



## Heart of Borneo: How the HoB Initiative can be supported as a Corporate Social Responsibility

**SSM CORPORATE RESPONSIBILITY SEMINAR SERIES 2013 “TOWARDS SUSTAINABLE FUTURE”**

---

Henry Chan (Doctor of Social Sciences, Helsinki)  
Head of Conservation Sarawak  
WWF-Malaysia

28 March 2013, Kuching



# What is Heart of Borneo (HoB) Initiative



# The HoB Initiative

a transboundary collaboration among the governments of  
Brunei, Indonesia and Malaysia

to enable conservation and sustainable development

that improves the welfare of those living on the island

while minimizing deforestation, forest degradation and  
the associated loss of biodiversity and ecosystem services



# Why is Borneo important for Conservation and Sustainable Development?



Because it is rich in biodiversity

















7/10/2010 3:53 AM











Because communities depend on its  
biodiversity for livelihood and  
wellbeing



























We depend  
on the upriver forest ecosystem  
services for clean air and water





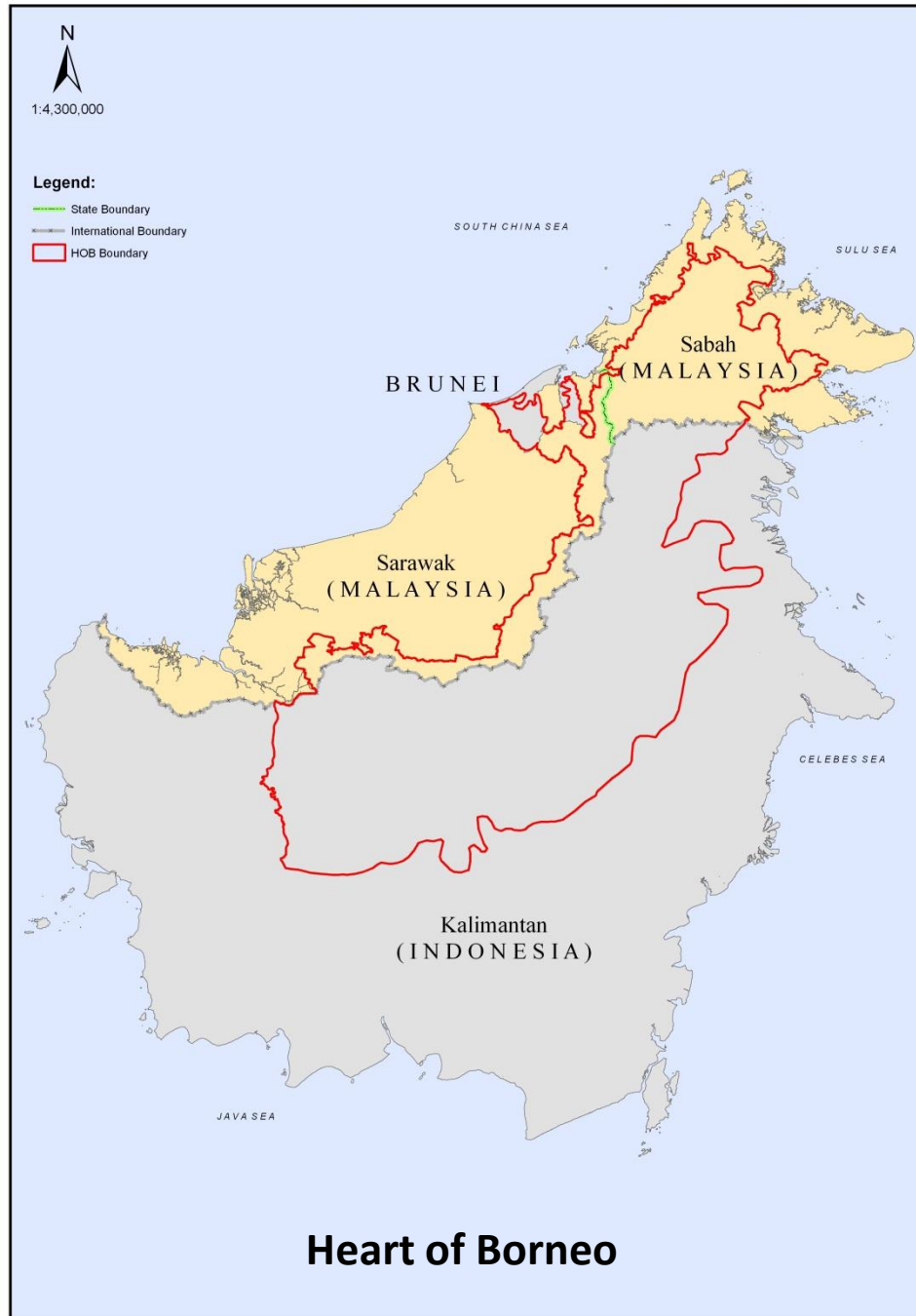






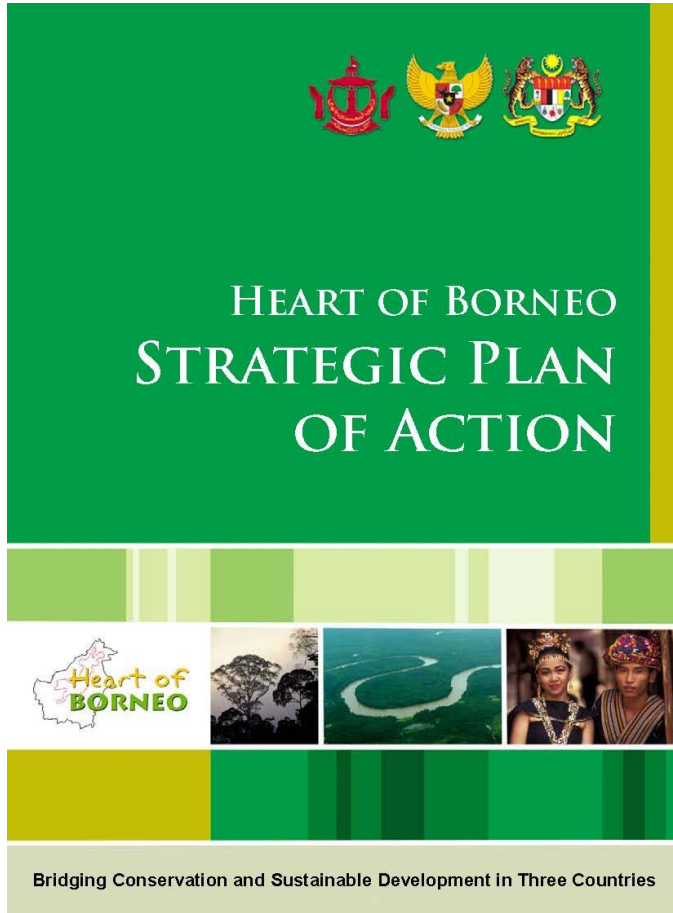








# WWF supports the HoB Countries



**Transboundary  
Management**

**Capacity  
Building**

**Protected Area  
Management**

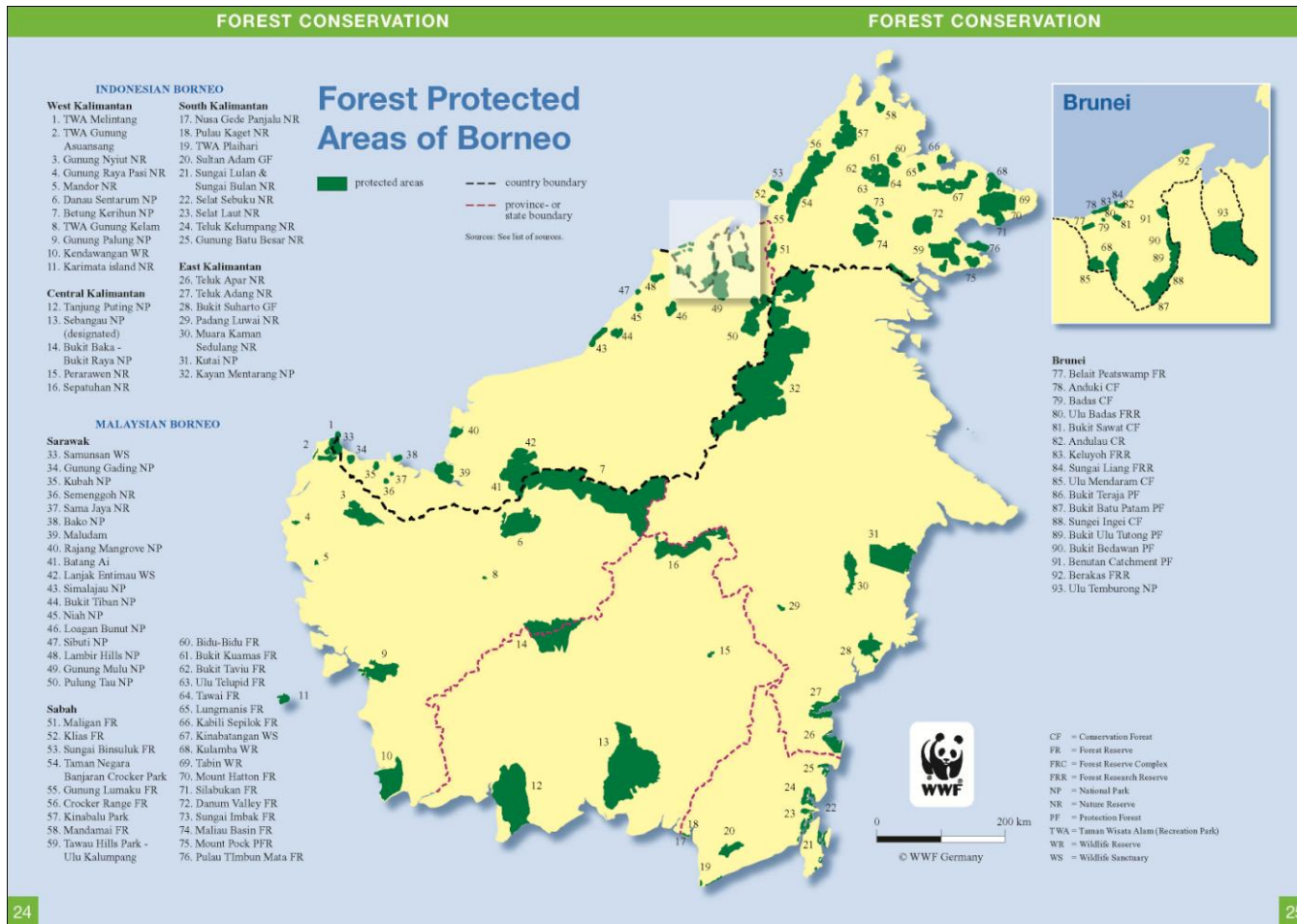
**Ecotourism  
Development**

**Sustainable Natural  
Resource Management**



# Presently HoB Landscape is fragmented

## Protected Areas are Isolated

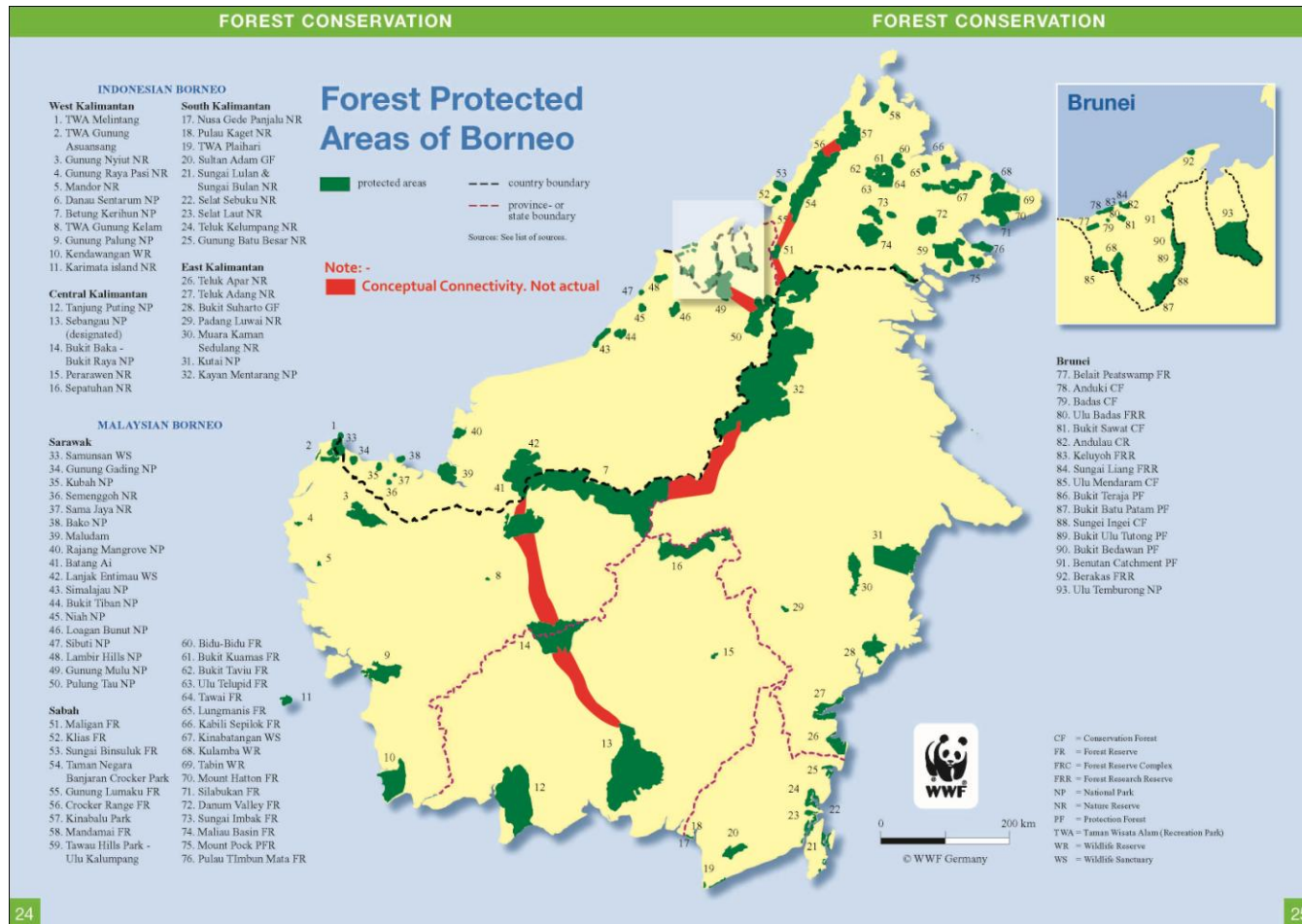






- Different government system with diverse legislative and administrative systems
  - Wide variation of physical geographical attributes
  - Different resource utilization regimes and ethnicity
- Absence of a cohesive framework transcending all three countries to coordinate different legislative systems and management regimes

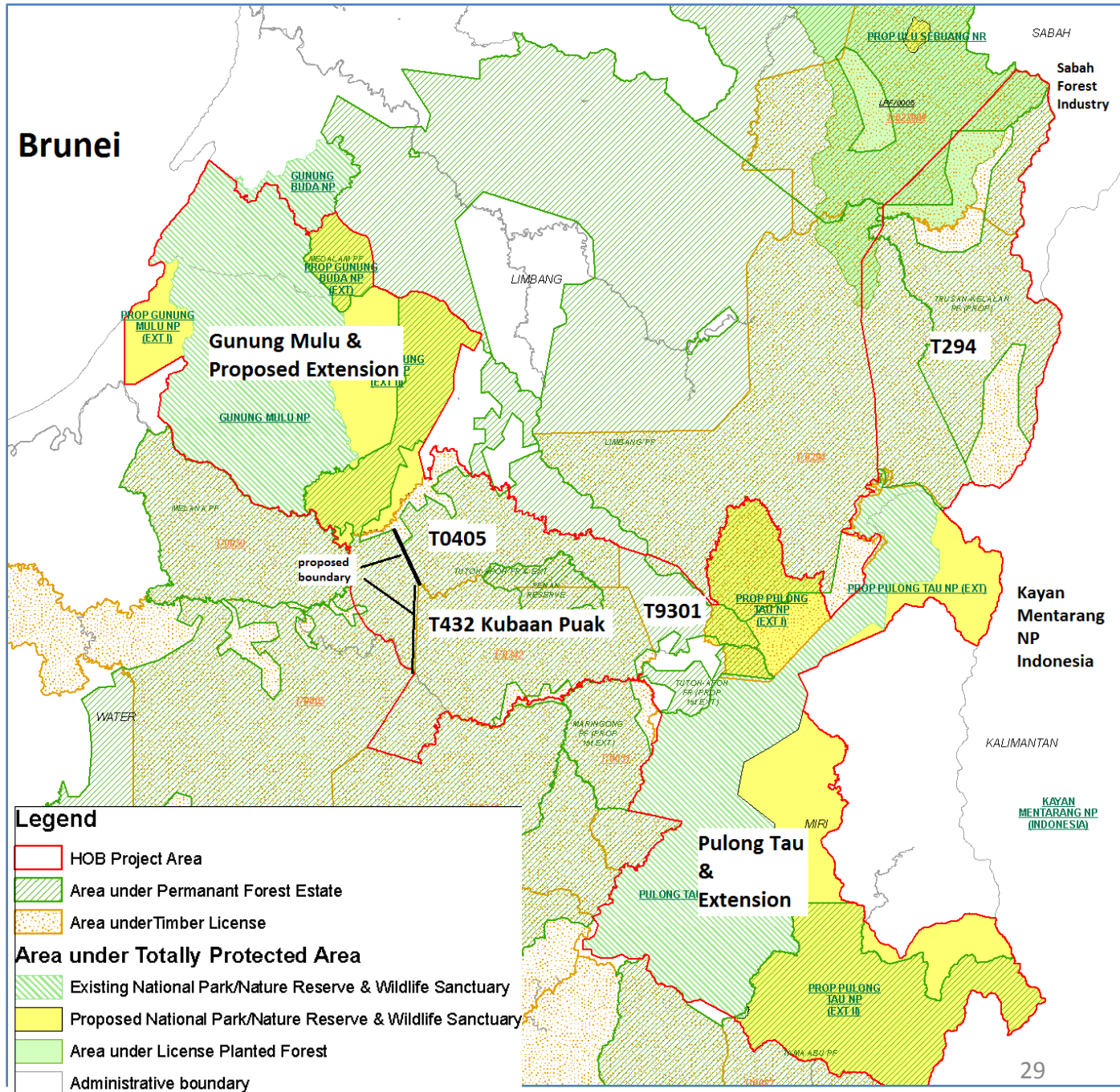
# Connecting Protected Areas through sustainable land use





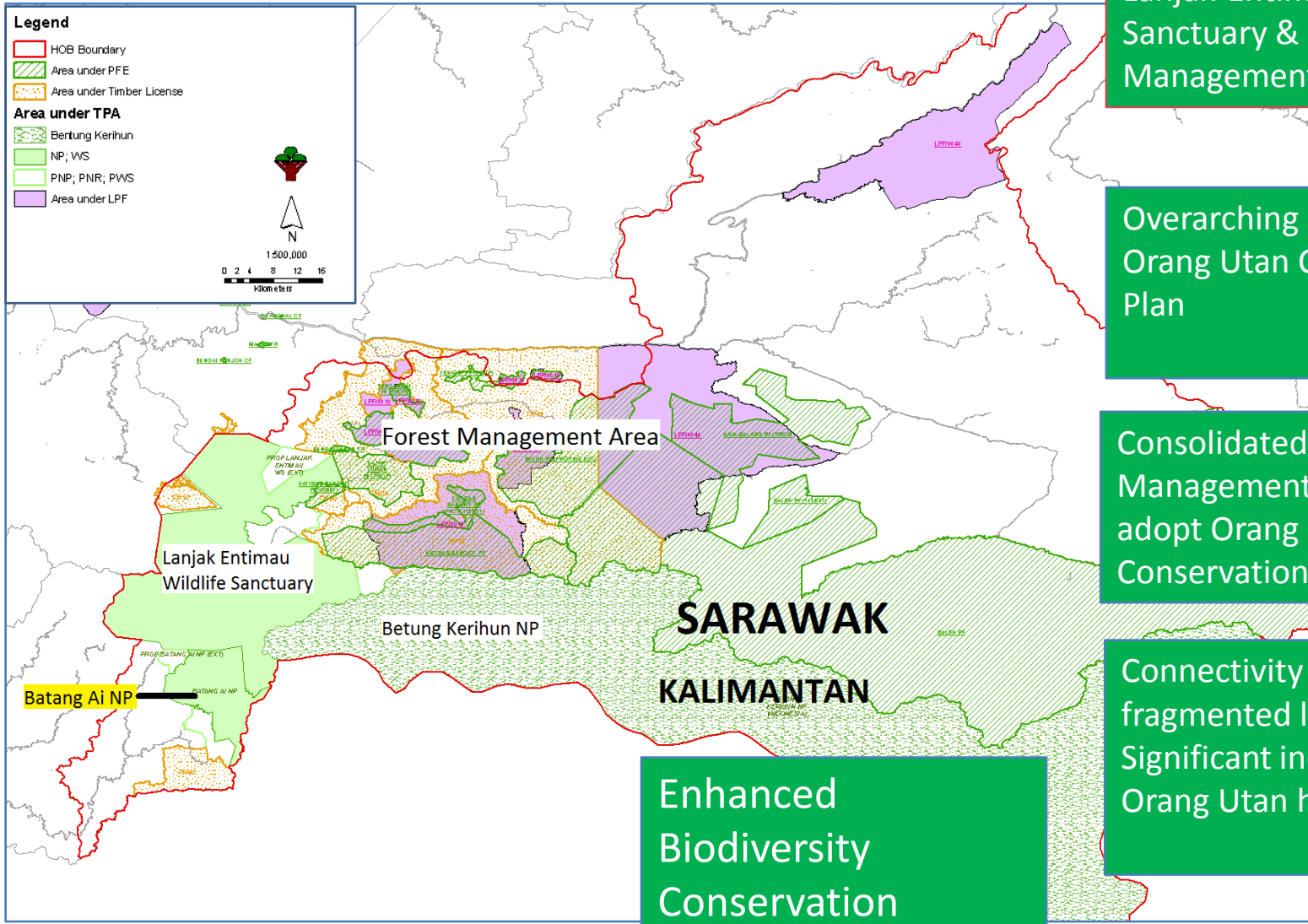
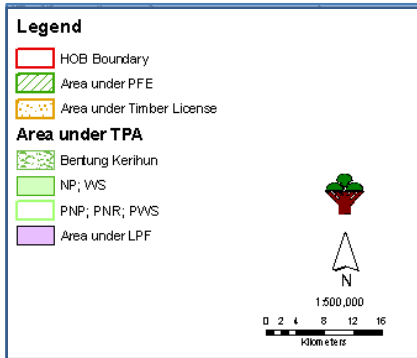


# Landuse within Brunei and Indonesia Connectivity Landscape



### Legend

- HOB Project Area
- Area under Permanent Forest Estate
- Area under Timber License
- Area under Totally Protected Area**
- Existing National Park/Nature Reserve & Wildlife Sanctuary
- Proposed National Park/Nature Reserve & Wildlife Sanctuary
- Area under License Planted Forest
- Administrative boundary



Betung Kerihun National Park – Batang Ai & Lanjak-Entimau Wildlife Sanctuary & Forest Management Area

Overarching Framework: Orang Utan Conservation Plan

Consolidated Forest Management areas that adopt Orang Utan Conservation Plan

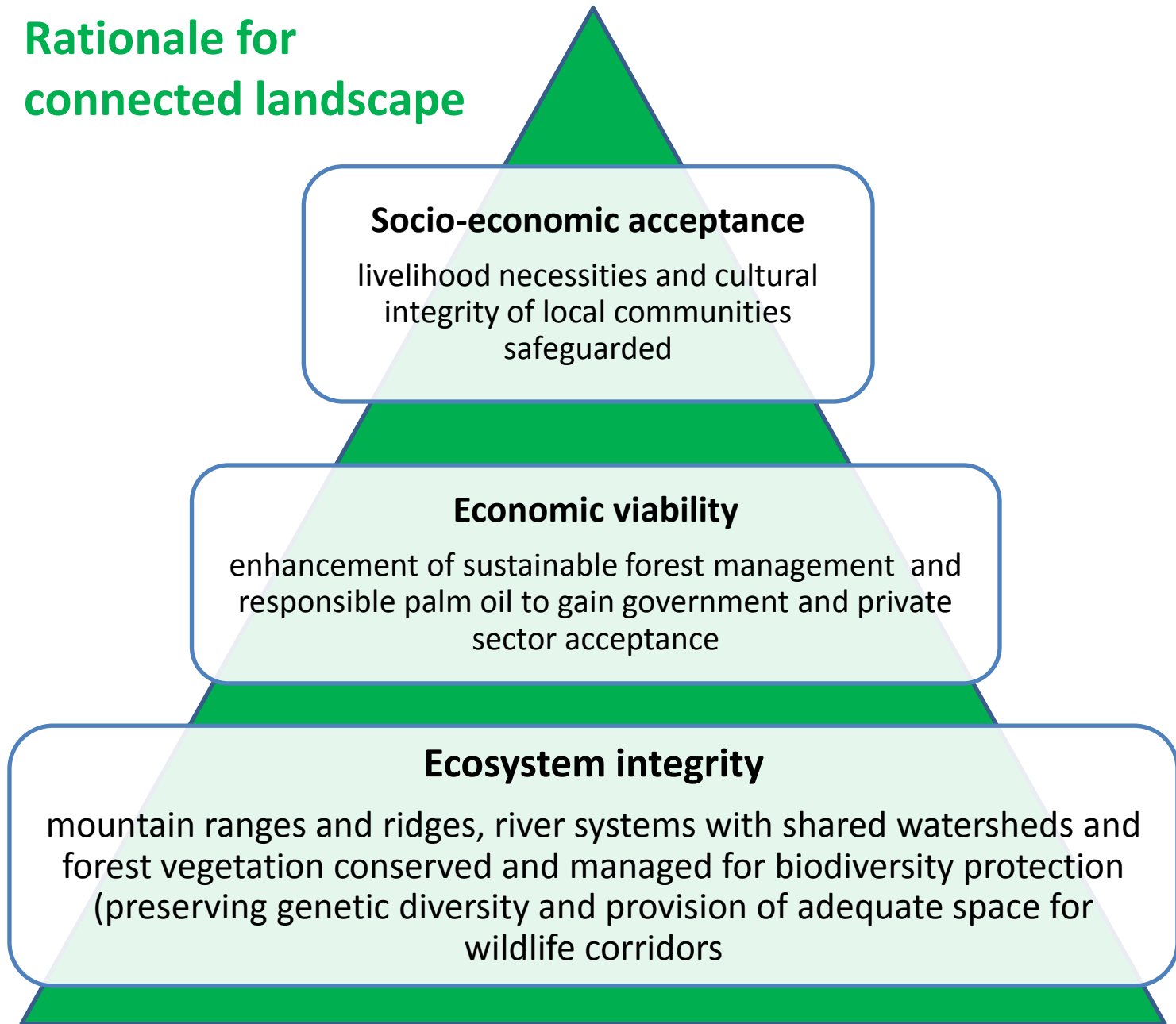
Connectivity of fragmented landscapes: Significant increment of Orang Utan habitats

Enhanced Biodiversity Conservation





## Rationale for connected landscape





# Potential Key Outcomes

1. Transboundary connectivity of TPAs and well-managed forest landscape in the HoB area
2. Pilot HoB landscape managed according to a sustainable and multiple land-use system
3. Stakeholder collaboration achieved among park administrators, forest managers, local community and conservation practitioners





# How your CSR program can help HoB Initiative through partnership with WWF-Malaysia



# Priorities for Conservation in HoB

WWF-Malaysia, the national conservation trust, currently runs more than 90 projects covering a diverse range of environmental protection work. In Sarawak, the programme for HOB are:

1. Forests
2. Freshwater
3. Species
4. Policy and Advocacy
5. Environmental Education
6. Community Engagement



Responsible Forestry and Protected Area



Freshwater



Community Engagement in Maligan Highlands



Eco Schools Programme  
Eco Institute  
Education & You (E & You)



Policy and Advocacy



Orang Utan and species Conservation





# Corporate Engagement

## Why is engagement with WWF important?

---

Industry & corporation have a key role in shaping the future

- ◆ Consumption patterns and behaviours
- ◆ Environmental standards, rules and regulations
- ◆ Lead on change and innovative solutions

**Sustainable  
Sourcing**

**Sustainable  
Production**

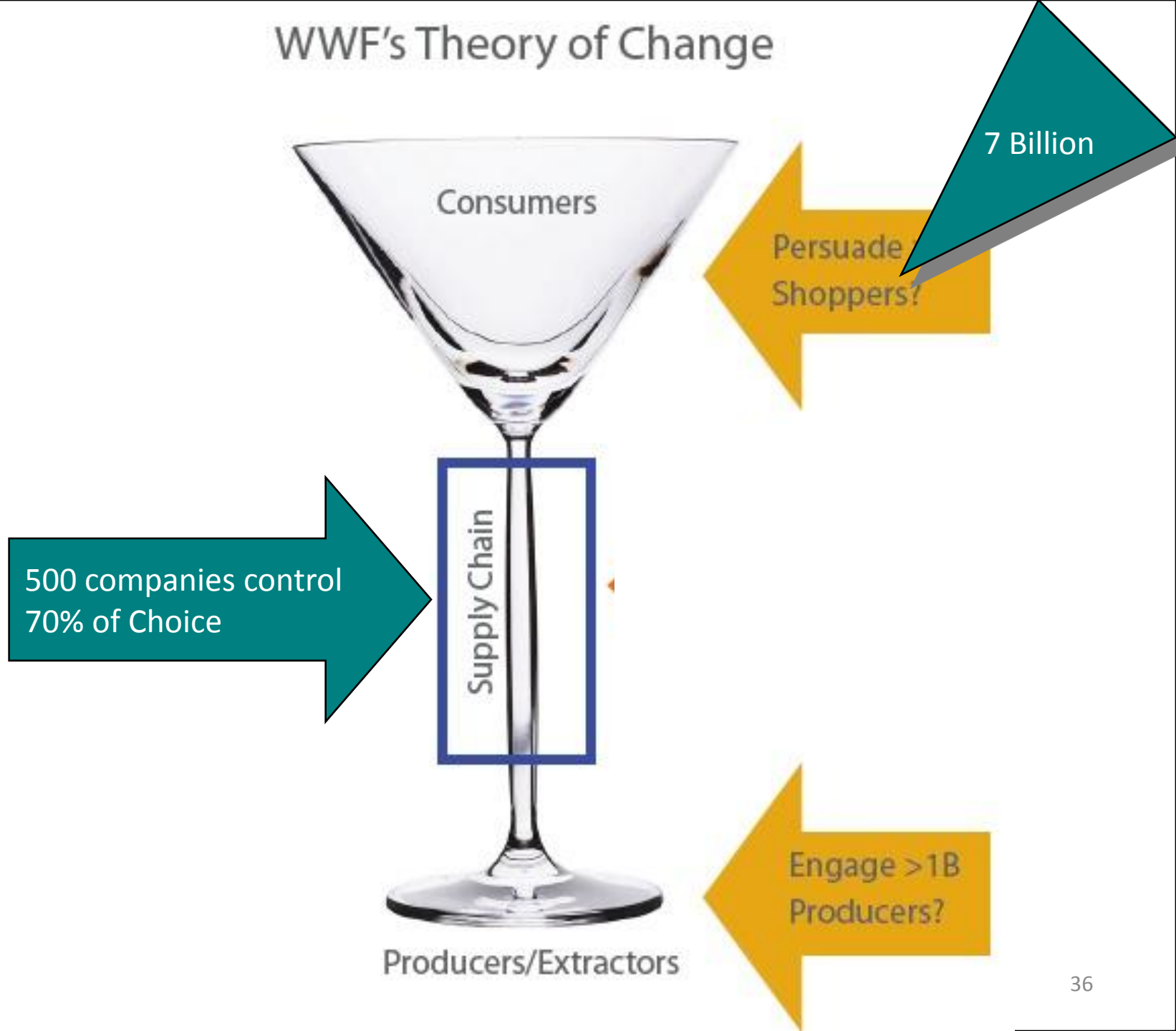
**Sustainable  
Consumption**

**Sustainable  
Waste**

**Sustainable Market**



# WWF's Theory of Change







# Architecture of Bilateral Partnerships

## 1. Transformational Partnerships

## 2. Technical Cooperation

## 3. Sponsorships

## 4. Product Based

## 5. Work Place Giving

## 6. Staff Engagement

- Transform the way that companies impact the environment
- Transform the way that companies go to market
- Transform our own ability to deliver conservation & sustainability
- Raise awareness - make the right choices

**Thank you.**

---



**WWF**<sup>®</sup>

***for a living planet***<sup>®</sup>

**Contact: Henry Chan**

**[hchan@wwf.org.my](mailto:hchan@wwf.org.my)**

Email: [corporaterelations@wwf.org.my](mailto:corporaterelations@wwf.org.my)

Tel: +603 7803 3772