



Green Business Forum for Asia and the Pacific

Investing in a Sustainable Future

22–24 November 2016 • ADB Headquarters



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

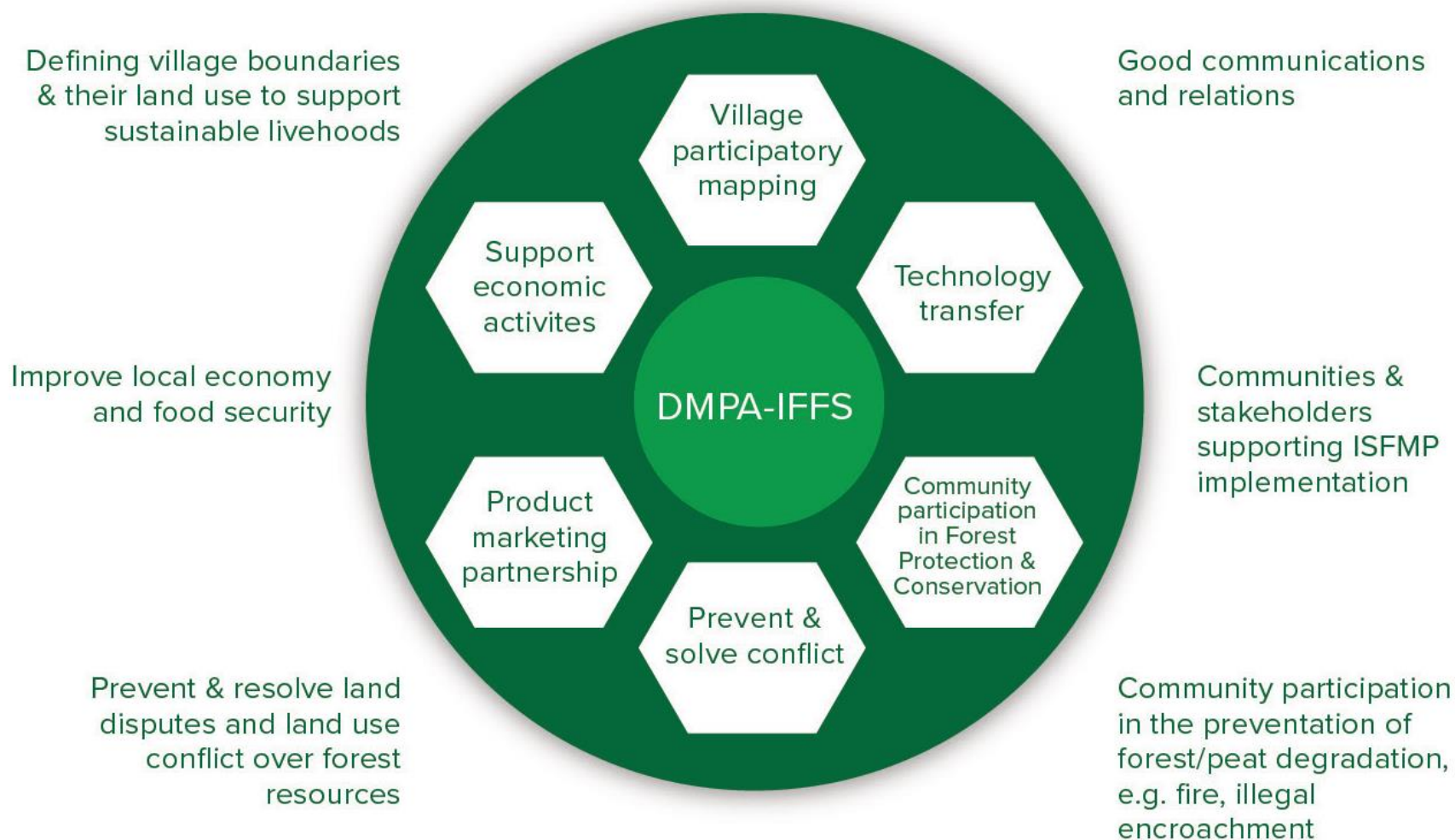


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IFFS: DMPA WORKFRAME



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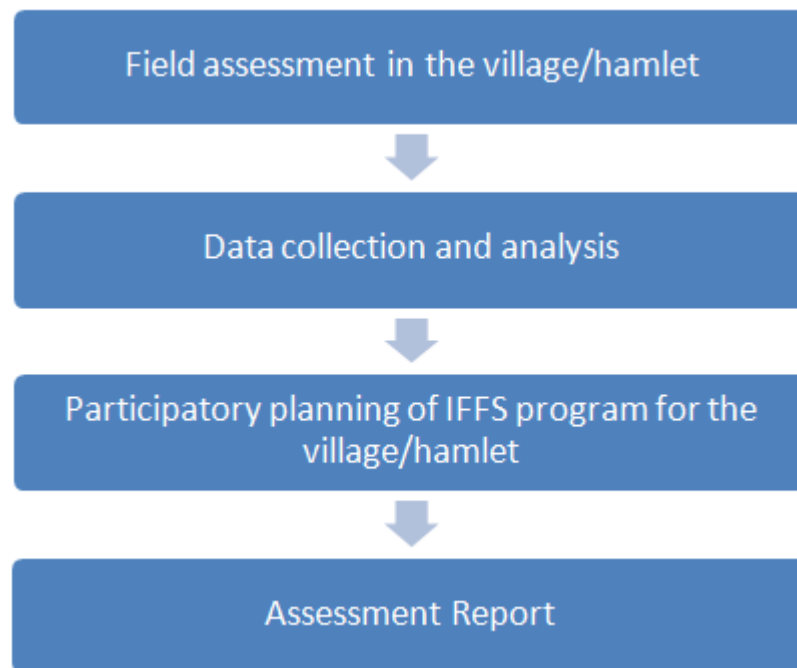


VILLAGE AND PROGRAM SELECTION PROCESS

VILLAGE SELECTION

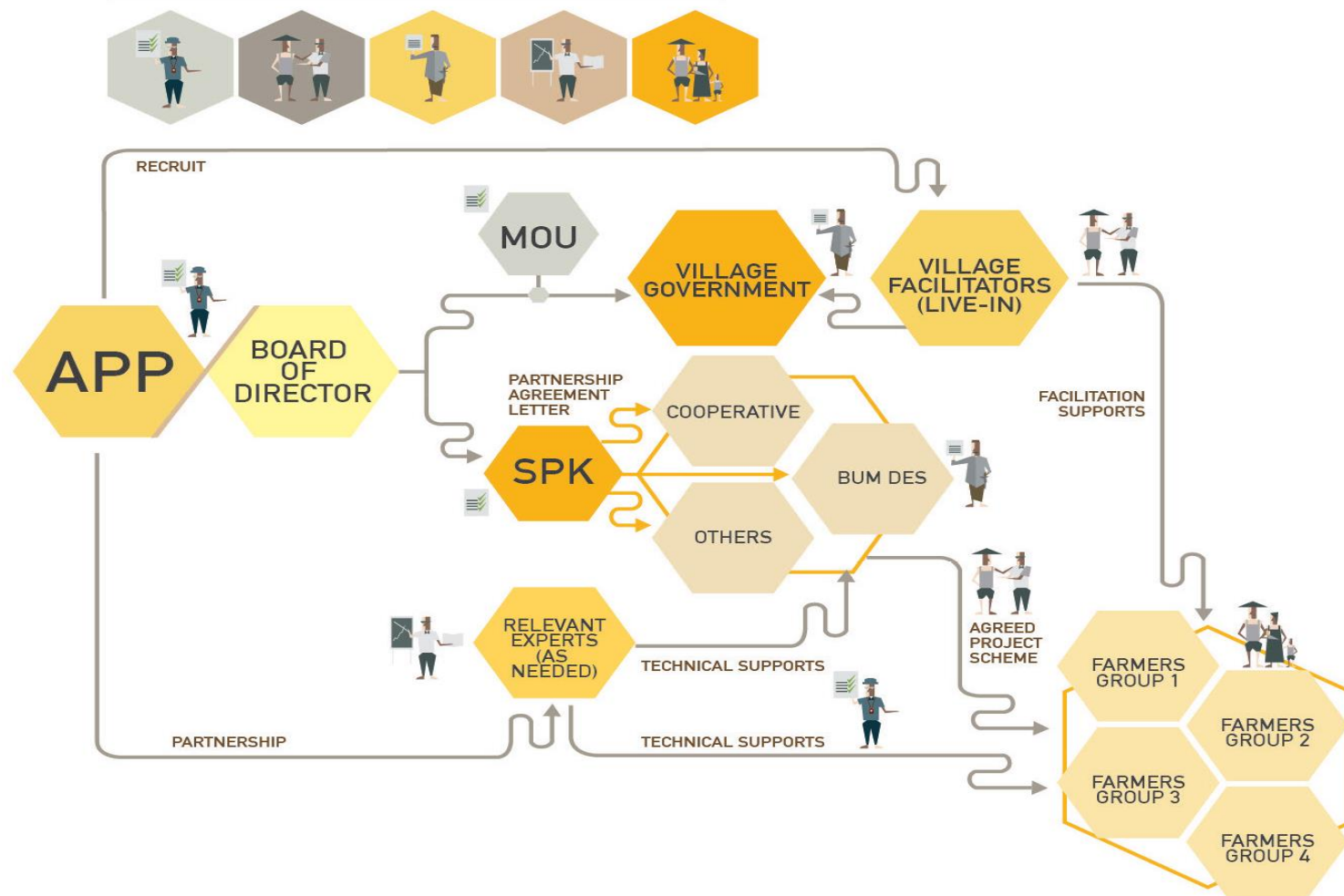
1. Social mapping process identified villages/hamlets within and around APP's suppliers concession areas.
2. Prioritization based on Forest Threat Mapping → risk level and historical occurrences of social conflict, fire and encroachment
3. All villages/hamlets located inside concession areas are automatically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

PROGRAM SELECTION



IFFS: Institutionalizing the Program

INSTITUTIONAL ARRANGEMENT AT THE VILLAGE LEVEL



Sample Projet Profile: Pinang Sebatang Barat Village in Riau

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	Holticulture, 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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