



## Ms Lucita Jasmin

**Director for Sustainability &  
External Affairs  
APRIL Group**

Lucita Jasmin is the Director for Sustainability and External Affairs at APRIL Group where she leads the advancement and implementation of APRIL's sustainability commitments, policy and programmes, including stakeholder engagement and communications.

Lucita has a global base of expertise in strategic and corporate communications in the intergovernmental and private sectors. She has led cross-cultural teams providing communications counsel to senior leadership, strategised and executed advocacy initiatives and campaigns, led stakeholder outreach programmes on sustainability agendas and mobilised partners networks. Prior to her current role at APRIL, Lucita served at the United Nations Environment Program headquarters in Nairobi, Kenya where she led strategy development, planning and execution of global communication programs and campaigns focused on resource efficiency and sustainable consumption and production.

Under her stewardship, APRIL launched its APRIL2030 commitments and targets in November 2020. APRIL2030's 18 measurable science-based targets span four commitment areas – Climate Positive, Thriving Landscapes, Inclusive Progress and Sustainable Growth – reflecting global sustainability imperatives, national sustainable development goals, as well as building on the company's Sustainable Forest Management Policy 2.0.

The rigorous process to defining APRIL's APRIL2030 commitments and targets were highlighted in the 12th United Nations Global Compact-Accenture CEO Study that was published earlier this year and APRIL was also recognized at the 2022 Singapore Apex Corporate Sustainability Awards held by Global Compact Network Singapore (GCNS). APRIL was one of three winners in the Sustainable Business category, acknowledging the company's progress in implementing its APRIL2030 commitments and excellence in embodying the Ten Principles of the United Nations Global Compact in the areas of environment, human rights, labour and anti-corruption.

About APRIL Group: Asia Pacific Resources International Holdings Ltd (APRIL), or APRIL Group, is one of the leading organisations in the forest products sector, offering a range of bio-based fibre products with sustainable forestry plantations and manufacturing operations in Sumatra, Indonesia. Please visit <https://www.aprilasia.com/en/> for more information.