GREEN CENTURY

Invest in a Green Future

Protecting Indonesia's Rainforests and Wildlife

Green Century has aimed to protect Indonesia's tropical rainforests since 2012, preserving acreage for wildlife and advocating for crops to be grown on degraded land. Often described as the Emerald of the Equator, Indonesia contains the world's third-largest tropical rainforest area and is home to 10-15% of the world's known biodiversity, including endangered orangutans and tigers.

Problem

These forests, however, are being burned and bulldozed to establish plantations, primarily for palm oil and industrial pulp and paper. The fires destroy habitats and displace, injure and kill some of the world's most vulnerable species including white-bearded gibbons and Sumatran elephants.

While deforestation has declined since its peak in 2016, rates have begun to rise recently due to conversion to plantations for agriculture and severe climate-driven wildfires.



Photo Credit: Unsplash

Green Century works to protect Indonesia's wildlife and forests. See back side for more examples.

Solution

- Urge companies to only grow, source and trade zero-deforestation products.
- Ensure implementation of forest protection policies.
- Demonstrate investor support for regulation that protects tropical rainforests.

Key Successes

Winning Sustainable Palm Oil Commitments - In 2012, we kicked off our forest protection campaign by urging major U.S. companies to stop using palm oil grown on deforested lands in their products. After engaging with Green Century, major companies including **Starbucks, Kellogg's** and **Target** established groundbreaking no-deforestation sourcing policies for palm oil.


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Moving Global Traders – Worked with two of the world's largest commodity traders, **Archer-Daniels-Midland** and **Bunge**, to adopt and implement zero-deforestation policies that cover their palm oil, corn and soy supply chains. These agreements have helped to protect tropical rainforests and savannahs, including the Amazon rainforest and the Cerrado, which are habitats for animals including jaguars and giant otters.

Raising Industry Standards - Helped set stronger global industry standards for sustainable palm oil by working with the Roundtable on Sustainable Palm Oil (RSPO) to ensure that farmers don't cut down forests to make way for palm oil cultivation. Green Century successfully advocated that RSPO prohibit the clearing of lush, healthy rainforests and ensure robust accountability systems for companies sourcing palm oil around the world.

Driving Demand - Secured agreements to increase protections for tropical forests with major consumer brands including **Costco, JM Smuckers**, and parent company of Outback Steakhouse (**Bloomin' Brands**). These agreements came after negotiations to withdraw shareholder proposals Green Century filed asking these companies to ensure their ingredients did not come from recently deforested land.

Stopping Deforestation Financing - Convinced **Bank of America, Citibank, JP Morgan** and **Morgan Stanley** to curb financing for clients engaged in projects that drive deforestation. After negotiating agreements to improve each bank's policies, Green Century withdrew related shareholder proposals. Together, land cleared for beef, soy, palm oil and wood products is responsible for approximately 75% of global deforestation.

Mobilizing Global Investors – Recruited 15 institutional investors representing over $14 trillion in AUM to join meetings with Indonesian government officials in Jakarta and New York between 2025-2026 to discuss nature and climate related-risks and opportunities, with a focus on tropical rainforest protection. In fall of 2026, the Indonesian government announced that they would cancel the largest deforestation project in the world.

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