

Riau Andalan Pulp and Paper (RAPP): Maintaining Balance Between Production and Conservation



In the eyes of Tony Wenas, President Director of Riau Andalan Pulp and Paper (RAPP), natural resources is not simply a matter of business, but also to assist and develop the community within the remote area, as well as maintaining the environment itself.

Although has only been assuming the role for 1 weeks, Tony has already established a clear vision on how the future of the company will progress.

"RAPP is a big company that helps creating thousands of employment opportunity for the society. Furthermore, natural resources is an interesting area since it gives the company to directly engage with the society," said Tony

With the wealth of experience under his belt, Tony Wenas who had previously worked in various industry

such as Banking, Telecommunication, Oil & Gas, and Mining, shared a thoughtful insight that could be described as the core philosophy of the company.

"We need to grow with the society. Without them, these company cannot grow. Corporate Social Responsibility is not enough. I believe in the Individual Social Responsibility. I want our employees to maintain good relationship with local community. If the company grew, we must be able to provide added value to the community," explained Tony.

Having a sense of integrity with the social environment is what Tony highlighted for the company. In return, RAPP provides countless of working opportunity (RAPP's local employee: 99.98%) with more than 5000 jobs for SMEs that also comes with free medical treatment (36.700 person), as well as scholarship (2.800). In addition to the social wealthfare, RAPP also provides significant

contribution to Infrastructure by building road (9.317 km) that can be used by public around 2.095 km.

As RAPP's core business is based on natural resources, Tony believes that there is a big challenge that need to be address, especially in creating a perfect balance between both production and conservation.

"The company also implemented a fairly balance between production and conservation. This is achieved through our SFMP (Sustainable Forest Management Policy) program with the 1 to 1 concept. Here, we provide 1 hectare for plantation, and 1 hectare for conservation", Tony explained.

While environmentalist regarded commercial forest plantation forest in the negative side, Tony explained that there is a huge miss-understanding that needs to be clarified.

"What we are doing is not about causing problem, but rather providing a solution. Most of our plantation had been done in degraded area, not in natural forest or rainforest. When we do plantation in degraded area, the comes the reforestation. This is what we actually do," Tony clarified.

Tony further believes in the concept of sustainable business that is also commercially viable.

"Without the commercial aspect, the company will not be able to do conservation. We need production for conservation. Since conservation has become one of our main focus, we will continue to do it so," said Tony.

As for the next step in early 2015, Tony is looking forward to establish communication with stakeholders, including the government. Tony believes in the importance of collaboration between the