

## REPORT FGD OF RFBSH RESEARCH STUDY FOR PUBLIC FACING

Activity	FGD
Title	FGD of RFBSH Research Study for Public Facing
Date	18 <sup>th</sup> -20 <sup>th</sup> January 2023
Venue	Hotel Aston, Sentul-Bogor
Committee	PR Cendekia Mulia
Background	<p>Indonesian Chamber of Commerce and Industry is currently organizing the Regenerative Forest Business Sub Hub (RFBSH) initiative which is managed under the Indonesian Chamber of Commerce and Industry's Environment and Forestry Sector. This initiative is in the form of a process of facilitating the capacity building of members, especially those engaged in forest management, including PBPH entrepreneurs, off takers, MSMEs, and other key stakeholders to prepare themselves to take advantage of opportunities to organize multi-business in accordance with UUCK No 11/2020 Concerning Job Creation and PP No 23 of 2021 concerning Forestry Administration.</p> <p>To support science, RFBSH conducts scientific research studies related to regenerative finance and agroforestry commodities, environmental service payments and non-timber forest products. Indonesian Chamber of Commerce and Industry- RFBSH is working with Bicka Consulting and the Indonesian Ecolabelling Institute (LEI). Financial studies and agroforestry commodities, payments for environmental services and non-timber forest products, obtained positive results related to the implementation of multi-business forestry in Indonesia through a business regenerative forestry platform</p> <p>The results of scientific research by Bicka Consulting and LEI require a resume of research results for the public facing agenda. Public facing is the public of any content intended to be accessed by the general public, without restrictions. Therefore Cendikia Mulia Communication as the RFBSH PR team will hold a focused discussion with Bicka Consulting and LEI in providing an explanation in the form of resumes from scientific studies for publication, socialization and dissemination needs in various media.</p>
Objective	<p>The public facing discussion on the results of the RFBSH scientific study are:</p> <ol style="list-style-type: none"> <li>1. Bicka Consulting and LEI provide a resume of the results of the study for publication purposes to be carried out by PR Cendikia Mulia.</li> <li>2. Bicka Consulting, LEI and PR Cendikia Mulia formulated an</li> </ol>

	<p>agenda for publication of RFBSH scientific research results through the principle of public facing.</p>
<p>Poin-poin Penting</p>	<p><b>LEI-Research Study:</b></p> <ul style="list-style-type: none"> <li>• There are three aspects of RFBSH research results:             <ol style="list-style-type: none"> <li>1. HHBK business case (MUK)</li> <li>2. Forest Potential (Forest Commodities)</li> <li>3. MUK remains in the context of sustainable forest and policies from the government regarding the pre-conditions of MUK</li> </ol> </li> <li>• In addition to the above aspects, there are also five agroforestry products, namely: aren, cocoa, coffee, eucalyptus and vanilla. The main commodities in MUK, see the business potential of MUK based on three prototype planting models and types of forest land.</li> <li>• The challenges in strengthening the five commodity aspects are the weak competitiveness of Indonesian forest products and logistical problems in Indonesia.</li> <li>• From the results of the LEI study, it is identified that the RFBSH market chain model consists of 2 types, namely:             <ol style="list-style-type: none"> <li>1. Type 1: Social forest → collector → processor → exporter → International Market</li> <li>2. Type 2: Social Forest → processor → exporter → international market</li> </ol> <p>The difference between the two types is that there is a collector which is an upstream offtaker.</p> </li> <li>• The conclusions drawn from the results of LEI research in achieving optimal MUK require joint strengthening in one action from policy makers, concession holders, financial sector and off takers.</li> <li>• Criteria for MUK commodities:             <ol style="list-style-type: none"> <li>1. There needs to be socialization related to the 5 main commodities of MUK, what do we raise?</li> <li>2. Types of these commodities.</li> <li>3. Challenges in MUK management.</li> <li>4. Forest plants and cultivated plants. Forest plants are better, they can be cut down immediately. If cultivated plants are more towards the incentive process.</li> <li>5. The MUK's work area is wider than the MUK regulations of the Ministry of Environment and Forestry.</li> <li>6. The work area management unit is only limited to the Ministry of Environment and Forestry delegation.</li> <li>7. Management unit area by involving the community as actors in MUK.</li> <li>8. Approaches are strengthening ecosystem-based management.</li> <li>9. The basis of management must be based on upstream-</li> </ol> </li> </ul>

	<p>downstream preferences.</p> <p>10. MUK based on biodiversity linkage with the economy.</p> <p>11. Boundary work area to develop collaboration areas by prioritizing business units in the work area area.</p> <ul style="list-style-type: none"> <li>• Talking about the productivity and involvement of the community and institutions that are more complete and open in an informative way towards MUK.</li> <li>• Various opportunities from MUK. Regenerative prototype seen from:             <ol style="list-style-type: none"> <li>1. Social interaction in the forestry work area</li> <li>2. Production system</li> <li>3. System integrity and productivity</li> </ol> </li> <li>• The main problem is in the conflict between concessionaires on plantation forest land, problems will arise from a weak understanding of the boundaries of MUK forests (based on KLHK permits and social interaction), economic aspects that are neglected in basic understanding and parties called business collaborators. Stopped upstream-downstream network. Minimal investment, weak research and study and holistic development.</li> <li>• There needs to be branding and exposure related to MUK, in order to support, the MUK pilot project, for this reason, there is a need for correlation between institutions, business actors, local communities, regional governments, licensors, academics and industry.</li> <li>• In prototype 1, the commodities that fell were: certified wood, SFM, NTFPs (palm, cocoa) and carbon services. Prototype 2: In a bush area this result has the potential to become PES. The problem is that there needs to be an understanding between forestry business actors, environmental activists, the government and the general public regarding agroforestry systems.</li> <li>• Main problems:             <ol style="list-style-type: none"> <li>1. Agroforestry system</li> <li>2. The ability of MUK commodity producers</li> <li>3. Understanding of MUK</li> <li>4. Synergy between agencies/institutions</li> <li>5. Policy that has not accommodated</li> <li>6. Unclear carbon investment system</li> <li>7. There is no clarity on the MUK supply chain</li> <li>8. Uncharted collateral effects</li> </ol> </li> <li>• Issue segmentation:             <ol style="list-style-type: none"> <li>1. Policy maker</li> <li>2. Business Actors</li> <li>3. Implementation of MUK</li> <li>4. MUK Implementers (Community)</li> </ol> </li> <li>• Public facing segment:</li> </ul>
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	<ol style="list-style-type: none"> <li>1. Policies (policy makers)</li> <li>2. Entrepreneurs</li> <li>3. Government</li> <li>4. Society</li> </ol> <p><b>Bicka Consulting Research Study:</b></p> <ul style="list-style-type: none"> <li>● To whom (stakeholders) is our publication intended? (Is it the Government? Business people? Or the general public), from what side? can be made in more detail for participants to formulate different stakeholders. The publication aims to make the public understand and be more aware of regenerative business.</li> <li>● Financial stakeholders and the public are more aware of the concept of RF and institutional ministries provide facilities to make it easier, especially the Ministry of Environment and Forestry to support/initiate the RFBSH program into the OJK Program.</li> <li>● Role of RFBSH in Supporting MUK Piloting (in the delivery of socialization/publication.</li> </ul> <p>Promoter</p> <ul style="list-style-type: none"> <li>● Socializing MUK business to actors in the supply chain</li> <li>● Lobbying Institutions and Ministries to support MUK</li> <li>● Invite stakeholders to get involved in the MUK business</li> </ul> <p>Facilitator</p> <ul style="list-style-type: none"> <li>● Collaborating with financial institutions, ministries and other institutions to simplify the MUK business development process.</li> <li>● Help expand the MUK business market.</li> <li>● Assist entrepreneurs in expanding their business both horizontally and vertically.</li> </ul> <p>Helpdesk</p> <ul style="list-style-type: none"> <li>● Playing a role in helping MUK entrepreneurs and farmers and providing solutions when encountering obstacles in running the MUK business.</li> </ul>
<p>Result and Recommendation</p>	<p>The conclusion points of the Clustered Group Discussion:</p> <ol style="list-style-type: none"> <li>1. MUK is a new form of forestry business.</li> <li>2. MUK contributes to reducing emissions, greenhouse gases and supports FOLU Net Sink 2030 and achievement of NDC.</li> <li>3. MUK as a new standard for forestry business that has added value, standardization of forestry products and business sustainability.</li> <li>4. MUK is a profitable and sustainable forestry business.</li> <li>5. MUK is a cheap, easy and effective business (cost and social friendly).</li> </ol> <p>Follow up plan:</p> <ol style="list-style-type: none"> <li>1. Formulate guidelines for socialization promotion, substance and type/model of publication as well as a timeline.</li> </ol>

2. The Chairman of the Indonesian Chamber of Commerce and Industry makes an official copy addressed to the Minister of Environment and Forestry c.q. Director General of PHL.
3. Creating hashtags and taglines related to #MUKforIndonesia; #TheRisingStarMUK; #MUKforIndonesianHutan
4. Socialization and publication in the form of information content promotion aimed at: a). Government; b). Forestry Entrepreneurs; c). Market players; d). Public
5. Types and models of media publications are:
  - a. Talkshow on MetroTV (speakers from the Minister of Environment and Forestry and the Minister of Agriculture) audience: public
  - b. Copy letter to MenLHK cq Director General of PHL.
  - c. MUK Roadshow with KADINDA and Regional Government on the agenda of KADINDA Impact Award (Promotion of KADINDA Program for regional economic development)
  - d. MUK Exhibition and Food Security
  - e. Workshops
  - f. Call for Paper (publication seminar related to MUK)
6. Presentation of Key Findings
  - a. LEI Study: Presentation, Final Report
  - b. Study Bicka: Presentation, Final Report (January)
7. Communication Plan (Publication), for the target audience
  - a. Government (KLHK, Ministry of Agriculture, Ministry of Industry, Ministry of Trade, Finance/OJK)
  - b. Business Actors - Upstream (PBPH, IPHPS, Communities, off takers - upstream, primary industry)
  - c. Business Players - Downstream (Market, Advanced Industry, Exporters, Consumers)
8. First Communication Material
  - a. RFB-MUK Infographics for Indonesia's "Rising Star" Products
  - b. RFB-MUK Pilot Project Presentation by PBPH - networking
  - c. Presentation of the RFB-MUK Pilot Project Endorsement by the Ministry of Environment and Forestry

Documentation







**Participant List:**

1. Tim RFBFSH KADIN
2. Tim PR Cendikia Mulia
3. Tim Periset LEI
4. Tim Periset Bicka Consulting
5. Observer dari KLHK (Dr. Ade Wahyu)