

# Asia Pulp and Paper (APP)

**Coalition member since 2021** | As of September 2022, pulp, and fibre-based packaging (PPP) is a material commodity for APP.

The following table includes a list of each Key Performance Indicator (KPI) for each material commodity, along with the company's 2021 and 2022 reporting record. The record includes the following responses:

- “Yes” indicates a company is reporting against a KPI and reporting quantitatively where indicated
- “Yes – narrative reporting” indicates a company is reporting qualitatively against a quantitative KPI
- “Not yet reporting” response indicates a company is not yet reporting on a KPI
- “N/A” indicates a KPI was not established in a given year

Companies have also provided information on their performance against appropriate KPIs, along with methodologies and targets. This information has been self-reported by companies and verified by Proforest.

Links are provided to information when a company is reporting (“Yes”) against a public information requirement, and when a company is reporting qualitatively (“Yes – narrative reporting”) against a quantitative KPI.

For a full methodology on the Forest Positive Coalition's reporting process, including a list of all KPIs and public information requirements, visit [transparency.tcgfforestpositive.com](https://transparency.tcgfforestpositive.com).

KPI	2021 Reporting Record & Performance	2022 Reporting Record & Performance	Methodology	Target (Optional)
<b>Paper, Pulp, and Fibre-based Packaging (PPP)</b>				
<b>Element 1 (Own Supply) Key Performance Indicators for Manufacturers and Retailers</b>				
1.1 PPP Sourcing Policy including commitment to the forest positive goals	Yes	<a href="#">Yes</a>		
1.2 Timebound action plan summary	Yes	<a href="#">Yes</a>		
1.3 Percentage recycled, percentage virgin fibre	Yes	Yes	Linear calculation of production. APP materials in million tonnes, for pulp and paper production. It is part of Waste and Materials section in our 2021 Sustainability Report: <a href="#">Click here</a>	
	<i>Fibre Sources for Paper Production:</i> <ul style="list-style-type: none"> <li>• Plantation fibre: 53%</li> <li>• Imported fibre: 7%</li> <li>• Recycled fibre: 40%</li> </ul>	<i>This data will only be available end on 2022</i>		
1.4 Percentage of virgin supply certified, and percentage per scheme and chain of custody model	Yes	Yes	Certified by independent 3rd party assessment under several schemes: PEFC, PHPL-SVLK. <a href="#">Click here</a>	
	<i>100% of pulpwood supplier supplied to APP are compliant to PEFC scheme and certified with PHPL - VLK (SVLK, Timber Legality Verification System)</i>	<ul style="list-style-type: none"> <li>• <i>Virgin fibre certified: 100%.</i></li> <li>• <i>In 2021, APP maintain 93% of its suppliers concession areas to be PEFC SFM certified, while the remaining 7% is categorised as PEFC Controlled Source as they are certified under the Government of Indonesia's mandatory PHPL-VLK scheme</i></li> </ul>		
1.5 Percentage of supply from high-priority sources	Yes	<a href="#">Yes – narrative reporting</a>	<i>Methodology not available</i>	

KPI	2021 Reporting Record & Performance	2022 Reporting Record & Performance	Methodology	Target (Optional)
1.6 Actions being taken for supply from high-priority sources	Yes	<a href="#">Yes</a>		
<b>Element 1 (Own Supply) Key Performance Indicators for Manufacturers and Retailers</b>				
2.1 Proportion of suppliers informed about the Forest Positive Suppliers Approach	N/A	Yes – narrative reporting <a href="#">Click here</a> <a href="#">Click here</a>	APP Sinar Mas requires all pulpwood suppliers-both current and potential to comply with our Forest Conservation Policy (FCP) as well as our Responsible Fiber Procurement and Purchasing Policy (RFPPP). It provides an overarching framework for the specific processes and criteria that we use in evaluating their compliance with our FCP, also ensure traceability for our wood products to its source.	
2.2 Number or proportion of suppliers identified as priority for engagement, and percentage engaged	N/A	Yes – narrative reporting <a href="#">Click here</a> <a href="#">Click here</a>	APP Sinar Mas requires all pulpwood suppliers-both current and potential to comply with our Forest Conservation Policy (FCP) as well as our Responsible Fiber Procurement and Purchasing Policy (RFPPP). It provides an overarching framework for the specific processes and criteria that we use in evaluating their compliance with our FCP, also ensure traceability for our wood products to its source.	

KPI	2021 Reporting Record & Performance	2022 Reporting Record & Performance	Methodology	Target (Optional)
2.3 Performance of engaged suppliers and changes over time including progress on delivery across entire business	N/A	Yes – narrative reporting <a href="#">Click here</a> <a href="#">Click here</a>	We have developed a robust tool to facilitate the implementation of the RFPPP across our fiber supply chain, called the Supplier Evaluation and Risk Assessment (SERA). For new suppliers, SERA acts as an initial screening to evaluate the level of risk within a supplier’s operations. Developed based on global standards for Sustainable Forest Management, SERA evaluates suppliers against 12 indicators.	Supplier performance scorecard figure to be publicly available is still under development process, plan to complete it within the next SR

## Element 4 (Landscape Engagement) Key Performance Indicators | As of September 2022, APP is focusing its landscape engagement on PPP.

KPI	2021 Reporting R Record & Performance	2022 Reporting Record & Performance	Methodology	Target (Optional)
<b>PPP</b>				
4.1 Priority production landscapes identified	Yes	<a href="#">Yes</a>	1) Potential to develop paludiculture 2) Alternative livelihood for community	
4.2 Methodology used to identify priority production landscapes	N/A	<a href="#">Yes</a> <i>Note: 1) Project Area nearby APP supplier concession. 2) Not in HCV and HCS area 3) High risk for forest fire 4) Alternative livelihood for community</i>		
4.3 Number of landscape initiatives currently involved in	N/A	<a href="#">Yes – narrative reporting</a>  4 initiatives	1) Area that potentially degraded (peat land, coastal area) to become forest positive, 2) Possible areas in terms of community engagement to gain community support for APP restoration effort, 3) Area that part of local Government strategic program on restoration and sustainable livelihood	
4.4 For each landscape initiative your company is currently engaged in, information on:	N/A	<a href="#">Yes</a> <ul style="list-style-type: none"> <li>• <a href="#">Initiative 1</a></li> <li>• <a href="#">Initiative 2</a></li> <li>• <a href="#">Initiative 3</a></li> <li>• <a href="#">Initiative 4</a></li> </ul>		

<ul style="list-style-type: none"> <li>• Name, location, timeline and other partners involved</li> <li>• Report on type of engagement (e.g. disbursed financial support, in-kind support, capacity, preferential sourcing)</li> <li>• Specific actions or projects that are supported</li> <li>• How the actions intend to address systemic issues and contribute to delivering forest positive goals (at least one of conservation, restoration, positive inclusion of farmers and communities, landscape level multi-stakeholder platforms or partnerships)</li> <li>• Linkages to shared landscape-level goals developed through multistakeholder processes</li> </ul>				
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