Promoting Ecofriendly Rattan Products - Indonesia

Presenting by: Bastian A. Saputra.
Colombo, 8 Oct 2014
Background

• Rattan – non wood forest products - (raw rattan, end products) = main national assets in Asia particularly in Indonesia for raw rattan (80% raw rattan supplied from Indonesia’s forest) as well as the end products. Figure: Total export rattan products (furniture and handicraft) 2013 US$ 219,8 million, 2012 US$ 202,67 million, 2011 US$ 143,22. Market share: Europe and America each 40%, and 20% Middle East and Asia Pacific.

• Rattan is sustainable product, naturally growing in the forest and embedded on the main trees. Rattan equals with forest protection. Mean no forest = no rattan).

• Involving 400,000 people (livelihoods) from rattan farmers to SMEs workers.
Project Background

SWITCH Asia program from EU to promote sustainable consumption and production (SCP) in Asian countries
Duration

48 months
January 15, 2013 to January 14, 2017
Coverage Area
Map of Project Locations

Legends:
1. Pidie Rattan Cultivation Center (Aceh)
2. Katingan Rattan Cultivation Center (Central Kalimantan)
3. Palu Rattan Cultivation Center (Central Sulawesi)
4. Cirebon Rattan Industries (West Java)
5. Solo/Yogyakarta Rattan Industries (Central Java)
6. Surabaya Rattan Industries (East Java)
A. PUPUK Headquarters (Bandung, West Java)
B. PUPUK Desk (Jakarta)
The overall objective is to contribute towards the development of sustainable production and consumption practices in the rattan value chain in Indonesia that promote responsible exploitation of rattan and protection of the environment.
The **specific objectives** are:

- Promote sustainable production, processing and utilization of rattan products.
- Increase awareness, capacities and collaboration among stakeholders in the rattan value chain.
- Improve learning, application and replication of best practices in the rattan sector.
Expected Result

- 2,250 rattan farmers/producers organized and applying cultivation techniques toward sustainability rattan production.
- 1,200 micro, small and medium (MSMEs) rattan processors improved production and marketing capacity.
- Multi-stakeholder platform and protocol on sustainable cultivation, harvesting and processing of rattan and rattan products developed.
- A replicable inclusive business model in the sustainable production and consumption of rattan products developed which includes poor local rattan producers into the supply chains of the rattan processors with mutual.
Target Groups

- Rattan farmers and workers
- Micro, Small and Medium rattan industries (MSMEs)
- Rattan Retailers and Consumers
- Rattan Associations (AMKRI, KADIN)
- Government (local, province, and national)
Main Activities

- Value chain analysis of rattan sector
- Strengthening association of rattan farmers and rattan producers
- Develop demonstration of rattan cultivation sites (demo plot)
- Training of Rattan Farmer in the sustainable cultivation (reduce forest destruction with better cultivation) and harvesting practices
- Cleaner production (sustainable production – post harvesting)
Main Activities

• Support rattan producers (MSMEs) in labor force development, access to technology, and finance;
• Training and support to SMEs of rattan producers in green design and marketing (making trends of product design – applying sustainability principles)
• Facilitating rattan producers (MSMEs) participating in fairs/exhibition at national and international level (marketing and promotion)
• Establishment of collaborative forum in local, province and national level
Main Activities

• Raising public awareness and dissemination of information on eco-friendly rattan products (the consumption/use of rattan products). Domestic market also quite big (hotel, resort, restaurant, household, shops both retail and wholesale.

• Development of agreed protocol/guidelines on rattan sector (cultivation, production, certification)

• Research and development

• Policy dialogue
Model

MARKET (International, Domestic i.e: hotel, restaurant, retailer company, wholesaler company, end consumers, online, small shop, etc)

UP STREAM

RATTAN FARMERS

RATTAN FARMERS ASSOCIATION

LOCAL COLLABORATIVE INSTITUTION

NATIONAL COLLABORATIVE INSTITUTION

DOWN STREAM

RATTAN PRODUCERS ASSOCIATION

LOCAL COLLABORATIVE INSTITUTION

RATTAN SMEs PRODUCERS

Inclusive Business (Private Sectors)
The Link with Tourism Sector

- Supply the products of rattan (furniture and handicrafts) to hotel, resort, eco lodge, restaurant, souvenir shops, MICE events, etc.
- Tourism destination. This year the project will starting to initiate several center of rattan industries (based on village) in Java Island become tourism destination (down stream). The initiative in cooperation with local and national government as well as SMEs.
Facilitating to Market

International Trade Expo 2013 in Jakarta
Facilitating to Market

International Furniture (IFFINA) 2013 in Jakarta
Facilitating to Market

National Furniture Exhibition held by Ministry of Industry (GoI) 2014 in Jakarta (Domestic market)
Facilitating to Market

International Furniture Expo (IFEX) 2014 in Jakarta
Upcoming Event (promoting)

- International Furniture Exhibition (IMM) in Koln, Germany – January 2015
- International Furniture Expo (IFEX) in Jakarta, Indonesia – April 2015
- International World Rattan Forum in Jakarta, Indonesia – April 2015
- Trade Export Indonesia (TEI) in Jakarta, Indonesia – October 2015
- International Furniture Exhibition (IMM) in Koln, Germany – January 2016
In the hotel room... Galadari
Promoting Sustainable Consumption and Production Eco Friendly Rattan Indonesia

Thank you