

# Transformational Initiatives: WWF'S Lessons Learned

- YAOUNDE SUMMIT for West-Central African forest conservation
- ARPA to save the Amazon
- NORTHERN ANDES EAP for a Neotropical montane ecoregion
- MESO-AMERICAN REEF programme in the Caribbean
- HEART OF BORNEO



# THE FIRST LESSON

Plunge in without letting the details  
delay you!



# A global precedent: The Yaoundé Summit March 1999

- Heads of State meeting hosted by President of Cameroon, co-chaired by The Duke of Edinburgh

- The Yaoundé Declaration: an agreement of 5 governments to:
  - create trans-border protected areas covering 28,000 sq km in the Congo Basin





## Lessons:

WWF convinced the President of Cameroon of the need for a summit before the content of the meeting was worked out.

This created pressure to work out a “Yaounde Declaration” in time for the meeting.

*The Result:* Over the next 5 years a joint Action Plan and then a Treaty



# Lessons from the Amazon :

## HAVE A BOLD TARGET: Protect 10% of the Amazon

Get the target **recognised** by multiple agencies. This avoided any problems of it being just a “single organization target”



# PUSH AT THE HIGHEST LEVELS:

WWF used access to high offices (the President of Brazil, the World Bank and the GEF) to lobby for ARPA.

Staff in these agencies received clear signals that “the boss wants the deal to be ready”.



# Further Lessons:

Form local NGO coalition early on

Have some contingency money  
available

Mapping is crucial: - geographical and  
biological mapping





A photograph of a massive tree trunk in a lush, green forest. The tree trunk is covered in moss and ferns, indicating a humid environment. A person stands at the base of the tree on the left side, providing a sense of scale. The person is shirtless and wearing a patterned sarong, holding a long wooden staff. The forest is dense with various green plants and trees in the background.

# Heart of Borneo

## Three Countries, One Conservation Vision



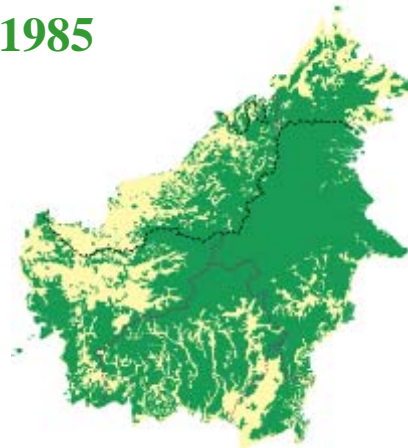


## Borneo forest cover 1900 - 2005

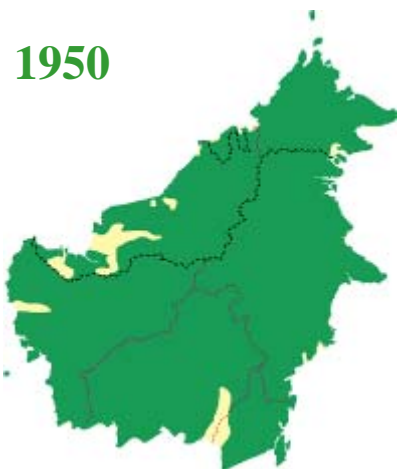
1900



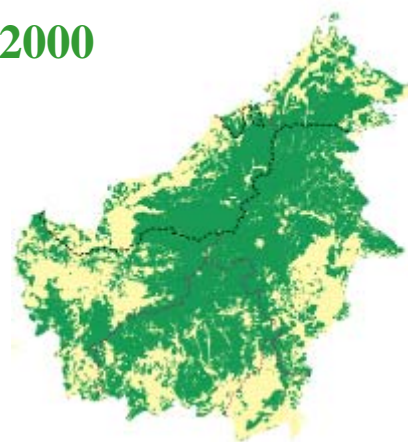
1985



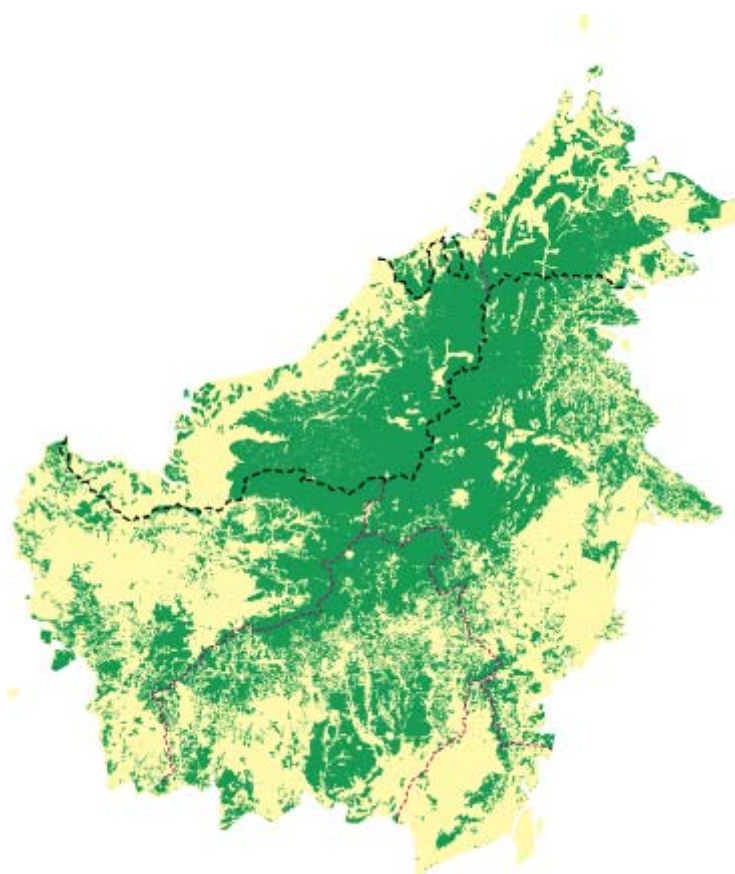
1950



2000



2005



GOAL:

*Tri-Government  
“Heart of Borneo”  
Declaration  
by March 2006*

A low-angle photograph looking up into a dense forest. Sunlight filters through the thick canopy of green leaves, creating a dappled light effect. The tree trunks are dark and silhouetted against the brighter sky. The overall mood is serene and majestic.

***What's in it for the governments?***

***One of only two places on the planet where  
rhinos, elephants and orangutans co-exist***





***14 of 20 major rivers originate in the Heart of Borneo***



Giving a platform







# The Jakarta Post

## BUSINESS

Monday, July 18, 2005

### Govt plans world's largest oil palm plantations

Rendi A. Witular  
The Jakarta Post/Jakarta

**T**he government is working on the development of the world's largest integrated oil palm plantation, including processing facilities, which would run along the 850 kilometer-long border with Malaysia in Kalimantan.

The government expects more than 500,000 jobs will be created through the project and oil palm production will increase by some 2.7 million bunches annually, Minister of Agriculture Anton Apriyantono told *The Jakarta Post* recently.

The establishment of the plantation — which will start producing by 2010 — and its supporting industry is estimated to cost approximately Rp 5.5 trillion (some US\$567 million) over the next five years.

"The project is aimed at strengthening our border against our neighbor Malaysia, as well as reducing the prosperity gap between our people living along the border and those in Malaysia," said Anton.

Anton said his ministry was tasked with coordinating the development of the plantation, including attracting local and foreign investors and providing seedlings and

farming equipment.

Foreign investors interested in the business are required to form a joint venture with local investors, he added.

Due in part to a lack of development, the border between Indonesia and Malaysia in Kalimantan has become a haven for illegal loggers, many backed up by law enforcers, in smuggling out logs from protected forests.

Anton said the government would initially focus on developing oil palm plantations in several regencies including Sambas, Bengkayang, Sintang and Sanggau in East Kalimantan, and in Kapuas in Central Kalimantan.

"The end-product can be exported overseas or sold on the local market for developing biodiesel fuel, which is much needed to help reduce the domestic consumption of subsidized premium gasoline. Therefore, the plantation has huge prospects," said Anton.

Aside from oil palm, several areas near the border will be cultivated as rubber plantations with an estimated output of some 135,000 tons of dried rubber annually, he said.

The development of the plantations will involve the Ministry of Manpower and

Transmigration in providing workers, the Ministry of Public Works in building roads and opening up access, and the Ministry of Forestry in land acquisition.

Ministry of Manpower and Transmigration Fahmi Idris told *The Jakarta Post* his ministry would intensify transmigration programs for recruiting unemployed people in densely populated provinces, such as those in Java, to be relocated into the planned plantation areas.

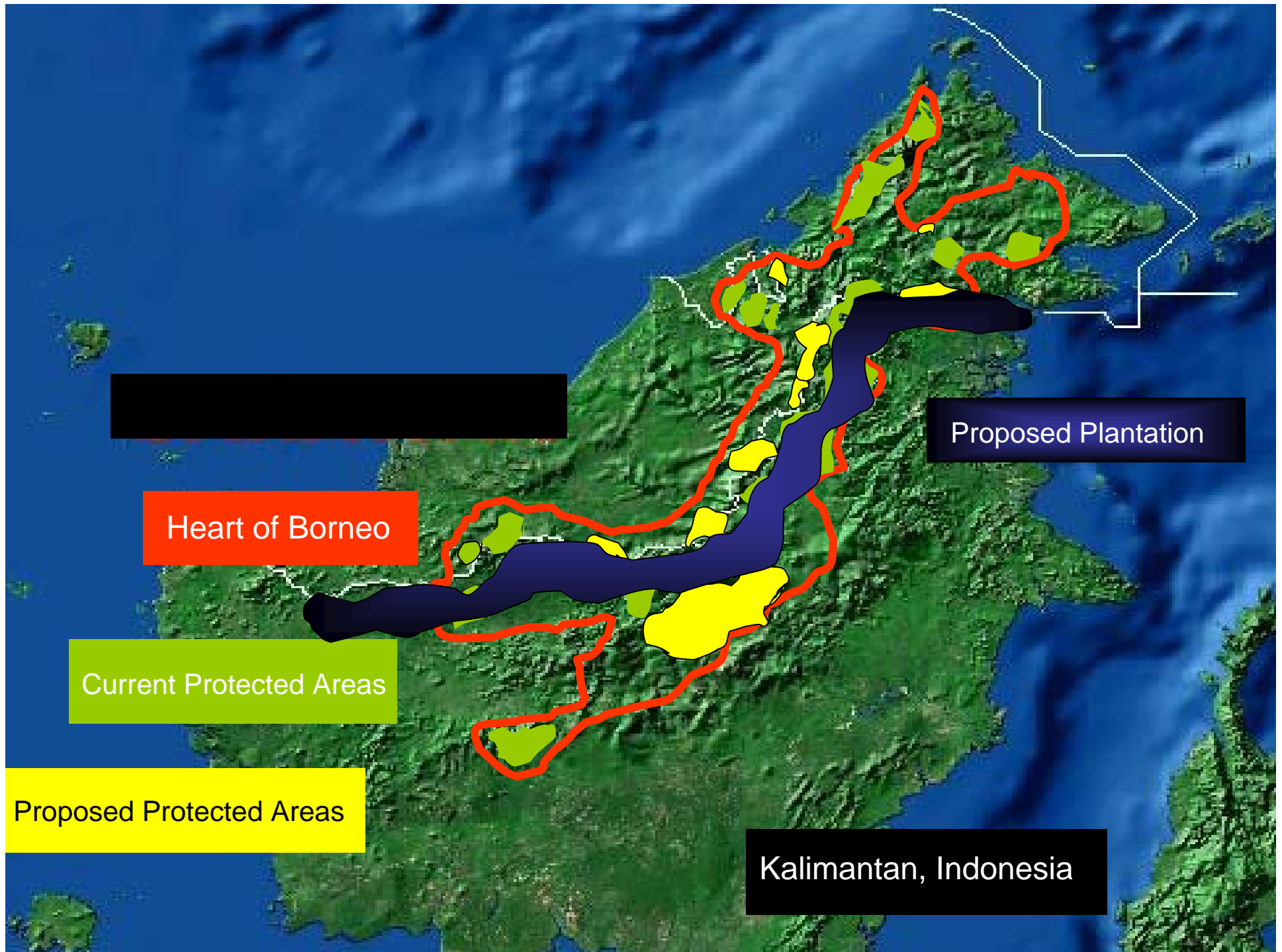
"We are currently working with the Ministry of Agriculture on the mechanism to relocate unemployed people or farmers from densely populated provinces to border areas under the transmigration program," said Fahmi.

Indonesia is the world's second largest exporter after Malaysia of oil palm — a raw material for, among other things, cooking oil, soap and detergent.

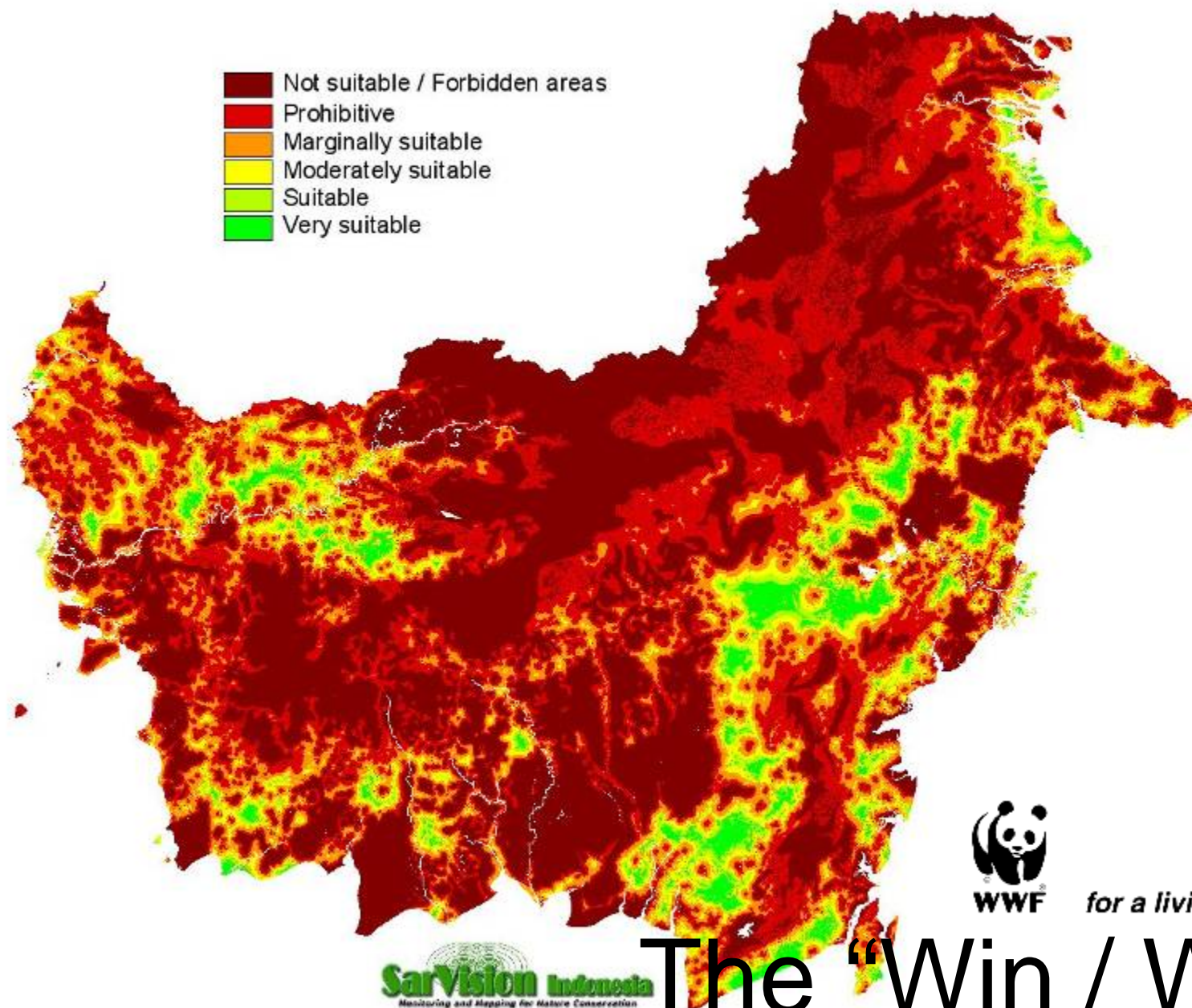
Output from the two countries makes up about 85 percent of yearly global oil palm production.

According to data from the Central Statistics Agency (BPS), the country produced about 12 million tons of crude oil palm last year, with about 8.66 million tons exported to China, India, Pakistan, Bangladesh and the Netherlands.





# OIL PALM PLANTATION SUITABILITY



## The “Win / Win”

# Meeting the President





# Forest conversion on Kalimantan border halted

The Jakarta Post  
Jakarta

**T**he government said on Wednesday it would forbid any new conversion of forests for plantation use in the Kalimantan border areas in a bid to help protect the environment.

Minister of Forestry Malam S. Ka'ban said that his office instead wanted to lure private investors to rehabilitate some 1.1 million hectares of abandoned deforested areas on the Kalimantan border through a "build, operate, rehabilitate and transfer" (BORT) mechanism.

"The Ministry of Forestry will no longer allow conversion of forests into plantations. We will instead optimize the use of abandoned lands," the minister said in a written speech read out by the director general of forest protection and natural resource conservation Arman Malolongan at a workshop

on a conservation area referred to as the Heart of Borneo (HOB).

Under the BORT mechanism, investors would be allowed to replant 40 percent of the areas with commercial agricultural crops, while the remaining 60 percent must be reforested.

"Under BORT, the companies will only receive concession rights for 25 years to 35 years. And they cannot be extended. After that, the firms have to restore the areas that were used for plantations," Ka'ban said.

The plan should bode well with the conservation work at the HOB, environmentalists said.

The HOB, the only place on earth where massive conservation is viable, is located in a 220,000 square kilometers protected area that straddles the transboundary highlands of Brunei, Indonesia and Malaysia.

The area is the third largest tropical forest on the

planet, after the Amazon in Brazil and Congo in Africa.

"Should the minister's words be fully implemented, we all should be happy that HOB will remain protected and that the planned giant oil palm plantation project will not be allowed to harm the HOB area," World Wide Fund for Nature Indonesia head of forestry programs Dian Achmad Kosasih told *The Jakarta Post*.

Several environmental groups, including WWF, have opposed the government's plan to set up a giant oil palm plantation in Kalimantan covering an area of 1.8 million hectares, fearing that it will threaten the rich biodiversity of the island. Under the initial plan, the plantation project would cover part of the HOB area on the Kalimantan border.

WWF Indonesia executive director Mubariq Ahmad said the HOB should always be kept protected because it was home to many species.





# Boost for Borneo forest

Three countries sign pact to conserve 22 million hectares

By and photo by ROYCE CHEAM  
worldwide.com.my

Malaysia, Indonesia and Brunei have entered into a historic agreement to conserve a 22 million-hectare forest area in Borneo.

The signing ceremony of the Heart of Borneo Declaration here on Tuesday was hailed as a momentous occasion as it is the first time ever that an agreement was made between nations to protect an area so huge.

Malaysian Resources and Environment Minister Datuk Seri Azmi Zaid, who represented Malaysia, said: "This initiative will see about 31% of the island of Borneo being marked for protection."

"The next step will be a series of discussions at the national and regional levels to formulate project documents to discuss how to go about protecting this area."

Azmi said the forests of Borneo, which is the world's third largest island, housed the most diverse and populous number of plants and animals.

When asked if this meant that logging would be completely banned in such areas, Azmi said discussions had not reached such details yet.

"The HOB project needs political will together with the help of the private sector to make it work."

Azmi said the initiative could spawn extra training grounds for environmental management and could also increase social activities



Ministry of Forestry  
Republic of Indonesia



Ministry of Natural Resources  
and Environment  
Malaysia

Heart of Borneo Declaration  
Signing  
12th  
countries

Historic moment: From left, Azmi Zaid, Indonesian Minister of Forestry, and Bruneian Minister of Natural Resources and Environment, signing the Heart of Borneo Declaration.

such as wildlife recreation. Another benefit is that this will develop the ecotourism, tourism and adventure markets.

The protection of these forests will also mean fewer trees

The Star 1:

## Britain lauds rainforest deal

THE British High Commissioner, Boyd McCleary, welcomes the historic agreement between Malaysia, Indonesia and Brunei, announced by Forest Ministers in Bali on Feb 12, to conserve a 22 million-hectare rainforest in the island of Borneo - the Heart of Borneo Declaration.

This area, which is nearly the size of the United Kingdom, includes Danum Valley in Sabah, which is one of the first places I visited when I arrived in Malaysia last summer. Danum has for the last 20 years played host to dozens of British scientists, working under the auspices of the Royal Society's South-East Asia Rainforest Research Programme.

It is home to some of the most diverse and unique animals, plants and natural landscapes in the world. The Heart of Borneo is also an area where millions of people live, many of whom are dependent on the forest for their livelihood.

The declaration signals the intention of the three governments to protect natural resources, practice sustainable management and reduce poverty.

This fits fairly and squarely with the sustainable development agenda

» The declaration signals the intention of the three governments to protect natural resources, practice sustainable management and reduce poverty«

W.B. MCCLEARY



of the British High Commission in Malaysia.

We have been active for a number of years in support of local governments and NGOs in fields such as promoting responsible ecotourism, protecting natural habitats and preventing illegal trade in endangered species, many of which live in the Heart of Borneo area.

We look forward to seeing further plans to build on this declaration

in saving 30% of Borneo's land-mass and turning it into a suitably protected and sustainably managed area. The Heart of Borneo project provides great hope for all who care for the future of this planet on which we live.

W.B. MCCLEARY, CVO,  
High Commissioner,  
British High Commission in  
Malaysia.

## 保護婆羅洲雨林 文簽《雨林宣言》

去新電)馬來  
周一達致協  
了婆羅洲三  
雨林,當地  
生動物的

在峇厘島

物基金會  
三國同  
22萬平  
概括了  
地。  
部長  
“這

代表了三國矢言合作保護并管理‘婆羅洲之心’。”

野生动物基金会指出,这项协议也终止了在加里曼丹开辟全球最大油棕园的计划。

### 阿兹米:有助制止烟霾

阿兹米卡立也在吉隆坡发表文告说,这项宣言可更有效的限制烧芭,它也能加速解决长久以来不易有效制止的烟霾及林火。

他说,宣言希望在三国在边界进行自愿性的合作,不受任何法律约束,以保护森林

### New species in Borneo

New species within  
"Heart of Borneo"  
220,000 km<sup>2</sup> forest linking  
several protected areas  
and reserves

New species outside  
Heart of Borneo



52 new species identified on the island of Borneo, according to the wildlife group WWF



Miniature fish species  
(Poeciliopsis micromegastis)

Source: World Wildlife Fund

192206 AFP

Some advice from Claude  
Martin, Ex-Director-General  
“there will always be a host  
of people who will tell you  
why your brave initiative  
won't work”