



OPTIMALISASI EKSPOR SAWIT: ISU KELESTARIAN DAN HILIRISASI

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Belajar dari pengalaman pulp and papers



- Sama dengan Sawit:
 - Kampanye negatif dengan isu: deforestasi, kelestarian, masyarakat adat, HAM, pemerataan. Sedikit berbeda: tidak ada isu kolesterol.
 - Persaingan dagang: industri di negara maju sulit bersaing → agronomi dan iklim.
 - Ekspor Indonesia diboikot.
- Membutuhkan:
 - Kebijakan yang kredibel dari negara dalam pengelolaan hutan lestari.
 - Transformasi korporasi yang signifikan dari pelaku usaha, sehingga mampu memenuhi kriteria dan indikator kelestarian yang diakui pasar dunia.
 - Lobby dan edukasi yang efektif secara bilateral dan multilateral, terhadap **key state and non-state players**.
 - Skema sertifikasi kelestarian yang diakui pasar dunia.

Contoh boikot ekspor kertas dan bubur kertas



§ 2008: WOOLWORTHS; STAPLES

Source: <https://www.greenbiz.com/news/2008/08/11/woolworths-cuts-ties-asia-pulp-and-paper-over-sourcing>

§ 2011: MATTEL

“Four months after activists linked its toy packaging to deforestation, El Segundo based Mattel corporation has developed sustainable sourcing principles for its packaging. The move comes after the environmental group Greenpeace published evidence linking boxes found around Barbie dolls to old-growth rainforest in Indonesia, the world's third-largest forest of that type.

Source:

<http://www.scpr.org/news/2011/10/05/29262/mattel-breaks-asia-pulp-and-paper-after-greenpeace/>

§ 2012: WALT DISNEY, XEROX, DANONE

BURBANK, California, October 22, 2012 (ENS) – As part of its new paper sourcing policy, the Walt Disney Company has renounced the use of paper and fiber associated with rainforest destruction and human rights violations anywhere in the world – particularly in Indonesia.

“Danone and Xerox are among a list of companies that have pledged to suspend purchases following a Greenpeace exposé on the paper company’s practices. A number of major global companies including National Geographic, Barnes & Noble and Walmart were implicated as sourcing products (...) that contained rainforest fiber. Eight of the eleven companies named have now confirmed action to remove (...) from their supply chains, Greenpeace says.

Sources:

<http://ens-newswire.com/2012/10/22/disney-rejects-paper-from-indonesian-rainforest-destruction/>

<https://www.environmentalleader.com/2012/04/xerox-danone-drop-asia-pulp-paper-after-greenpeace-pressure/>



Skema sertifikasi yang diterima pasar dunia

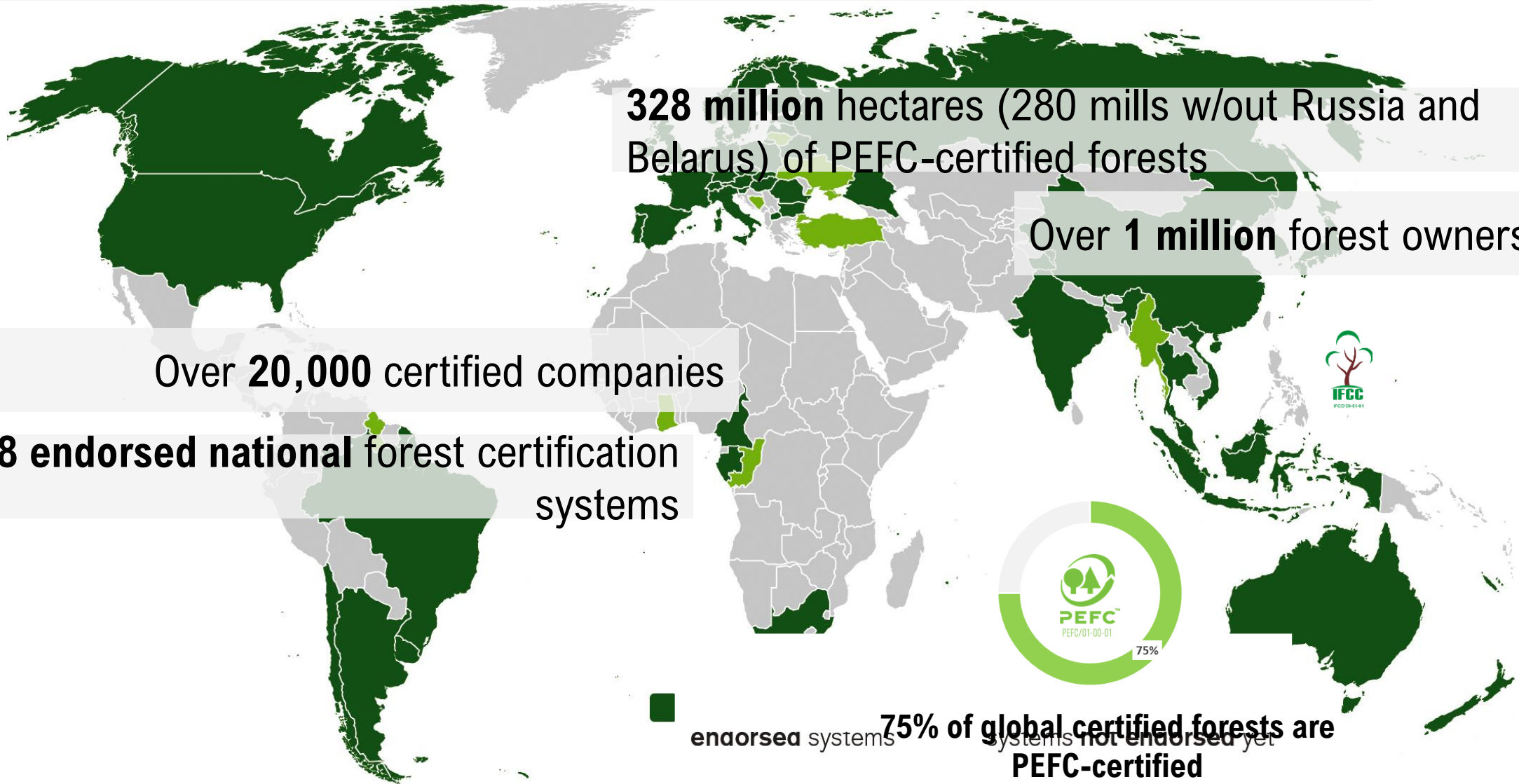
- **9th September 2011** : IFCC was established
- **November 2011** : IFCC joined PEFC Forest Certification Week/Annual General Assembly Meeting as an Observer
- **November 2012** : IFCC was accepted as a member and the Indonesian National Governing Body of PEFC
- **1st October 2014** : IFCC scheme was endorsed by PEFC
- **April 2015** : First IFCC Certificates were issued
- **14 - 18 Nov 2016** : IFCC co-hosted the PEFC Forest Certification Week/AGM in Bali
- **17 Nov 2017** : IFCC won “the greatest increase in PEFC-certified forest area” award in PEFC General Assembly in Helsinki.
- **Dec 2021** : Over 4.0 million hectares of forest plantation in Indonesia certified IFCC/PEFC + 41 companies awarded the CoC certificate.
- **June 2022** : KAN (the National Accreditation Committee) announced government accreditation of IFCC scheme.

What is PEFC?



- PEFC, the Programme for the Endorsement of Forest Certification, is leading global alliance of national forest certification systems.
- an international non-profit, non-governmental organization, dedicated to promoting sustainable forest management through independent third-party certification.
- established in 1999, by Western European smallholder forest owners.
- a membership organization based in Geneva, Switzerland.
- have more than 80 members located around the world, including national certification systems, NGOs, labour unions, business, trade associations, forest owner organizations and committed individuals.
- 55 national members are independent, national organizations that develop and implement the PEFC system within their country.
- endorse national forest certification systems developed through multi-stakeholder processes and tailored to local priorities and conditions.

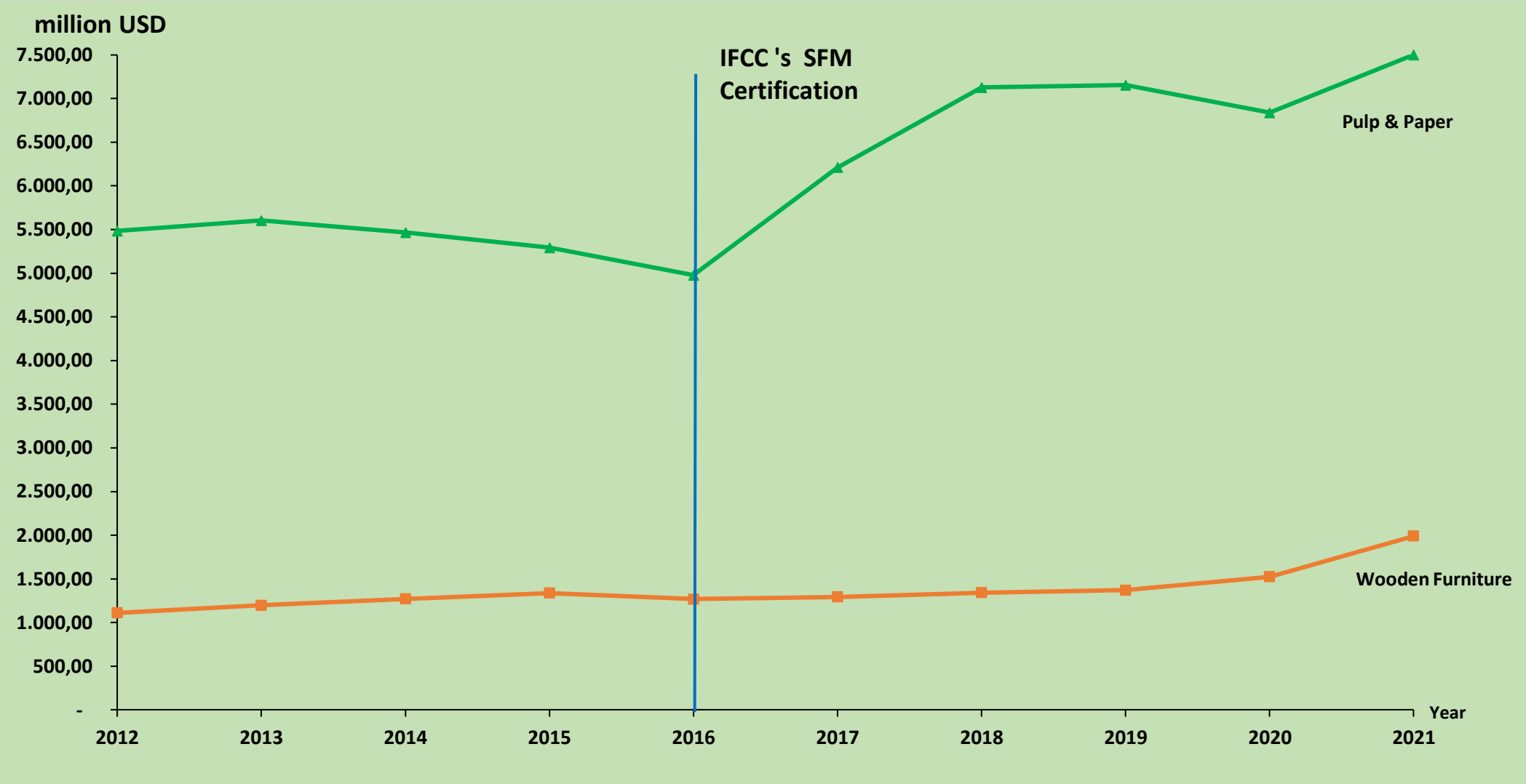
Global distribution: PEFC is the leader in certified forest area globally



Source: PEFC Statistics, Jun 2022



Indonesian pulp & papers export saw a sharp increase of around US\$ 2.52 billions after IFCC/PEFC-certified products entered the markets.



Sekilas hilirisasi



- Dengan perkembangan strategis global akibat Perang Ukraina, kepentingan politik-ekonomi Barat (terutama AS dan EU), peningkatan peran China, Asia Selatan, Timteng dan Turkiye, maka hilirisasi industri sawit sudah menjadi kebutuhan strategis nasional.
- Hilirisasi sawit bukan lagi sekedar isu ekonomi atau perdagangan, tapi sudah masuk menjadi isu hankam-strategis karena terkait dengan perang energi global.
- Ekspor sawit yang dominan: CPO +/- 30 juta ton (2019)
- Ekspor produk turunan yang dominan: Olein (27 juta ton), fatty acid (4,2 juta ton), fatty alcohol (3,2 juta ton).
- **Optimalisasi prioritas:** minyak goreng dan biodiesel
- **Pendalaman industri:** stearin, olein, margarin, gliserol. Sabun, cocoa butter, fatty acid, fatty alcohol, biosurfaktan.
- **Pengembangan baru:** bioavtur. Mungkin juga carotene, tocopherol dan nitrogliserin

Lampiran: Merek global yang mensyaratkan sertifikat PEFC



Apple-Selected Material

Apple requires that all Apple-selected wood fibers and non-wood fibers (if applicable) used in packaging or print applications be derived entirely from sources that are certified to or endorsed by one of the following sustainable management or sourcing programs:

- Forest Stewardship Council (FSC)
- **The Programme for the Endorsement of Forest Certification (PEFC)***
- Sources that meet the requirements of FSC Controlled Wood
- Others that have been reviewed and approved by Apple

Converter- or Supplier-Selected Material.

Apple requires that all converter-selected wood fibers and non-wood fibers (if applicable) used in packaging or print applications be derived entirely from sources that are certified to or endorsed by one of the following sustainable management or sourcing programs:

- Forest Stewardship Council (FSC)
- **The Programme for the Endorsement of Forest Certification (PEFC)***
- Sources that meet the requirements of FSC Controlled Wood
- Others that have been reviewed and approved by Apple

In addition to the required certifications or endorsements, the converter is required to provide proof of certified or FSC Controlled Wood product through a chain-of-custody program:

- Forest Stewardship Council Chain-of-Custody certificate
- **The Programme for the Endorsement of Forest Certification (PEFC) Chain-of-Custody certificate***
- Other chain-of-custody scheme that is reviewed and approved by Apple

* The name of PEFC is corrected by IFCC

Source: https://www.apple.com/environment/pdf/Apple_Sustainable_Fiber_Specification_April2016.pdf⁹

SAMSUNG



Green certifications for packaging (Refer to Annex 4):

- 1) Ink/Printing: Soy Seal (Vegetable ink), Waterless Logo (Water-free printing)
- 2) Paper: FSC / **PEFC** / SFI / Ancient Forest Protection (Sustainable forest utilization)
RPA-100% (Use of recycled paper), Chlorine Free Certification (Chlorine-free bleaching)

Source: https://www.samsung.com/us/aboutsamsung/citizenship/download/Standards_for_Eco-packaging_development.pdf



WALMART

Johnson & Johnson



Nestlé

Good food, Good life



HSBC

ZARA

Unilever

La Redoute

Coca Cola



Carrefour

LOUIS VUITTON



NIKE



nobia



NIPPON PAPER GROUP



TESCO



LG Electronics

Cainz Home

The Walt Disney Company

Unicharm Group

Patina Resort

L'ORÉAL

Woolworths

Circle K

Venturer
Timberwork

TED BAKER
LONDON

MANGO

GUESS

..... and many other brands