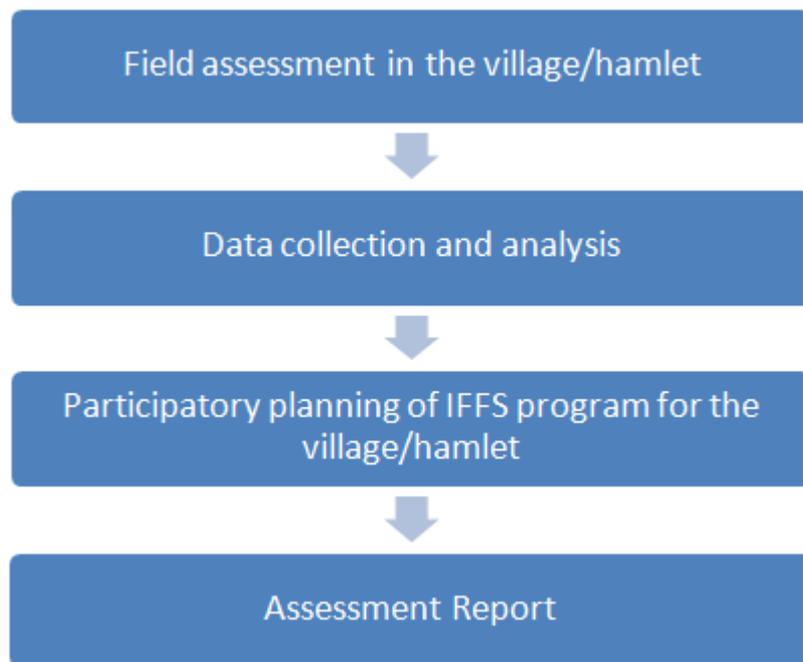
# VILLAGE AND PROGRAM SELECTION PROCESS

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## VILLAGE SELECTION

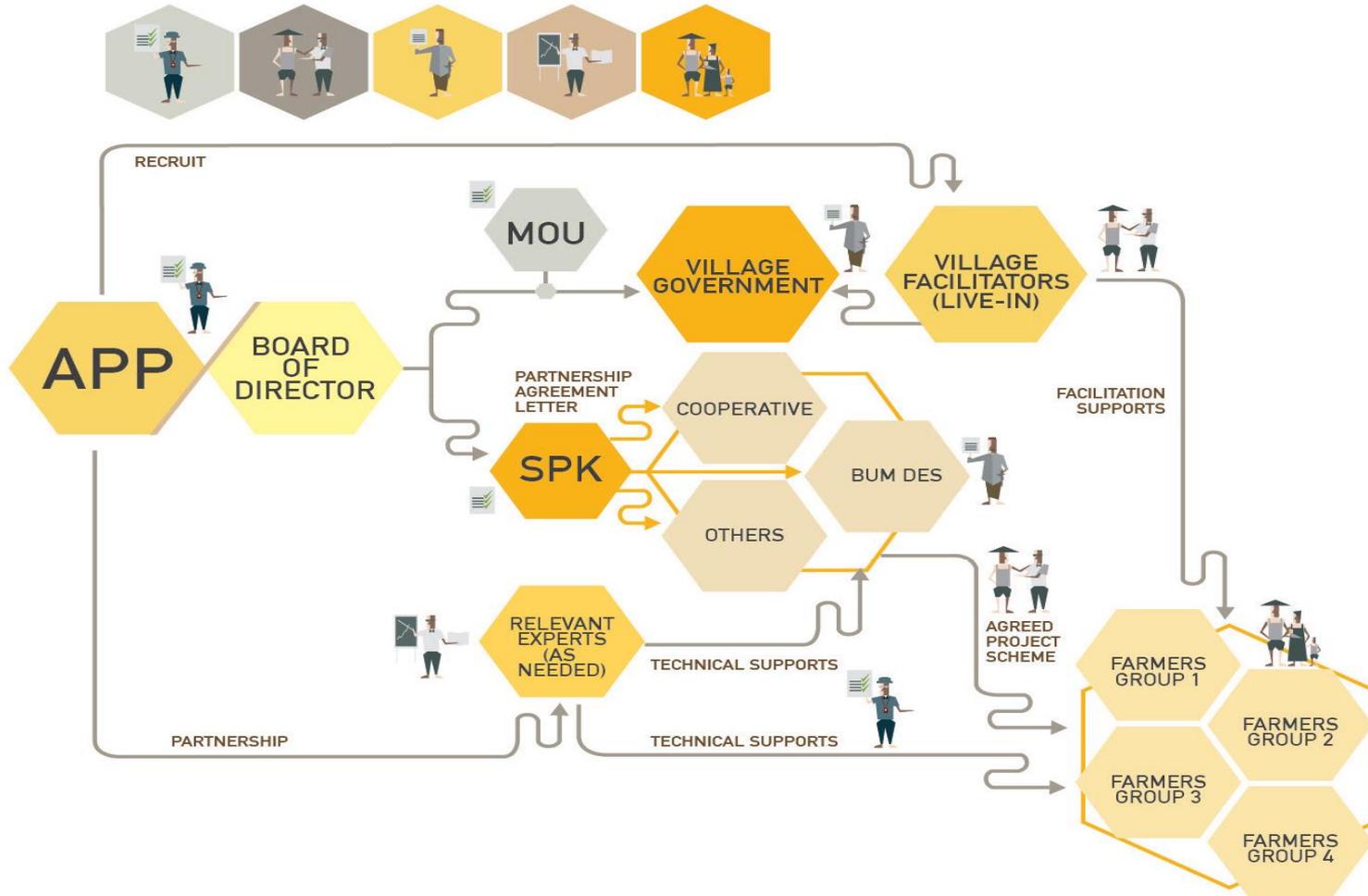
1. Social mapping process identified villages/hamlets within and around APP's suppliers concession areas.
2. Prioritization based on Forest Threat Mapping → risk level and historical occurrences of social conflict, fire and encroachment
3. All villages/hamlets located inside concession areas are automatically included

## PROGRAM SELECTION



# IFFS: Institutionalizing the Program

## INSTITUTIONAL ARRANGEMENT AT THE VILLAGE LEVEL



## Sample Project Profile: Pinang Sebatang Barat Village in Riau

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Location	Next to concession, part of the village is inside concession
Historical consideration	Medium risk of fire and encroachment
# of households	1,250
# of farmers households	135
IFFS Program	Horticulture, farming and vocational skill (to support transportation)
1st cycle beneficiaries	77 households (7% of total households)
Current community income	Approx. IDR 2,000,000 (~ USD 153)
Projected income increase	In 3 years – 50% - 75%

# IFFS Program at Pinang Sebatang Barat Village – in Pictures



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# IFFS at Pinang Sebatang Barat Village – Success Story

- Initially an oil palm and rubber tree farmer on 3 Ha of land
- In 2015 enrolled in IFFS/DMPA – received seed money, training, and guidance
- Now planting melon, corn, spinach, chili, etc. in rotation only on 0.2 ha of land
- Revenue
  - **Before:** Rp 4-6 million/mo from oil palm and rubber per month
  - **After:** over Rp 25 million/mo from fruits and vegetable + rubber, and employs 5 workers



# THANK YOU



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