

May 2012

## Celebrating Earth Day with the Heart of Borneo Festival and Forum

In the lead up to Earth Day, 22 April 2012, WWF Indonesia and WWF's HoB Global Initiative celebrated the rich biodiversity and natural beauty of the Borneo jungles and its indigenous cultural heritage, with a five day Festival and Forum held in Central Jakarta, Indonesia.

The theme for the event was: 'Bringing the Heart of Borneo conservation message to city dwellers, to promote awareness for a sustainable future for the HoB.

The HoB Forum provided the venue for discussion of policy, economic and business aspects of building a green economy in the HoB, effectively laying ground work for HoB government commitments on a green economy roadmap, to be showcased at the forthcoming Rio+20 Summit in Brazil.



The youth voice was also heard, with schools from throughout Jakarta competing for a place in the final of the 'Great Green Economy Youth Debate'. The prize for the winners—a fun and educational trip of a lifetime to the Heart of Borneo.

Indigenous leaders and performers from the HoB also used the occasion to raise their political voice to help define future priorities for their homelands. Their close connection to the forests of Borneo, was highlighted through a series of cultural events at the Festival of Borneo, staged in one of Jakarta's biggest malls.

## Pathways to a sustainable future in the Heart of Borneo

'Pathways to a sustainable future' was the key theme of the Heart of Borneo Forum's Green Economy Roundtable, co-hosted by the Association of Chartered Certified Accountants (ACCA). Bringing policy, business and investment perspectives together, the Roundtable explored opportunities, challenges and priorities for creating that future.

"The 'green race' is on," said Rob Evans, Technical Advisor, Sustainability and Climate Change with PricewaterhouseCoopers Indonesia.

He said businesses are transforming to low carbon economies, becoming leading suppliers of technology and solutions, creating a market in excess of US\$25 billion and growing. Sustainable business is smart business and the HoB provides a strong example of these principles in action.

### Opportunities for action

As a country seen as one of the frontrunners in the transition to a green economy, Indonesia is undergoing major social, environmental and economic transformations which are creating a range of opportunities for financing and business action.

Some of the key opportunities covered in the session focused on the wealth of experience in the region and increasing government and business leadership on green growth, particularly in Indonesia and Malaysia - and especially in the context of the Forum, in the Heart of Borneo.

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## Pathways to a sustainable future continued...

### Challenges

From a policy perspective, sound social policy and fundamental changes in both visible structure (e.g. physical) and invisible structure (e.g. fiscal policies, governance and lifestyles) are required before the shift towards green growth can occur.

Gordon Hewitt, ACCA's London based, Sustainability Advisor, spoke at the Roundtable noting that a key challenge for Indonesia was the implementing of national strategies at local level.

"Fundamental changes need to take place to the way in which the economy operates, which will require new business models and investment strategies. Accountants will need to be aware of the key trends impacting their clients and offer advice accordingly," he said.

### Priorities for a sustainable future

The Roundtable highlighted a number of key steps :

- changing resource use trends
- maximising investment in people
- developing a fruitful and sustainable engagement with the business community
- finding new growth models in Indonesia to influence public policy
- Collective efforts and common vision

### Green business sense

Credit Suisse is playing a key role in the transition to a green economy as both leader and actor. An overview of how sustainability has been integrated both internally and externally into the organisation was provided by Ben Ridley, Regional Head of Sustainability Affairs for Asia Pacific. "Sustainability makes good business sense – it delivers resource and cost savings, supports risk management, enhances business opportunities and improves stakeholder expectations", he said. "Credit Suisse views sustainability as a business opportunity – it is good for the environment, society and business."



## Incentives for a green economy

If a green economy improves the distribution of income and wealth and reduces ecological insecurities and environmental risks, then why would we want any other sort of economy in the world today? That was the question asked by Mr Pavan Sukhdev, founder and CEO of GIST Advisory and leader of The Economics of Eco-systems and Biodiversity (TEEB) project, speaking via a video opening address at the 'Incentives for a green economy' session, during the Heart of Borneo Forum.

Mr Sukhdev said a green economy could deliver environment, social and economic objectives and there were already a range of Indonesian government regulations and laws to support sustainable and sectoral green development. However, new investment mechanisms were needed to pave the way, providing new opportunities for generating financing that was not previously available.



### Challenges

The session discussed some of Indonesia's key challenges in moving towards a green economy. Many of these revolved around access – access to capital, to green technology, green human resources, data and information as well as good governance.

Investment is required to build skills and social capital as well as natural capital. Speakers during the session all noted that the planet's resources did not 'grow' alongside economic activities. Managing economic growth sustainably, and ensuring that local communities benefit from the amassed wealth, would be a key challenge for the future.

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## Incentives for a green economy continued...

### Priorities

Session participants called for a system whereby those who provided environmental services got paid for doing so and those who benefit from environmental services pay for using them, and proposed a series of steps to achieve this:

- Ongoing Payment for Environmental Services (PES) initiatives – connecting buyers and sellers to improve livelihoods and environmental services
- Supporting academic research on economic valuation of environmental services
- Promoting legislation including passing the draft law on environmental services
- Combining and implementing all of the options above.

The session closed with a call for regional dialogue and intergovernmental action.



## The value of nature to Indonesian business

The value of nature and the services it provides was the subject of debate on Thursday April 19 at the Heart of Borneo Forum.

Jointly organised by WWF Indonesia's Green Business Network and the Association of Low Carbon Industries (ALBI) – the evening discussion began with the launch of a new book on the subject, titled: *The Economics of Ecosystem and Biodiversity (TEEB)* in business and enterprise.

The book's author, Dr Joshua Bishop, former Chief Economist with the International Union for Conservation of Nature (IUCN) and now National Manager of Markets, Sustainability and Business Partnerships with WWF Australia, was in Jakarta to launch the book and lead a discussion on its implications for Indonesia, with particular reference to the vast 'natural capital asset' more commonly known as the Heart of Borneo (HoB).

The book reviews indicators and drivers of biodiversity loss and ecosystem decline, and looks behind the statistics to highlight how leading companies, large and small, are taking action to both conserve biodiversity and restore ecosystem services.

It examines the changing preferences of consumers for nature-friendly products and services, and offers examples of how companies are responding and getting ahead of the competition in the process. The book also describes recent global initiatives within the TEEB framework with direct application within the HoB and Indonesia.



"TEEB shows how more and more companies are measuring, reporting and reducing their impacts on biodiversity, while building new business models based on the restoration and conservation of natural capital," Dr Bishop says.

"The biodiversity-rich Heart of Borneo is a prime location for applying the TEEB approach. A HoB partnership, involving governments, business and civil society, could help accelerate the transition to a greener economy in Borneo," he added.

Dr Joshua's address reviewed a range of practical tools to manage biodiversity risks in business, with examples of how companies are using these tools to reduce costs, protect their brands and deliver real business value.

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## The value of nature to Indonesian business continued...

New business models that deliver biodiversity benefits and ecosystem services on a commercial basis were explored and the policy frameworks needed to stimulate investment and entrepreneurship to realize such opportunities discussed in the context of Indonesia and in particular, the Heart of Borneo.

WWF's HoB Financial Sustainability and Policy Strategy Leader, Anna van Paddenburg believes the role of business is crucial in securing a sustainable future for the HoB and beyond.

"Business plays a crucial role in society, providing goods, services and jobs. Without business there is no economy. But we need to stop and think for a second, does our economy today also serve people? Is it ready for a changing climate? Healthy ecosystems and a full complement of biodiversity can provide important buffers against the worst impacts of climate change."

"The cost of action now, is much less than the cost of inaction. The only way forward is therefore to advocate for more responsible and sustainable business across all sectors, for the benefit of all," she says.



## Breakfast Dialogue forges partnerships for a Green Economy in HoB

As part of the Heart of Borneo Forum in Jakarta, WWF and UNDP co-hosted a breakfast dialogue with ambassadors, diplomats and senior officials from 25 embassies, agencies and/or multilateral organizations, including the World and Asian Development Banks, to forge commitments for the support of green economy initiatives in the HoB.

Specifically, the event sought to bring together policy-makers, the diplomatic community, and development partners, with the aim of coordinating support for the Heart of Borneo, as well as expanding relationships across organizations to foster a partnership approach to creating a green economy.

The breakfast dialogue also provided the opportunity to discuss priorities to showcase the Heart of Borneo as a leading green economy initiative during the Rio+20 Summit, in June this year.

Opening the dialogue, Professor Dr. Emil Salim, leading economist, former Indonesian Minister and currently chairperson of President Yudhoyono's advisory council, highlighted the importance of the Heart of Borneo and the need for more action to achieve its goals.

Professor Salim said the Heart of Borneo must provide the impetus for "sustainable development in action" by simultaneously moving along triple tracks of Economic-Social-Environmental development, with methodologies and technologies that manage natural resources while sustaining nature's life support system.



He highlighted the key role local indigenous people could play, providing inspiration and insights as to how natural resources could be used for medicine, cosmetics, food and clothing - with science and technology adding value to these natural resources in a sustainable way.

"These experiences... can be extended to other parts of the world, providing an alternative to the conventional natural resource exploitative way of development," he said.

In this way, he added, efforts in the Heart of Borneo could be an inspiration for the world and showcased at the forthcoming Rio+20 Summit in Brazil in June, 2012.

"I urge all participants in this meeting to join forces to strengthen our partnership approach for sustainable development. Let us start now, right away... to employ sustainable development in the Heart of Borneo," he said.

## There is no Heart of Borneo without its people

“For us, we are rich and prosperous people. We are not lacking. We plant for rice, we harvest fruits, we take fish from the river, we build our home from forest wood, our medicine comes from forest herbs. We live from the forest. If the forest is gone, so are we.”

*Anye Apui, Customary Chief of Hulu Bahau in Malinau, East Kalimantan*

The Heart of Borneo Forum in Jakarta, April 18-20, was aimed at bringing together key stakeholders – including governments, the private sector and civil society – to discuss progress and possibilities in the transition to a green economy in the Heart of Borneo.

The Indigenous communities, with their traditions, knowledge and local wisdom, have been supportive of the Heart of Borneo Initiative, initiating trans-boundary grassroots support and action for the sustainable development of the Highlands. These communities are rich in experience that can contribute significantly to how the community can become involved in the sustainable development of this trans-boundary initiative.

Community involvement in the Forum highlighted the important role civil society can play in moving the green economy from a concept and set of plans to reality.

“We are the heartbeat of the Heart of Borneo. We are the ones you are talking about. Those plans you’re making will affect our life, because we live there,” John Tarawe from Bario, Sarawak-Malaysia, said when he spoke at a session titled *Delivering a Sustainable Future for the Heart of Borneo*.

Community leaders from the Forum of the Indigenous People of the Highlands of Borneo (FORMADAT), from both the Malaysia and Indonesia sides, joined the stage with representatives from the governments of Borneo. They outlined their vision for a sustainable future for Borneo.

*“We, the Indigenous People of the Highlands in the Heart of Borneo who share a common heritage and a common land as the Lun Dayeh, Kelabit, Lun Bawang, and Sa’ban people, come together in the Alliance of the Indigenous People of the Highlands of Borneo (FORMADAT) to: increase awareness and understanding about the highland communities, build local capacity, and encourage sustainable development in the Heart of Borneo.”*



During the event, WWF along with the community leaders launched the *Human Heart of Borneo*, a publication that speaks for the Indigenous Borneo people, celebrating their culture and their role in conserving the forests of Borneo.

The publication hopes to enable those outside the area to learn, feel and become attached to it – with that, support for the preservation of Borneo culture and nature can be built.



For more information on the **Heart of Borneo Initiative** please contact:

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### Credits

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