



WWF HoB's Green Business Network takes centre stage as part of the B4E Global Summit in Jakarta

WWF HoB's Green Business Network gathering was held in late April, in conjunction with one of the world's leading business and environmental conferences - the 2001 'Business 4 Environment'(B4E) global summit. The all day event aimed to establish stronger links between business, government, investors and donors in support of sustainable business across the 40% of the forests of Heart of Borneo that is currently under business concession.

Titled - HoB's Green Business Network- getting down to business in Borneo, the event marked the next phase of business engagement for the HoB program, following the highly successful Forest Dialogue dinner with Nobel Laureate Al Gore, in January.

A priority focus WWF Indonesia

In opening the Green Business Network day, WWF Indonesia CEO, Dr Efransjah, highlighted the HoB as one WWF Indonesia's top priority areas.



Dr. Efransjah - CEO WWF Indonesia

"Today, we have invited people from the business sector as well as governments, donors, consultants and fellow NGOs to add to the debate as to how we can all work better together to achieve more green business in Heart of Borneo," he said.

The importance of holding an event such as this emerged from research conducted by WWF's HoB Initiative in 2010. Interviews with more than 80 HoB forest based businesses revealed a strong desire to know more about the Indonesian government's plans and goals for the area.

"The companies we spoke to said they wanted to know more about sustainable business solutions for development in the HoB and we wanted an opportunity to present the business case for these solutions," said HoB Corporate Engagement leader, Katie Stafford.

"In January this year we launched the virtual Heart of Borneo Green Business Network to better inform businesses of HoB. This event was the natural follow to physically bring groups together to catalyze sustainable business through awareness raising and face to face, practical, action focused discussion," she said.

Indonesian Govt backs Green Business in HoB

Ir. Laksmi Dhewanthi, Assistant Deputy of Economics for the Indonesian Ministry of Environment, stood in to deliver the Environmental minister's speech emphasizing the Indonesian government's desire to provide incentives for the sustainable use of natural resources within a Green Economy in the HoB.

"Indonesia wishes to pursue a green economy in the HoB to achieve sustainable development that is pro poor, pro-growth, pro jobs, pro business and pro environment. A green economic approach is one of four pillars of the Indonesian government's new 20 year development plans for 2005-2025 which includes the goal of: A green and ever-lasting Indonesia." she said.



Ir. Laksmi Dhewanthi



The HoB Green Business surgery booth at B4E provided conference attendees with ample opportunity discover 'forest solutions' for greener business in the HoB

WWF's Living Forest report launch gets down to business in the Heart of Borneo

Network synergies were maximized with the release of the first chapter of WWF's Living Forests Report as a key component of the HoB Green Business Network business leaders event at the Business for the Environment Global Summit (B4E).

The B4E Summit, featuring Indonesian president Susilo Bambang Yudhoyono as a keynote speaker, was held in partnership with WWF Indonesia, events organiser Global Initiatives and the Indonesian government to jointly address urgent environmental issues.

The summit focused on deforestation and how new business models of sustainable forest management can benefit government, business and communities and proved to be an ideal venue for the launch of the Living Forests Report's first chapter. WWF International's Executive Director of Conservation, Lasse Gustavsson, previewed the 2011 Living Forests Campaign.

"There is no doubt in the minds of WWF that in order for us to find solutions to bigger challenges including development and ensuring the resources we have are well managed, the active involvement of the private sector is key, as is the involvement of governments and NGOs."

"The backbone for this discussion is the global crisis of natural resources - we are living, globally, as if we have access to 1.5 planets. We need to develop the economies in the south and fit the consumption of northern economies into the carrying capacity of the one and only planet that we have."

Rod Taylor, Director of Forests at WWF International, launched the first chapter of the Campaign, entitled Living Forests Report, highlighting the projected scenarios of global demands for food, fibre and energy and challenges to forests and biodiversity.

"We are squandering forests now by failing to sort out vital policy issues such as governance and economic incentives to keep forests standing," he said. The zero net deforestation and forest degradation model proposed in the Living Forests Report means the current deforestation rate of 13 million hectares per year would drop to zero. But it allows room for sustainable forest-based businesses such as those relying on monoculture plantations and those improving degraded land.

"Better governance and economic incentives will enable sound stewardship of forests and more productive use of already- degraded land," Mr Taylor said.

"This would ensure enough farming land, timber plantations and well-managed forests to meet current global demand for wood and food without further forest loss."

Nazir Foad, WWF Indonesia's director of Government, Corporate and Community Engagement focused on the steps that developed and developing nations needed to take to reduce consumption and halt forest loss. "Yes, developing countries will grow. But at the same time what we are calling for here is the minimization of consumption in developed countries. So WWF in Europe is working hard to promote sustainability and reduce consumption, while at the same time WWF in countries like Indonesia, China and India are working hard to promote sustainable certified products."



Lasse Gustavsson



Rod Taylor



Nazir Foad (far right)

For more information about the Green Business Network please contact:

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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.

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