

**Design Training:
"Eco-Friendly Rattan
Product Design"**



**Rattan Tourism in
Cirebon, West Java**

5. Activities Locations

The PROSPECT Indonesia program is implemented in several areas of upstream industry (the sources of raw rattan materials): Nanggroe Aceh Darussalam (NAD), Central Kalimantan and Central Sulawesi, and downstream industry (rattan products production): West Java, Central Java and East Java,

6. Time Frame

The activities of PROSPECT Indonesia are going to be implemented in four years, starting from January, 2013.

7. Expected Results

- The improvement on raw rattan materials availability that are harvested from standardized eco-friendly cultivation system.
- The improvement on sales number in the whole value chain of eco-friendly rattan products, in both domestic and export sales.
- The availability of guidelines for sustainable eco-friendly rattan products development for both upstream and downstream industry.
- The establishment of collaborative forum for rattan industry development in local, regional, provincial, and national level.
- Beneficial business linkages between big industry (inclusive business) and small industry (rattan craftsmen) The improvement of consumer awareness on the significance of eco-friendly products.

Funded By



EUROPEAN UNION

EU through SWITCH-ASIA Program is promoting the practice of sustainable consumption and production in numerous economic sectors throughout the world. PROSPECT Indonesia is one of the SWITCH-ASIA programs

Implementer



PUPUK
perkumpulan untuk peningkatan usaha kecil
the association for advancement of small business

Perkumpulan Untuk Peningkatan Usaha Kecil (PUPUK) or The Association for Advancement of Small Business is a non-profit organization, that was established in 1979 and has been actively improving the development of SMEs in Indonesia through micro, meso and macro approaches. The main office of PUPUK is located in Bandung with other 4 offices, each in Yogyakarta, Tegal, Surabaya and Makassar.

Partners



SNV (Netherlands Development Organization) is a nonprofit organization with its head office in Netherland. SNV focuses on Agribusiness SMEs development in many countries.



Innovation
Design
Technology

IZL is a research institution that thrives in developing innovative product design. IZL cooperates with many other research institutions, universities, NGOs and business entities throughout the world. Its head office is in Lichtenfels, Germany.

Associates



AMKRI
Asosiasi Mebel Kayu dan Rotan Indonesia

AMKRI Indonesia is an Indonesian Furniture and Handicraft Association that has been a forum of Indonesian Rattan Furniture Entrepreneurs and Craftsmen. AMKRI has a mission to make Indonesia a leading country in rattan furniture industry in the world.



**Kementerian
Perindustrian**
Republik Indonesia

The Industry Ministry of Republic of Indonesia has a vision to make the national industry internationally acclaimed, to become a modern economic power, as well as growing vehicle of Indonesian economy.

**PROSPECT
INDONESIA**
Promoting Sustainable Consumption and Production
Eco Friendly Rattan Products Indonesia



**Promoting Eco Friendly Rattan
Products Indonesia**

The views expressed in this publication do not necessarily reflect the views of the European Union

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1. Background

Indonesia's rattan business has been substantially decreasing in recent years. This has caused by several problems, such as the lack of raw rattan supply from raw materials source to downstream industry, the design and quality of rattan products are not matched with market demand, high competition with other countries of rattan producers (such as China and Vietnam), global economic crisis, lack of consumer willingness and awareness to use rattan products, etcetera.

Government of Indonesia have been undertaking many activities that aim to support the rattan sector improvement in Indonesia. One of the pursuits is issuance of several groundbreaking regulations, such as the Regulation of Minister of Trade (Permendag) No. 35 in 2005, which had settled several terms on raw rattan and rattan products exporting. One of the term is the ban of raw rattan export. In order to support the acceleration of Indonesia rattan industry development, the Minister of Industry has set a roadmap of industrial cluster development of rattan furniture.

PROSPECT (Promoting Eco Friendly Rattan Products in Indonesia) is a program that has been initiated by PUPUK (The Association for Advancement of Small Business) which aims to support the development of rattan industry in Indonesia.



2. Implementing Institutions

PROSPECT Indonesia is implemented by The Association for Advancement of Small Business (PUPUK) in cooperation with SNV (Netherlands Development Organization) and Innovations Zentrum Lichtenfels e. V., Germany. PROSPECT activities are synergic with other pursuits of rattan industry development in Indonesia, especially those are related to the roadmap of industrial cluster development, in particular, rattan furniture, that is developed by Ministry of Industry. PROSPECT Indonesia is also initiated and supported by AMKRI (Indonesia Rattan Furniture Association), as a key stake holder, local governments and other related institutions.

We are inviting all related stakeholders to actively participate and support this program in order to strengthen PROSPECT activities in Indonesia.

Promoting Eco Friendly Rattan Products Indonesia

3. Program Goals

In general, PROSPECT Indonesia aims to contribute to the improvement of Indonesian public welfare through sustainable development in rattan industry in Indonesia. The specific goals of the program are:

- To promote the production system, marketing activities and product utilization, that are eco-friendly and sustainable.
- To support in improving the awareness and the capacity of all actors and stakeholders in rattan products value chain and to strengthen their cooperations.
- To support in developing the model of learning system, implementing and replicating the best practice in the development of sustainable rattan products.

Natural rattan framework are ready to be made seats product range



4. Activities

- In order to support the rattan industry development in Indonesia, PROSPECT Indonesia implement the following activities: Running a rattan cultivation demonstration plot in each of the provinces of Nanggroe Aceh Darussalam (NAD), Central Kalimantan and Central Sulawesi.
- Improving the capacity of rattan farmers in order to implement sustainable rattan cultivation
- Improving the capacity of rattan craftsmen in order to improve the production process into a sustainable one, and the quality and design of eco-friendly products that would meet market demand
- Establishing and strengthening the associations of rattan farmer and the associations of crafts men associations
- Conducting some research activities that are related to rattan industry development
- Developing sustainable production guidelines for both upstream and downstream industries
- Facilitating the establishment of collaborative forum on sustainable rattan industry in local and national level
- Promoting eco-friendly rattan products through trading and product exhibitions both in national and international level
- Facilitating the development of a financial scheme of eco-friendly rattan products (green financing)
- Campaign activities that aim to improve public awareness of the importance of eco-friendly production and consumption of rattan products, including consumer awareness on the use of eco-friendly rattan products, through various kind of media