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REPORT

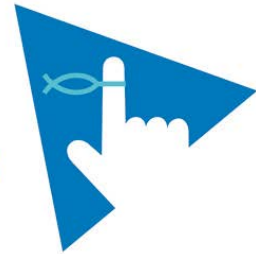
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2013

Coral Triangle Regional Business Forum - A Marriage of Profit and Sustainability

A report on the 3rd Business Forum by WWF Coral Triangle
Global Initiative

THE 3RD CORAL TRIANGLE
Regional Business Forum



24 - 26 March 2013

Grand Hyatt Hotel, Nusa Dua, Bali, Indonesia

WWF FORUM REPORT

This report was put together by WWF and does not represent the views of the organizing committee.

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The 3rd Coral Triangle Regional Business Forum – A Marriage of Profit and Sustainability



The Government of Indonesia, in collaboration with its partners, hosted the 3rd Coral Triangle Regional Business Forum on March 24-26, 2013 in Bali, Indonesia. The forum aimed to engage with the private sector in creating innovative business solutions that are both economically profitable and environmentally sustainable, and promote a Blue Economy.

The forum was organized by the Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security, the Indonesian Ministry of Marine Affairs and Fisheries, WWF, the Coral Triangle Centre, and the Indonesian Chamber of Commerce and Industry (KADIN), with the support of USAID.

This year's theme was *A Marriage of Profit and Sustainability*.

Three Years of Public-Private Sector Collaboration



The Coral Triangle Initiative on Coral reefs Fisheries and Food Security (CTI-CFF) and its partners have been organizing the Regional Business Forum for the past three years. This regional platform has opened a number of business opportunities that address increasing market demand for environmentally sustainable products and services, while focusing on the Coral Triangle's rich but highly threatened marine resources.

All three events, the first one held in Manila, Philippines in 2010 and the second one in Kuala Lumpur, Malaysia in 2011, have so far paved the way for increased “green” investments, or more fittingly, blue investments in the Coral Triangle by establishing multi-sectoral partnerships to cultivate socio-economic growth in this rapidly developing region.

This event was created as a regional platform to help safeguard the long-term profitability of businesses, the sustainability of this region's finite marine resources, and the well-being of the millions of people who directly depend on the Coral Triangle for food and livelihood.

Since its inception, this platform has seen fishing companies, seafood retailers, and travel and tourism operators in the Coral Triangle publicly announce concrete steps to reduce their impact on the marine environment by adopting more responsible business practices.

The forum has also recognized several notable Public-Private Partnerships between large-scale companies, NGOs, local communities, and governmental agencies that aim to improve marine resource use and management.

After three years of helping Coral Triangle partners organize these forums, WWF is now doing a review and lessons learned report, to help inform the future of this platform and the most effective form and function it can take to continue the outcomes it has built so far.

Blue Economy Takes Center Stage at the 3rd Regional Business Forum



Carrying the theme *A Marriage of Profit and Sustainability*, the Coral Triangle Regional Business Forum's discussions this year centered on how to build a thriving Blue Economy in the region by applying new economic business models that are both economically profitable and environmentally sustainable.

Keynote speaker Prof. Dr. Gunter Pauli, initiator and author of *The Blue*

Economy, first introduced the Blue Economy concept in 2004, which encourages people to manage resources efficiently through innovations and technologies that create zero waste products.

Opening Dinner Reception (24 March 2013)



The forum was officially opened by H.E. Mr. Sharif C. Sutardjo, Minister of Marine Affairs and Fisheries, Republic of Indonesia, during an opening dinner reception on 24 March 2013.

Participants were also formally welcomed by the Third Assistant of the Governor of Bali Province for Public Administration, Mr. I Made Santha, Dirjen III Pemrov Bali, on behalf of the Governor, H.E. Mr. I Made Mangku Pastika.

The Bahasa Indonesia edition of Prof. Gunter Pauli's Book, *Blue Economy: 10 Years 100 Innovations 100 Million Jobs*, was also launched at the dinner reception.

Participants were treated to local entertainment featuring traditional Balinese music and dance during dinner.

Business Forum (25 March 2013)



The forum's business sessions started the following day, 25 March 2013, attended by around 150 registered participants from around the region and beyond. Ms. Shinta Widjaja Kamdani, Vice Chair of the Indonesian Chamber of Commerce and Industry, formally welcomed everyone to the event.

This was followed by an insightful Keynote Speech by Prof. Gunter Pauli who delivered a presentation titled *Rethinking Development*, where he elaborated on the need to start building more people-centered cities and ways of living.

A Roster of Distinguished Speakers and Moderators



An impressive line-up of eminent speakers graced the forum and shared valuable insights on Blue Economy examples from varied sectors and industries.

Ms. Yuli Ismartono, Deputy Chief Editor of the English Edition of Tempo—a weekly news and current affairs magazine based in Jakarta, moderated the forum.

There were a total of four sectoral panel discussions with distinguished speakers:

Government Sector Panel

This panel was moderated by Ms. Yuli Ismartono. The panel was composed of the following speakers:



- **Prof. Sjarief Widjaja**, Secretary General at the Indonesian Ministry of Marine Affairs and Fisheries
- **Mr. Ho Koon Seng**, Under Secretary of the International Division of Malaysia's Ministry of Science, Technology and Innovation
- **Prof. Emil Salim**, Chairman and Member of the Advisory Council to the President of the Republic of Indonesia

The panel looked into the role of the government in creating enabling conditions for a Blue Economy for the Coral Triangle and how to best collaborate with the private sector.

Natural Resource and Services Sector Panel

This panel was also moderated by Ms. Yuli Ismartono. The panel was composed of the following speakers:

- **Mr. Ganto Novialdi**, Strategic Planning Director at Dentsu Indonesia
- **Dr. Paul Holthus**, Executive Director of the World Ocean Council
- **Mr. Florendo Maranan**, Executive Director of the Bank of the Philippine Islands Foundation

The panel looked into the efforts being made by the private sector in sustainable development.

Transportation and Tourism Sector Panel

This panel was moderated by Ms. Rili Djohani, Executive Director of the Coral Triangle Center. The panel was composed of the following speakers:

- **Captain Rod Short**, Executive Secretary of GlobalMET
- **Ms. Shanti Poesosoetjipto**, Chairman of PT. Samudera Indonesia
- **Mr. Edwin Darma Setiawan**, Director of Development of Bali Tourism and Development Corporation
- **Ms. Suzy Hutomo**, CEO of Body Shop Indonesia

This panel looked into environmental risks from the shipping and tourism sectors and the current examples of how such issues are being addressed by these sectors.

Seafood Sector Panel

This panel was moderated by Dr. Efransjah, CEO of WWF-Indonesia. The panel was composed of the following speakers:

- **Mr. Bill Holden**, Pacific Fisheries Manager of the Marine Stewardship Council (MSC)
- **Mr. Aditya Utama Suro**, Director of ANOVA Fishing and Living Program
- **Mr. Dilan Sawalius Batuparan**, Vice President / Head of International Division of Eximbank

The forum was wrapped-up by Ms. Yuli Ismartono and Prof. Gunter Pauli, while Dr. Victor Nikijuluw, Executive Secretary of the Indonesian National Coordinating Committee of the CTI-CFF, gave the closing remarks.

All speaker presentations can be found in the event website's download page:

<http://www.ctirbf2013.com/#downloads>

Guest Speakers

The afternoon panel sessions were opened by the Vice Minister of Tourism and Creative Economy, Republic of Indonesia, H.E. Dr. Sapta Nirwandar. This was followed by a speech from Mr. John Hansen, Director for USAID Environment Office.

Public-Private Partnerships at the Forum



A total of 11 Certificates of Recognition were handed out to public-private sector partners for their exemplary initiatives on sustainable development.

The certificates were awarded by Ms. Shinta Kamdani, Dr. Victor Nikijuluw, Ms. Rili Djohani, and Dr. Lida Pet-Soede.

The Public-Private Partnerships recognized at the forum were:

Sabah Wildlife Department

Represented by Sailun bin Hj Aris, Field Officer, Tawau Branch

The Sabah Wildlife Department was recognized for being part of a Turtle Management Body in Northeast Island, Semporna, Malaysia—a partnership between NGOs, the private sector, and the local government. Being the main government agency in Sabah in charge of protecting Green and Hawksbill turtles, the Sabah Wildlife Department, on the field level, works closely with resort operators and non-government agencies in Semporna, Sabah—a global priority conservation area at the apex of the Coral Triangle.

Turtle collaboration between the Department and resort operators include protection of beaches and nests from threats. A platform for greater protection of the species was established through the formation of a management body in Sept 2012.

Collaboration will be solidified through a Memorandum of Understanding between the Department and two resorts for the protection of turtle nests.

The Sabah Wildlife Department plays a very significant role with private sector players, particularly with PomPom Island resort and Mataking Reef Dive Resort.

Bank of the Philippine Islands

Represented by Florendo Maranan, Executive Director, BPI Foundation

The Bank of the Philippine Islands has been a forerunner in energy and resource efficiency, waste management, and carbon footprint reduction.

The Bank has embarked on a three-year partnership with WWF-Philippines to assess the business risks related to climate change faced by the Philippines' major cities. The study aims to help city planners, decision makers, and development stakeholders assess climate change impacts, identify opportunities, and decide on a sustainability strategy that will allow the cities to retain economic viability and respond more competitively in a climate-defined future.

Solomon Islands Ministry of Fisheries and Marine Resources and Solomon Islands Telecom

Represented by Ben Buga, Chief Fisheries Officer

Solomon Islands Telecom and the Ministry of Fisheries and Marine Resources are working together to support the Solomon Island Inshore Fisheries Mobile Platform, as part of Telecom's social and governance support program.

The partnership will support the first-ever consolidated inshore fisheries market database that will wirelessly link mobile devices used for gathering information from inshore fishers and fish vendors with a central server and analytical package housed in the Solomon Islands Ministry of Fisheries and Marine Affairs.

The private sector partners recognized at the forum were:

Marine Fish Farmers Association of Malaysia

Represented by: Mr. Mohamed Razali bin Mohamed

The Marine Fish Farmers Association of Malaysia (MFFAM) has been a proactive player in live reef food fish initiatives in the country and recently attended the Live Reef Food Fish Trade Intergovernmental Forum (with the Department of Fisheries) in Bangkok last February 2013. Its active participation has enabled Malaysia to contribute positively in deliberations at the forum thus playing a positive role in contributing to CTI-CFF's target on sustainable trade in live reef fish. Two member farms of MFFAM are collaborating

with WWF-Malaysia to carry out Full Cycle Aquaculture trials with the objective of successfully demonstrating its viability. WWF appreciates the cooperation of the farms in allowing some of their cages to be used for these trials.

Sea Delight

Represented by Wiro Wirandi from WWF-Indonesia Seafood Savers

Sea Delight was recognized for being a member of WWF-Indonesia's Seafood Savers Program, which involves adhering to rigorous requirements that will ultimately lead to Marine Stewardship Council or MSC certification.

CV Pulau Mas

Represented by Heru Purnomo

CV Pulau Mas was recognized for being a member of WWF-Indonesia's Seafood Savers Program, which involves adhering to rigorous requirements that will ultimately lead to Marine Stewardship Council or MSC certification.

Artaminatama

Represented by Wiro Wirandi from WWF-Indonesia Seafood Savers

Artaminatama was recognized for being a member of WWF-Indonesia's Seafood Savers Program, which involves adhering to rigorous requirements that will ultimately lead to Marine Stewardship Council or MSC certification.

Bali Tourism Development Corporation

Represented by Edwin Darmasetiawa, Development Director

The Bali Tourism Development Corporation was recognized for their intent to be one of the lead partners in the Renewable Energy and Energy Efficiency Programme (REEEP)-sponsored initiative to establish a Tourism Energy Efficiency Investment Programme in Indonesia, starting in Nusa Dua as a pilot model for sustainability.

This partnership aims to facilitate hotels and resorts to participate in a feasibility study to determine potential energy reduction, potential cost savings through energy efficiency measures, and appropriate energy efficiency technologies.

To this effect, the Bali Tourism Development Corporation will motivate all establishments and users of the Nusa Dua complex area to collaborate in the energy efficiency tourism project and to formally launch this at the APEC 2013 meeting in Jakarta.

PT. Samudera Indonesia Tbk

Represented by Shanti Poesposoetjipto, Chairman

Recognition was given to PT. Samudera Indonesia Tbk for their intent to enter a partnership that will look into responsible shipping in Coral Triangle waters. PT. Samudera Indonesia Tbk is very much concerned about marine biodiversity in the Coral Triangle and is committed to the preservation of coral reefs and marine life. It supports collaboration with the CTI-CFF Interim Secretariat, the Coral Triangle Center, and WWF, in motivating its vessels and encouraging other shipping companies throughout the Coral Triangle region to implement responsible shipping practices.

In particular, PT. Samudera Indonesia Tbk will take initiative to encourage the members of the Indonesian Shipowners Association (INSA) to collaborate in an awareness program that will help map out the Coral Triangle Sensitive Areas and introduce appropriate nautical navigation tools to lower the risks and impact on marine biodiversity and livelihoods.

Tempo

Represented by Yuli Ismartono, Deputy Chief Editor of the English Edition

Tempo is a weekly news and current affairs magazine based in Jakarta. The publication was recognized for its intent to help create more awareness and discussions around the concept of a Blue Economy for the Coral Triangle region.

Tempo's help and assistance in creating debate around the importance of implementing a Blue Economy for the long-term sustainability of Coral Triangle marine resources will go a long way towards increasing the profile not only of a Blue Economy but the global-significance of the Coral Triangle region.

The Body Shop Indonesia

Represented by Ms. Suzy Hutomo, CEO

The Body Shop Indonesia was recognized for leading by example—making profit, planet, and people its core business, and for its commitment to enter a partnership in raising awareness on marine issues, catalyze change, and support the Coral Triangle Day on June 9. Body Shop Indonesia is in particular concerned and committed to addressing the threats to coral reefs and mangroves and the issue of litter and plastics.

The Body Shop has an eco-conscious line of products which does not harm marine animals. Its most recognized in-house campaigns are their Earth Hour campaign. During Earth hour this year, Bodyshop Indonesia switched off 6010 lights and saved 250,000 watts. Body Shop Indonesia also has an ongoing program that gives customers store points for every bottle returned for recycling.

Gala Dinner



Participants were treated to a Gala Dinner after the forum, where General Electric (GE) Indonesia CEO, Dr. Handry Satriago, gave a motivational talk on GE's sustainability projects and the importance of innovation and out-of-the-box thinking, especially among the youth—the future custodians of business and industry, and the environment.

See his presentation here: <http://www.ctirbf2013.com/#downloads>

Youth and Journalist Writing Competition



As a lead up to the forum, the organizers conducted a region-wide writing competition aimed at university students and practicing journalists in the Coral Triangle.

The organizers received more than 20 essays for the youth division and 16 published articles for the journalist division, each one providing innovative ideas and solutions on how to implement a Blue Economy for the

Coral Triangle region.

The winner for the youth division, Ms. Liane Stella Candelario from the University of the Philippines, came to the forum and presented the ideas from her winning essay: *Care for the Coasts – An essay on Blue Economy for the Coral Triangle Region*.

Read her winning entry here:

[http://wwf.panda.org/what we do/where we work/coraltriangle/news/?208067/Care-for-the-Coasts](http://wwf.panda.org/what_we_do/where_we_work/coraltriangle/news/?208067/Care-for-the-Coasts)

Ms. Khalidah Nizma Fritz from Media Indonesia Newspaper won grand prize for the journalist division for her article *Semangat Ekonomi Biru Para Pemikir Muda (The Blue Economy Spirit of Youth Think Tank)*, while Mr. Aries Munandar, also from Media Indonesia Newspaper, won both the first runner-up and second runner-up awards for his articles *Ancaman Eksploitasi Di Hutan Payau (The Threat in Mangroves)* and *Fokus Nusantara: Ketika Solar Datang Dua Minggu Sekali (Achipelago Focus: When Solar Came Just Once in Two Weeks)*.

The writing competitions started in December 2012 and were open up to mid-March 2013. They were promoted through posters, electronic flyers, social media, and direct mailers to media, journalists, journalist associations, and universities around the region.

Panel of judges for the youth division was composed of: Prof. Gunter Pauli; Ms. Rili Djohani; Dr. Hendra Yusran Siry, Secretary for Coordination and External Affairs of the Interim-Regional Secretariat of the CTI-CFF; and Paolo Mangahas, Communications Manager of the WWF Coral Triangle Program.

Dr. Victor Nikijuluw, Dr. Lida Pet Soede, and Dewi Satriani, Marine Communications Manager of WWF-Indonesia made up the panel of judges for the journalist division.

Sustainable Seafood Dialogue (26 March 2013)



A Sustainable Seafood Dialogue was held the day after the forum, on 26 March 2013. This side meeting aimed to showcase how a Blue Economy approach can help magnify efforts on responsible seafood production in the Coral Triangle.

The meeting objectives were to:

- present case studies from companies who are investing in improvements from both the wild-capture and aquaculture sectors;
- hear from retailer sector stakeholders as to what drives their decisions in sourcing and procuring “responsible” seafood including a risk and relevance approach to project investment;
- showcase new technologies around science and traceability that will support movement of “responsible” seafood; and
- Promote dialogue and networking opportunities to broaden commitments to supply and consumption of “responsible” seafood throughout the Coral Triangle region.

A total of 38 participants attended this meeting, where they learned more about ongoing partnerships of private sector players with the government and other NGOs and how to best replicate such efforts throughout the business sector.

Media and Communications

Through media outreach and a series of press releases and opinion editorials, the event was able to garner the following media coverage:

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- <http://en.acnnewswire.com/press-release/english/12660/privacy.asp>
- <http://fishing-living.org/participation-in-the-3rd-coral-triangle-regional-business-forum/>
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- <http://ac.newsblaze.com/story/2013032506570000001.acn/topstory.html>
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- <http://www.coraltriangleinitiative.net/news-updates/3rd-cti-regional-bussiness-forum-and-1st-coral-triangle-bussiness-council-meeting>
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- <http://eksposnews.com/view/1/51861/Indonesia-Tuan-Rumah-Forum-Bisnis-Tarumbu-Karang.html#.UVI5uxfvj0s>
- <http://www.probisnisonline.com/index.php/home/18-prolingkungan/269-indonesia-akan-menjadi-tuan-rumah-forum-bisnis-regional-kawasan-terumbu-karang-dunia>
- <http://www.bisnis.com/m/kawasan-terumbu-karang-dunia-indonesia-jadi-tuan-rumah-forum-bisnis-regional>
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- <http://eksposnews.com/mobile/content/51861>
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The Jakarta Post: WWF urges government to support ‘blue economy’ initiative

- <http://www.thejakartapost.com/news/2013/03/09/wwf-urges-govt-support-blue-economy-initiative.html>

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- <http://www.thejakartapost.com/news/2013/03/11/indonesia-opportunity-redesign-economy.html#.UUg-bCIML-Y.facebook>

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- <http://www.metrotvnews.com/metronews/read/2013/03/24/3/141060/Diskusi-Terumbu-Karang-Bahas-Karya-Jurnalis-Media-Indonesia>
- <http://m.metrotvnews.com/read/news/2013/03/20/139853/Wartawan-Media-Indonesia-Menang-Lomba-Tulis-Lingkungan>

- http://www.unas.ac.id/detail_berita/829_kiprah_alumni_unaswartawan_media_indonesia_menang_lomba_tulis_lingkungan
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- <http://www.asiatraveltoday.com/2013/03/09/indonesian-government-urged-to-support-blue-economy-wwf/>
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Tempo, published in print on 14 March 2013. (see PDF)

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- <http://flair.wittysparks.com/article/0d1VauQ7Xubqo/wwf-urges-govt-to-support-blue-economy-initiative>
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The Coral Triangle in numbers

US\$ 1 Billion

Annual tuna trade from Indonesia, Papua New Guinea, Philippines, Solomon Islands, and Fiji

+120 Million

People directly dependent on the Coral Triangle's marine natural resources

6M+ Square KM

Total area of the Coral Triangle

37%

of known reef fish species

76%

of known coral reef species on the planet

6 of 7

of the world's marine turtle species

US\$ 810 Million

Annual regional trade in live reed food fish in Asia-Pacific



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.panda.org/coraltriangle