



PARTNERSHIP FOR
SUSTAINABLE CONSUMPTION
AND PRODUCTION

Supported by
Ministry of Environment, Forestry and Climate Change
and Ministry of Agriculture, Forestry and Fisheries
Based on a decision of the German Bundestag



© WWF-Indonesia/Dissy Ekapramudita



Establish Low Carbon Consumption & Production In Indonesia

Implementation of IKI SCP Project in Indonesia aim to reduce GHG emissions by integrating principles of sustainable consumption and production (SCP) in policies, business and civil society movements. The project strategy includes advocating policies to integrate SCP principles in agriculture and forestry sector, intervention to private sector to encourage incorporation of SCP principles in business practices, and raising consumers awareness on SCP through improved availability, accessibility and quality of consumer information.

Policy Advocacy

WWF-Indonesia is performing analysis and review of Indonesia's Intended Nationally Determined Contribution gradually by involving government, private sectors as well as civil society organizations (CSOs). The analysis and review aim to result in mitigation actions and policy strategies for reducing GHG emissions in the agricultural sector. Result from the analysis will further be formulated into a set of policy recommendations for adoption by the national government and gain endorsement from related government agencies. The process to date have identified several main recommendations including optimization of land banking areas, optimization of non-productive/stranded lands, halting conversion of remaining forest for palm oil, optimization of good agriculture practice – National Action Plan (NAP) Sustainable Palm Oil, and establishment of HCV and HCS areas in existing palm oil company – to protect peat land and natural forest (secondary and primary).



Business Intervention

Based on analysis of sustainable business models, WWF-Indonesia is targeting establishment of a platform that accommodates corporate collaboration to progress collectively in implementing sustainability practices. WWF-Indonesia is engaging with interested companies and other initiatives such as the Indonesia Business Council for Sustainable Development (IBCSO) to establish such platform with a sub working group focused on palm oil. WWF will also develop tools to support this process, including Sustainable Retail Scorecard and Sustainable Retail Guideline. A scorecard will publicly reveal company's level of compliance to sustainability practices and the guideline will serve as the company's guidance to meet sustainability practices required to reduce company's footprint.

Raising Consumer Awareness

Developing from WWF-Indonesia's 'Beli Yang Baik' campaign that was initiated in 2015, consumers work performed under IKI SCP Project aims to increase understanding of sustainable consumption and production practices among Indonesian consumers. The strategy is to partner with community groups to increase the campaign outreach. One of them is the Earth Hour community, a locally based youth group that actively distributes messages and performs educational activities on green lifestyle. Under the IKI SCP Project, the community is extending 'Beli Yang Baik' campaign to target university students in 7 cities (Jakarta, Bogor, Tangerang, Bandung, Cimahi, Surabaya, Sidoarjo, Malang).

Another engaged community is The Indonesia Organic Community (KOI) that consists of small and medium scale producers of organic products. WWF-Indonesia is supporting the community's 'Local for Local' campaign that targets both the producer members and their customers to understand the importance of consuming products that are produced locally and organically with minimum waste. The last community partner for the project is Burgreens, a social enterprise that aims to educate consumers on the benefits of plant-based eating for environmental and human health. Burgreens initiated the 'Live Greener' campaign that aims to educate young professionals, community leaders and environment sustainability enthusiasts on the overall aspect of sustainable living which covers food, fashion and home living.

Two other initiatives in this project are to engage with groups of social gathering commonly known in Indonesia as 'arisan' and to raise consumer awareness on SCP using digital platform to distribute information regarding SCP and green shopping guideline. For this we are targeting collaborations with existing online shopping platforms such as Gojek, Tokopedia, Happy Fresh, Bukalapak, JD.id, Shopee, etc. whose users continue to increase.