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VIEWING THE SYMPATHETIC CARE OF RIAUPULP AND SUKANTO TANOTO FAMILY FOR 2,800 ORPHANS

The Amount of Aid is Increasing Each Year

There were 2,800 poor orphans, elderly, and children of orphanages spread across 11 regencies and towns within Riau Province that had accepted the Ramadan packages from the family of Sukanto Tanoto and the management of PT Riau Andalan Pulp and Paper (Riaupulp), in Pangkalan Kerinci, Riau, on Wednesday 3rd October 2007.

The transfer of this Ramadan packages aid has become an annual program of the Sukanto Tanoto family since 2003. The Ramadan packages consist of tinned biscuits, sugar, milk powder, prayer rugs and towels. The amount of the Ramadan packages given by the Sukanto Tanoto family has been increasing every year.

“The aid is a form of our concern to the society at large. There were 1,000 packages in 2003, 1,000 packages in 2004, 1,300 packages in 2005, 1,400 packages in 2006, and this year, 2007, the number increased to 2,800 packages,” said Andre Tanoto, representing his father, Sukanto Tanoto.

Besides the aid to alleviate the burden of the poor when celebrating Idul Fitri 1428 Hijriah from 1 to 10 October 2007, Riau would also be holding a Ramadan Bazaar in 13 villages in six regencies and towns in Riau. 5,200 packages will be distributed. “In holding these bazaars, we include university student organizations from six regencies,” explained Rudi Fajar.

The aid transfer and bazaars were some of Riaupulp’s manifestation in conducting a balanced business by combining 3 Ps (People, Planet, and Profit). It means paying attention to the aspects of social, environmental, and the firm’s economics. “We are conducting a fully responsible business. We must keep everything in balance, contribute to the progress of humanity, and also participate in assuring the continuing future for everyone,” added Rudi.

This is in accordance with the vision of APRIL Group’s founder, Sukanto Tanoto, who emphasized the importance of companies operating their business with in an environmental and

socially responsible way. APRIL, which is the holding company of Riaupulp, has also been a signatory of the UN Global Compact since April 2006.

As informed, in September 2007, in recognition of its contributions towards poverty elimination in Riau, Riaupulp was gifted the Excellence Award by CSR Asia in the category of poverty elimination. "This Asia-level award is the evidence of Riaupulp's commitment to progress and develop together with the society," said Troy Pantouw, public relations manager of Riaupulp.

In its attempts to eliminate the poverty in Riau, Riaupulp has been developing the integrated farming program. At the moment, there are 4,098 trained farmers that are distributed in five regencies in Riau. Riaupulp has also successfully invited banking parties to flow 1.1 billion rupiah for Riaupulp's training peers.

Prior, in 2005, Riaupulp was Runner-Up in the Asian Corporate Social Responsibility (CSR) Award in the Environmental Excellence category. Besides that, in 2007, Riaupulp was awarded the Social Empowerment Award by the Coordinating Minister For Public Welfare, and in 2006 it was given an award in CSR by the Social Department for Social Investment and the Coordinating Minister For Public Welfare. In 2005, Riaupulp was awarded with the first grade of CSR Indonesia Award in the social category.