

Encouraging and Implementing Sustainable Production and Consumption of Eco-friendly Batik in Indonesia and Malaysia

- Clean Batik Initiative -

The project aims to improve the environmental performance of the batik industry in Indonesia and Malaysia and to create demand for eco-friendly batik products. This will, in turn, provide incentives for cleaner production efforts among SMEs.



Lead Partner

Indonesian-German
Chamber of
Commerce and
Industry (EKONID),
Indonesia

Partners

Malaysian-German
Chamber of
Commerce and
Industry (MGCC),
Malaysia

IHK-Akademie,
München
Germany

Project Background

Batik is an important industry for Indonesia and Malaysia. Many batik factories operate with excessive use of wax, chemical dyes and bleaching agents that are harmful to people and the environment. This wasteful use of water by batik SMEs contributes to water scarcity during the dry season. Because there is a lack of eco-consciousness among batik consumers, there is no demand-led incentive for batik SMEs to switch to cleaner methods of production. "Green" management for both supply and demand are needed to lessen the environmental impacts from the production and consumption of batik products.

Project Objectives

To implement the cleaner production concept in batik SMEs in Indonesia and Malaysia, and to increase their marketing know-how in parallel to raise an awareness among consumers on environmental, social, and economic benefits of environmental friendly produced batik products.

Project Activities

- Training of trainers for local business support organisations on environmental oriented cost management, good housekeeping, chemical management, water/energy efficiency, and marketing of eco-friendly batik;
- Clean production workshop, implementation and in-field technical assistance and evaluation for batik SME owners and key staff;
- Media liaisons, press conferences, e-news, and awareness campaign events targeting different consumer groups;
- Business matchmaking, online marketing, and domestic and international trade fairs support for selected batik SMEs;
- Policy dialogues with local, regional, and national government authorities, followed with lobby group activities.

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Facts and Figures

Total budget: € 2,316,792 (EU contribution: 80%)

Duration of the project: 48 months (starting February 2010)

*European Business Chamber of Commerce in Indonesia
(EKONID)*

EKONID is the biggest European Chamber of Commerce in Indonesia with many years of experience in implementing projects particularly in the field of renewable energy, environment and community development.

EKONID is the lead implementer of the Clean Batik Initiative programme.



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Malaysian – German Chamber of Commerce (MGCC)

MGCC is the Malaysian – German Chamber of Commerce, their focus has always been to assist SMEs to develop their production and management skills and in building capacity for internationalisation.

MGCC will be the partner for implementing Clean Batik Initiative programme in Malaysia.



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IHK-Akademie München

IHK-Akademie is the Education and Training department of the IHK-Munich which is the biggest Chamber of Commerce in Germany. It has five training centers and around 1,000 trainers.

IHK-Akademie will provide European technical experts to enable knowledge transfer from Europe in the Clean Batik



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