



WWF

BRIEF

2011

WWF Malaysia - Raymond Alfred

Al Gore and WWF unite for Forest and Climate conservation January 09, 2011, Jakarta, Indonesia

More than 600 hundred Indonesian government and business leaders joined former US Vice President and Nobel Laureate, Al Gore and WWF-Indonesia's CEO, Dr Efransjah at a gala dinner to celebrate the United Nation's International Year of the Forest and to discuss the role of business in finding forest solutions to the challenge of climate change.

WWF marked the event by launching a new initiative called the Heart of Borneo - Green Business Network (HoB-GBN). This network aims to get business engaged in delivering the Heart of Borneo Declaration, made by the governments of Indonesia, Brunei Darussalam and Malaysia in 2007, to conserve and sustainably manage the 22 million hectares of trans-boundary forests that stretch across the island.

WWF-Indonesia's CEO, Dr Efransjah said: "we know the commitments under the Heart of Borneo Declaration cannot be achieved without the support of the private sector. Tonight, we highlight solutions for involving business in green growth and offer them a range of tools to help them to do that."

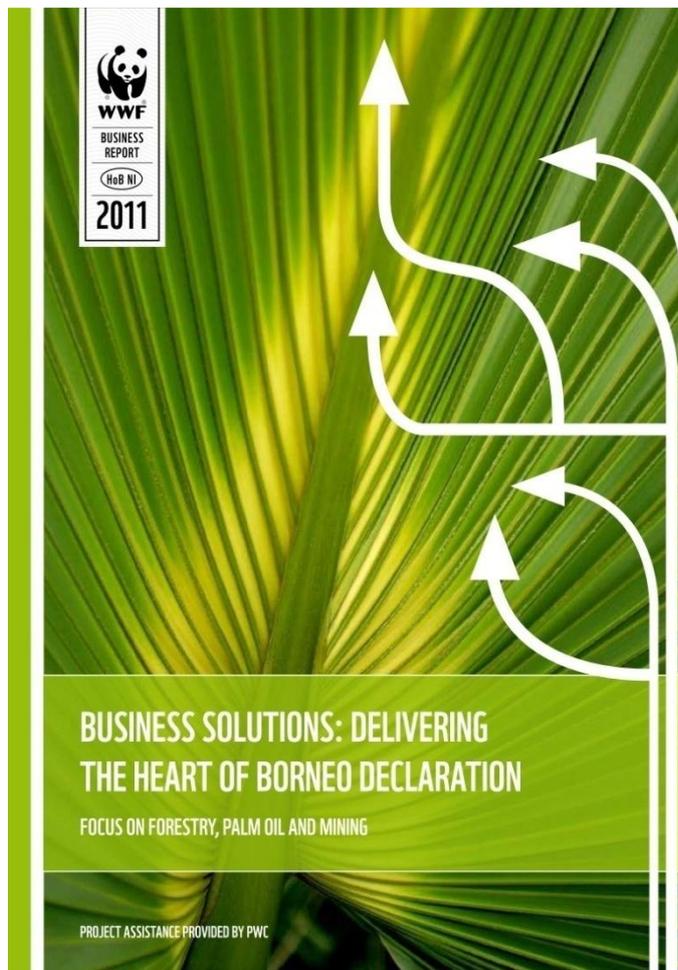


As one of the world's most influential voices on the environment and climate change, Mr Gore delivered an exclusive keynote address sharing his vision for the role of forests in a sustainable future.

"The beginning of the U.N. International Year of the Forests is the perfect time to have the impressive collaboration that this dinner and forthcoming B4E gathering between the business community, government leaders and NGOs represents," he said.

He went to outline the huge advantage for Indonesia to become the regional leader in the pursuit of a green economy in partnership with business.

"This may not be the easy choice today, but history will show that it is the right choice, morally, economically and environmentally," he said.



A report called *Business Solutions: Delivering the HoB Declaration* was also launched on the night by WWF as part of the roll out of the Green Business Network strategy.

The report, which surveyed 84 businesses in the HoB, found that only 54% of them had heard of the Heart of Borneo Declaration - but that once they found out more information, many were willing to be involved and felt that business, as well as government, would have an important role to play.

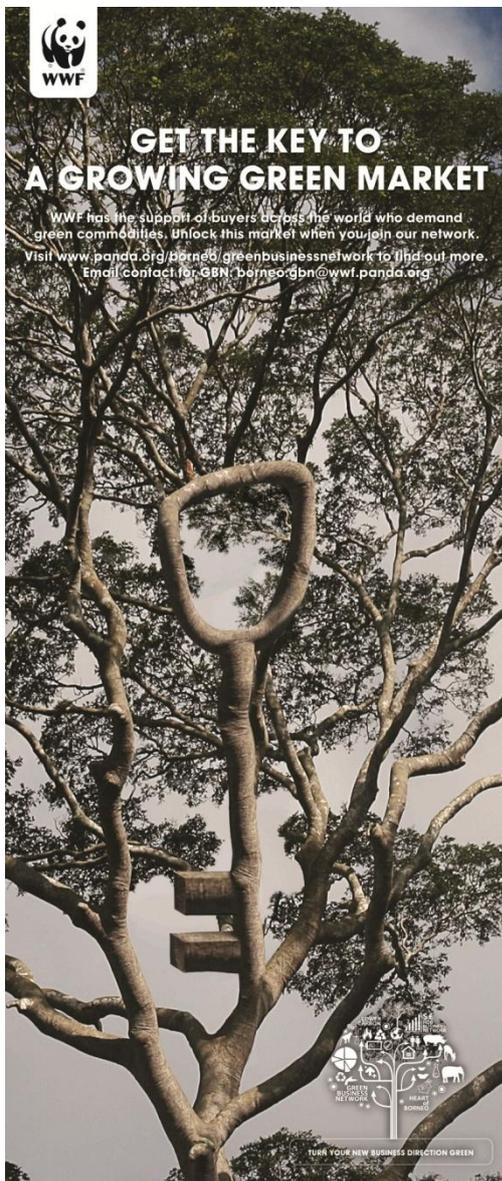
“That’s why we’re launching the Green Business Network, to support businesses that want to be part of the solution to climate change and biodiversity conservation, not part of the problem,” said Dr Efransjah.

The report was prepared for WWF with project assistance by international business consultants, PwC, through its Global Sustainability and Climate Change team, including environmental specialists from the firm’s Indonesia, Malaysia and the UK offices.

Malcolm Preston, global leader of Sustainability and Climate Change, PwC said: “The report demonstrates that early progress has been made in realising the Heart of Borneo vision. Without business engagement, however, sustainable economic development will be an uphill struggle. This is about working with business to build capacity and include them in a green growth economy, rather than excluding them, so that everyone in the area benefits.”

WWF’s leader for the Heart of Borneo Initiative Adam Tomasek said “The Heart of Borneo is a treasure chest of global importance in terms of biodiversity. During the past 15 years an average of 3 new species have been discovered every month. The Heart of Borneo has an opportunity to be a global icon for sustainability, but the conservation and development goals agreed will not be delivered without multi-sector collaboration. Tonight’s event is a strong signal that a diversity of groups are interested and committed to supporting the Heart of Borneo. Ambassadors, senior government officials, heads of bilateral and multilateral agencies, CEOs of businesses and NGOs celebrities and media all turned out in large numbers to support this event.”

The *Business Solutions* report, as well as the *Financing the Heart of Borneo* report released by the 3 Heart of Borneo governments during the UNCBD COP10 in October 2010 show clear steps for governments and private sector to take to achieve the commitments made for the Heart of Borneo. Across Indonesia, Malaysia and Brunei several national and international commitments on low carbon and green growth and have already been made. As we move through 2011 the UN Year of the Forests and toward the Rio+20 Summit in 2012, WWF and partners will detail how the values of the Heart of Borneo’s forests and ecosystems can drive green economic growth.



What the speaker's said:

Irman Gusman (Chairman of the Indonesian House of Regional Representatives) detailed how the government is seeking to balance economic growth with environmental and climate change priorities. El-Mustafa Benlamlih (Resident Coordinator for the United Nations) commended the Government of Indonesia on taking bold steps to reduce carbon emissions and expressed support from the international community to support achieving the commitments. Finally Gita Wirjawan (Chairman of the Indonesian National Investment Board-BKPM) described how a green economy is equally important for conservation, climate issues but also how it is critical for meeting national goals such as competitive growth, poverty alleviation and energy and food security.

Co-hosted by the Republic of Indonesia's House of Regional Representatives (DPD), WWF-Indonesia and Global Initiatives (GI), the dinner was part of the 2011 Business for Environment (B4E) Forest Dialogue - the forerunner to the world's leading international conference for business-driven action for the environment -the B4E Global Summit, organised by GI and scheduled for 27 - 29 April, 2011, in Jakarta. WWF will use the B4E Summit to showcase progress on developing scientific, business, financing and policy solutions for achieving large-scale conservation and green growth objectives in the Heart of Borneo and other places.

For more information about the Green Business Network please contact:

www.panda.org/borneo/greenbusinessnetwork

	<p>Why we are here. To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <hr/> <p>www.panda.org</p>
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