

IMPACT

STORIES

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# Introduction

Throughout 2013 to 2018, WWF continued and extended its efforts to build a future in which humans live in harmony with nature.

Improving human interactions with the natural world is a never-ending journey, with many significant milestones to be acknowledged along the way. For the last five years, WWF chartered a course with several noteworthy impact stories covering wildlife protection, sustainable practices, indigenous people and responsible consumption. These success stories included the protection of tiger and Javan rhino, combating shark fin consumption, work on forestry product certification, the establishment of corridor in connecting the buffer zone of Betung Kerihun National Park, catalyzing the decree of Conservation Forest Management Unit Rimbang Baling, new Marine Protected Areas in Sunda Banda Seascape (SBS) and the mapping of vital spaces for Papua and SBS. WWF also rolled out an innovative consumption campaign entitled Beli Yang Baik and contributed to the expansion of the Earth Hour movement.

Please join us on this voyage by reading these remarkable stories. We are determined to make a meaningful impact and reverse the trends that are currently threatening our natural world, but a journey like this is only made possible by working together.

Together Possible.



**Rizal Malik**  
CEO  
WWF-Indonesia

Cosmas Sirken searching for mud crabs in the mangroves around his house. He is part of a crab fishing cooperative in Kei Kecil, Indonesia © James Morgan / WWF-US





## Story 01

# JAVAN RHINO - BRINGING BACK AN ICON FROM THE EDGE OF EXTINCTION

**U**jung Kulon, the last remaining stronghold of the the Javan rhino, has a special place in the heart of WWF – it was there that we began our activities in Indonesia in the 1960s. Efforts to stabilize and bring back the population of this rare mammal are symbolic of the perseverance and commitment that is needed to protect some of the most iconic and spectacular wildlife on Earth – and the landscapes that allow them to thrive. For the Javan rhino, there is now a glimmer of hope.



The Ujung Kulon peninsula juts out to the west from the island of Java like a bulwark into the Sunda Sea, forming a roughly triangular protrusion that is mostly covered by dense jungle and fringed by reefs. Ujung Kulon is a national park and a World Heritage Site – but also a conservation arena of significant importance.

### HANGING BY A THREAD

It is in this natural patch of forest that over the past decades, WWF, together with public and private partners, has worked to protect the last stronghold of the world's rarest large mammal, the Javan rhino.

As human settlements and activities especially poaching have disrupted Java's rapidly thinning forests, the rhino population has beat a steady retreat that has confined it to the habitat "pocket" that is Ujung Kulon. With a distinct sub-species from Vietnam having been declared as extinct, this is the only population of Javan rhino in the world – now classified as Critically Endangered in the IUCN Red List.

### COMEBACK FOR THE RHINO

Through the involvement of the Ujung Kulon National Park authority, effective law enforcement in the park has resulted in the complete elimination of rhino poaching since the early 1990s. The result? The rhino population has bounced back from 20-30 individuals in the 1960s to 50-60. Today, we have reached a situation that few large mammal species can enjoy – a stable population number with an average growth rate of one per cent per year, the maximum estimation.

With this growth, the rhino's range within the park is believed to have reached its carrying capacity—the maximum number of rhinos the habitat can support before the population growth rate slows. Another concern is that since this rhino population is the sole remaining of its species, in-breeding may amplify any genetic defects in the population, making it even more vulnerable.



Javan rhinoceros © Stephen Belcher Photography



## THREATS OLD AND NEW

Our work over the last few years has focused on putting rhinos out of harm's way for a number of threats. In these efforts, WWF has collaborated with the local governments in Pandeglang and Banten, the Ministry of the Environment and Forestry, Ujung Kulon National Park officials, and numerous other partners.



### Controlling invasive species

Because the Arenga invasive palm has overtaken parts of the park, reducing the rhino's natural forage, we have undertaken large-scale efforts to weed out the palm. Subsequently, we have planted more than 4,000 seeds of rhino food plants.



### Understanding the species

Our camera trap work has allowed us to keep close tab of the population size, which is essential for us to plan ahead for the needs of the population as it grows.



### Limiting encroachment

We have empowered communities to increase incomes and improve harvests with training in honey processing and harvesting techniques, thereby limiting human impacts on the rhinos' habitat.



### Preventing disease

We have been monitoring Javan rhinos' health in 19 buffer villages to control the spread of diseases such as trypanosomiasis, hemorrhagic septicemia and anthrax. We've also taught water buffalo farmers in one pilot village good livestock health management practices.

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*Every three years, we have noted a rise in population – not a lot by any means, but it is promising nonetheless. Unquestionably, it is because a great collaboration among partners, stakeholders, donors, and surely an active participation from the local community.*

Kurnia Oktavia Khairani, WWF-Indonesia

There is a lot to celebrate for the Javan rhino. But the population is still at the mercy of a tsunami or a virulent disease that could wipe it out and commit the rhino to the dispiritingly long list of recently extinct species.

## PROTECT, STABILIZE, EXPAND

With an eye toward the long-term sustainability of Ujung Kulon as a protected area, WWF continues to support local communities in developing alternative sources of income that will minimize human impacts by maximizing their role in park conversation.

Meanwhile, to reduce the likelihood of extinction if a natural disaster was to strike the Javan rhinos' last habitat area, WWF and partners have identified a potential site for a second population. We are now working with a number of partners to assess the feasibility of this site, the next chapter in the story of the rhino's comeback from the brink of extinction.



(Left) Javan rhinoceros, Ujung Kulon National Park © Stephen Belcher Photography (Above) View of Ujung Kulon National Park © Stephen Belcher Photography



# INTEGRATED PROTECTION OF TIGERS

Jungles on the Indonesian islands of Java, Bali and Sumatra were all once home to wild populations of tigers. Of these three distinct subspecies, the Bali and Javan tigers have been driven to extinction and their Sumatran cousin is now critically endangered. In addition to habitat loss and conflict with humans, Indonesia's last remaining tigers continue to be threatened, mainly by the illegal trade of their skins and body parts. WWF-Indonesia is working alongside government, NGOs and local communities to secure a future for the Sumatran tiger, and end the trade of tiger products in Indonesia.



## ILLEGAL TIGER TRADE IN INDONESIA

Since the end of the twentieth century, the number of Sumatran tigers in the wild has been plummeting, from an estimated 1,000 individuals in 1973, to between 400-500 by 1998. A survey conducted by TRAFFIC in 2006 found tiger parts such as canines, claws and skins for sale in eight of 28 cities, appearing in around ten per cent of the total retail outlets visited. The results show that trading in tiger parts continues to be a major issue in Sumatra. The survey did produce some reasons to be hopeful; in the provinces of Jambi, South Sumatra and West Sumatra, TRAFFIC found evidence of a decrease in the trade of tiger parts, offering a glimmer of light in the dark days of tiger trade in Sumatra. Our hope is that this is caused by an increase in awareness, rather than a decline in the numbers of tigers available to traders.

## CONSERVATION IN ACTION

WWF-Indonesia is working to ensure the illegal wildlife trade of tiger parts is identified, prevented, and prosecuted at every opportunity. We are helping governments in any way we can to implement the Global Tiger Recovery Program (GTRP), which seeks to empower Tiger Range Countries (TRC) such as Indonesia to address issues threatening wild tigers. In the wake of TRAFFIC's findings in 2006, the tide has begun to turn on the trade for tiger parts in Indonesia.

From 2007 to 2017, Indonesia's Ministry of Environment and Forestry has joined reGENCY councils, NGOs, universities, private sectors, stakeholders and local communities as part of Indonesia's Sumatran Tiger Conservation Action Plan Strategy (STRAKOHAS) and National Tiger Recovery Plan (NTRP). In the past three years, 12,038 km of tiger habitat has been covered by regular WWF-supported patrol routes, in which 810 snares have been found and removed, and 87 cases of tiger-human conflict handled. A total of 48 people have been convicted in connection with poaching or trade of Sumatran tigers. Many key habitats are now recognised as conservation areas, although a lack of manpower and resources for enforcement has left many protected in name only.



Sumatran tiger cubs © Alain Compost / WWF





(Above) Rangers monitoring tiger habitat © Malte Clavin, (Below) Ex-poacher and WWF staff in front of tiger snares © WWF-Indonesia

WWF-Indonesia, government and partners have turned to Management Effectiveness Tracking Tools (METT) to help park managers and donors to identify the needs, constraints and priority actions in each area. The goal is to improve both the accuracy of the monitoring and the efficacy of the management in protected tiger habitats. Alongside the METT approach, patrols have been using Spatial Monitoring and Reporting Tools (SMART), integrated with Resort-Based Management (RBM). This has helped to track and report the findings of patrols, effectively mapping out their discoveries and helping to reveal the bigger picture.

WWF-Indonesia is not the only NGO working on the issue; we work with Jambi's Centre for the Conservation of Natural Resources (BKSDA) on a personal basis (without MoU), and more formally with BKSDA Riau, coordinating our tiger protection efforts through HarimauKita and other forums. The Wildlife Crimes Unit (WCU) initiative by WCS and an FFI-supported Tiger Protection and Conservation Units (TPCU) programme have been working with local police to enforce laws that curb Indonesia's illegal wildlife trade. In addition to raids on suppliers, the law has been expanded to make online bidding for tiger parts a crime.



### FROM HABITAT TO SETTLEMENT TO CITY

Tiger protection under WWF-Indonesia focuses on three key areas: first, in core tiger habitat; second, in nearby human settlements; and third, in large cities, where the demand driving illegal trade and poaching is centred. In tiger habitats, we focus our efforts on preventing poaching. This is achieved through a combination of SMART patrols, promoting alternative sustainable livelihoods and raising awareness through engagement campaigns. A key strategy has been to convert those involved in tiger poaching and trade to become champions of the animals' conservation, becoming key law enforcement officers such as police. In the towns and villages surrounding tiger landscapes, we have also assisted local police in their investigations and law enforcement.

For several years, we have been working together with the Ministry of Forestry's management unit to establish a Tiger Protection Unit (TPU) in Central Sumatra, working alongside a Wildlife Crime Team. To arm these ground troops with the best equipment, we helped develop and implement conservation tools such as SMART and Conservation Assured Tiger Standard (CATS); a global conservation tool set up to standardise protected area management, establish best practices and incentivise success to ensure the conservation of tigers in protected areas.



(Above) Awareness campaign in Aceh © WWF-Indonesia, (Below) Scientists on the trail of wild tigers © Malte Clavin

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**Robust recovery of tigers is only possible when all efforts are conducted effectively, at the right scale and in full integration. This will allow the top predators to have large enough habitat with adequate prey, and the tiger may roam freely from the threat of poaching.**

In 2018 we began setting up a database to monitor wildlife trade in the big cities and launched an engagement campaign that set out to reduce the demand for tiger products. WWF-Indonesia has been advocating for better policy and encouraging national figures to join us in supporting tiger conservation; nationwide, we have collaborated

with National University of Jakarta and MUI (Indonesia's top Muslim clerical body), empowering conservation preachers to describe tiger poaching as 'haram' and promote active engagement and support from Muslims in various activities to conserve tigers. To combat online trade, we have worked alongside partners such as the Ministry of Communication and Information to detect illegal wildlife trade and transactions involving tiger parts across e-commerce platforms.

Working with the nationwide HarimauKita forum, WWF-Indonesia has contributed to developing and implementing strategies for tiger

conservation in Sumatra. We have also identified priority areas and supported the government in its establishment of new national and provincial laws relating to the protection of wildlife.

### SECURING A FUTURE FOR THE TIGERS OF SUMATRA

WWF-Indonesia is working to secure five key Tiger Heartlands across Sumatra by preventing poaching and combating wildlife trade at its source, raising awareness and reducing demand for tiger products through the encouragement of lifestyle changes in groups that support the trade. In order to consolidate tiger protection, WWF-Indonesia is also working with local and international governments and to secure high-level commitment from policy makers. By securing tiger habitats, reducing the demand for wildlife products and engaging with influential leaders, WWF-Indonesia is ensuring that the Sumatran jungles of tomorrow will continue to be a home for tigers.



## Story 03

# REDUCING SHARK FIN CONSUMPTION

Once a delicacy at traditional wedding banquets and festive dinners, shark fin soup creates a brutal and unsustainable market. Fuelled by consumer demand, the international shark fin trade kills about 100 million sharks each year – faster than existing shark populations can repopulate. The dwindling number of sharks, as apex predators, has had destructive repercussions for entire marine ecosystems. WWF has fought to reduce the overexploitation of sharks by eliminating commercial demand and curbing illegal fishing. Today, shark is gradually vanishing from menus around the world, and shark populations in Indonesian waters are reaping the benefits of the drop in demand.



Shark fins are still widely bought and sold around the world, dominated by markets in China, Hong Kong and Singapore. The bulk of these are caught in Indonesia, where the seas and tables of the archipelago have become the frontlines of campaigns to reduce shark catch and consumption.

### INDONESIA'S ILLICIT SHARK TRADE

International campaigns against eating shark spurred a 28 per cent decline in the number of sharks caught in Indonesia between 2000 and 2014, but there is still much work to be done. A shark fin in the Indonesian market can sell for up to IDR 3 million (US\$213), tempting some local fishermen confronted with shark by-catch to cash in on the lucrative illegal trade.

The bustling capital of Jakarta is Indonesia's shark market hub, with at least 10 restaurant menus still advertising shark fin soup. In 2017 alone, Jakarta restaurants went through 12 tonnes of shark fin. But this figure pales in comparison to the volume of Indonesian-caught shark fin that is exported overseas to meet demand in countries such as China, Hong Kong, Singapore, Malaysia, Canada, Peru and Russia.

### KEEPING SHARK FINS IN THE SEA

Committed to protecting sharks and maintaining the balance of marine ecosystems, WWF has taken a multipronged approach to curbing shark catch and consumption in Indonesia. Intervening at numerous points along the route from sea to table, we have worked to raise awareness and boost enforcement through partnerships across the industry.

A 2013 WWF campaign brought the topic into the public eye, and got diners talking about the consequences of their consumption habits. Building from this momentum, the SOSshark campaign popularized the message that sharks are not food, and rallied supporters through petitions and other community activities. A widely successful campaign, SOSshark resulted in a 20 per cent drop in shark consumption in just one year.



Fisherman cuts a shark fin aboard a boat © Deny Arwan Solihin



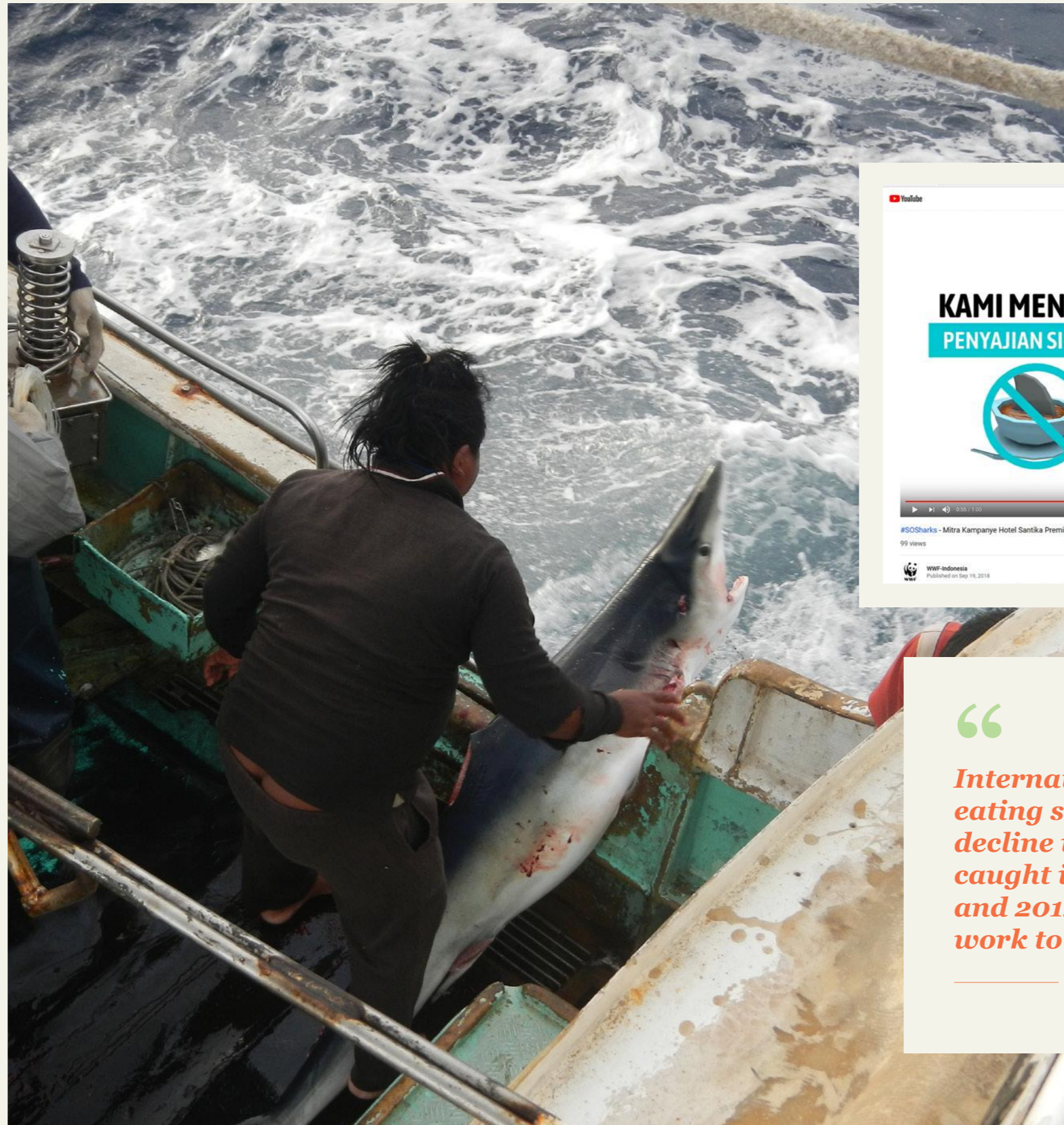
Meanwhile, WWF has also worked closely with the Indonesian government and private sector businesses. In 2015, WWF and the Ministry of Marine Affairs and Fisheries hosted the first ever 'Fishing Gear Innovation for Sustainable Fisheries' competition, which a Brawijaya University team won with the invention of an electronic device that scares off sharks in fisheries activities. In 2017, a joint initiative with Bandar Jakarta called for corporate hotel chains to remove shark products from their menu, resulting in six sites pledging to eliminate shark from their stocks and the prevention of 1,428 shark dishes being served each year.

### A WAVE OF HOPE FOR SHARKS

Awareness campaigns, corporate partnerships, and public support for sustainable innovations in fisheries gear have all proven extremely effective in reducing shark fin catch and consumption, but there is more to be done before the demand for shark fins is eradicated completely.

WWF continues to work with hotels, restaurants, and shipping companies to remove shark from their menus. Meanwhile, we have also amped up support for research and development of technologies to reduce shark by-catch, aiming to make such tools more efficient and accessible. This approach shows tremendous potential – the use of green LED lights in West Kalimantan reduced by-catch by 75 per cent, while improving fish catch – and we have only begun to scratch the surface of the technological possibilities.

There are also plans to develop ecotourism projects to support sharks in their natural environments. The promotion of shark-based tourism programs, similar to diving with manta rays in Komodo, can go a long way towards raising awareness about the plight of the endangered sharks and stop the ripple of destruction that stems from consuming shark products.



(Left) A shark is thrown back into the sea after having its fins removed © Deny Arwan Solihin (Below) Awareness video made by WWF-Indonesia and restaurant collaborator to reduce shark fin consumption © WWF-Indonesia



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**International campaigns against eating shark spurred a 28 per cent decline in the number of sharks caught in Indonesia between 2000 and 2014, but there is still much work to be done.**



## Story 04

# SUPPORTING THE CERTIFICATION OF COMMODITIES

The dense tropical rainforests that once blanketed Indonesia – now reduced to small pockets on scattered islands – are home to wildlife that is found nowhere else on Earth. But Indonesian forests are being felled at alarming rates to keep up with the market demand for wood products. Ecologically and socially responsible forest management is needed to ensure a future for these precious ecosystems. Forest Stewardship Council (FSC) certification and the Global Forest & Trade Network (GFTN) are WWF's contribution to this goal. From 2013 to 2018, Indonesia's timber industry has shown notable signs of progress toward sustainability.

### What is the Global Forest & Trade Network (GFTN)?

Founded by WWF in 1991, the GFTN aims to improve production forest management and counter illegal logging by creating a thriving global market for sustainable forest products. It is the oldest and largest forest trade group of its kind in the world. GFTN membership spans over 100 companies, organizations, and government agencies in more than 15 countries.



From storing carbon to sustaining biodiversity, forests offer so much more than timber. Yet, international markets rarely acknowledge the non-timber values inherent to forests. Standards such as the Forest Stewardship Council (FSC) certification are an attempt to address this gap by incentivizing industry to make environmental conservation a priority.

### CERTIFIED-SUSTAINABLE WOOD

FSC represents the preeminent international standard of sustainable forest management. With the aim of protecting forests for future generations, it requires, among other things, that timber producers identify high conservation value ecosystems and set aside a minimum of 10 per cent of their working area for conservation.

Since 2006, WWF has been coaching companies through the rigorous process of applying for FSC certification, providing guidance on everything from low-impact harvesting practices to identifying conservation-conscious consumer markets.

### A GROWING TREND IN CERTIFIED TIMBER

As of June 2018, WWF has played a direct role in the certification of timber products sourced from over 802,828 hectares of forest, ensuring that these areas are sustainably managed. In the process, we have partnered with public and private producers across the industry, from small cooperatives to large-scale corporations. Among these was the first FSC-certified forestry company in Papua, which has since paved the way for four other Papuan businesses to follow.

The GFTN has likewise seen considerable growth both in membership and FSC applications. As of early 2019, seven new members were in the



Timber collection point at PT Ratah Timber, east Kalimantan, where reduced impact logging has been implemented © WWF-Indonesia





process of applying for FSC certifications, which would leave the total at 20 certified Indonesian members.


For some species, these certifications have translated into new heights of protection. Two mangrove natural forest companies in West Kalimantan (Indonesian Borneo) that were certified by FSC in 2016 have since undertaken efforts to protect that high-conservation value habitats of endangered proboscis monkeys and Irrawaddy dolphins in their production areas.

### THE FUTURE OF FSC IN INDONESIA

By 2023, WWF aims to protect 5 million hectares of Indonesia's natural production forests through commodity certification, by continuing to mentor businesses through the FSC application process and beyond.

WWF also plans to establish a Group Certification Manager, who would combine multiple FSC applications to make the process more affordable for small businesses and community organisations.

Meanwhile, companies that WWF previously supported in obtaining certification are expected to become increasingly independent in maintaining compliance with the FSC's sustainable forestry standards. The seeds of sustainable production forestry have been planted, and a growing body of producers is equipped with the skills they need to nourish them.

 (Above) Collecting forest carbon data at PT Ratah Timber for FSC © WWF-Indonesia (Right) FSC training for local communities in central Kalimantan © WWF-Indonesia



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*As of June 2018, WWF has played a direct role in the certification of timber products sourced from over 802,828 hectares of forest, ensuring that these areas are sustainably managed.*



## Story 05

# CRITICAL LANDSCAPE CORRIDOR ESTABLISHMENT IN CENTRAL SUMATRA (RIMBA) AND CONNECTING THE BUFFER ZONE OF BETUNG KERIHUN NATIONAL PARK

With human settlements and industry expanding, wildlife habitats have increasingly become constricted to small pockets dissected by roads and residences. Orangutans that once roamed free now face endangerment due to inadequate feeding grounds, deforestation, and human-wildlife conflict.

To secure a future for these vulnerable species, WWF is building bridges between some of their last remaining strongholds. The first stab at this strategy was in Kalimantan, where in 2006 WWF successfully established a protected corridor joining the Betung Kerihun and Danau Sentarum national parks. Now that they have the space to survive, orangutan populations are back on the rise, and pulling local economies up with them.



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*Between April 2010 and June 2018, local residents successfully restored 1,000 hectares of land along the Labian Leboyan river alongside WWF.*

### CRUCIAL LINKAGES

The Labian Leboyan river weaves between Betung Kerihun and Danau Sentarum, two of the primary habitats of the orangutan. Labian in the local indigenous language refers to an area of exceptionally abundant wildlife. But decades of deforestation and illegal hunting have wreaked havoc on the local orangutan populations. A 2016 survey found only 78 remaining groups of orangutans in Kalimantan, of which only 20 are living in sufficiently large protected or sustainably managed areas.

The region is nonetheless teeming with life. A 2017 WWF-Indonesia expert survey identified 252 plant species and 167 animal species in the corridor separating Betung Kerihun and Danau Sentarum, many of which are threatened by extinction. They also found oil palm plantations, signs of illegal logging and rampant illegal mining activities that had polluted the river.

When WWF first proposed a protected wildlife corridor through the region to reverse the course of environmental destruction, local residents were skeptical: palm oil and timber plantations had long provided a source of income, while conservation was unfamiliar terrain.

### EMPOWERING HUMAN AND WILDLIFE CORRIDOR RESIDENTS

In 2006, the local government responded to WWF's advocacy by establishing a protected corridor – a pathway linking habitats that have been separated by human intervention – in the district spatial plans.

Knowing only local engagement could assure the long-term sanctity of the corridor, WWF set to work bringing human residents on board with the programme. By ensuring access to potable water, electricity and capacity building, WWF laid the foundations for locals to move away from palm oil as a source of income. Instead, we showed them how they could live off of ecotourism opportunities, including wildlife tours, homestays, and handicrafts.

Syahir Syah of WWF-Kapuas Hulu holds Monyong, a baby orangutan saved from the illegal wildlife trade © Jikkie Jonkman / WWF





(Left) Preparations to make a clean water cistern © WWF-Indonesia  
(Below) Intact forest between the corridors © WWF-Indonesia



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**An estimated 700 orangutans inhabit this expanded 115,000-hectare area.**

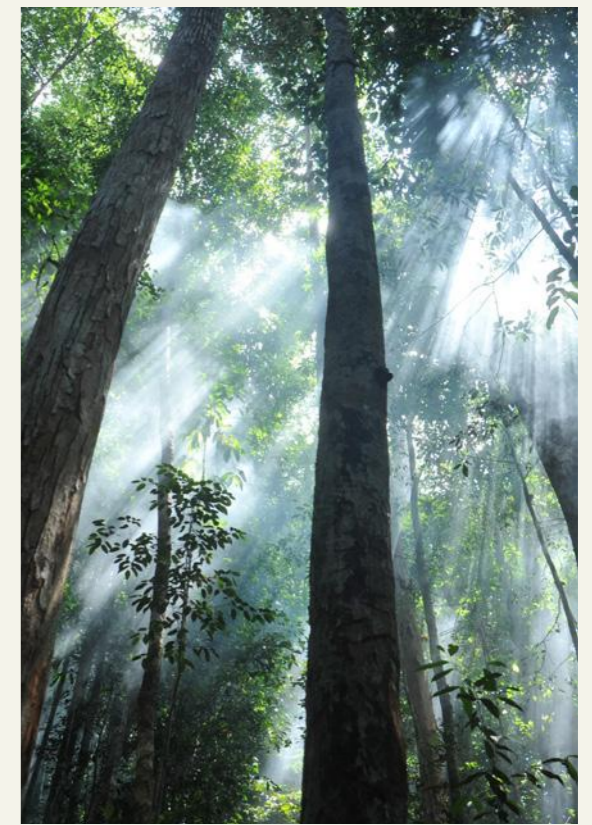
Through ecotourism, locals began to see their fate as intertwined with the fate of the orangutan, whose cheeky grin drew visitors from around the world to their village. Between April 2010 and June 2018, local residents successfully restored 1,000 hectares of land along the Labian Leboyan river alongside WWF. Likewise, a citizen-science transect monitoring programme launched in 2012 serves the dual purpose of helping locate orangutans while guiding and staving off potential poachers or encroachers.

These days, things are looking up for orangutans and humans alike. Once viewed with skepticism, ecotourism programmes have become a map to a more secure future for local villages. They also provide a compelling incentive for locals to monitor and protect orangutans and their habitats like their livelihoods depend on it. As of October 2017, monitoring found seven new orangutan nests, confirming that these apes have returned to the area.

(Above) Location of corridor restoration connecting BKNP and DSNP © WWF-Indonesia  
(Below) Orangutan nest © WWF-Indonesia



**Water corridor map that connects two national parks in Kalimantan**



### EXPANDING THE NETWORK

To ensure the long-term viability of Indonesian orangutan populations, WWF plans to extend the initial parameters of the protected corridor between Betung Kerihun and Danau Sentarum into a broader Essential Ecosystem Area programme. An estimated 700 orangutans inhabit this expanded 115,000-hectare area.

Given the success of this corridor, WWF is now advocating for a similar link through the 11-kilometre area between Bukit Tigapuluh and Rimbang Baling in Sumatra. Two of the last remaining Sumatran tiger habitats, these conservation areas have been cut off from each other by roads that slice through the tigers' range. To bring these now-disconnected protected areas together, WWF has proposed that a conservation corridor be created to secure the tigers' safe passage.

Linking protected areas in Sumatra and Kalimantan through these critical landscape corridors not only provides a lifeline for endangered species like the orangutan and the Sumatran tiger, it also supports a more sustainable vision for local economies.



## Story 06

# ESTABLISHMENT OF NEW MPAS IN SUNDA BANDA SEASCAPE

Today, only about four per cent of the world's oceans are protected, and recent studies have shown that many existing marine parks and reserves are either poorly managed, or not looked after at all. This is why WWF-Indonesia has committed to major new initiatives to expand Marine Protected Areas (MPAs) and manage them better.



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*In Indonesia, the government has set a target of 20 million hectares of coastal and marine waters being used for conservation purposes by 2020.*

### INDONESIA'S MARINE PROTECTED AREAS

MPAs are nothing new in Indonesia. Since the Conservation and Land Management Act of 1984, marine protected areas have been created and managed in partnership with effective fisheries management, with the goal of creating a more sustainable environment and ensuring the conservation of marine biodiversity.

In Indonesia, the government has set a target of 20 million hectares of coastal and marine waters being used for conservation purposes by 2020. Due in part to the efforts of WWF-Indonesia in conservation management, areas such as the Sunda Banda Seascape (SBS), this target is expected to be met a year ahead of schedule, in 2019. Following the success of SBS, plans for the establishment of new MPAs are already underway.

### THE BUSINESS OF FISHING

Covering an area of 2.7 million km<sup>2</sup>, Indonesia represents one of the world's largest economic zones, around two-thirds of which is classified as marine environment. The sea plays an important role in the daily lives of people throughout the archipelago; a 2014 survey discovered that around 2.4 million people living in 700,000 homes in coastal villages around Indonesia received direct social and economic benefits from activities in fisheries, while fish accounted for more than 50 per cent of the nation's consumption of animal protein.

Consequently, fishing is big business in Indonesia; 23.5 million tonnes of fisheries production in 2016 contributing to the nation's Gross Domestic Income by US\$15 billion. As key spawning grounds for commercially valuable fish, addressing the depletion and degradation of important coastal biodiversity resources such as mangroves, seagrass and coral reefs represents a major challenge for Indonesia's fisheries, and is a key objective of the MPAs.

Collecting benthic data as part of ecological monitoring in Yamdena © Irwan Hermawan - WWF-Indonesia



A solution to this issue has been the creation of 170 MPAs in coastal and marine areas covering a total area of 19.14 million hectares. These areas are managed by a combination of the Ministry of Marine Affairs and Fisheries, the Ministry of the Environment and Forestry, and local government.

## THE SUNDA BANDA SEASCAPE

The SBS region is geographically delineated from two marine ecoregions, the Lesser Sunda marine ecoregion and Banda Sea marine ecoregion (Spalding et al. 2007). The SBS region, which covers a vast area of 151 million ha, comprised of approximately 5,000 small islands. The SBS contains high diversity and densities of coral and fish species, and also provides critical habitats and migration routes for many charismatic species like sea turtles and cetaceans. These natural resources serve as a primary source of livelihoods and support the food security of millions of coastal communities across seven Indonesian provinces: Bali, Nusa Tenggara Barat, Nusa Tenggara Timur, Sulawesi Selatan, Sulawesi Tengah, Sulawesi Tenggara and Maluku.

With its high biodiversity and abundance of marine resources, the SBS region is considered a top conservation priority in Indonesia. The Indonesian government in close collaboration with NGOs, civil societies, universities and private companies, has put substantial effort into protecting and managing this region over the last decade.

## INNOVATION AND INVOLVEMENT

WWF-Indonesia has collaborated with the Ministry of Marine Affairs and Fisheries, the Ministry of Environment and Forestry, and various other partners in a concerted effort to establish and improve the effectiveness of MPA management in Indonesia, particularly four MPAs in SBS (Flores Timur MPA, Maluku Tenggara Barat MPA, Seram Bagian Timur MPA, and Sulawesi Tenggara MPA). WWF-Indonesia has implemented innovative strategies based on the latest knowledge so that new and existing MPAs are established and managed to provide maximum ecological, social and economic benefits to society and the environment.

WWF-Indonesia has focused on collecting detailed data relating to biodiversity in SBS, including the



three major marine ecosystems (seagrass, mangrove, and coral reefs), along with studies of the species that live in these habitats (marine mammals, fisheries commodities, and ETP species). Research has utilised remote sensing and underwater techniques, along with GIS analysis, participatory mapping and ground truthing to better understand the marine biodiversity in SBS. These findings have been presented to the Indonesian government for consideration in drafting regulations for existing MPA, and as a starting point for the creation of new conservation areas.

Another key feature of WWF-Indonesia's approach to improving and expanding the MPAs in Indonesia has been addressing community awareness in each location. Ultimately, all MPAs established in Indonesia should have local communities as their direct beneficiaries; in addition, each MPA is expected to offer ecological and socio-economic-cultural benefits to its stakeholders, the private sector and government.



(Left) Koon Island - part of the Koon MPA © Trinity / WWF-Indonesia, (Above) Koon Ecological Monitoring setting up monitoring transect © Taufik Abdillah / WWF-Indonesia

(Below) The Alor - Flores Timur Ecological Monitoring team, loading up their gear after a data collection dive © Bima Prasena / WWF-Indonesia



## LOOKING TO THE FUTURE

WWF-Indonesia is looking ahead to expanding the success of existing MPAs in Indonesia, with the establishment of three more currently underway in Maluku Tenggara Barat, Seram Bagian Timur and Sulawesi Tenggara. By expanding SBS and connecting a network of well-designed and managed MPAs, WWF-Indonesia intends to boost the health of ecosystems and local economies worldwide, reversing the downward trends of marine biodiversity.

There are three main strategies in place for achieving these goals: supporting policy and advocacy for effective natural resource management; catalyzing innovation and business transformation in the fields of fisheries, aquaculture, and tourism; and maximizing marketing and communications to spur key stakeholders to action. Together with the Coastal and Marine Resources Management Agency (BPSPL), WWF-Indonesia plans to use the island of Alor in SBS as a blueprint - or Centre of Excellence - for subsequent programmes.

WWF-Indonesia recognises that allocation by itself is not enough; it must be accompanied by effective and equitable management, balancing the protection of biodiversity with tangible socio-economic benefits for the wider society in order to be successful.



## Story 07

# INCREASING SEAFOOD INDUSTRY ENGAGEMENT VIA SEAFOOD SAVERS

Indonesian waters are home to a diversity of marine life unparalleled anywhere in the world. Unfortunately, this bounty has been depleted by decades of exploitative fishing practices. Year after year, Indonesian fisheries have pulled out fish and other marine species faster than these populations can replenish themselves – all to meet market demand. To combat this trend, WWF has made inroads with key private sector players to secure a sustainable future for fish, fishermen and fish consumers alike.



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*The Indonesian fisheries industry is a staple of the national economy, accounting for 3 per cent of total GDP.*

The largest archipelago in the world, Indonesia single-handedly supplies one-tenth of the world's marine commodities (UNDP, 2016). Both the cause and victim of dangerous overfishing, reeling in this abundant seafood production from the brink of depletion requires collaboration from diverse sectors of the seafood industry.

The Indonesian fisheries industry is a staple of the national economy, accounting for 3 per cent of total GDP (FAO, 2014). But it's not just crucial economically; fishing also provides livelihoods and vital daily sustenance for many Indonesians. An estimated 6 million households are directly involved in the industry (FAO, 2014), and 54 per cent of Indonesians' animal protein is sourced from the sea (UNDP, 2016).



### CHARTING THE COURSE FOR SUSTAINABLE SEAFOOD CONSUMPTION

WWF has a strong track record of advocating for sustainable fisheries in Indonesia, from government halls to local ports. To engage the private sector in this mission, WWF launched the Seafood Savers programme in 2009 to mentor and magnify pioneering sustainable fisheries businesses'. This business coalition spans not just producers, but also financial institutions and buyers such as hotels and restaurants, making it a key link across the fisheries industry.

(Above) Seafood Savers annual meeting 2018 © Tri Wibawanto / WWF-Indonesia (Left) Small-scale tuna fishing activity in Indonesia © Jürgen Freund / WWF



Seafood Savers encompasses numerous targeted improvement programs, including the:

- Fisheries Improvement Programme (FIP)
- Aquaculture Improvement Programme (AIP)
- RSIP (Responsible Sourcing Improvement Programme)
- Bank Improvement Programme (BIP)

Through these programmes, members implement policies that support sustainable fishing practices from every sector of the industry. WWF upholds the highest standards of sustainability for Seafood Savers members, guiding them through the process of obtaining Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC) certifications.



### A COLLABORATIVE EFFORT

Seafood Savers membership has expanded exponentially in recent years, reflecting a growing awareness of sustainable fisheries practices. During the initial seven years of the programme, a total of six Indonesian companies joined. Over the last two years, 15 new members have committed to Seafood Savers, and two more have initiated the membership process.

WWF regularly monitors and assesses participating businesses to ensure compliance and identify opportunities to enhance sustainability. During an annual WWF meeting, members also have the opportunity to discuss sustainable fisheries regulations with relevant government representatives.

(Above) Seafood Savers annual meeting 2018 © Tri Wibawanto / WWF-Indonesia (Right) Tuna fish at market © Saraswati Adityarini / WWF-Indonesia

### THE TIDES OF CHANGE

Companies participating in Seafood Savers are contributing to efforts to put the industry back on track for future generations. As these successes gain public attention, the programme is attracting increasingly major players in the Indonesian fishing industry.

Riding the waves of this private sector engagement, WWF is preparing to launch an extended campaign encouraging local consumers to demand more sustainable seafood products. This will boost business for certified-sustainable organizations and incentivize further engagement in programmes like Seafood Savers. At the same time, WWF continues to work with the Indonesian government to enhance regulations for sustainable fishing.

## TARGETED FISHERIES

● Aquaculture ● Wild Caught



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**Over the last two years, 15 new members have committed to Seafood Savers, and two more have initiated the membership process.**

In Indonesia, Seafood Savers has targeted high-economic-value marine commodities with significant environmental impacts, including snapper, lobster and shrimp, though the programme also works with other seafood products.

### MSC and ASC certifications

The MSC and ASC certifications are internationally-recognized, gold standards for sustainable catch and aquaculture fisheries. Created by WWF, Unilever and IDH Sustainable Trade Initiative, they are now fully independent.





## Story 08

# ROLLING OUT BELI YANG BAIK

Home to one of the world's fastest growing economies, Indonesia has seen a boom in consumer goods over the past decade. However, this development has come at the expense of natural resources. Thanks to a new campaign from WWF-Indonesia, shoppers are waking up to the consequences of their buying choices, and in a new trend for sustainable goods, are beginning to 'Beli Yang Baik' (Buy Better).



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*Consumer awareness and individual responsibility are seen as the first key steps towards more widespread change in Indonesia.*

### MAKING THE RIGHT CHOICE

A study in 2013 confirmed that consumers in Indonesia display a limited awareness of sustainable products in their purchasing habits. In order to improve public awareness, WWF-Indonesia created the Beli Yang Baik (or BYB) campaign, focusing on key products such as seafood, palm oil, pulp & paper, and energy. The name of the campaign basically translates 'buying ethically', or simply making the right choice and when shopping.

### WHY INDONESIA?

In addition to being one of the world's major producers of palm oil, Indonesia is the world's largest consumer of palm oil products, making it a place of strategic importance at both ends of the production line. Furthermore, Indonesia is a country with high domestic consumption of resources such as seafood, paper, tissue, timber and fuel.

The imperative need for regulation and re-education in Indonesia, combined with the potential to make a tangible impact on sustainable consumption worldwide, made the world's biggest archipelago the strongest contender for the BYB campaign. BYB is intended to be the fulcrum around which later projects can be based, with consumer awareness and individual responsibility seen as the first key steps towards more widespread change in Indonesia.



(Above) Trolley with Beli Yang Baik promotion © Cinta Azwiendasari  
(Right) Beli Yang Baik promotional tools in the supermarket © Cinta Azwiendasari





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**Through BYB, WWF-Indonesia engaged and collaborated with large corporations to broaden the scope of the campaign and extend its impact.**

Marine Stewardship Council (MSC), Aquaculture Stewardship Council (ASC) and Roundtable on Sustainable Palm Oil (RSPO).

The key message conveyed to consumers was that when they shop for items such as seafood, paper tissues or products containing palm oil, they should look for ecolabels that confirm the sustainability of their purchase. In cases where sustainable options were not readily available, the Beli Yang Baik campaign encouraged consumers to raise their concerns with retailers and brand owners, also being generally critical about the origins of products.

WWF-Indonesia volunteers who collected data for the campaign and promoted Beli Yang Baik © Cinta Azwiendasari

## LAUNCHING THE BELI YANG BAIK CAMPAIGN

Studies had indicated that, although consumers were concerned about the environment, they generally did not correlate their purchases with wider sustainability issues. Careless and wasteful consumption could therefore be attributed to a lack of consumer awareness. Going forward, the idea was to educate consumers and give them the power to affect wider changes with their buying decisions. Launched on 5 June 2015 to coincide with Global Environmental Day, the BYB campaign set out to persuade and influence consumers in Indonesia to change their consumption behaviour by voluntarily purchasing sustainable products.

During the initial two years, the campaign worked in collaboration with big corporations such as Toyota, Mother's Choice, Faber Castell, Tessa and Unilever, focusing primarily on certified products and energy. In order to help consumers identify sustainable products, BYB prompted some of Indonesia's biggest consumer-driven businesses to introduce an ecolabel to their packaging. These labels represented certification standards such as the Forest Stewardship Council (FSC),



## EXPANDING THE SCOPE OF THE CAMPAIGN

Since its creation in 2015, the BYB campaign has been steadily extending the reach and diversity of its operations. WWF-Indonesia initially attended events and shopping festivals hosted in hotels and restaurants in order to engage directly with consumers and better understand the choices available to them; the aim at this stage was to better understand the reasoning behind consumers' decisions in relation to sustainable items. Through BYB, WWF-Indonesia engaged and collaborated with large corporations to broaden the scope of the campaign and extend its impact. Events such as Earth Hour were highlighted as opportunities to communicate the campaign whilst its core values were still in the public consciousness.

From 2017 onwards, additional funding allowed the campaign to continue its evolution with a strategy that focused on consumers, communities, and small-scale businesses. WWF-Indonesia engaged with other parties such as Burgreens (a responsible fast food chain) and Komunitas Organik Indonesia, to expand the market for sustainable products. During this second phase in the BYB campaign, other initiatives included activities on university campuses, both by WWF-Indonesia and in collaboration with other organizations such as RSPO.

In 2017, Nielsen followed up their baseline survey with another investigation, intended to measure the efficacy of the BYB campaign and the general recognition of the brand. Results of the 2017 survey showed that 34 per cent of consumers were now aware of the BYB campaign in Indonesia.

(All photos) Beli Yang Baik promotional tools in the supermarket © Cinta Azwiendasari



## GOING FORWARD

Following on from the successes of the campaign up to 2017, BYB intends to adopt a behavioural change approach and use targeted messages to convey its central idea. These messages will be articulated around six sub-brands, tailored to specific consumer decisions in the purchasing process and unpacking the idea of what makes a product sustainable. WWF-Indonesia also intends to focus more specifically on palm oil products in subsequent campaigning with BYB.



## Story 09

# MAPPING VITAL SPACES FOR PAPUA & SBS SPATIAL PLANNING

**M**apping out remote or inaccessible areas represents a challenge for spatial planning in Indonesia. In Papua, communal land (known as Ulayat), needs to be mapped in order for the government to make an integrated plan and policy. However, local communities already have a long-established system for management of the land, making any new plan for provincial land use a delicate issue. WWF-Indonesia is working in Papua to fill in the blanks on the map, whilst also ensuring that local people play an active role in the process.



## MAPPING IN PAPUA: A DIFFERENT PATHWAY TO GROWTH

In Papua, local communities' approach to land management is a combination of cultivation and preservation; the oceans here are home to the world's richest array of marine biodiversity, while on land the region's many tribes maintain a close connection to the natural environment. Papua and West Papua currently have a total of 9,704,300 hectares of land and sea already designated as conservation areas, although a lack of funding, facilities, manpower and infrastructure makes mapping and management difficult. As a result of these challenges, the needs of indigenous communities living in such places are often overlooked, while their extensive knowledge and connection to the landscape is undervalued.

WWF-Indonesia has embraced this local wisdom and used it as a basis for the mapping approach. Initiatives from the provincial governments of Papua and West Papua indicate the importance of balancing economic, social, and ecological sustainability; Papua's leaders are seeking a different pathway to growth, and have identified local communities' capacity and willingness to sustainably manage local natural resources as the key to success. In order for mapping to work in Papua, it is therefore essential that the benefits of any scheme are communicated clearly to local people, that they have agency in the process and that they maintain continued access to the land for cultivation.

## TAPPING INTO A WELLSPRING OF LOCAL KNOWLEDGE

In Papua, WWF-Indonesia has been working in teams comprising local government officials, experts, Civil Society Organizations (CSO) and representatives from Papua's tribal communities, to create the One Map campaign; a single, cohesive effort that draws together work from the many different groups to map out terrestrial landscapes and forests in a single, comprehensive map. A key factor in this project has been the contributions of local indigenous groups.



Lorentz mapping © WWF-Indonesia



To draw on as much local knowledge as possible, investigative research in local communities has followed traditional gender lines; the knowledge of Papuan men has proved vital in mapping out sacred spaces, ancestral land and areas of political or social importance such as burial sites, hunting grounds and migratory routes, while the women have offered up generations of expertise relating to domestication of the land, its suitability for cultivating medicinal herbs, harvesting fish, and growing essentials for daily usage. This wealth of local knowledge has been married to modern technology to create a map of Papuan territories that conveys both the physical characteristics and sociological significance of the region.

So far the districts of Merauke, Mappi, Asmat, Boven Digoel, and areas of Lorentz, Cyclops, Cendrawasih Bay and Nimbokran have completed the mapping, resulting in millions of hectares being recognized in official spatial plans. The maps use easily recognisable icons to make them accessible and relevant to local people, while also acknowledging areas of local concern. This will help to place restrictions on development, aid conflict mitigation and facilitate community-based management. The maps have been presented to the district government, so they can form the basis for community-conserved areas. A proposal has also been made for similar mapping to be used in laying out governmental plans for land use at a village, district and provincial level.

## SPATIAL PLANNING IN SBS

WWF-Indonesia has played an active role in documenting and expanding Indonesia's Marine Protected Areas (MPA), in particular the Sunda Banda Seascape (SBS). The area includes ecologically rich habitats such as mangroves, seagrass and coral reefs, which serve as spawning grounds for fish and provide essential habitats for endangered marine species such as turtles, sharks and dugong. In addition to providing important fishing territories for local people, these areas inform national and provincial government in its consideration of regulations for spatial planning and development in marine protected areas. To better understand the biodiversity of the area, research in SBS has utilised remote sensing and underwater techniques for underwater environments, featuring

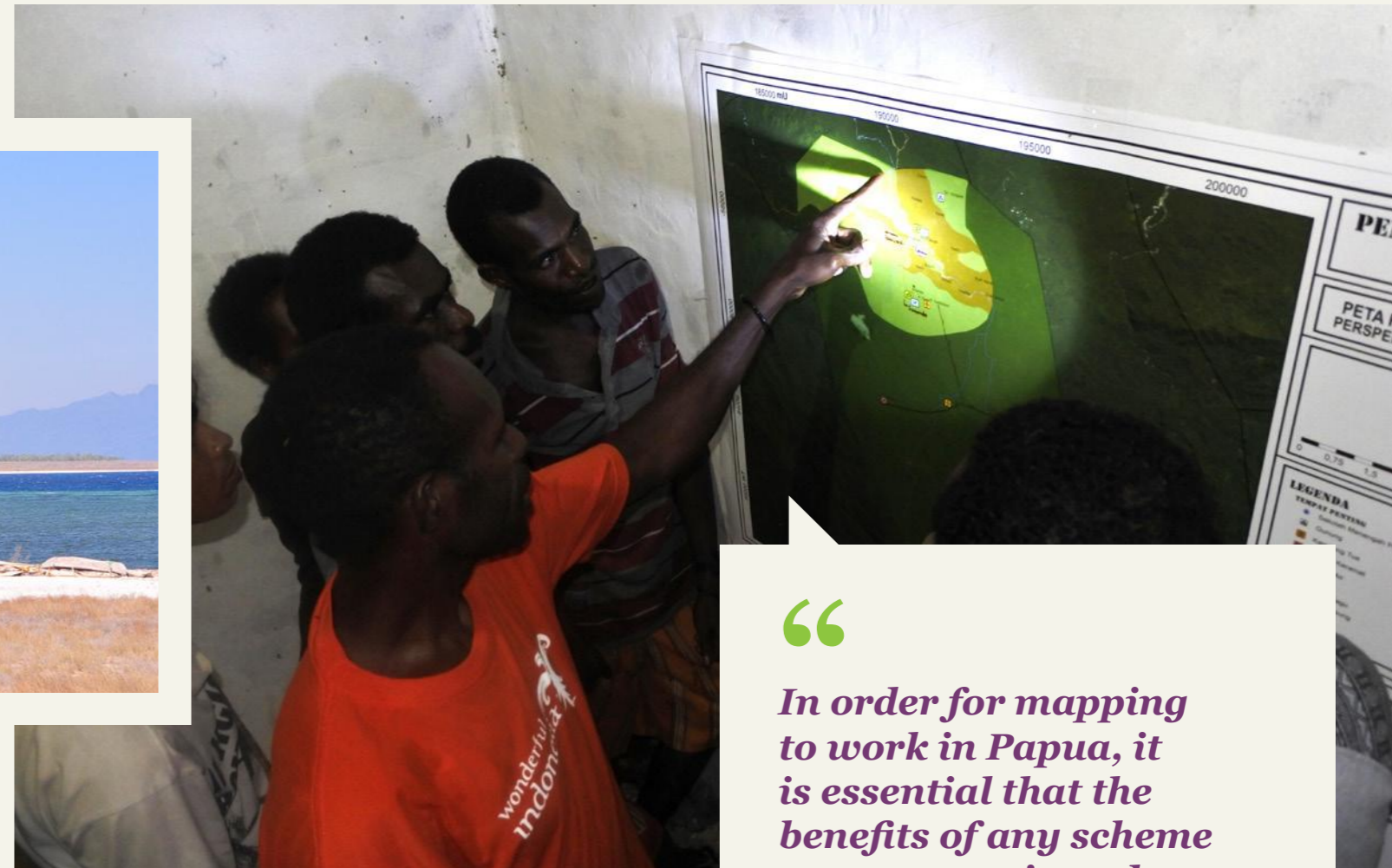


(Below) The waters between Lapang Island and Batang Island in Alor, location of the Mulung area managed by the Baranusa traditional community © Nisa Syahidah / WWF-Indonesia, (Right) Tambrauw Mapping © WWF-Indonesia



(Above) Participatory mapping exercise in Werka LMMA, Kei Besar © Nara Wisesa / WWF-Indonesia

mapping and monitoring for coastal and marine environments; participatory mapping for four Locally Managed Marine Areas (LMMA), namely Kataloka, Werka, Baranusa and Wali Binongko; and field data calibration and validation.



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*In order for mapping to work in Papua, it is essential that the benefits of any scheme are communicated clearly to local people.*

## A ROADMAP FOR SUCCESS

WWF-Indonesia's spatial planning in SBS and mapping project in Papua have been both successful and instructive. A key feature of both projects has been collaboration; in order to achieve the desired results, data from WWF-Indonesia has been aligned with data from government and NGOs, while the objectives of national government have been on an equal footing with the priorities of provincial policy and local communities. Traditional values and ancestral knowledge have been combined with modern technologies and global perspectives, to achieve results and set out goals that are rooted in common ground.

Looking to the future, the mapping of vital spaces for Papua can be a foundation upon which other projects can be built, while the spatial planning of SBS opens the door to further expansion of

Indonesia's MPAs. WWF-Indonesia intends to use the Papua operation in particular as a blueprint for further initiatives, to access data in national government servers so it can be combined with data supported by WWF-Indonesia and aligned to other NGO research.

In addition, WWF-Indonesia looks to push policy consideration in SBS relating to small islands and coastal regions, to further expand the reach of protected ocean areas. Ultimately, the goal of both activities in Papua and SBS, whether on land or sea, is the sustainable conservation of essential ecosystems, for the benefit of local and global communities that depend on them.



## Story 10

# TAKING EARTH HOUR TO NEW HEIGHTS

Began in Sydney in 2007 as an hour of darkness, Earth Hour has evolved into a global movement that continues to galvanize the imaginations of millions around the world. The concept was simple: encourage the public to turn off their lights for one hour to cut back on electricity usage. Spurred by the government's commitment to reduce greenhouse gas emissions under the Paris Agreement, Indonesia's first Earth Hour was held in Jakarta in 2009. Since then, the Earth Hour movement has sparked dozens of volunteer communities across the country, whose impact goes far beyond flicking off a light switch.



Since its launch just over a decade ago, Earth Hour has captivated public attention year after year. The power of this simple campaign is that it gives everyday folks an accessible way to respond to colossal global challenges like climate change and the overexploitation of natural resources. While raising awareness about environmental impacts, Earth Hour invites public engagement with a deceptively easy call to action: just one extra hour of lights-out time each year.

### AN EXPANDED MISSION

In 2011, Earth Hour made a small but significant shift: encouraging the public to turn off the lights for longer than 60 minutes. Since then, the concept has continued to grow to encompass a larger shift in thinking – a recognition of the impact of even a small adjustment when enough people get behind it.

Turning off our lights for an hour won't bring climate change to a grinding halt, but the darkness has shed light on pressing environmental issues for millions around the world.

### INDONESIAN COMMUNITIES TAKE UP THE TORCH

While Earth Hour has gained traction worldwide, Indonesians have joined the campaign with particular fervor. For the first Earth Hour in Jakarta, WWF collaborated with the city government to turn off five key city icons, the temporarily-dimmed skyline raising questions and fruitful public attention. Ten years on, these humble beginnings have spread to over 100 cities across the archipelago.

Beyond the annual event, Earth Hour in Indonesia has also brought to life over 30 local community organisations, who have banded together to champion the cause through independent projects. WWF has supported these groups as they raise awareness of sustainable energy consumption at the local level.

Seedlings mini workshop © Anwar Sadad / WWF-Indonesia





Coral reef plantation © WWF-Indonesia

In Bandar Lampung, it was the Earth Hour community that convinced the city government to participate in the annual lights-off event. Elsewhere, Earth Hour groups have planted trees, conducted educational programmes, and campaigned against the use of single-use plastic. As of 2018, these community organisations had planted 23,762 mangrove trees and 1,460 reef corals, and led conservation initiatives at 605 schools across Indonesia.

### EARTH HOUR AND BEYOND

An estimated 1 billion people have already been reached by Earth Hour's message, and if the campaign's first decade is any indication, it's just getting started. By 2020, Earth Hour aims to raise public awareness of the values of biodiversity and the steps they can take to preserve it.

Meanwhile, in Indonesia, WWF aims to engage 5 million young people in Earth Hour by next year. Offering support to Earth Hour communities is central to WWF's strategy in accomplishing this lofty goal, and encouraging deeper public engagement with sustainable energy use. Earth Hour has flipped an important switch in global public awareness and activism and put a spotlight on how each and every one of us can reduce our contribution to global warming.



(Left) Mangrove planting © EH-Balikpapan  
(Below) Eco-bricks © EH-Mataram



**“  
Earth Hour has flipped an important switch in global public awareness and activism and put a spotlight on how each and every one of us can reduce our contribution to global warming.”**



## Story 11

# EMPOWERING INDIGENOUS COMMUNITIES IN CONSERVATION

Over the last 20 years, roughly half of WWF's resources have been devoted to supporting and empowering local and indigenous communities. This focus on people is a conscious decision that reflects a central tenet of WWF programming: indigenous communities are crucial to sustainable natural resource management. In Indonesia, WWF has spearheaded this approach by championing Indigenous Territories and Community Conserved Areas (ICCAs). Based on their values, traditional knowledge, institutions and leadership, we have recognized and supported indigenous and local communities as original conservationists across Kalimantan, East Nusa Tenggara, Sulawesi and Papua.




WWF has worked with indigenous and local communities throughout Indonesia to strengthen their rights and promote traditional conservation practices that include sustainable use of natural resources. Conservation has been done for centuries by communities on their own land and coastal areas to support their livelihoods, ensure food and water security and preserve their cultural identities. This concept of conservation is holistic and based on the cultural as well as natural values of the landscapes and seascapes that are their territories of life.

### LIFE IN HARMONY WITH THE ENVIRONMENT

Indigenous peoples have long lived intimately dependent on natural resources, making them natural environmental custodians. The Malind Amin Indigenous community, one of the many in Papua, know and use the forest and their territories as well as urbanites visit and use supermarkets. In addition to food, the forest also provides shelter, medicine, and timber and are home to sacred places and spirits. The forest is not just an ecosystem for the Malind Amin, it is part of their own identity as an indigenous community.

Yet, recognition of Indigenous rights has been mixed and slow in Indonesia. Decisions about land use and management are still mostly made without taking into consideration the rights and needs of the local people – and the environment has suffered for it. Swaths of land once used and cared for by Indigenous custodians has fallen into the hands of industrial oil palm and sugarcane plantations, choking biodiversity and stripping locals of their traditional livelihoods.

A monumental change came with the introduction of the Special Autonomy Law for Papua in 2001, which created new opportunities for indigenous communities to participate in the management of their ancestral lands. In 2012, landmark Constitutional Court Decision No. 35 fundamentally changed the forest status by recognizing customary forests as a separate legal entity from state forests.

 Woman of Asologaima Village, Papua  
© WWF-Indonesia / Natalie J. Tangkepayung



One case in Papua reveals a new forest management model the result of the close partnership between WWF and indigenous communities. Here, as a first step, the Malind Anim leadership and WWF agreed to conduct a participatory mapping of important places from the perspective of its traditional custodians, including places of spiritual significance, hunting areas, water sources, and crucial food areas.

Following WWF-supported community advocacy campaigns, these maps were successfully included in local regulations, such as the Merauke Regency Spatial Plan. This development is expected to provide some legal protection for the Malind Anim's ancestral lands against destructive development, and give them a foot in the door to being recognized as the rightful managers of this land.

The leader of the Malind Anim community has declared the area an ICCA and given it the name Sumok. The ICCA's internal zoning system reflects the ways that local indigenous people relate to the land, with 'no go' areas safeguarded for environmental and cultural reasons and an established rotation system for sustainable management of the community's timber concession.

## FOREST MANAGEMENT ENTRUSTED TO ANCESTRAL CUSTODIANS

WWF has been working with the Malind Anim community to establish a community forest management cooperative and provide training in timber product management and environmental licensing. More than a source of income, this pioneering vision will not only support local welfare, but also ensure a sustainable future for these forest areas and the next generations.

Led by and for these communities, WWF supports the advancement of ICCAs across Indonesia as a means to centering indigenous communities in natural resource management and governance, and ensuring that those most closely dependent on them and often bearing the highest costs have the resources and strength to continue to care for their traditional homelands and their vision of the future.



(Left) Agustinus Kanki, Malind community leader © WWF-Indonesia (Below)

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***If all nature is damaged, then all living things will be destroyed... Starting from small animals to large ones, then humans... In Malind, they understood the teachings of the four cardinal directions.***

Agustinus Kanki Balagaize, Malind community leader



## Story 12

# CATALYZING THE DECREE OF RIMBANG BALING AS A CFMU

Stretching over 500,000 hectares across the centre of Sumatra, the Rimbang Baling landscape is one of the Sumatran tiger's last remaining stomping grounds, and a crucial link between wildlife habitats to the north and south. The Sumatran tiger is Indonesia's only surviving tiger species, and there are only around 500 alive in the wild today, scattered in increasingly fragmented habitat areas. Despite its importance as a key habitat, management of Rimbang Baling has long been neglected. Until 2010, only two rangers covered this area larger than Singapore. In collaboration with local communities and the Indonesian government, WWF is fighting to protect Rimbang Baling and keep this vulnerable ecosystem roaring with life.



## THE FIGHT FOR RIMBANG BALING

Rimbang Baling has been a WWF global priority landscape since 2012. Home to a proliferation of rare and endangered species, the area is under attack from ongoing illegal logging, poaching, mining, and encroaching plantations. Recognizing these threats to the region's biodiversity, WWF's first course of action was to devise a plan for collaborative management.

WWF supported the Ministry of the Environment and Forestry in designating the area as a Conservation Forest Management Unit (CFMU) in 2016. Since this time, the Rimbang Baling CFMU has worked with WWF, national community development and conservation organisation YAPEKA, ecotourism development organisation INDECON, the Indonesian Ministry of the Environment and Forestry, and the Natural Resources Conservation Bureau to jointly manage the reserve.

## IT TAKES A VILLAGE

WWF conservation efforts in the Rimbang Baling CFMU include tiger monitoring with camera traps, capacity building for rangers and local field teams, public advocacy campaigns, and extensive patrolling by foot, car, and boat. Between November 2016 and June 2018, monitoring efforts were stepped up with the installation of 300 new camera traps across Rimbang Baling. Meanwhile, WWF's patrol units create a channel for local community members to contribute to environmental management and earn a stable income.



Rangers patrolling Rimbang Baling © Ola Jennersten / WWF-Sweden



Since November 2016, WWF has provided training and equipment for four patrol units and supported the management authority in establishing two guard posts to combat illegal logging and poaching activities. In just six months in 2017, patrol units recorded 72 poaching incidents, 49 cases of illegal logging, and 32 cases of encroachment. When approached, two locals who had converted forest areas into plantations returned 53 hectares of this encroached land to the Rimbang Baling Wildlife Reserve, which has since been restored.

Meanwhile, the community development and ecotourism programmes spearheaded by YAPEKA and INDEKON are laying the groundwork for sustainable futures for the villages surrounding Rimbang Baling. Early-stage homestay programmes are bringing much-needed income into remote villages, while YAPEKA's community vegetable gardens provide sustenance. INDECON is envisioning waterfall hikes and river rafting as part of a long-term ecotourism economy wherein humans and the natural environment thrive.

## A STREAK OF CONSERVATION WINS

As the pushback against illegal poaching, encroachment, and logging rages on, WWF and partners continue to work tirelessly to ensure sustainable management of Rimbang Baling.

Bringing together individuals and organizations from a range of backgrounds is at the heart of this effort. As YAPEKA and INDECON devise and grow environmentally-friendly livelihoods for locals through ecotourism and gardening initiatives, WWF provides capacity building training and champions the cause through worldwide campaigns. While rangers from the local community risk their lives to apprehend poachers, global consumers can reduce demand for tiger products, and national legislation and law enforcement officers make sure illegal traffickers end up behind bars.

From local communities and the WWF team and partners to Indonesian government officials and the international public, the future of Rimbang Baling and the Sumatran tiger is in all of our hands.



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*The importance of the local communities cannot be emphasised enough – they are the ones who will ultimately determine whether the tiger can survive in the area or not.*

Sunarto, Wildlife and Landscape Ecologist, WWF-Indonesia



(Left) Rimbang Baling wildlife sanctuary landscape © Malte Clavin/WWF-Indonesia (Above) Charter to protect Rimbang Baling wildlife sanctuary signed by government authorities and customary leader.



# WWF-Indonesia in numbers

**100,000**

WWF-Indonesia's number of supporters has grown to more than 100,000 since 2006

**1962**

WWF started working in Indonesia

**+400**

WWF-Indonesia has more than 400 staff working all over the archipelago

**+32**

WWF-Indonesia engages in conservation work from more than 32 field offices, from Aceh to Papua



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