



PARTNERSHIP FOR SUSTAINABLE FUTURE



LEI

PATRONAGE

LEMBAGA EKOLABEL INDONESIA



Prof. Emil Salim

The Indonesian Ecolabelling Institute (Lembaga Ekolabel Indonesia – LEI) was initially established as an independent national working group on ecolabelling in 1994. Chaired by Prof. Emil Salim, highly respected both domestically and abroad, the working group received the full support of the Minister of Forestry in charge, Mr. Djamaludin Suryohadikusumo.



Mr. Djamaludin
Suryohadikusumo

The group developed a national certification system for management of natural production forest. This system includes a set of standards (criteria, indicators, norms and verifiers) for sustainable management of natural production forests, assessment procedures, minimum requirements, certification decision making processes, and appeal mechanisms.



Dr. Dradjad Wibowo

Early 1998, LEI was established as a non-profit organization. Prof. Emil Salim was succeeded as chairman by Mr. Djamaludin Suryohadikusumo in 2001. Mid 1998, the National Standardization Body adopted the LEI's certification system as the national certification system for natural production forest management in Indonesia.

In addition to certification for natural production forest, LEI developed certification for chain-of-custody. LEI also established a Joint Certification

Programme with Forest Stewardship Council (FSC). Already importers of tropical timbers from France, the Netherlands and the United Kingdom have acknowledged LEI certification.

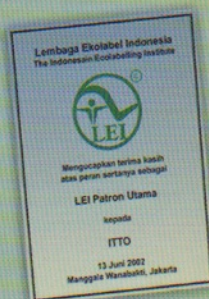
Under the direction of Dr. Dradjad Hari Wibowo, LEI has now accredited four certification bodies for natural production forests and Chain of Custody. As of December 2001, eleven forest management units (over two million hectare) have been assessed for certification and more than ninety thousand hectare of forest is certified. Certification systems for plantation and community forests are completed.

LEI currently prepares pilot projects for certification of plantation and community forests. It sets initial steps toward ecolabel certification for sustainable marine product management, and discussions are held with the mining sector for similar activities. In the long term, ecolabel certification is intended to cover all resource-based products.

LEI's vision is to become an independent, constituent-based institution whose main objective is to promote sustainable natural resources and environmental management by means of application of credible ecolabel certification systems.

LEI's mission is to:

- *Promote formulation and implementation of public policies designed to ensure sustainable management of natural resources and the environment,*
- *Develop and implement a credible certification system for sustainable natural resources and environmental management,*
- *Develop and implement a credible accreditation system to ensure thorough supervisions and monitoring of certification implementation, and*
- *Establish national (including human resources and institutional) capacities to implement a credible certification system for sustainable natural resources and environmental management.*





LEI Patronage

LEI aims to create synergy in sustainable management of natural resources through corporate to institute cooperation. Therefore LEI invites (inter)national corporations to join LEI Patronage, its corporate donations programme.

LEI Patrons receive a certificate of membership, the LEI Patronage Plaque and a reference in LEI's Annual Report and key publications. Patrons are informed of LEI's progress through EKOLABEL, the bimonthly newsletter. Additional publications from LEI (like handbooks and posters) are provided to Patrons at no further costs.

All LEI Patrons are entitled to use the LEI Logo as Non-Certificate Holders. They can use the logo for promotional activities on posters, pamphlets, and others. For more information on the use of LEI's logo, please contact LEI at the address below.

LEI also provides several opportunities for its Patrons to improve their corporate image. These opportunities are based on the level of donation, i.e. Utama, Prima and Karya. LEI Patrons can choose from a range of advertisement, event promotions, event presentations and corporate consults.

Advertisements

LEI Patrons can opt to place advertisements in EKOLABEL, LEI's bilingual bimonthly with a circulation of 500 copies. Utama



>> Banner by the Ford Foundation on LEI's site

Patrons are provided a choice of the following options each year: 3 full-page, 5 half-page, or 7 third-page advertisements. Prima Patrons can choose either 3 half-page or 5 third-page ads, Karya Patrons can advertise thrice a year with third-page ads.

Patrons can also advertise at LEI's Internet site (www.lei.or.id). This site obtains about five hundred hits per day and attracts visitors worldwide. Banners (90 x 30 pixels) from Utama Patrons are displayed on the all pages of the site, Prima Patrons' banners are displayed on secondary and tertiary pages, and banners from Karya Patrons are on tertiary pages only.

Event promotion

Utama and Prima Patrons can promote their corporations at events organised by LEI, i.e. workshops, seminars, and courses. The logo of Utama Patrons is displayed on banners during five (5) events and printed in related publications (1/2 page). Logo's of Prima Patrons is printed in related publications (1/3 page) of three (3) events.

Event Presentation

Utama Patrons are invited to present their views on sustainable resource management in one-hour presentations during selected events, or promote their corporations through an information stand during these events (ten square meters). Utama Patrons can select two (2) events each year to present their corporations.

Corporate Image Enhancement

Throughout the period of patronage, shall the Patron require it, LEI may aid



>> Example of an Event Promotion by the Ford Foundation

corporate image enhancement through presentations on sustainable development of natural resources. These oral presentations will take approximately one hour and are executed by LEI's Executive Board, (e.g. Executive Director or Deputy Director). Utama Patrons can request five (5) presentations, Prima Patrons three (3) presentations, and Karya Patrons one (1) presentation each year.

Application / Invitation

Corporations eligible for LEI Patronage are commonly invited by letter. However, corporations can also apply for membership through a letter of interest. Within two weeks after these letters, LEI will contact the applicant to arrange a preliminary meeting to discuss patronage. An applicant is informed of LEI's decision with regard to patronage within two months.

In principle, all corporations are welcome to join LEI Patronage. Corporations can choose from several ranks of patronage, based on a three-year commitment. Annually, Utama Patrons donate over Rp 300 (three hundred) millions. Prima Patrons donate between Rp 200-300 (two and three hundred) millions each year. And Karya Patrons donate between Rp 100 - < 200 (one and two hundred) millions per annum.

Corporate donations are made directly to LEI, and are used at LEI's discretion. However, exceptions of this rule are possible for specific projects by LEI, like pilot projects and promotional activities. Projects currently under Patronage are the Community Based Forest Management Project, the Illegal Timber Campaign and LEI's Reforestation Project.



Selection Criteria

To avoid conflict of interest, LEI cannot accept Patronage from certifiers or corporations that directly extract natural resources. Neither can LEI accept Patronage from corporations whose vision and conducts oppose LEI's vision and mission. Furthermore, corporations that execute environmentally or socially destructive activities will be denied patronage. Some examples of suitable LEI Patronage are corporations involved in telecommunications, information technology, banking, insurance, transportation, research, education, inn keeping, retail, accounting and consulting agencies.

**For further comments or questions,
feel free to contact:**

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Attachments

For your information, the following documents are attached:

- The latest number of Ekolabel, LEI's bimonthly newsletter
- LEI's Annual Report 2001
- Samples of LEI event promotions and presentations

