



**APP**

**Green business**

# Disruptie

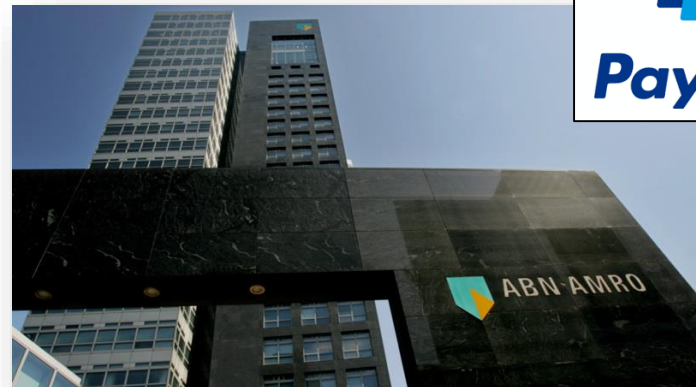
UBER



airbnb



PayPal







# Green business

Interessante hype  
of  
écht duurzaam?



# Consumenten trends



# Consumenten trends



# Millenials



# Gen-X

**JE KUNT  
TEGENWOORDIG  
ZOVEEL WORDEN  
  
DAT IK MAAR  
GEWOON  
BLIJF WIE IK BEN**

*Loesje*

# Asia Pulp & Paper

**1972**

**Pulp  
Papier  
Verpakking**

**30 fabrieken**

**Jakarta**

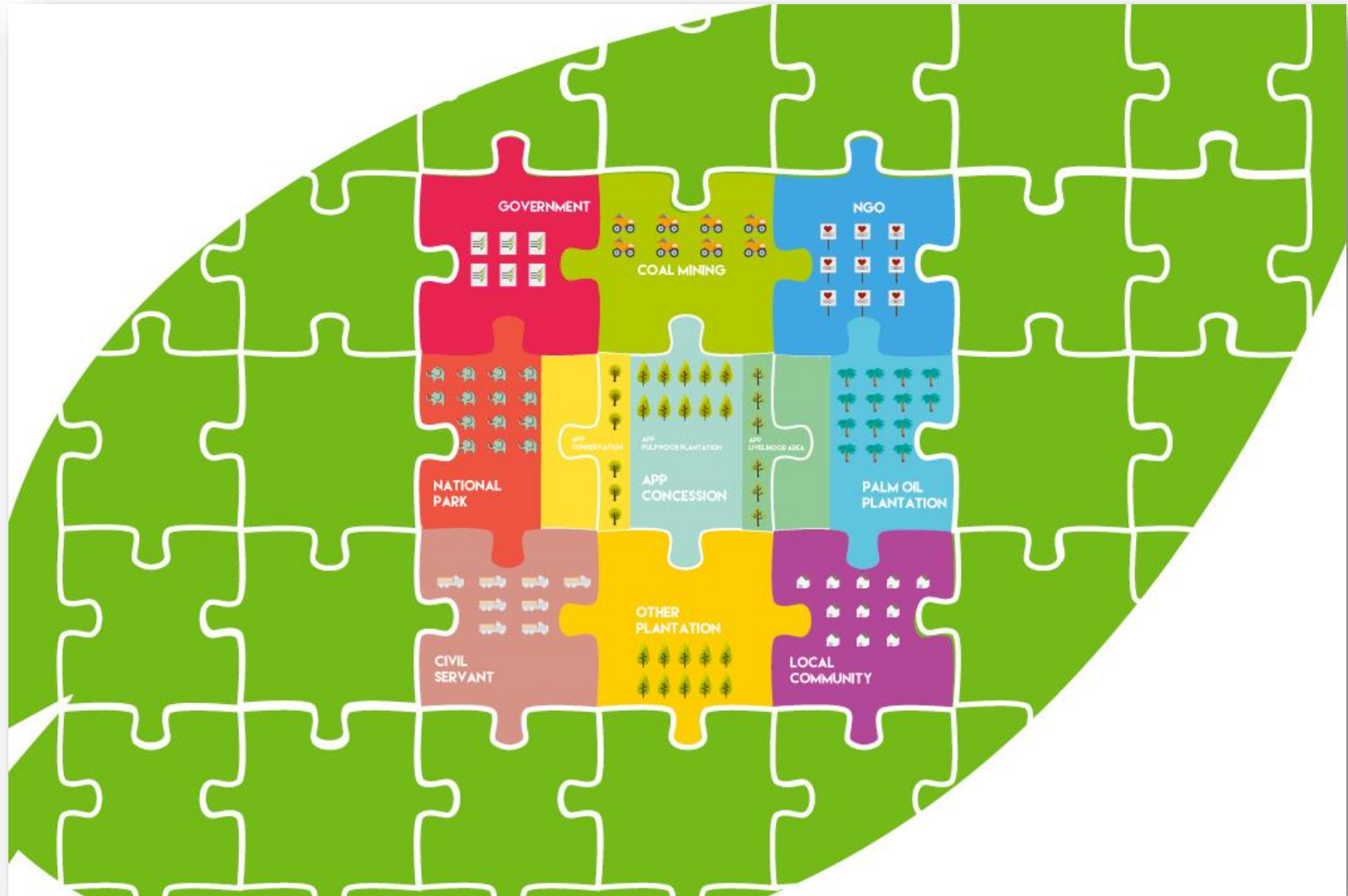
**2,6 mio ha. plantages**

**90.000 werknemers**

**120 landen  
6 continenten**



# Landschapsbeheer



# Context Indonesië



Bukit Tigapuluh, Jambi (Indonesië)

# Roadmap Sustainability Vision 2020





# Forest Conservation Policy



# Integrated Forest & Farming

500

dorpen

5

jaar



# Belantara Foundation





# Duurzame supply chain



# Belang certificering







# Green business

Écht duurzaam!





**APP**

**Dank voor uw aandacht**

Sources:

1. Out of Home Packaging Trends to 2022, Smithers Pira/Asia Pulp and Paper, 2017
2. Paper and Packaging Consumer Trends , Asia Pulp and Paper, 2017
3. 2016 Trends Report, Foodservice Packaging Institute
4. AT Kearny, Consumer Goods Forum, 2017, Berlin