

## Press release

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# SIG launches second project with WWF Switzerland to support thriving forests in Malaysia

In partnership with WWF Switzerland and WWF Malaysia, SIG has launched a three and half-year forest landscape project in Malaysia's Ulu Muda Forest Complex through [WWF's Forests Forward program](#). The project aims to improve the management of more than 170,000 hectares and pilot the restoration of 25 hectares.

**Angela Lu, President & General Manager Asia-Pacific at SIG:** "Our partnership with WWF Switzerland has unlocked huge potential for SIG to create positive impacts for forests and their local communities globally. With this second project, we will create tangible improvements in forest

management and forest restoration in Ulu Muda while continuing to inspire others to support thriving forests.”

SIG joined forces with WWF Switzerland in October 2022 to support resilient forest ecosystems around the world through WWF’s Forests Forward program. As well as working on responsible sourcing in SIG’s value chain, the five-year partnership aims to deliver targeted support for at-risk forests in biodiversity hotspots and deforestation fronts. The first project, launched in late 2022, helps protect and restore the [Central Pacific Landscape in Mexico](#) – a critical jaguar habitat.

Their second joint project, implemented by WWF-Malaysia, aims to strengthen the resilience of a landscape that can continue to provide vital ecosystem services for the northern region of Peninsular Malaysia – ensuring water security and enabling economic growth, as well as contributing to the nation’s food security. Empowering local communities to champion conservation is a key component of achieving this.

As one of the last remaining large intact lowland forests in Malaysia, Ulu Muda is a biodiversity hotspot. Located in the state of Kedah in the northwestern part of Peninsular Malaysia, it is home to a huge number of plants and animals, including a large population of endangered Asian elephants. It is the most important water catchment for the region and its dams meet significant domestic, industrial, and agricultural water needs. More than 4,900 people from neighboring villages depend on Ulu Muda for their livelihoods and well-being.

**Jason Hon, Associate Director, Peninsular Malaysia & Sustainable Markets, WWF-Malaysia:**

“Investment in Ulu Muda Forest Complex – a biodiversity hotspot – can help improve climate resilience and the management of forests, enhance water and food security, and strengthen our community empowerment initiatives. WWF-Malaysia welcomes greater investment and continued collective actions for the conservation of this landscape. Together, we can safeguard this invaluable natural resource for both present and future generations.”

**Tim Cronin, Forests Forward Global Lead:** “Strong, collective private-sector action is crucial to halting and reversing forest loss and degradation globally. This is not just the right thing to do, but also the smart thing to do, given the critical role of forests and other natural resources in underpinning our communities and economies. The leadership shown by SIG in supporting the work in Ulu Muda helps us to demonstrate these connections, especially between forests and freshwater supply.”

SIG depends on forests for the wood fibers used to produce the liquid packaging board for its cartons. It ensures the sustainable management of the forests it sources from by purchasing 100% of the paperboard for its cartons with FSC™ certification.

SIG’s goal is to invest to create, restore, protect, or improve management of more thriving forests than it takes to make its products. Through the partnership with WWF Switzerland and Forests Forward, SIG is working to support projects on the ground that improve the sustainability, biodiversity, and resilience of forests.

### **About SIG**

SIG (FSC™ trademark license code: FSC™ C020428) is a leading solutions provider of packaging for better – better for our customers, for consumers, and for the world. With our unique portfolio of aseptic carton, bag-in-box, and spouted pouch, we work in partnership with our customers to bring food and beverage products to consumers around the world in a safe, sustainable, and affordable way. Our technology and outstanding innovation capabilities enable us to provide our customers with versatile packaging systems and solutions for innovative products and smart operations, all to address the ever-changing needs of consumers. Sustainability is integral to our business and guides us on our journey to create packaging for better – packaging that gives more to people and the planet than it takes out.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland, and is listed on the SIX Swiss Exchange. The skills and experience of our approximately 9,000 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2023, SIG produced 53 billion packs and generated €3.2 billion in revenue. SIG also has an AA ESG rating by MSCI, a 13.9 (low risk) score by Sustainalytics, Platinum CSR rating by EcoVadis, and is included in the FTSE4Good Index. For more information, visit our [website](#).

For insights into trends that drive the food and beverage industry, visit the [SIG blog](#).

### **About Forests Forward**

Forests Forward is a signature WWF program for corporate action in benefit of nature, climate, and people. Companies joining Forests Forward commit to ambitious goals on responsible sourcing, sustainable forest management, and investment in forest landscapes. Strong, collective private-sector action is crucial to halting and reversing forest loss and degradation globally. Find out more at [forestsforward.panda.org](https://forestsforward.panda.org)

### **Picture caption:**

Ulu Muda is a biodiversity hotspot, located in the state of Kedah in the northwestern part of Peninsular Malaysia. It is home to a huge number of plants and animals, including a large population of endangered Asian elephants. **(c) Sharifuz Zulhusni, WWF-Malaysia**

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