

**INDONESIA-4 MAY 2006, CONFERENCE ROOM #2 PM
INDUSTRY AND POVERTY**

**STATEMENT BY
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INDUSTRIAL DEVELOPMENT AND SUSTAINABLE DEVELOPMENT
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Indonesia has been promoting sustainable production pattern. To business entity, the command and control approach combined with economic instruments could prove to be effective. In cooperation with the Indonesian Central Bank, for instance, the Government creates synergy in pushing sustainable production as well as increase compliance from the part of debtors to the banking system. The supply system is therefore more or less controllable. The Industrial Rating system introduced as the 'Proper' Programme has become so popular that medium to big industries voluntarily subscribed to be included in the programme. Good achievement in environment became then a method of good public campaign, and thus, good publicity to increase their sales and thus revenues.

At the demand side, on the other hand, things become a little bit more complicated. Indonesia is now faced by a serious problem in domestic waste treatment, particularly in big cities where land is getting scarce and a luxury. This is a reflection of unsound and unsustainable consumption pattern. Campaigns have been made but it is rather obvious that level of education become an important factor. It is important to educate people and obviously sustainable consumption pattern need to become a way of life, become a culture, become the behaviour and attitude of people. This is the biggest obstacle for the efforts.

Various efforts have been made by the Government including the so popular programme called 'Adipura' or Clean City, but so far it only affects, the performance or the attitude of the local governments, the municipalities. The

Government has therefore launched a number of educational programmes touching upon education at the earliest possible, and also through collaboration with various group of the society, included group of celebrities, writers, cultural groups, prominent poets, musicians, and movie stars. This effort has just been started recently and need a while before assessing its effectiveness. The 'celebrities' will be the agent of cultural change into a more sustainable society in 'Indonesian way', involving various group of the society, including even a young scholar popular singer, having a big group of fans behind her. They are grouped into specific issues of their interests, like conservation of biodiversity, domestic wastes, hazardous substances, environment education, etc. One thing for sure, sustainable consumption and environment friendly products becomes attractive and entertaining. It is therefore expected that through this efforts, awareness of green consumption will grow, which in turn will also become a push factor to greener production from the part of the industry.

Thank you.