



FACTSHEET

HoB

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# Green economy in the Heart of Borneo (HoB)

Integrating conservation, economic development and well-being  
of communities across the Heart of Borneo



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The Heart of Borneo (HoB) is a 22-million hectare landscape of natural capital with intact forests that is home to a diverse group of wildlife species such as orang utan, clouded leopard, pygmy elephant and Sumatran rhino. Apart from being one of WWF's global priority conservation areas, HoB is also an important socio-economic development area for the livelihoods of the local and indigenous people.

A two-million hectare site, spanning from northern West Kalimantan to the south-west of Sarawak, has been identified for this HoB Transboundary Corridor project, funded under the International Climate Initiative, Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety of Germany.

The corridor project aims at developing a green economy management concept that promotes environmentally-friendly resource use and production within the transboundary HoB Corridor for West Kalimantan and Sarawak.

The project has five major outputs:

1. A transboundary Green Economy Management Concept comprising Land-Use Plan and Green Economy Action Plan is developed and accepted by government authorities;
2. Awareness is raised and capacities are developed among business sectors to adopt environmentally-friendly business practices for palm oil and timber productions;
3. Local communities are empowered to co-manage natural resources in a sustainable manner and according to the green economy concept;
4. The Green Economy Management Concept is replicated across the whole of HoB, particularly in conservation areas that are of critical importance to the international community;
5. Internal management structure is applied, for an effective, transparent and successful implementation of the project.

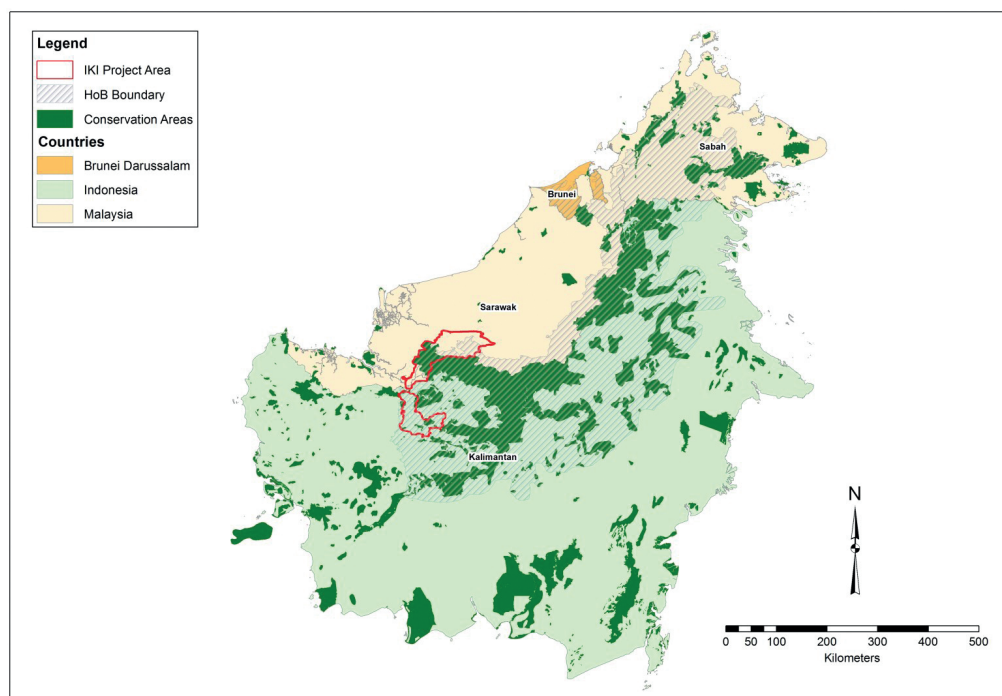
The project is expected to generate economic, social and environmental benefits to mankind and nature.

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## PROJECT BENEFITS

This project contributes to all the five pillars under the HoB Action Plan as endorsed by the Malaysian and Indonesia governments. They are transboundary management, protected area management, sustainable resource management, ecotourism and capacity building. Thus, this project will demonstrate how sustainable economic development can be integrated with conservation.

This project is situated within the HoB Corridor initiative that aims at creating an ecological connectivity between protected areas and different land uses that spans Brunei Darussalam, the two Malaysian states of Sabah and Sarawak, and four Indonesian provinces of West, Central, East and North Kalimantan (see map below).



## KEY FEATURES OF PROJECT SITE



Commodity production  
& ecotourism area



Orang utan habitat



National parks/  
protected areas



Production forests  
& oil palm plantations



Local communities  
& livelihoods



Water catchments

## PROJECT TEAM & PARTNERS

Project supporter: BMEL German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety of Germany  
Project managers: WWF- Germany, WWF-Indonesia & WWF-Malaysia  
Partners: Forest Department Sarawak & Kapuas Hulu District Office



### 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.

[wwf.panda.org/borneo](http://wwf.panda.org/borneo)

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