

SINGAPORE ROADSHOW



HoB was the focus of widespread media coverage across international television, radio networks and print as part of a roadshow in Singapore revolving around

National Geographic Photographer, Mattias Klum's photographic exhibition and WWF's work in the Heart of Borneo.

The roadshow was an ideal platform for raising awareness and support for the HoB Initiative. It is hoped that this pilot project will inspire other WWF offices to support the roadshow concept around the globe.



A WAY FORWARD FOR FINANCING THE HEART OF BORNEO

The Indonesian Government's HoB National Working Group together with WWF organized the first ever Partners Roundtable in Jakarta, to

discuss the outcomes of the recently completed 'Feasibility Assessment for Financing the Heart of Borneo' and identify future areas of cooperation and support.

The roundtable included representatives from bi- and multi-lateral aid agencies and partner organizations who highlighted their interests in a partnership approach to conservation in the HoB.

2010 Highlights

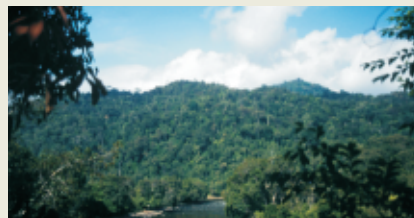
MAY

JUNE

28 JUN

NEW COMPANIES COMMITTED TO SUSTAINABLE FOREST MANAGEMENT IN HOB

June 2010 saw eight new Indonesian forestry companies with logging concessions sign up to The Borneo Initiative, committing to develop more responsible management of rainforests including four located within the Heart of Borneo.



Established in 2008, The Borneo Initiative (TBI) is working closely with WWF's Global Forest and Trade Network to increase responsible forest management in the Heart of Borneo. Now engaging with concessions covering more than 1.4 million hectares of natural forest, TBI, WWF's GFTN and other NGO partners are targeting another 4 million hectares to be certified by 2015.

In Brief

- ▶ REDD+ within HoB is prioritized within German Government's new \$3 Million FORCLIME project in Indonesia.
- ▶ Over 60 businesses engaged with WWF's analysis of the potential role of the private sector in preserving the HoB.
- ▶ ASEAN State of Environment Report highlights HoB as a key regional initiative for environmental sustainability and socioeconomic development.
- ▶ HoB recognized as "a positive story for change" during the Fighting Deforestation event at the UNFCCC COP15 in Copenhagen.
- ▶ HoB's first Public Service Announcement aired twice daily on National Geographic channels throughout Asia during June and July 2010.
- ▶ NORAD commits \$360,000 to second phase of the landscape REDD program in Kutai Barat District (East Kalimantan).
- ▶ Initiated design of two new GEF projects in HoB (both Indonesia and Malaysia), with expected investments of more than \$17 Million.
- ▶ Secured \$100,000 and new partnership with major international bank to develop pilot High Conservation Value Forest investment screening tool.
- ▶ HoB included in President Yudhoyono's '100 day priorities' of his second term and Indonesia's Ministry of Forestry new 5-year strategic plan.
- ▶ HoB positioned as priority under new Indonesia and Norway \$1 Billion 'Cooperation on reducing greenhouse gas emissions from deforestation and degradation'
- ▶ Balikpapan Declaration on REDD+ was agreed by three governors of East, West and Central Kalimantan as part of Government of Indonesia's commitments at UNFCCC COP15.
- ▶ Sustainable Financing Feasibility Assessment completed within three Member Countries and presented to 4th HoB Government Tri-lateral meeting.

In the Field

- ▶ Sabah signs MoU with WWF Malaysia, restoring nearly 1,000 hectares of degraded areas for Orang-utan habitat.
- ▶ 450 elementary and junior high school students in Kalimantan took part in two Orang-utan CAMPAIGNS.
- ▶ Initial surveys and expeditions in Sungai Ingei landscape as part of collaboration with Government of Brunei, Universiti of Brunei and Standard Chartered Bank.
- ▶ Two Community Ranger and law-enforcement workshops facilitated to reduce the incidence of Orang-utan poaching.
- ▶ Forest restoration, monitoring and enforcement patrols add to Orang-utan protection efforts in the Ulu Segama Malua Forest Reserve Project, Sabah.
- ▶ Development of cooperative action plan to rehabilitate degraded peatlands in HoB and reduce CO2 emissions initiated with Government of Brunei, UK Foreign Commonwealth Office and Standard Chartered Bank.



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Highlights from the Heart of Borneo

An overview of the impressive achievements being made by the HoB three governments, WWF and their many other partners during the 2010 financial year.

21 JUL

BODY SHOP SINGAPORE DONATES 10% OF SOAP PROFITS TO HoB



The Body Shop Singapore donated 10% of the profits from sales of soaps made from sustainable palm oil to WWF's Heart of Borneo Initiative, raising S\$20,000 (US\$16,000) in the 12 months of the campaign.

Josephine Chow, General Manager of The Body Shop Singapore said, "There is an urgent need to safeguard the Heart of Borneo for future generations."

ASIAN GREEN GOVERNORS



Governors from forest-rich Asian countries met in Singapore in November 2009, to urge APEC leaders and UN Framework Convention on Climate Change negotiators to place forest protection, restoration of

forests and payments for environmental services at the forefront of efforts to halt climate change.

The meeting was convened by the Asian Development Bank and WWF's HoB Initiative was highlighted as a prime example of the sort of action needed in the region to mitigate the effects of climate change.

SAFEGUARDING FLAGSHIP SPECIES



Elephant and rhino work in key habitats in Sabah continued with the establishment of a rhino protection unit, evaluation of enforcement policies and legislation, and the creation of an elephant action plan.

PARTICIPATORY MAPPING IDENTIFIES NEW AREAS IN HoB

Village Participatory mapping was undertaken within Kutai Barat District (Kalimantan) in the Heart of Borneo (HoB). While assisting the HoB team to develop clear and detailed information about the local flora and fauna (including Orang-utans and other primates), the process also allows the views and voices of the local community to play an integral role in the development of sustainable forest management in their region.



"Humans and wildlife have co-existed in the relative harmony in the Heart of Borneo for thousands of years," said Adam Tomasek, Leader of the WWF's HoB. "If we are to understand the natural history and habitats of these remote areas, it is absolutely critical that we work with the local people every step of the way."

2009 Highlights

2010 Highlights

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

NEXT

26-27 OCT

SABAH STATE GOVERNMENT COMMITS TO PROTECTING ORANG-UTAN HABITATS



A five-year Memorandum of Understanding between WWF-Malaysia and the Sabah state government made possible with RM4.35 million contributed by ITOCHU Corporation of Japan, will guide restoration of 967 hectares of degraded Orang-utan habitat within the Heart of Borneo.

This public-private partnership is a leading example of how sustainable resource management and conservation is possible within HoB.

8 DEC

TA ANN HOLDINGS JOINS WWF's GLOBAL FOREST AND TRADE NETWORK



Ta Ann Holdings Berhad became the first publically listed company in Sarawak, Malaysia, to join WWF's Global Forest & Trade Network-Malaysia (GFTN-Malaysia) to support responsible forestry.

The company signed a memorandum of understanding with WWF-Malaysia demonstrating its full commitment to implementing sustainable forest management and obtaining forest certification for its operations, 70% of which are carried out within the Heart of Borneo (HoB).

18-19 APR

HoB AND TRAFFIC ADDRESS ILLEGAL WILDLIFE TRADE



Customs and excise authorities from Indonesia, Malaysia and Brunei, gathered in Brunei for a two-day workshop on Wildlife Crime in the Heart of Borneo to raise awareness of illegal wildlife trade, the smuggling of wildlife across borders and the Convention on International Trade on Endangered Species of Flora and Fauna (CITES).

The workshop was the second of its kind since 2009, organised by Traffic Southeast Asia and the Brunei Forestry Department and funded by US Department of State to enable the three HoB countries to jointly fight wildlife poaching.

22 APR

4TH TRILATERAL GOVERNMENT MEETING



WWF's new report *Borneo's New World: Newly Discovered Species in the Heart of Borneo* was launched at the 4th Heart of Borneo Trilateral government meeting in Brunei on Earth Day, 22 April, 2010.

WWF was also invited to present the findings and recommendations from a three country Feasibility Assessment on Sustainable Financing.