



Qi GLOBAL 2010

The Annual Asian Summit
for Sustainable Innovation

October 7-11 Singapore



FOREWORD

I am honoured to be here for the second annual Qi Global 2010 Asian Summit for Sustainable Innovation. I believe an event such as this, where brilliant minds from around the world are brought together, is important to help identify and create sustainable solutions to the world's social and environmental problems.

The speakers at this two-day event represent some of the world's most progressive thinkers and doers. Those who are devoting their time and effort into inventing, building, thinking, designing and writing the script for the future world of our children and their children.

We must embrace positive and sustainable change at the core of our every decision. Place nature above productivity, and organic growth above growth-for-growth's sake.

East Timor is at the start of an exciting period of modernisation where we are looking for growth with values and infrastructure that last, and that we can be proud in the short and long-term. It is the calibre of speakers at Qi GLOBAL 2010 who can help us to enable a sustainable East Timor, which has solid foundations based upon good social and environmental principles.

Dr José Ramos-Horta
President of East Timor

Lasting legacies start with *positive change.*



In a changing world, it is more important now than ever to adopt creative ways of giving back to our society, and to do so in a responsible and sustainable manner. At UBS, we are committed to helping you shape and deliver positive change, establishing a lasting impact through generations.

Our innovative approach is built around knowledge exchange platforms and customized strategic advice backed by global resources and expertise. It empowers you to make informed decisions and navigate the intricate world of philanthropy.

Because to make positive change it is not a question of "if", but "how".

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WELCOME

It is with great pleasure that we welcome you to Qi GLOBAL 2010 and thank you for making time in your diaries to attend. By being here, you actually represent a minority of society that cares for the future of the world. At Qi, we like to describe you as a “conscientious consumer” – the type of person asking questions like: “What is going on in the world today?” “Where are we all going?” “Who is creating the solutions?”

The good news is that there is a global trend towards more people becoming interested in social and environmental issues. In fact, you could say that in the modern world, consumers rule. Individuals are increasingly able to control the way brands behave via the Internet and social media, where the reputation of companies and governments can be seriously damaged by surges in popular opinion about their products and legislation.

This media serves as the perfect worldwide soapbox for awareness of both worrying statistics and good news stories. Qi GLOBAL 2010 is all about focusing on the positive. The amazing line-up of speakers all have one thing in common: they have created sensible solutions to problems that they could see negatively impacting lives and habitats, and responded with good old hard work and devotion.

A huge thanks goes out to all our speakers and sponsors. Without these brilliant people doing extraordinary things, and organisations and companies like Singapore Tourism Board, BMW, Diageo, The Fairmont, and the School of the Arts, Design and Media, we would not have been able to create the first Annual Asian Summit for Sustainable Innovation.

We have looked at all the ways that Qi GLOBAL 2010 can provide an inspiring experience for you all. This also means that we have tried wherever we can to lessen the carbon impact that this event has upon the world. This involves every company and organisation that we work with; all of them display a DNA woven with social and environmental values.

Lastly, enjoy the experience and feel free to talk with our amazing speakers. In fact, if you can collaborate with them or help in any way whatsoever, then even better. It's what Qi is all about.



PART OF WWF'S CLIMATE SAVERS PROGRAM

Our commitment to climate change

For the past 20 years, Fairmont Hotels & Resorts has been a leader in environmental stewardship, nurturing a chain-wide environmental program. Committed to preserving the places in which we live, work and play, we are now working with the World Wildlife Fund (WWF), as part of their Climate Savers Program. We have measured our total CO₂ footprint, according to UN protocol, and we are proud to apply our new Energy and Carbon Management Program — aiming to reduce our greenhouse gas emissions 20% below our 2006 levels by 2013. To achieve this target, Fairmont has committed to the following:

- Finalize a Green Procurement Policy and Supplier Code of Conduct
- Educate and encourage our top suppliers, representing approximately 25% of the supply chain, to provide products in accordance with the Green Procurement Policy and Supplier Code of Conduct by the end of 2010
- Update existing design and construction standards to incorporate and reflect LEED standards by the end of 2011
- Endeavor to include sustainable and LEED-certified hotels across the brand
- Relocate Fairmont Hotels & Resorts' corporate office (in Toronto, Canada) to a building with a LEED-NC Gold target by 2011.



碳减排先锋
Defensores do Clima
クライメート・セイバーズ
Climate Savers

For information on Fairmont's Green Partnership Program, visit www.fairmont.com/environment

For information on WWF's Climate Savers Program, visit www.panda.org/climatesavers

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WORKING TOGETHER WITH QLLABORATIONS

Qllaborations (no, that's not a typing error) is the Qi name for collaborations that come about as a result of the Qi GLOBAL 2010 summit.

Consumers see sophisticated media every day and Qi GLOBAL 2010 would be no different to other events if it was not for Qllaborations. These are the launch pad for speakers and guests from multi-national corporations, NGOs and individuals to work together to create projects of social and environmental benefit.

Each speaker is being asked to give three goals they would like to achieve in the next year and these will be shared for anyone to offer up their expertise, resources or just plain hard work. We will identify a number of hot projects and once they are achieving traction will film the progress and broadcast the results online.

It is in this way that all those involved in Singapore and online will be able to see that Qi GLOBAL 2010 delivered results through Qllaborations. We can join together and create a legacy where people, Mother Earth or wildlife, for that matter, see all the people involved in Qi GLOBAL 2010 work together to create a better world.

It's good to talk but better to act.





DIAGEO

Celebrating life, every day, everywhere

THE Qi GLOBAL STORY SO FAR

Qi GLOBAL 2009

Brilliant people doing amazing things

Qi GLOBAL was officially launched on October 8, 2009, at The National Museum of Singapore. The event attracted more than 200 guests

who came to show their support for social and environmental concerns as well as listen to the amazing work of six inspirational speakers: conservationist Dr Willie Smits; designer Singgih Kartono; The Green School's John Hardy; high-profile animal activist Lone Droscher-Nielsen; sustainable furniture designer Kenneth Cobonpue; and architect Singh Intrachooto.

This inaugural event was followed by "Christmas with a Conscience", (centre) a retail exhibition as part of the Design Festival of Singapore from the November 26-30, 2009. Guests could buy presents and be kind to their friends and loved ones as well as the planet and social enterprises.

The Qi Film Club (far right) attracted more than 150 people see the award-winning documentary The Burning Season with a surprise Q&A from the star of the movie Dorjee Sun.



CHRISTMAS WITH A CONSCIENCE

MOVIE CLUB

The Burning Season



Qi TEAM



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CHAIRMAN



METTE KRISTINE OURSTRUP
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PAUL COLEMAN
CO-FOUNDER



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EDITORIAL DIRECTOR



MARINA SETIAWAN
WEBMASTER



EAMONN LING
ADVISOR



CORNELL TSIANG
ADVISOR



OLIVIA CHOONG
PR

Without these people, it simply would not have been possible.

A big thank you to all the wonderful people at Qi who have worked so hard to bring Qi GLOBAL 2010 together. A social enterprise based around environmental and social issues is a long and rocky road and certainly not for the feint hearted.

SPONSORS

The Qi GLOBAL 2010 team is incredibly honoured and privileged to have sponsors who share our passion to find sustainable solutions for the global issues at hand. Thank you for your tremendous support and faith in humanity.



DIAGEO

SINGAPORE TOURISM BOARD

Singapore Tourism Board (STB) is an economic development agency for one of Singapore's key service sectors – tourism. STB's mission is to develop and champion tourism, so as to build the sector into a key driver of growth for Singapore. It aims to differentiate and market Singapore as a must-visit destination offering enriching experiences through the "Your Singapore" brand.

"We are proud to host Qi GLOBAL and be the centre for regional discourse on sustainable innovation for social and environmental entrepreneurs as well as thought-leaders in Asia. Singapore is ideal as the humanitarian response hub for the region and certainly as the venue for this conference."

Edward Chew, STB Exhibitions and Conferences director.

DIAGEO

At Diageo we have set ourselves stretching targets to reduce our impacts on the environment, for the benefit of the planet, our communities and our business. Being less dependent on finite resources such as fossil fuels and fresh water (especially in areas where it is scarce) supports the long-term prosperity of our business.



FAIRMONT SINGAPORE

The Fairmont Green Partnership program allows us to meet and exceed guest expectations of operational sustainability. Our focus is on improvements in waste management, sustainability, and energy and water conservation at our properties. We also have innovative community outreach programs involving local groups and partnerships.



BMW

Our aim is to make individual mobility sustainable. That is why product responsibility starts with developing vehicles that are fuel-efficient and safe for both the driver and other road users and that will one day run completely emission-free. It includes resource-friendly production processes, high-quality customer service as well as environmentally friendly recycling concepts.



School of Art, Design and Media

NANYANG TECHNOLOGICAL UNIVERSITY

Art, design and media are ways that we explore, contemplate and improve the world around us. It's how we communicate our understanding of the natural, social and built environments. To do this we apply sensitivity, aesthetics and ethics to all that we create.



PUBLICIS

PUBLICIS GROUP

We strive to limit our environmental impact and also guide our clients' actions and communications in a market where consumers are increasingly demanding; where the focus on the environment has become the norm.

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THE BIG IDEA

Once in a while, something triggers a thought that can be life changing and transcends across all barriers of race, country and gender. We call this “the big idea” and as simple as it may be, the ripples are felt around the world.





TIM 'MAC' MACARTNEY

Embercombe, founder

THE CHILDREN'S FIRE

The Children's Fire is part of the Earth teachings of the elders of ancient America. Over time the elders came to understand that all human-created institutions needed to reflect the balance and wisdom observed in nature. The Children's Fire was a reminder of the first promise: "No law, no action of any kind, shall be taken that will harm the children". It is now time to re-ignite this fire: in our corporations, governments, religion and education.

Tim 'Mac' Macartney has been working as a people and organisation development professional since 1984, before which he enjoyed an eclectic and spontaneous career path that included drama and theatre skills, restaurants, mine rescue, horticulture, and various social enterprises.

He is the founder and CEO of Embercombe, a newly published author (*Finding Earth*, *Finding Soul*, Mona Books), a trustee with two other charities, and an associate with Leaders' Quest, a foundation set up to help developing nations.

Alongside his own UK company, Mac also co-founded a leadership development consultancy in Poland. This entrepreneurial company develops the leaders of many large corporations such as BP, Whirlpool, Unilever, PWC, and PKN Orlen, while also engaging them with some of Poland's most vulnerable communities and winning their support.

Embercombe is both a place and an organisation – a centre of inspiration, imagination and action. Based on the edge of the Haldon Forest, near Exeter, it helps people and organisations to find a new vision of their place in the world, and to discover a way in which their deepest personal needs can be met through service to others.



WILLIE CHENG

Lien Centre for Social Innovation, chairman

TRANSFORMING THE SOCIAL ECOSYSTEM

The social ecosystem is a range of players that have come together to change the world for the better. But as much as the social ecosystem is about change, forces of change also beset it. Philanthropists entering this social space bring new market and business practices, some of which appear to be at odds with the values of the social world. From within the sector, new heroes - social entrepreneurs - are emerging to create social change on an unprecedented scale in new pattern-changing ways.

Willie Cheng is a former partner of Accenture, a global management consulting and outsourcing firm. Prior to his retirement in 2003, he was Accenture's Singapore managing director and managing partner of its communications and high technology practice in Asia.

Since his retirement, Cheng has stayed involved with the business and the InfoComm community. He sits on the boards of Singapore Press Holdings, NTUC Fairprice and Singapore Health Services.

However, he spends the larger part of his time working with non-profit organisations at a board and volunteer level. Among these, he is chairman of the Lien Centre for Social Innovation and Caritas Singapore, and sits as director for Third Age, Singapore Co-operation Enterprise and Singapore Golf Association.

Cheng is also a founding partner of Asia Philanthropic Ventures and was formerly chairman of the National Volunteer and Philanthropy Centre, where he started applying his management consulting background to non-profit work.

He is author of *Doing Good Well: What Does (and Does Not) Make Sense in the Nonprofit World* (John Wiley & Sons, 2008) and recently launched a book on the issues, trends and future of the social sector called *The World That Changes* (John Wiley & Sons, 2010). Cheng lives in Singapore with his wife and two sons.

SPONSORED BY:

DIAGEO



IMPACT INVESTMENT

Impact investments unlock private investment capital to help solve social and environmental challenges while still aiming to generate financial profits. It is a classic win-win situation for both the investor and humanity. →





DURREEN SHAHNAZ

Asia IIX, founder

WORLD'S FIRST SOCIAL STOCK EXCHANGE

Social venture capital firms are beginning to address the needs of social enterprises by directly investing in them. But even those social enterprises with access to some funding are seeing their growth capital needs quickly outpace the capacity of investors in the private markets. There currently is no Asian platform where socially minded impact investors can efficiently and effectively direct their capital into liquid investments. This is where Asia IIX comes into play.

Durreen Shahnaz is head of the social innovation and change programme at Lee Kuan Yew School of Public Policy. Last year, Shahnaz set up Impact Investment Exchange Asia (Asia IIX) – the Asia's first social stock exchange, providing a trading platform and capital raising mechanism for social enterprises, including both for-profit and not-for-profit entities with a social mission. Like a traditional stock exchange, Asia IIX will provide liquidity to investors by supporting listings, trading, clearing and settlement of securities (shares and bonds).

Impact investing allows consumers to achieve both financial and social-environmental returns. Asia IIX will provide a one-stop site for market entry and exit, plus transparency and rigorous reporting of the impact generated by the listed social enterprise.

As the former head of three regional media companies, Heart Magazines International, Readers Digest Asia and Asia City Publishing Group, Shahnaz worked vigorously to incorporate social responsibility. She founded, ran and sold a socially conscious, for-profit business called oneNest in New York. She also worked with Morgan Stanley, Merrill Lynch, Grameen Bank and World Bank. She holds an MBA from Wharton School, University of Pennsylvania and an MA from Johns Hopkins University.



LIN MENUHIN

Diageo, CSR director

CSR BEST PRACTICE

Really impactful CSR must be a key component of a company's business strategy. There must be innovative and sustainable solutions that benefit a more holistic range of stakeholders from employees through the value chain, down to the beneficiaries at community levels. Lin Menuhin looks at how social enterprise models are shaping Diageo's ambition to be a global thought leader in CSR development.

As corporate social responsibility director for Diageo Asia Pacific, based in Singapore, Lin Menuhin works with both internal and external stakeholders from the public, private and civil society sectors to promote effective policies aimed at reducing alcohol-related harm. He is in charge of Diageo's Responsible Drinking and Enriched Communities agenda throughout the region.

Menuhin has lived and worked in the Asia Pacific region for almost 20 years. He worked in investment and government relations with Batey Burn in Beijing, Shanghai and Hanoi. Prior to joining Diageo in 2005, Menuhin spent three years in Vietnam with DKT International, a social marketing organisation specialising in family planning and HIV/AIDS prevention programs.

He holds a Bachelor in Arts in East Asian Studies from Princeton University and Master in Science in Development Studies from London University.



ARCHITECTURE & URBAN PLANNING

Key aspects of urban planning include efficient land use, less pollution and waste, protection of natural systems and a community with participation, culture and equality.





JACK SIM

World Toilet Organisation, founder

OUR CUSTOMER: THE POOR

The Bottom of Pyramid (BOP) Hub is the four billion poor that are excluded from our formal economy. The Hub acts as a trade centre for the poor that synthesises, synergises and integrates business solutions to transform the poverty sector into a vibrant marketplace. During his talk, Jack Sim will highlight sanitation issues and expand into the global poverty alleviation story.

Jack Sim developed a keen interest and concern for toilets because he felt the subject was neglected, the issue a problem, and there was much to be done to improve the standards in Asia. This led him to establish the Restroom Association of Singapore in 1998.

Sim, or “the Toiletman” as he is often called, then went on a one-man crusade to raise the standards of public toilets in Singapore and around the world. Since the inception of the association, Sim worked to put Singapore on the world map for public toilet cleanliness.

As he began his work, Sim realised there were other existing toilet associations doing good work in other countries but there were no channels that existed to facilitate information sharing and resource mobilisation. There was lack of synergy. Hence, with a dream to have a world body to unite various toilet associations, Sim founded the World Toilet Organisation (WTO) in 2001. A non-profit organisation, WTO now has 235 member organisations from 58 countries, and was recently appointed to the World Economic Forum’s Global Agenda Council on Water Security.

In 2005, Sim founded the World Toilet College. For his efforts in sanitation, Sim was awarded the World Environment Award in 2004, and the Social Entrepreneur of Year Award in 2006. He is also the subject of a National Geographic channel documentary called “Gotta Go”.



TAY KHENG SOON

Akitek Tenggara, architect

REBALANCING RURAL-URBAN DISPARITY

While Asia puts emphasis on urban development, there is a circle of slums in Third World mega-cities; the undeniable sign of the failure. People, unable to sustain a reasonable level of life, drift to cities out of desperation. The crisis of pollution, mega-atmospheric carbonisation and biodiversity depletion are the results. Business cannot go on as usual. Asia needs a rethink.

Tay Kheng Soon – known as TKS – is a practicing architect and adjunct professor at National University of Singapore's school of architecture. He was president of the Singapore Institute of Architects and founding member and chairman of SPUR (Singapore Planning and Urban Research). TKS was chairman of the Task Force for the long-term development of the Singapore National Museum, founding chairman of the Substation, a cutting-edge arts centre, and headed of the committee on heritage for the Singapore Advisory Council on Culture and the Arts.

His civic activities include being a member of the advisory panel of the Government Parliamentary Committee on national development, and a member of the advisory panel of the Singapore Institute of Policy Studies. In 1997, he was appointed adjunct professor of architecture at RMIT Australia, and in 1998 made adjunct associate professor at National University of Singapore.

His academic involvements included being a visitor scholar under the Aga Khan Program at MIT in 1986 and in 1989. He was also research fellow with the Institute of Southeast Asian Studies.

To this day, TKS continues to churn out creative, out-of-the-box ideas that he personally sees through to reality via his architectural practice Akitek Tenggara in Singapore, which he founded in 1976.



POLICY & NATION DEVELOPMENT

Governments and policy makers have the power to ensure all reasonable and economically viable measures are implemented to provide a sustainable future for future generations. Positive change can be achieved, it just takes action. →





DR JOSE RAMOS-HORTA

HE, The President of Timor-Leste

CLIMATE CHANGE IN ASIA

Dr Jose Ramos-Horta was handed one of the biggest challenges of his life on July 10, 2006, when he became Timor-Leste's second Prime Minister. He came to the position amid high expectations to revive public faith in the country's fledgling democracy. Most agree he has achieved that. Now in 2010, Dr Ramos-Horta has environmental and sustainability issues on his mind.

His Excellency, the President of Timor-Leste
Dr Jose Ramos-Horta is a Nobel Peace Prize laureate and a patron of the International Peace Foundation.

In 1996, Dr Ramos-Horta was awarded the Nobel Peace Prize with Bishop Carlos Belo, the religious leader of East Timor: "To honor their sustained and self-sacrificing contributions for a small but oppressed people", hoping that "this award will spur efforts to find a diplomatic solution to the conflict of East Timor based on the people's right to self-determination".

After the entry of a UN peacekeeping force Dr Ramos-Horta returned to his homeland to help rebuild the country. Working closely with the UN and Sergio Vierra de Mello, the head of the UN Administration in East Timor until 2002, he helped to bring about peaceful elections of the country's president and parliament, who in turn drafted the country's constitution.

In May 2007, Dr Ramos-Horta was elected president of Timor-Leste, winning nearly 70 percent of the votes.

He is the founder, and for many years, executive director and lecturer with the Diplomacy Training Program of the University of New South Wales, Australia. He has lectured extensively in Australia, New Zealand, Thailand, Portugal, France, Germany and the US.



CHANDRAN NAIR

Global Institute for Tomorrow, founder

CAN ASIA BE A SUSTAINABILITY LEADER?

Consumption has been the fuel that has driven the engine of global capitalism. The recent financial crisis has seen the West's leading economists and policy makers urging Asia to consume more and thereby help save the global economy. If Asians aspire to replicate consumption levels to that in the West the results will be environmentally catastrophic around the globe. It will also have significant geopolitical impacts as nations scramble for diminishing resources.

Chandran Nair is the founder of the Global Institute For Tomorrow (GIFT), an organisation that is focused on the relationship of Asian society and values with those of the rest of the world.

Nair was chairman of Environmental Resources Management in Asia Pacific until March of 2004, where he helped established the company as Asia's leader in environmental consulting.

For more than a decade, Nair has advocated a more sustainable approach to development in the region, and has helped the governments of Taiwan and Hong Kong instill these principles into their key decision-making processes. Nair has worked and travelled extensively and corporations seek his advice on how to meet the challenges of doing business in Asia and of globalisation, on investment geo-politics, leadership development, ethics, sustainability, and corporate social responsibility. He has addressed many of these issues at forums around the world, notably at TEDxTokyo in 2009, as well as at speaking engagements in London, New York, Washington, Sydney, and all major Asian capital cities.

In addition to his work with GIFT, Nair has maintained his interest in business, continuing to provide strategic management advice and coaching to business leaders with a focus on achieving growth targets and bringing about organisational change. He is a fellow of the Royal Society of Arts.



FREDRIK HAREN

Author

THE DEVELOPING WORLD

In a world that is changing at a swift and furious pace, traditional knowledge is fast losing its value. As our world stands on the brink of an idea explosion, it is our ability to absorb new knowledge and come up with new ideas – and to make them come true – that is ever-increasingly important.

Fredrik Haren is one of the most talked about names in the field of creativity. He has delivered more than 1000 speeches, lectures and workshops about business creativity, and has been instrumental in ideas generation with hundreds of organisations in more than 30 countries. Companies he has worked for include Absolut Vodka, American Express, Microsoft, Nokia, Sony Ericsson, Volvo and IBM.

Haren has written seven books, the most popular being “The Idea Book”, an international best-selling management book that has been translated into nine languages and sold in more than 40 countries.

“The Idea Book” has been included in “The 100 Best Business Books of All Time” and it has been bought by the likes of Iceland Air, HP and Deutsche Bank as corporate gifts.

Haren is in demand as a speaker around the globe, and in 2007 he was awarded Speaker of The Year in Sweden. Haren now lives in Singapore.

SPONSORED BY:



GREEN TOURISM & TRANSPORT

Sustainable transport and tourism make a positive impact socially and environmentally. We need to look for alternative solutions to help both clear up traffic pollution and keep our coastlines pristine. →



NADA FAZA SORAYA

Batam Chamber of Commerce, chairwoman

RETURN: GIVING BACK

Now that the exploitation of the environment has exceeded the limit that nature can bear, many disasters have seemingly happened as a result of climate change. The disasters could be worse in the future if we don't do anything about it. What can we do to keep the balance between human progress and nature's preservation? We have to base any activities in the sense of: awareness, responsibility, humanity, compassion and return.

Nada Faza Soraya has a business vision for Batam Island, Indonesia, that includes eco-tourism, tourism training and the establishment of a national coast guard.

Famed locally for her stamina and fighting spirit (she is referred to the Queen of the Philip Straits) she is likely to grow her influence in national maritime issues. She was responsible for setting up the Indonesian Maritime Education Foundation, as part of the first step in her efforts to set up a maritime university, which will provide scholarships for children of fishermen or others in need.

She hopes to develop Batam's nearby islands as an eco-tourism destination as well as a centre for the development of local culture and leading products.

Soraya was raised in an entrepreneurial environment. Her stepfather was a shipping businessman and her mother was owner of a recording studio. She grew up with various business interests particularly those related to the maritime world.



ENERGY & TECHNOLOGY

Energy generated from natural resources such as one hour of sunlight falling on Earth, if harnessed properly, will meet world energy demands for a whole year. →





WILLIE SMITS

Masarang Foundation, founder

THE AMAZING POWER OF SUGAR PALMS

In a lifetime search for regenerative solutions for fuel and by-products, Smits began research and development on the sugar palm. First recognising 25 years ago that this plant species must have an exceptional value – as a traditional Indonesian marriage required six sugar palms as a dowry – Smits studied the palm. His findings and their implications for future energy sources have been amazing.

Willie Smits, a trained forester, a conservationist and animal rights activist, has lived and worked in Indonesia for almost 30 years.

He was a former personal advisor to the Indonesian forestry minister, team leader of the tropical forestry research project “Tropenbos” and the founder of both the Borneo Orangutan Survival Foundation and the Masarang Foundation.

Published in five languages and proficient in many more, Smits is in demand as a speaker at events and universities around the world. He has been guest lecturer at more than 25 at universities, including the prestigious Harvard and Cambridge universities, and a speaker at the annual TED Technology, Environment, Design conference in California.

Smits has been knighted in The Netherlands and received an Ashoka Fellowship in 2009. Ashoka Fellows are leading social entrepreneurs who are recognised to have innovative solutions to social problems and the potential to change patterns across society.

Willie and his wife Syennie, with whom he has three sons, live in the tropical mountain village of Tomohon, Indonesia, where Syennie serves as vice mayor and was chosen as tribal queen. Currently, there is a major motion picture in production about Smits' life.



PER DAHLEN

Portelet Asia, partner

SE ASIA: A BIO-BASED SAUDI ARABIA?

Saudi Arabia is the largest crude oil producer in the world and produces some 11 million barrels per day. Southeast Asia has the potential to produce 14 million barrels per day of renewable bio-fuels in an environmentally and socially responsible manner. The region is ideal for bio-mass cultivation for bioenergy and bio-fuels. Dahlen will give a new perspective on this potential and implications for the region over the coming 20 years.

Per Dahlen, an international entrepreneur with a track record of business achievements, is dedicated to the fast-growing industrial biotech market.

He is a regular speaker at high-profile bio-energy events and chairs the Globalisation Committee of the Sustainable Energy Association of Singapore.

Dahlen is a partner at Portelet Asia, a corporate finance advisory, fund and investment management company, and is primarily involved in deal sourcing and investment management in the company's sustainability and clean-tech investment initiatives.

He has more than 15 years of experience in business development and management across many industries including automotive, electronics, IT, software, Internet, printing, imaging and logistics.

As an entrepreneur, Dahlen successfully created four companies in Europe and Asia, and in the 1990s he gained international experience with Philips Electronics, managing the new business group for recordable disc technologies and several multi-million dollar projects in Europe, the US and Asia.

Dahlen is an extremely passionate business creator and has been involved in more than 250 different new business projects throughout his career. He graduated in Innovation Engineering in Sweden and obtained an MBA from IESE, Barcelona, Spain.



YOUTH, AMBITION & EDUCATION

Give a person a fish and you feed them for a day, but teach a person to fish and you feed them for a lifetime. Education isn't simply about classrooms and passing exams - it is about a lifetime of learning and passing knowledge from one generation to the next.



MECHAI VIRAVAIDYA

PDA, chairman

THE SCHOOL THAT FLIES

Mechai Viravaidya hopes to lead a “happy revolution” in the Thai schooling system by introducing life-long learning centres in the form of free, private education. Students at his free schools improve their practical knowledge through a range of learning institutions, including the “Barefoot MBA” centre, a school bank, and rice and water academies. Viravaidya hopes that within three years, no Thai families that have children at these schools will be in poverty.

Mechai Viravaidya is the founder and chairman of Population and Community Development Association (PDA), one of Thailand's largest private, non-profit development organisations. Since 1974, PDA has initiated family planning services, poverty reduction, rural development and environmental programs, as well as HIV/AIDS prevention activities. He played a large role in the success of Thailand's contraception program, which resulted in one of the most rapid national fertility declines in the modern era – and earned him the title of “Mr Condom”.

Viravaidya was appointed as the UNAIDS ambassador in 1999, and has received numerous awards including UN Population Award in 1997 and UN Gold Peace Medal in 1981. He has been granted decorations from the governments of Thailand, Australia and Germany. One of TIME's “Asian Heroes” (2006), Viravaidya has been the recipient of the Bill and Melinda Gates Award for Global Health. More recently, Viravaidya's passion is the Lamplimat Pattana Primary and Mechai Pattana Secondary schools, which provide private education at no cost to rural children. The primary school opened in 2003 to provide education for rural children in Northeastern Thailand. In 2009, the secondary school opened.

Both schools have been praised locally and by international universities as “revolutionary” models for education, as they work to harness a child's creative abilities to solve problems with finite resources.



JOHN HARDY

The Green School, founder

WHAT'S UP?

John Hardy knows how to tell a good yarn, and he has plenty of them to share. Hardy tells his stories of success in setting up the fêted The Green School in Bali, and shares his latest passion – bamboo – and the many projects he has underway with this sustainable building material.

John Hardy had a vision; a vision to establish an eco-friendly school made of bamboo that taught children all about the environment. That vision became a reality in 2008 when Bali's Green School opened in Ubud.

Known best for his eponymous brand of handcrafted silver jewellery, which he sold his stakeholding in three years ago, Hardy was joined by his American wife, Cynthia, in opening the school doors to 100 pupils in the first year. Two years on, the school has tripled in size and has almost 300 students enrolled.

The Green School has won international praise with its eclectic mixture of international and local students. Children from the local Bali community represent 20 percent of attendees, with school fees funded by sponsors. The school has been visited by many high profile names, and has the support of the likes of Sir Richard Branson and Damien Hirst. The Green School is striving to have the lowest carbon footprint of any international school on the planet through use of bamboo and rammed earth for its buildings, growing its own food in its gardens, and plans to generate its own power from the river. The central building, Heart of School, is one of the largest bamboo structures in the world.

With many tales of success to share, Hardy has become a speaker in demand. He most recently he received a standing ovation at the TED Global conference held in the UK.



WOMEN'S EMPOWERMENT

Gender equality is not optional - it is essential. While women's rights have generally improved around the globe there still is a need, sometimes urgent, for change to provide opportunities and advancement for all women, regardless of race and soci-economic background. →





DR SARAH MAVRINAC

Aidha, founder

EMPOWERING MIGRANT WORKERS

The choice to migrate, to leave loved ones behind and to venture forth into the unknown, represents for millions of impoverished women a first-step towards poverty's end. Today, there are over 200 million migrants working abroad. Half are women. Each year, they remit some US\$300 billion to developing nations, building homes, feeding families and educating children. These migrants and their remittances are a pivotal force in poverty eradication. Dr Mavrinac charts the potential of today's migrant women.

Dr Sarah Mavrinac is a Harvard-trained academic, social entrepreneur and committed advocate of financial education. She first became involved in the financial education community in Asia while a professor at INSEAD, where she served as academic sponsor of both the university's Women's Forum and the Citigroup/INSEAD Financial Education Summits from 2004-2005. She also served as founder and executive director of the Citigroup/INSEAD Financial Education Exchange, an on-line learning platform for financial educators.

In 2006, Dr Mavrinac left her academic career to launch and assume the presidency of aidha, a Singapore-based social enterprise dedicated to "enriching life choice through financial education". One of aidha's central purposes is to help migrant women find an economically feasible way to return home. For her dedication to women's issues and to the advance of financial literacy, Dr Mavrinac has earned a number of awards including the American Women's Association's International Woman of the Year award in 2007 and the World Economic Forum's Social Entrepreneur of the Year award for Singapore in 2008.

Dr Mavrinac has served on the boards of UNIFEM, National Committee Singapore and currently sits on the advisory board of the Global Banking Alliance for Women, a World Bank/IFC initiative. She is a member of the World Economic Forum's Global Redesign Initiative.



JODY TURNER

Culture of Future, CEO and founder

NEW IDEAS OF BEAUTY

The power of women in modern developed societies to connect and serve humanity in business. Jody Turner will talk about how multi-national companies are being moved by the demands from women for a more holistic approach to beauty.

Jody Turner is an innovation advocate, creative culture researcher, connector and lecturer who has worked inside the walls of Nike, Starbucks and The Gap and outside as a consultant with companies such as Apple, IDEO and CEOs For Cities.

Turner's focal point is in mapping strategic pictures of today's changing world interjecting compelling solution-driven content and anecdotes of success. She founded CultureofFuture.com to contribute further to our changing world regarding social reinvention and sustainable living.

She is one of the expert bloggers for Fast Company magazine and is currently working on multiple innovation projects from her hometown of Portland, Oregon. Portland is currently known as one of the greenest cities, naturally embodying the slow food and creative cultural community movements of America's youth.

She has been described as "walking infographic" at a recent TED conference, and has been featured on Dr Phil as an on-show expert talking about trends for 2010. She received a global award for brand excellence at the World Brand Congress in 2009.



FOOD, BODY & HEALTH

Fertilisers and pesticides go full circle from the food we eat, into our bodies, and back into the earth's natural system. To lead long and healthy lives, we need be mindful of where our food has come from and ensure that its production was humane and as sustainable as possible.





PHILIPP KAUFFMANN

Original Beans, co-founder

WAR, GORILLAS AND GREAT CHOCOLATE

For centuries, Eastern Congo has been a frontier for slavery, ethnic warfare and resource exploitation. In 2007, ten of the last 700 mountain gorillas in the world were executed in a fight over local charcoal provisions. In response, Philipp Kauffman decided to turn the tide by helping the community and in the process has made the first single-original chocolate from Eastern Congo.

Philipp Kauffmann is co-founder of Original Beans, a chocolate and conservation company described by Business Week as “making the world better through chocolate”. Original Beans was launched in 2008 to offer chocolate lovers a direct link between their favourite confectionary and conservation work the company supports in Bolivia, Ecuador and the Congo. Its motto is simple: “What we consume we must replenish”. There are three chocolates types on offer: Beni Wild Harvest (Bolivia), Esmeraldas Milk (Ecuador) and Cru Virunga (Congo).

For every chocolate bar bought, local community farmers plant a tree that will support the forest. It is not just rare cacao trees, but also a mix of trees necessary for lively biodiversity.

Each bar has a certificate inside the wrapper with a number that designates the location of the new tree. By entering this number on the company's website, customers can trace where the cacao beans in their bar were grown and also their contribution to the rainforest replenishment efforts. Thus its mantra: “One bar, one tree, go see.”

The San Francisco-based company is now expanding worldwide, with its chocolates available in around Europe as well as the UK and US.

In the 1990s, Kauffmann founded one of the first independent telecom companies in the Benelux called Nabuur.com, an Internet portal for volunteers in development.



CARINE SEROR

WWF Singapore, CSR director

SUSTAINABLE SEAFOOD

To encourage seafood lovers to make more responsible dining choices, WWF Singapore has developed its first ever seafood guide. The guide categorises 48 common fish sold around Singapore, and will help consumers and businesses to choose sustainably harvested seafood. The guide features colour-coded groupings using a simple traffic light system: fish that is ok to eat (green), those you need to take care with (yellow), and the ones to totally avoid (red).

Carine Seror, a French national, spent more than 10 years working for multinational companies across Europe before moving to China in 2004 where she started her involvement with World Wide Fund (WWF) as a volunteer.

Seror was appointed to set up the organisation's branch office in Shanghai with the objective of scaling up WWF China partnerships with the private sector. Three years later, in 2008, Seror joined WWF Singapore as director of corporate responsibility.

WWF is active in conservation programmes in more than 22 countries in the Asia Pacific Region. The Singapore WWF branch works with the private sector, as well as government and NGOs, and is active in educating and stimulating the public on conservation issues. She holds a master degree in international business and marketing.



CONSERVATION & WILDLIFE

Wildlife plays a prominent part in our planet's ecosystem. Tropical rainforests absorb nearly a fifth of all man-made carbon dioxide emissions helping to minimise some global warming. →





DORJEE SUN

Carbon Conservation, founder and CEO

WIN-WIN CARBON TRADING SOLUTIONS

To put an end to deforestation, big business must first be convinced that it is more profitable to keep rainforests than to chop them down. Eco-entrepreneur Dorjee Sun shares his vision for environmental finance and the shift to a sustainable economy. He will also discuss a new forest and peat project to combat the haze in Singapore.

Dorjee Sun is passionate about forests, community development, conservation and climate change. Sun started Carbon Conservation out of concern for the millions of hectares of rain forest being destroyed each year in Indonesia.

The business operates by financing the preservation of tropical rainforests and providing carbon credit revenues to local communities (termed avoided deforestation).

Graduating from the University Of New South Wales with degrees in law and commerce, Sun studied at Peking University in China on a two-year scholarship.

Sun was the founder of a recruitment software company with offices in Melbourne and London, which he left in 2003, and the founder of an award-winning education company that mentored more than 25,000 students through Sydney and Melbourne.

With an interest in viral marketing and social media software, Sun started VirtualVillager.com, a software company building virtual villages for business and government. He made his first million before the age of 30.

Sun has spoken at Future Summit, AsiaConnect and the World Summit on Innovation and Entrepreneurship, and participated at the Australian Davos Leadership retreat.

TIME magazine has recognised Sun for his work in saving forests, naming him a "Hero of the Environment" in 2009.



TIERNEY THYS

Nat Geo, Emerging Explorer

STORIES OF HOPE FROM THE SEAS

Progress in restoring ocean health is often drowned out with headlines of oil spills, garbage patches, rising temperatures and plummeting fish stocks. But it is not all doom and gloom. Listen to Tierney Thys as she tells of the amazing advancements in marine protection and accountability. She believes humanity is poised for a wholesale shift in our ocean relationship – a shift that will safeguard the future of life as we know it.

As soon as Tierney Thys could walk her parents put her into a homemade wet suit and took her out into the surf. It was the start of a love affair with the ocean that has led her to her high-profile role of marine biologist and explorer.

Thys studied biology at the prestigious Brown University in the US, before attending graduate school at Duke University in North Carolina. She combined her interests in biology and engineering there and got a doctorate in zoology in 1998 investigating the mechanics of swimming muscles in fish.

Since then Thys has dedicated her life to studying the ocean, and in particular the majestic sunfish (or mola). These fish can grow to more than 10 metres long and weigh more than two tonnes.

Thys is also the research director at Sea Studios Foundation, a non-profit foundation based in California. The foundation is dedicated to inspiring public understanding of science, technology and the environment through film. It recently co-produced National Geographic's *Strange Days on Planet Earth*.

Thys says both of her careers are aimed at raising awareness of the ocean and the pivotal role it plays in Earth's climate and the livelihood of humanity.



CONSUMER TRENDS

Understanding human needs and the forces that determine our behaviour. We are witnessing a worldwide shift from a 'Me' society to a 'We' society.





GOURI MIRPURI

Environmental commentator

CAN CARTOONS CHANGE CONSUMER BEHAVIOUR?

Concern about environmental issues prompted Gouri Mirpuri to create a series of cartoons to get people thinking. Her newspaper column, *The Green Tips*, feature witty cartoons that highlight ways the average person can nurture and sustain the environment. Her tips have been published in a book and are now being used by schools and organisations throughout Indonesia and abroad.

Gouri Mirpuri is a “backyard activist” and a writer. She has published several books for young adults, and is regular contributor to several business and travel magazines. Mirpuri has lived in many countries over the past two decades and is currently in Indonesia with her diplomat husband. She has supported various social initiatives wherever she has lived, including deafness-related support organisations, youth programmes and art-heritage issues.

Her biggest passion, however, is the environment.

Mirpuri is a columnist with *Globe Asia* and writes on environmental issues through her cartoon series called *The Green Tips*. These have recently been made into a book. She also supports an initiative called “The Learning Farm” to rehabilitate street youth through organic farming.

Mirpuri graduated with a Masters in Linguistics from National University of Singapore and is currently working toward an art history degree at the Australian National University. She has two children, one husband and one dog.



KRISTINA DRYZA

Designer and trend analyst

JAPAN: TRENDSETTERS OF THE FUTURE

Trend expert and designer Kristina Dryza helps companies make the imagined future real by translating emerging trends into new products, spaces and experiences. Rather than try figure out what's next, Dryza shares what is important. She shares her views from Japan – the trendsetters of the future.

Kristina is the retained consumer trends expert for media agencies and innovation bureaus in London, New York and Tokyo. Dryza helps companies make the imagined future real by translating emerging trends into new products, spaces and experiences. She is also a business ambassador for the South Australia state government.

Rather than trying to figure out what's next, Dryza is always more interested in what's important. She has lived out of suitcases on projects in places like Tallinn, Stockholm, Los Angeles, San Francisco and Mumbai. She wrote point of view articles on global urban culture, the future of the workspace, and worldwide attitudes to special occasions and ideal moments.

Dryza envisaged what Japanese department stores would look like in 2017. She took bankers from the Netherlands on innovation and inspiration tours of London to help them create a more consumer responsive financial industry in their homeland. She created colour swatches of the future visual communication of freshness and worked with FMCG companies on new product development projects to help create iced beverages and fabric softeners.



CALVIN SOH

Publicis Group Asia, chief creative director

GOOD IS CONTAGIOUS

We are living in exponential times. Recessions are now shorter and China will be the largest English speaking country by 2017. That means business models must change. So how do we copy these successful models to market a force for good?

Calvin Soh has been with the Publicis Groupe for 14 years. Soh has been featured among the 'Top 50 Singaporeans' and has won more than 400 international, regional and local creative awards.

He joined Saatchi in 1996 and within two years, his award-winning campaigns for Toyota, Hewlett Packard, Lexus, Visa and CapitaLand. His Republic of Singapore Navy campaign helped make Saatchi Singapore Ad Age's Global Agency of the Year 1998, which was the first time that a Singapore agency beat illustrious agencies in London, NY, South Africa, and Europe.

In 2000, Soh decided to seek a new challenge outside Asia and decided to join Fallon, a division of Publicis, in New York. He worked on Fortune 500 company accounts, as well as new business pitches in both New York and Minneapolis. He set up Fallon Asia in 2002 and is the company's president and creative director. Within the first year, Fallon was ranked a top 10 creative network. In 2007, Soh was given the additional role of vice chairman and chief creative officer for Publicis Asia.

In 2008, under Soh's creative leadership, Publicis Asia scored at all major international and regional award shows, including Cannes, One Show, Clio, Spikes and 11 in-book nominations for The Work. He was also awarded a Best in Show at Adfest and Silver at LIA for Nike. For the second consecutive year, Soh was named as one of the Top 10 Influential Creative Directors in Singapore.



SUSTAINABLE FASHION & DESIGN

Fashion should not be created for
just one season - it should endure
all social and environmental
considerations and be everlasting. It is
a trend that is gathering momentum.





SHEENA MATHEIKEN

The Uniform Project, founder

WEARING ONE DRESS FOR ONE YEAR

In May 2009, Sheena Matheiken pledged to wear one dress for one year as an exercise in sustainable fashion. She succeeded to reinvent this one dress for a year, and in the meantime had the whole world watching via her blog. This was the start of The Uniform Project and today it is inspiring women all around the world to make the most out of what they have in their closets while raising awareness for causes close to their heart.

Irish born, Indian raised and New York based, Sheena Matheiken founded The Uniform Project, an online creative platform that uses fashion as a vehicle to propagate sustainability and social responsibility in consumer culture.

In May 2009, Matheiken took on a challenge by pledging to wear the same dress for a year to raise money for the education of underprivileged children in India. Her challenge was to re-invent this dress daily with only reused, vintage, pre-owned or donated accessories as a way to freshen up the dialogue of sustainability in fashion.

By the end of the project, she raised more than \$100,000 for children and was featured in news publications, fashion magazines, blogs and TV shows around the world.

Prior to the project, Matheiken worked as a creative director in advertising with more than a decade of experience in design and technology, which was instrumental to the viral success of The Uniform Project.

Following her year-long challenge, Matheiken was named one of Elle magazine's Women of the Year 2009.



SIMON ROBERTS

Positive Posters, co-founder

A GLASS HALF FULL

With 10,000 posters designs published from more than 70 countries, Positive Posters is taking back the streets with positive design. Today's youth are craving, engaging with and designing platforms to positively contribute to the communities they live in. Organisations can apply design thinking to become more customer focused, increase innovation and create better outcomes. For a more positive and sustainable future, we need to redesign how generations communicate and work together.

Simon Roberts loves to keep the glass half full, and along with an amazing team of ambitious thinkers and doers decided to make a business out of positivity. Roberts has a degree in entrepreneurship and a background in start-ups, with experience across many industries including: recruitment, marketing and design.

With a passion for designing businesses with positive impact and empowering today's youth to be creative, Roberts is determined to enable the next generation of leaders to take Anita Roddick's vision of 'business as unusual' and make it the norm.

Positive Posters is non-profit organisation that runs an international competition that encourages positive poster design all over the world. The competition is held annually between July and October. Designers are given two months to create and submit a positive design that responds to the theme of that year. This year the theme is 'A Glass Half Full'.

The competition began in 2009 as an outlet to allow graphic designer the freedom to use their skills to inspire, challenge and make a positive statement in a non-commercial way. Positive Posters is a non-profit organisation run by volunteers.

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DIVING INTO THE DEEP BLUE

PHOTOGRAPHY BY MIKE JOHNSON

Every day it seems, new reports chronicle the rapidly declining health of our world ocean. From vanishing seafood and massive oil spills, to ravaged coastlines, bleached reefs, plastic pollution and acidifying waters it's no small wonder

in 2007 *Popular Science* magazine listed oceanography as one of the 10 worst jobs in the world. Who in their right mind would want to study a sea of sorrows day after day?

While it is true our ocean is in urgent need of protection and restoration, the situation is far from hopeless. In my varied career as a marine biologist, media maker and educator, I have encountered powerful reasons for pragmatic optimism.

Three distinct elements underlie this hopefulness: compassion, communication and cognition. →

COMPASSION

Leonardo da Vinci wrote: "Nothing can be loved or hated unless it is first known." This October marks the culmination of a landmark 10-year project to know the ocean. This project, Census of Marine Life, involved more than 2700 scientists, 80 nations, 600 institutions, 500 expeditions and 9000 days at sea. Its modest goal was to create a baseline of what lived, lives and will live in the entire world ocean. Tremendous headway was made. Teams of scientists discovered potentially 6000 new species and formally recorded 1200 species. We recorded the locations of tens of millions of marine organisms and created a free digital address book called OBIS - Ocean Biogeographic Information System. The project sparked unprecedented collaboration in the international scientific ocean community that will continue long into the future.

One of the census's sub-projects, the Tagging of Pacific Pelagics, opened a window into the hidden lives of dozens of marine species. For the first time, we saw the ocean through the eyes of the animals. We followed blue fin tuna across ocean basins, migrated with blue whales, plumbed the depths with swordfish and jumbo squid, located nesting grounds with leatherback sea turtles, soared with albatross and basked with giant ocean sunfish - my personal favorite. Through this work, scientists worldwide revealed behaviors of marine animals and the secret ocean areas and conditions most vital to their livelihood.

This work is placing a face on the featureless 'big blue'. We are now able to cast these creatures in a new light, illuminating their value beyond that of simple protein packets. Take for example, Terry, the plucky 91kg blue fin tuna that crossed the Pacific three times in 20 months swimming 40,000km. Or the rugged white shark Nicole, which swam 20,000km in nine months. Or Mambo, the giant ocean sunfish that made 40 dives a day into waters barely above



Previous. A lucky skindiver encounters an approximately 400 lb. ocean sunfish.

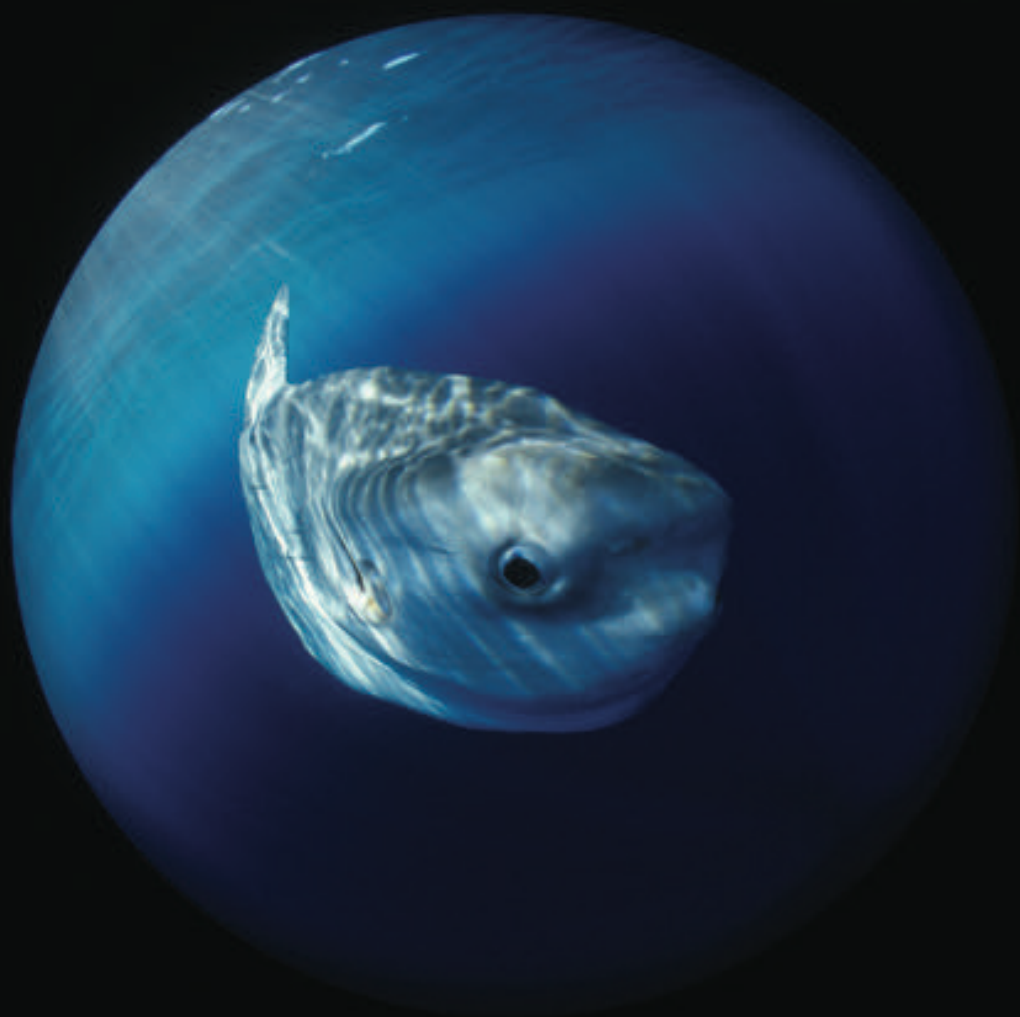
Opposite. An ocean sunfish exhibits curiosity as it peers into the camera lens.

freezing off the coast of Japan. These are epic, ocean Olympians worthy of our respect and protection. This work and work like it is steadily encouraging policy makers and the public to rethink our relationship with these spectacular sea creatures.

COMMUNICATION

As our ocean knowledge grows, it feeds our understanding of how Earth functions as an integrated connected system. All this provides perfect fodder for storytellers and documentarians. As research director at Sea Studios Foundation, I helped create National Geographic's *Strange Days on Planet Earth*. This project dramatically illustrated how individuals are tightly interconnected to our planet's life systems. The project reached more than 20 million people and earned 14 major film festival honours, including Best Series at Wildscreen, the environmental equivalent of the Oscars.

Through the years, I've watched excitedly as high-quality filmmaking equipment and distribution channels have become progressively democratised. More and more qualified people are able to add their creative voices to the mix of scientific storytelling. And thanks to the Internet, the opportunities for sharing and inciting support for positive change are unprecedented. ➔





Opposite. Drs Thys (left) and Dewar attach a satellite tag to an ocean sunfish. This tag yielded its data after six months. Today's tags deliver information in real time as often as the fish is at the sea surface.

COGNITION

My final reason for hope stems from our advancing understanding of perhaps the most complex communications network in the world – our minds. In the fields of cognitive neuroscience, we are uncovering how memory is laid down, how we learn, how as adults we can rewire our brains and grow new connections and what features are involved in long-term behavioral change.

For me, one of the most exciting parts of this work lies in the realm of early childhood education and the origins of empathy. We are in a revolution in terms of understanding the inner-workings of young minds from birth to five years. Among other important findings, we are discovering that time spent outdoors immersed in the multi-sensorial world of nature is pivotal to the healthy development of our kids in ways we never fully realised.

Steadily, we are coming to know our planet and ourselves. As our understanding grows, it will be up to us to choose which side of the Da Vinci quote we fall on. I feel strongly that from our growing knowledge base, a greater love for humanity will arise. It is only through encouraging this love for each other that we can expect to promote a deeper respect for the precious natural resources that make all our lives possible.

ARTICLE BY TIERNEY THYS





THIS WORK IS PLACING A FACE ON
THE FEATURELESS 'BIG BLUE'. WE
ARE NOW ABLE TO CAST THESE
CREATURES IN A NEW LIGHT,
ILLUMINATING THEIR VALUE BEYOND
THAT OF SIMPLE PROTEIN PACKETS.



GOING AGAINST THE GRAIN

Singgih Kartono doesn't want people to only just buy his retro-style wooden products. First and foremost he wants people to buy into his philosophy of life, balance and limit. For the Indonesian design graduate, it's not about

selling as many of his striking two-tone sustainable wooden wares to as many people as possible. It is about bringing about change to the way people interact with Magno products and ultimately in the way they live their lives – the products are just the bearers of the message.

Kartono believes consumers need to appreciate the history and background of the products they buy. They should subscribe to the philosophy and know the story. For Kartono, the product isn't the product. The philosophy is the product.

And the philosophy revolves around three interlinked concepts: life, balance and limit.

"Whatever happens in the world, we must remember that our brains are unlimited," Kartono says, pointing out that human beings have the capacity to come up with limitless ideas, which break free from conventional thinking. "But nature has its limits. So, we must use our unlimited minds to think about limitations to stop further environmental degradation."

That's where the other concepts come in. People need more balance in their lives. Simply put, lifestyles must become more sustainable. Everything people do – how they eat, work, and generally conduct their lives – needs to be balanced.

"The environmental problem is not an environmental problem; it is an economic problem," he emphasises, saying he wants people to go beyond buying his products just to use them, but also to think about them.

For this reason, Kartono selected wood as the raw material to create products that bear this message. Wood is the perfect way to tell this story, he says, precisely because of its imperfections. Unlike plastic, which is imperfect because of its perfectness. He prefers imperfections, to get people thinking. If a product scores a value of, say, 100 points, he reduces it to 80 to give people space to interact with it.

It is not difficult to see why his Magno brand is popular. The two tones of mahogany and the much lighter sonokeling (a type of →

hardwood related to Indian rosewood) ensure each handcrafted item is not just functional and durable, but a sheer pleasure to look at.

Magno spans everyday but timeless home products such as staplers, tape dispensers, envelope and card holders, magnifying glasses and even a compass and tape measure. Perhaps most notably his craftsmen also produce three types of radio, and more recently the Magno Klock. For children there are “toys for the soul”, such as yoyos and spinning tops. All reflect his urgent desire to make people think about how they conduct their everyday lives.

The radio is a simple product but sends many messages. It's perfect because of its imperfections. Just like wood. “I ask the user to not just buy a product but he should have an obligation to maintain it. I want him to create a stronger relationship to the product.”

“This is why the radios don't have a dial on which users can see which radio frequency they are tuned to. People have the ability to find it for themselves and people have the ability to find the music they like to listen to. It doesn't matter what the frequency is.”

Given the focus on the philosophy and the story behind the products, it is unsurprising, if a little unorthodox, to hear that he doesn't just sell his products to whoever wants to buy them. He is very choosy about who he sells to. In fact, he makes them audition.

“I discuss with my candidate buyers and I tell them about the story of my activities and I tell them why I went back to my village, and what the problems are we experienced.”

When he first met a distributor from Germany at an expo in Jakarta several years ago, he refused to send him samples. He didn't think the wholesaler would appreciate the philosophy behind the products.

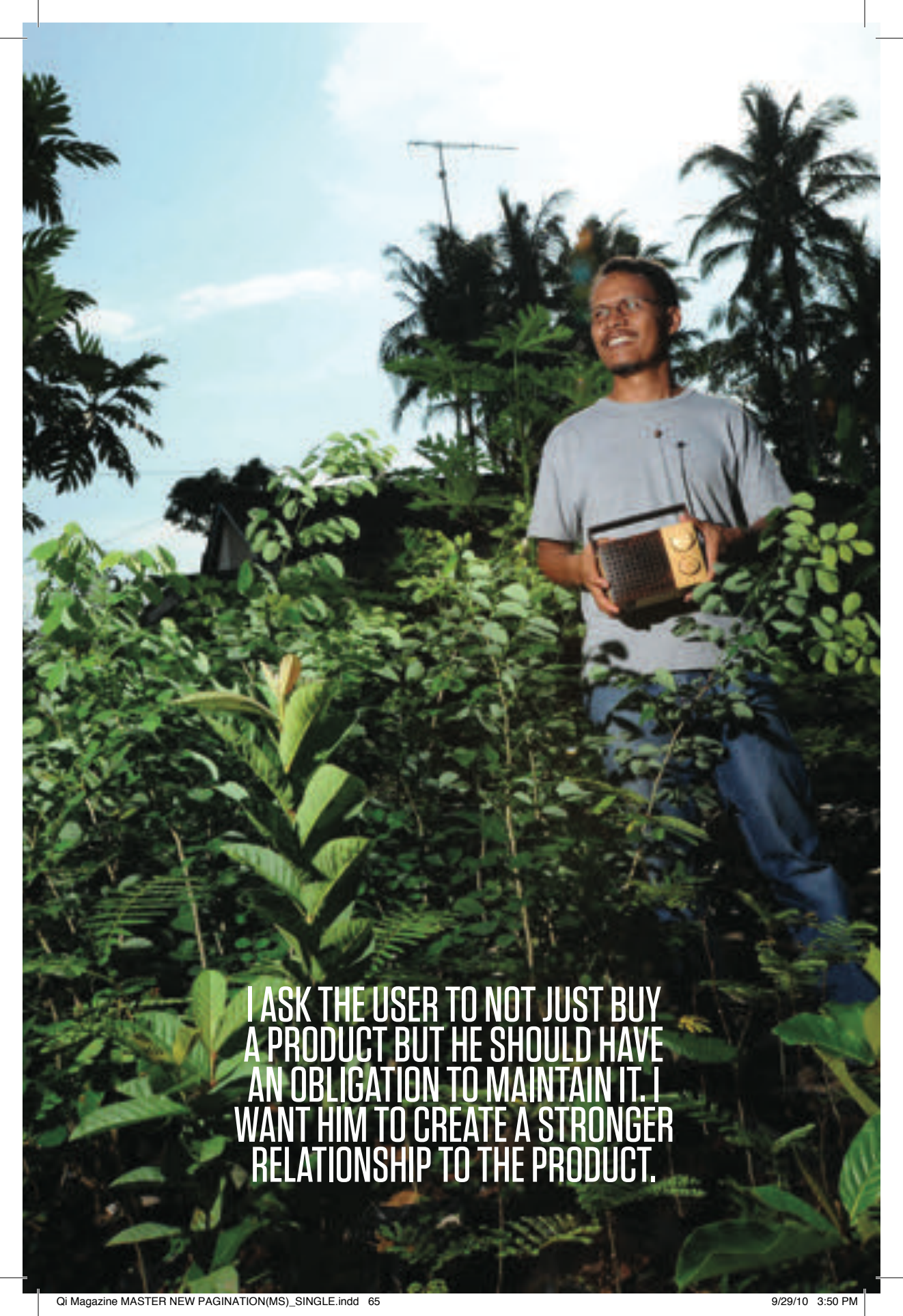
But a year later, the prospect emailed to ask whether there was a story attached to his products. This struck a chord with Kartono, and today his buyer distributes products in Germany, Italy and Scandinavia, with three others covering Japan, China, Hong Kong, Taiwan, the United States and Canada. ➔



↓
Top. The Magno Radio.

Centre. Radio speaker detail made from Sonokeling wood.

Right. Singgih Susilo Kartono,



I ASK THE USER TO NOT JUST BUY
A PRODUCT BUT HE SHOULD HAVE
AN OBLIGATION TO MAINTAIN IT. I
WANT HIM TO CREATE A STRONGER
RELATIONSHIP TO THE PRODUCT.

He is also keen for his products to be priced accordingly. Not on a cost-plus-margin basis, but incorporating a premium to reflect the intrinsic value of the message he is trying to convey. Kartono readily admits his products attract a healthy margin, as demand consistently outstrips supply.

Which is important, because his business clearly lacks scale. He likes it that way.

"I look at what is good for living and life, not what is a business activity. I don't think of my business activity as my life activity. I don't think my products will become mainstream but I'm not like businesspeople who just want to put my products into the world and everyone loves it and then I'm happy."

He is of the firm belief that he can have an impact, even if he can't reach everyone with his products.

One goal is to establish workshops for craftsmen in other parts of the world to make the products for their home markets. But these are not grand, global corporate ambitions. The aim is to reduce the amount of energy and resources which are consumed by exporting products from Indonesia.

His motivation for the business stems from his university days. After the now 41-year-old Indonesian completed his degree in Product Design at Bandung Institute of Technology and returned to Kandangan, the kampung (village) in which he grew up, he was dismayed to see it was slowly falling prey to unfettered modernisation. Not better ways of doing things, just different ways: genetically modified seeds and artificial fertilisers.

On the surface it appeared as though progress was being made. But he was unhappy with what he saw underneath. Traditional values crumbled. Farmers lost their land and had to seek work in the cities. So Kartono decided to do something about it.

He now employs 30 members of his kampung, using about two cubic metres of wood each month. Kartono does everything, from planning to raw materials and he even sometimes gets involved in production.



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Above. The Magno radio as ipod speaker.
Right. Stationary set and Toys for the Soul.

"My philosophy is to cut less and to plant more. This is my way to answer the green issues. My focus is on what we should change about ourselves." For every 100 trees he cuts he says he plants 8000 new ones.

You would think that someone who is out to change the world would be constantly looking at new ways to convince people of his philosophy. But Kartono actually hasn't designed anything in three years. Designers should be aware that their work also has an environmental impact, he says, and constantly coming up with new products draws unnecessary raw material and energy. Besides, it's not about following trends but about setting them.

"I believe my company is only small but I also believe many things that happen in the world come from small activities. I want people to know about the history of my product. That's more important. Not the product itself."

If you can manage that, then perhaps one day you can qualify to become his customer.

ARTICLE BY MARK LAUDI



THE BEAUTIFUL COMPROMISE

We live, we die – joy and sorrow are twinned. Love is a marriage of bitter and sweet. Where there are good deeds, there will be bad. Life itself is just that, a compromise, and that will continue on through the dawn and dusk of man. →

Yet we pursue the extremes. Some of us live like there's no such thing as too much of a good thing. Some of us live like there is. Some of us think of the self first, and only when the self prospers, can the rest follow. Some of us think the rest must prosper before the self. Some think of the now and some think of the generations after. Some believe you have to choose between these two polar opposite camps, and there is no middle ground. It is "either" and "or", but not "and".

What if there is an "and"? What if we can have both – we can have our sustainable cake and eat it. Perhaps the secret is to be moderately excessive and not excessively moderate? Interesting isn't it? It's hard to be excessively moderate; after all to let your hair down every now and then is only human. It is possible to be moderately excessive, as long as we do more good than bad. The philosophy is to live a little less so you can live a little more.

So forgo the many things you don't honestly need, for the one thing that you really want.

Make a concerted effort to avoid plastic bags, recycle as much as you can, order half portions instead of full and forgo the air conditioning. That way, you'll not only be healthier but you'll save more, which goes a long way to helping you buy whatever you want to indulge yourself in.

Purchase from artisans who respect their craft and heritage – even though it might cost a little more – because it's better made, and it actually costs less in the long run.

For example, choose locally made chocolate cookies and not ones that were shipped from across the oceans.

Read labels, and be aware of what goes in your body and the effects of what comes out. There are plenty of smart people out there who are offering their knowledge for free. Google them and find the ones who suit your lifestyle and follow them. Let's face it, there will always be the one percent who will save or ruin the world. But imagine if the 99

percent all made small positive actions.

It might seem an insignificant act of recycling one plastic bottle, but it is not so insignificant when multiplied by the billions of us.

We are in the majority and if we do more good than bad, then we can quicken the change in tide and sway captains of industry to tack with us.

Would this work? We have to believe that most of us are innately positive. How else could we have survived till today, in spite of ourselves? We all have this instinct; an optimism which we have acquired and learned through our history. And coupled with our inventiveness and our incredible ability to heal ourselves, we can develop and harness technology to solve our complex needs.

We have already begun to make great strides in this arena. Hybrids are now best selling cars in some countries. Cities are beginning to farm again. And perhaps the best of all, the young do give a damn.

We have the power to increase the momentum of change for the greater good, because most of us are the greater good. The truth is we will progress as a species. That is in our nature. We will never crawl back to the primordial soup from whence we came.

Consumption has powered the growth of humanity. Necessity has shaped inventions to feed our kind. But unkind consumption, without consideration or conscience, will lead us all to an early grave.

So ask yourself this. Are you living a conflicted life? Are you making choices tinged heavy with guilt or making sacrifices yet feeling deep inside that perhaps, it would be wasted? Hopeless optimism versus hopeful pessimism; is this all you want to choose from? Or would you rather choose the beautiful compromise?

ARTICLE BY CALVIN SOH



Pacific Salmon is just one alternative to eating Bluefin Tuna. Because there's no faster way to move you down the social food chain than to order irresponsibly. Illegal harvesting and overfishing have placed the Bluefin Tuna on the brink of extinction. This is your chance to venture into newer and more sustainable gourmet waters and help give this fish a chance to recover.

**SAVE
THE
FISH**



When dining,
choose seafood
from sustainable
sources.
Download the
WWF Singapore
Seafood Guide
at wwf.sg

IF YOU ORDER BLUEFIN TUNA,
YOU CAN FORGET ABOUT
PROPER TABLE ETIQUETTE.



SINCE YOU'RE KILLING OFF
AN ENTIRE SPECIES,
WHO CARES WHICH FORK
YOU DO IT WITH.





WHERE
THE WILD

LONE
DROSCHER-
NIELSEN

THINGS
ARE

Alma was a clever girl. At home in the evenings she would carefully empty out the cupboards in the kitchen. She seemed to be particularly fond of canned goods. Often she would bring one of the cans to Lone Droscher-Nielsen,

with whom she shared the home. Droscher-Nielsen would pretend to open the can using her teeth or by banging it on the chair. One day Droscher-Nielsen showed Alma how to get to the food inside by using a can opener. A week later, Alma again went through the routine of emptying out the cupboards and bringing out a can of food, Droscher-Nielsen again acted as though she could not get the can open.

So Alma went back into the kitchen and brought back the can opener and handed it to Droscher-Nielsen. "She looked at me like, 'Are you stupid? Why don't you just go out in the kitchen and get the can opener?'" she recalls with a laugh.

Alma was an orangutan. To Droscher-Nielsen the episode shows how clever they are. It also helps to explain why she's working so hard to save them.

Droscher-Nielsen is the founder of the Nyaru Menteng Orangutan Rehabilitation Project in West Kalimantan, Indonesia, on

the island of Borneo. It's home to some 600 orangutans, who have either been orphaned or left homeless as the forest in which they live disappears.

She's an unlikely candidate for the job. A 46-year-old former flight attendant, she still looks the part, with her hair in a neat ponytail and wearing a pretty white blouse and delicate pearl necklace. But she's also wearing cargo pants and hiking boots, attire more suited to spending her days among the orangutans.

Her first exposure to the great apes came during a work experience project at school in her native Denmark when she was just 15 years old. She and some fellow schoolmates were assigned to a zoo and Droscher-Nielsen ended up with the gorillas, orangutans and chimpanzees. She says the orangutans caught her attention because of their mellowness and thoughtfulness. She also quickly learned that they're great schemers. That's when she says she fell in love with ➔

orangutans, but she got sidetracked with her high-flying career and it was years before she reconnected with them.

She volunteered with a group in Indonesia that was working with orangutans but after a while became convinced she should do it on her own.

So in 1999, with the help of the Borneo Orangutan Survival Foundation, she opened her own rescue and rehabilitation centre. Ten years on, she says she's proud of what she's done, especially without having a scientific background.

Droscher-Nielsen and her staff of mostly local caretakers raise the orphans with the goal of teaching them to be self-reliant enough to be returned to the wild. Older injured orangutans brought to the rehabilitation centre are nursed back to health, and also, whenever possible, returned to their natural habitat.

The problem is more and more of that habitat, the tropical rain forest of Sumatra and Borneo, is being lost every year. In fact, a 2007 United Nations Environment Programme report entitled "The Last Stand of the Orangutan," warns that the survival of orangutans and other rain forest wildlife in Indonesia is seriously endangered by illegal logging, forest fires including those associated with the rapid spread of oil palm plantations, illegal hunting and trade. The report says that natural rainforests of Sumatra and Borneo are being cleared so rapidly that up to 98 percent may be destroyed by 2022.

To Droscher-Nielsen, the biggest threat is the rapid expansion of palm oil plantations. The UNEP report says that between the years 1967 and 2000 the total oil palm area in Indonesia grew from less than 2,000 sq km to over 30,000 sq km. It says the demand for palm oil is expected to double the area by 2020.

A pragmatist, Droscher-Nielsen concedes there's no way to stop palm oil growers from converting forest into plantations. "There's no way we can stop the palm oil industry. It's

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Right. The forest devastation caused by palm oil production.

Inset and over. Lone Droscher-Nielsen and the Nyaru Menteng Orangutan Rehabilitation Project in Central Kalimantan.

a big industry. There's so much money there, and there's nothing any NGO can do to stop them. So we need to find win-win solutions," she says.

One such solution is the Roundtable for Sustainable Palm Oil (RSPO). Established in 2004, it brings together oil palm producers and processors, manufacturers, retailers, investors and non-governmental organisations to develop and implement global standards for sustainable palm oil. Palm oil producers who join the RSPO cannot cut down high-value conservation forests – that is, a forest with a known orangutan population.

In addition to carrying out good agricultural practices, producers certified by the RSPO are also committed to fair treatment of workers and communities as well as proper acquisition of the land and care for the environment. In return, the producers and processors gain exposure to other like-minded companies, thus improving their access to markets and investment sources.

Another win-win solution is to create conservation corridors within large plantations. These would allow fragmented populations of orangutans to connect with each other, while allowing the palm oil business to proceed around them. And a third, though more expensive option, is to buy land outright.

Droscher-Nielsen says they just bought 100,000 hectares of partially cleared land that they plan to reforest and into which they can eventually release some of the orangutans. ➔

IF YOU SAVE THE
ORANGUTANS, YOU ALSO
SAVE THE BUTTERFLIES,
THE TURTLES, ALL THE
OTHER ANIMALS THAT
LIVE IN THAT FOREST.





Running the rehabilitation centre isn't cheap. Rescuing and releasing one adult orangutan might only take a couple hundred dollars. But if the orangutan has to be brought back to the centre, especially if it involves using a helicopter, it can run about US\$3000. The cost of raising an orphaned infant for eight or nine years until they can take care of themselves in the wild can cost around US\$2500 a year.

Droscher-Nielsen says most of her funding now comes from other NGOs that are trying to help her project become self-sustaining. Donations and funds from an "adopt-an-orangutan" program also help.

She probably could make money from eco-tourism, allowing visitors to spend time at the centre among the orangutans. But that's something she refuses to do, calling it an "intrusion".

But why is it necessary to save orangutans in the first place? Yes they're cute, and yes, they exhibit many human qualities, and yes, many people say we need to save them so future generations can enjoy them.

For those who need more of an answer than that, Droscher-Nielsen goes on to explain that the orangutan is an umbrella species.

"If you save the orangutans, you also save the butterflies, the turtles, all the other animals that live in that forest, because it is the forest we are really talking about when we're talking about orangutans. In the process of saving the orangutan, we also save so many other animals."

Droscher-Nielsen knows she can't keep this up forever. Living in the jungle has taken a toll on her body. She's often sick, in and out of hospitals around Asia, suffering kidney failure twice and overall she says her body is "running a bit tired." She wants to start thinking about retiring, but is having a hard time finding someone to take over.

As for Alma? She had arrived at the rehabilitation center suffering from mercury poisoning. Alma drank some mercury while in the custody of her former owners who were gold miners.

"Alma died eventually," Droscher-Nielsen says. "She also knew that day that she was dying. Because she took me by the hand and she didn't want to be in the clinic." Alma led her into the forest.

Droscher-Nielsen says it was the most heartbreaking moment of her life. But Alma lived those last hours just the way she wanted – doing what she wanted to do. And she said that's a memory that keeps her going.

ARTICLE BY CATHERINE SARGENT

I am in control of my brand.

No, seriously.

Honest.

And then you type “Bad things about (your product name here)” and find 70,122 negative conversations about it.

How do you get them to stop doing that? Write 70,122 personal emails telling them they’re wrong?

You have years and years of consumer research, you can recite the brand guidelines backwards and if you follow the company formula, like your predecessor, you’ll be promoted in 2 years’ time.

What’s changed then?

ANYONE REMEMBER THE RECESSION? EXACTLY.

Proper depressions used to last decades and recessions for years. These days, they’re over in mere months.

Property booms and busts were 7-year cycles but in Singapore, they’re 14 months.

We now live in exponential times.

It means China will be the largest English-speaking country by 2017.

Asia produces 10 times more college graduates than the U.S.A. every year. (Stem cell research and sustainable energy industries anyone?)

Facebook is the 6th... 5th... 4th largest country in the world. And counting.

It also means the balance of power has shifted. China now sells more cars than the U.S.A. and 10 years ago, the top 3 banks were in the West but not anymore. (It’s no wonder confidence has never been higher in Asia.)

We could enthral you with more facts but we figure you can easily find them on the net. (Knowledge has replaced money as the great social leveller, but we’ll save that for another ad.)

So if the consumer has changed, shouldn’t business models?

0 TO US\$1.65 BILLION IN 18 MONTHS. INTERESTED?

If you were part of YouTube when it was bought, you’d be laughing all the way to your penthouse in New York, your yacht in Monaco or your private island in the Caribbean.

The fact is, exponential change leads to exponential growth.

And who drives this growth?

You guessed it, the consumer.

It’s simply because we live in Generation Participation. And 21st century business models revolve around this.

Just look at the Facebook App function. How many of us have been hugged, prodded, given free stars, sent a Tulip and shaved a Poodle? How much would it have cost Facebook to develop all of those?

Or Wikipedia – written by the people, for the people, of the people.

Or Apple’s App Store. You write the application, Apple sells it for you. You keep about 70% and they pocket the rest. You do the hard work, you take the business risk, you help build the brand and they help distribute it for you. Genius.

Give any businessman a model where you can outsource the labour for free and he will gladly grab it with all four hands (the other two are his banker’s).

SO WHAT IS THE 21ST CENTURY COMMUNICATIONS MODEL?

The old model was “Tell and Sell”. What you want to say is what the consumer wants to hear.

The difference now is that through word of hand, the consumer can dislike it, question it, or even make up a song about it that gets 15 million views.

It’s no longer a monologue, but a dialogue. We have to move towards

engaging them rather than talking down like our parents used to do.

To be the category conversation leader, you need to change the conversation. Or sometimes even start a new conversation.

And you can do this through traditional or non-traditional means, new or old media.

Let’s be clear, changing the conversation isn’t a digital interweb philosophy thingy. Of course the web can help. But so can a 30-second TVC, a print campaign, DM, PR and even... wait for this... radio.

Changing the 70,122 negative conversations to positive ones needs a Contagious Idea. An idea that has a fresh point of view on the category, story-bility and allows for co-creation. No different from the successful business models you’ve just read about.

And what would positive conversations do for your business? According to Bain, increasing conversations by 12% doubles sales growth. As for the LSE, brands with the most conversations in their category grow 4 times faster than the category average.

At Publicis, Contagious Ideas that change the conversation is our point of view of the communications industry.

We have proprietary conversation tracking tools, conversation planning and even Storystorming, a process that allows consumers to be part of the creative department. We would love to go into more detail, and frankly so would our competitors, but this is too public a forum for it.

However, we will gladly present a case study of Contagious Ideas if you contact calvin.soh@publicis.com. And naturally, feel free to type in “Bad things about Calvin Soh” or check out the client conversations about him on LinkedIn, both positive and negative.



PUBLICIS



Contagious Ideas that change the conversation



DESIGNS ON NATURE

If you bumped into Kenneth Cobonpue on the streets of any international city, you'd be forgiven for thinking he was an ordinary office worker or possibly a student. But a closer look and his self-effacing boyish appearance gives way to an extraordinary

designer. Cobonpue is one of a select group of up-and-comers who are helping to redefine an entire industry in his native Philippines and to spread the notion of sustainable design to a global audience.

Those unfamiliar with what he does would be misguided to peg him as a backwards bamboo bender. Returning home to Cebu in 1996, the then 27 year old began to manage the family furniture design and manufacturing company, Interior Crafts of the Islands, which his mother Betty founded in 1972. Known for creating new techniques for working with rattan, Betty gave Cobonpue his start and the ability to build the business to its current size and strength.

Now, some 500 workers in two Cebu factories turn out "eco-chic", sustainable furniture that the well-to-do crave. He likens his products to high-end electronic gadgets or haute couture: luxury items for early adopters that eventually gain a mass market audience.

Cobonpue travels the world to tell the story of how locally sourced natural fibres and materials such as rattan, bamboo and abaca rope (from the banana tree), as well as aluminum and polyethylene, can be made into sustainable products. One week he may be at a conference in London, then off to Cape Town or landing in New York; but it's always about how his chairs, sofas and tables are showing that skilled and semi-skilled workers take pride in reviving lost or dying traditional techniques while making beautiful furniture and supporting some 1000 family members.

But it is more than just jetsetting it's a calling. "I think there are things that we can contribute in the world," he says.

"For my part, the products that I design are all natural materials; they're all hand made. That's something that can only be done in this part of the world. I think that's one of Asia's contributions to the world - where everything now is mass manufactured. This →

is my advocacy: to do things made by hand with very sustainable practices.”

Cobonpue’s “advocacy” has led to a large amount of international design cred, as a result of winning such awards as the 2005 Design for Asia Award for his Lolah Chair, by beating 500 entries from 22 countries in front of 17 international judges. Considered the most prestigious design prize in Asia, he was in good company that year with other winners: fashion designer Vivienne Tam, Nokia and Sony. He’s also a seven-time winner of the Japan Good Design Award, the Grand Prize at the Singapore International Design Competition, two awards for Best Seating at the 2005 Las Vegas Hospitality and Design Show, Best Outdoor Chair given by HOME Magazine at the 2004 High Point Furniture Show and more.

Accolades seem to come easy, but they are not what inspire Cobonpue; nature takes care of that from form to structure. He says he doesn’t go on nature walks to find it. Rather, he believes that beauty all around us can be seen if one looks with “new eyes.” He confesses to having been inspired by everything from dim sum steamers to a piece of bread. Cobonpue believes, as Picasso did, that artists have a “third eye” and the ability to find beauty in things that might not ordinarily be thought so.

From the raw materials to production to the eventual use by his customer, there’s an appreciation of nature and belief that our home interiors should be an extension of the exterior nature.

“When we come home from the concrete jungle all stressed out, you want to come home and relax with things that are natural, with things that are made by the hand,” Cobonpue says. “In this age of mass-manufacturing, it’s nice to be sitting on a chair that is made by someone; proudly made by hand. It’s also about the preservation of craft, the culture, preserving the tradition of people. The preservation of craft is dying everywhere in the world; I enable people to make an honest living with their hands.”



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Previous page centre. Bloom Lounge Chair.
Top. The Petit Voyage Crib.
Above. The Harry Rocking Stool.



AS A DESIGNER, YOU ALWAYS TRY TO LOOK FOR THE NEXT BIG THING; DESIGN IS ALWAYS A SOLUTION TO A PROBLEM.

He's amused at the notion, when asked if he has a plan to make the world a better place. But, he does take his message of sustainability and craftsmanship from the shop room floor to the far reaches of the Philippines, trying to energise his country and help them see that living in harmony with nature can also be financially viable.

He also tries to inspire the next generation, by teaching a course on industrial design at the University of the Philippines. The curriculum, he says had to be modified from a "mass-production western style" to a more local, organic version. "As cheesy as that may sound, it's really effective because it's the whole outdoor lifestyle that I'm trying to promote with my work," he notes. "Outdoor also means caring for the environment, nature and caring for all these things. And in my own way I educate the workers: I tell them where the materials come from and all that."

He would like to make the Philippines a bit better by producing a line of furniture that most of his countrymen could afford. Several years ago he tried to launch what he calls a "down-line brand" for the mass market. His plan was to use sustainable materials and

practices to produce for the masses. When he realised that his own factories could not produce what he wanted (due to their higher costs) he went to China to look for a partner. "When I went there, I was not happy with the way things were being made, so I just left," he explains. "I would love to have my things made at cheaper prices, but it's just that with the amount of skill and labor involved... it's just not possible. It's a question of economy. Having said that, I think it's the dream of every designer to do something for the common person," he adds.

Some of the masses may just get something from him, anyway. At a conference where Cobonpue was speaking, an attendee was so taken with his message of organic/sustainable/local design that he approached him with a special project. The delegate, it turns out, was a Philippines government minister who asked Cobonpue to build a network of sustainable bamboo lighting poles for the resort island of Bohol. Traditionally, he says, such public infrastructure items would have been sourced from China where they make standard, steel lighting that is used in many countries. He accepted the contract from the minister saying, "I remember in the olden days the villages used to be lit by bamboo lanterns and I want to keep that traditional village look."

Cobonpue believes that people are →



Below. Kawayan Bistro Chair.

Right. Meticulous care goes in by hand into every piece of Cobonpue furniture.



starting to get the message, because they're conscious of what's happening in the world today; they want to know where his materials are being sourced and how they're manufactured. Of course, he says, there's a share of the market that doesn't care; they are only interested in beautiful furniture and not where it comes from. But when he explains his process, both the design and manufacturing: "They go, 'wow', I didn't know you put so much work into it," and he sees a new-found appreciation for the brand.

One group that clearly likes what he's doing is Hollywood. Stars like Brad Pitt have been snapping up his designs (Pitt bought a

Voyage Bed). Tinsel Town set-dressers also use his furniture in big-budget films like *Oceans 13*, in which the casino (owned by actor Al Pacino's character) is fully decorated in Cobonpue's furniture.

"They actually first bought a few pieces for one scene," says Cobonpue of the film. "But then they ended-up ordering everything for the entire movie. They said they've never ordered so much from one person before," he says with a laugh. He added that some of the staff ordered more furniture after the movie wrapped, for their own use.

They do a lot of movies (and special events) that generate a great deal of publicity. But never agree to pay for product placement, as the production companies ask them to. Cobonpue says the movies end up using the furniture anyway and a staff member usually finds out while sitting in the cinema with the other patrons.

It's a good thing that the eco-friendly Hollywood is embracing his designs... they have the clout and profile to further drive the sustainability agenda. Other flicks featuring his furniture include the Ashton Kutcher movie, "Spread," Bruce Willis' "Surrogates" and the romantic comedy starring Vince Vaughn called "Couples Retreat" are all recent productions that have used the unique designs.

All the talk about movies and high profile exposure is heady stuff. But when asked, Cobonpue brings the conversation back to basics of who he is, and what he's trying to accomplish: "As a designer, you always try to look for the next big thing; design is always a solution to a problem. When I have a breakthrough I think, 'that's it!' That's a good day for me." Judging from the success he's had so far, there will be more good days for Kenneth Cobonpue and more good days for the sustainability movement that he is working hard to promote.

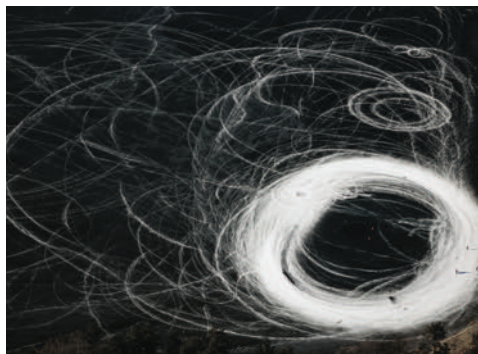
ARTICLE BY GLENN VAN ZUTPHEN

A photograph of a woman in a pink and white striped shirt, kneeling and weaving a large, dark, woven basket. She is in a workshop with other people and baskets in the background. The text is overlaid on the bottom half of the image.

**THE PRESERVATION OF CRAFT IS
DYING EVERYWHERE IN THE WORLD;
I ENABLE PEOPLE TO MAKE AN
HONEST LIVING WITH THEIR HANDS.**



01



02



03

VIEWS FROM THE TOP

Capturing terrain teetering between transcendental beauty and total destruction, photographer Alex McLean's work is quietly emotional and affecting. McLean, a trained architect and qualified pilot, has flown his plane over much of the United States documenting the landscape.

The powerful and descriptive images from his latest exhibition *On the Edge* provide clues to understanding the relationship between the natural and constructed environments. With a gentle touch and a fine focus on questions of the infinite and finite, McLean calls us all to stop, to admire and to ponder the power we hold within our hands before we touch.



04



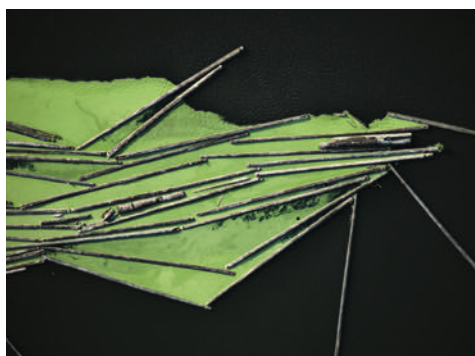
- 01** Phelps Dodge Large Open Pit Mine and Tailings, Bagdad, Arizona, USA
- 02** Motorcycle Racing on Black Ice, Southeastern, Massachusetts, USA.
- 03** Circular Irrigation in the Desert, Stanley, New Mexico, USA.
- 04** Shiprock, New Mexico, USA.
- 05** White Beach of Solray, Rosignano Salvay, Italy.
- 06** B-52 "Bone Yard", Tuscon, Arizona, USA.
- 07** Algae Between Logs, Longview, Washington, USA.
- 08** Autosavage Yard, Ayer, Massachusetts, USA. (next page)



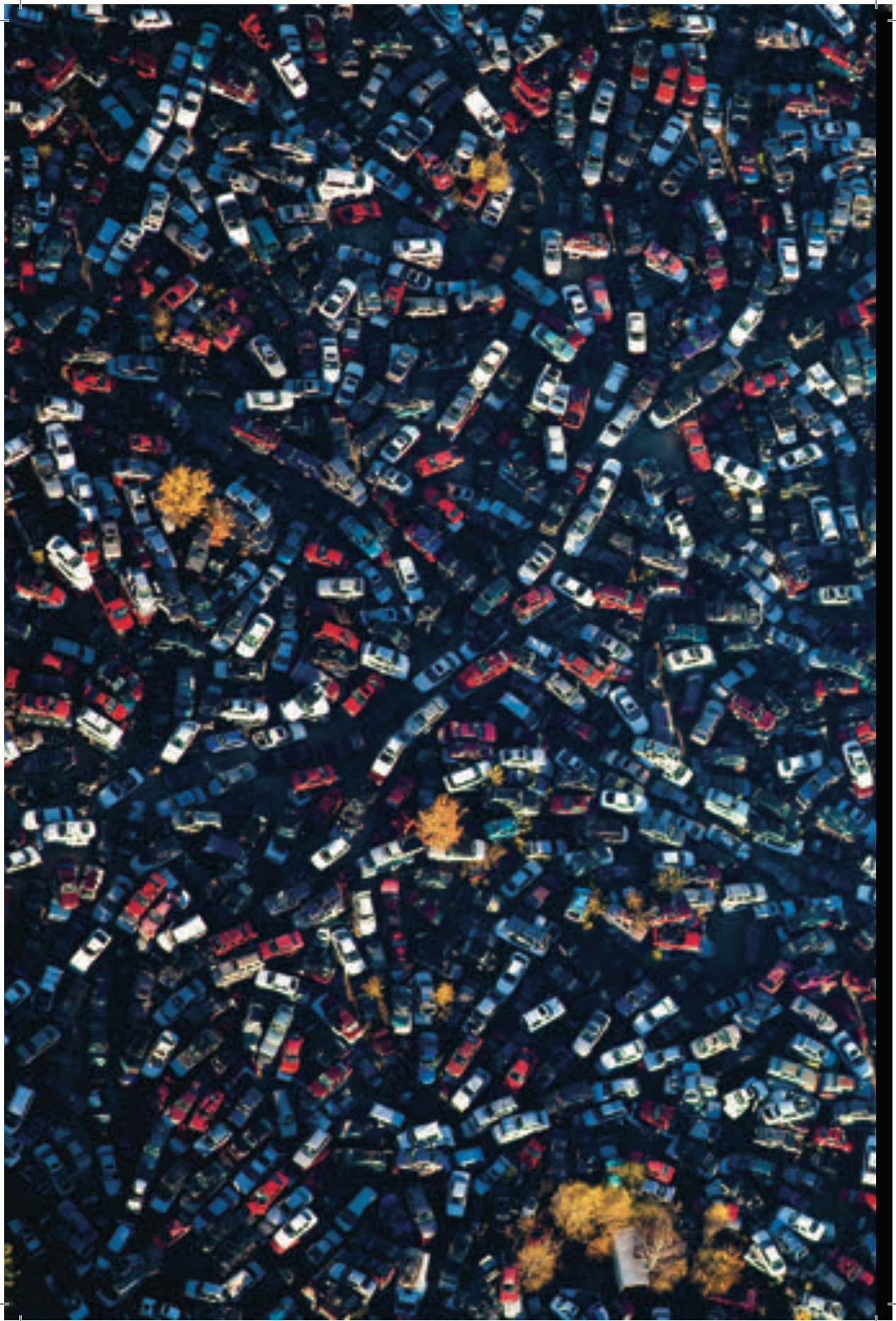
05



06



07







01



01 Tilling Tracks, West Snowville,
Utah, USA.

02 Phelps Dodge Large Open Pit
Mine and Tailings, Bagdad,
Arizona, USA.

03 Tracks of Tomatoes in Fields,
Central Ohio, USA.

04 Marias River Drainage and Pivot
Irrigator, Lomo Area, Montana, USA.

05 Winter Backstop and
Baseball Diamond, Berkshires,
Massachusetts, USA.



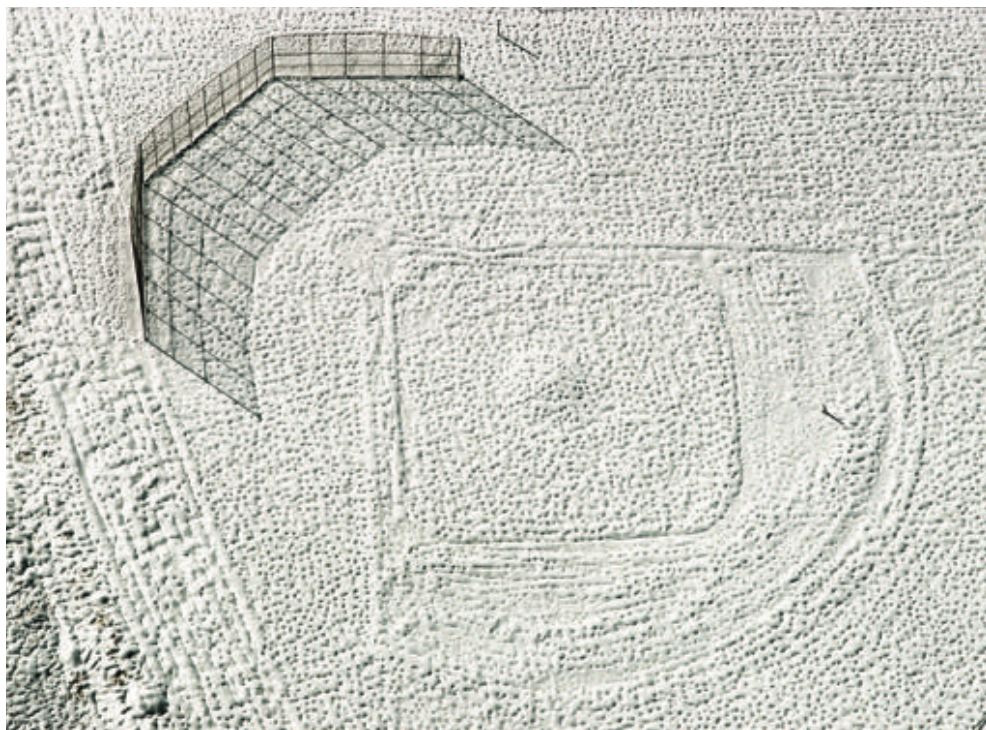
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05

MAKING THE RIGHT MOVES

In their quest for the holy grail of financial sustainability, many non-profits are increasingly turning their minds towards making profits. To achieve this goal, they set up social enterprise, or businesses with social objectives.

Two widely cited examples of non-profits that have set up social enterprises are the Population and Community Development Association (PDA) and Building Resources Across Community (BRAC).

PDA, Thailand's largest non-government organisation, has set up 16 different for-profit ventures, which contribute up to 70

per cent of its operational funding. BRAC of Bangladesh, arguably the world's largest non-government organisation, has more than 150 social enterprises in 23 different sectors, employing over 100,000 people with an annual budget of US\$245 million.

Encouraged by such successes and the active support of donors and governments, social enterprises are mushrooming across the non-profit sector.

BUSINESS WITH UNFAIR ADVANTAGE?

For most intents and purposes, it is relatively easy to set up a social enterprise compared to a business enterprise. Many people and organisations sometimes fall over each other to help a social enterprise get going.

Foundations and individual donors are generally supportive of the idea of one-off seed funding that allows a charity to be more financially self-sufficient. Even government grants can be readily available for this



purpose. Often such seed funding is given without any requirement of payback; by contrast, in commercial ventures, investors expect to be repaid with financial returns commensurate with the equity risk.

It can also be easier to operate a social enterprise. A charity can leverage on its volunteers who will work for free or hire employees who may be prepared to work for less than regular market wages since this is a charitable venture. Goods and services sold by social enterprises also tend to find more sympathetic and supportive buyers.

But in spite of these “unfair advantages” relative to their commercial counterparts, social enterprises as a whole actually do not fare very well in the marketplace.

An analysis in the Harvard Business Review by the Bridgespan Group showed that beyond the celebrated cases, few of the social enterprises that have been launched actually make money. After getting past the

hype of misleading statistics, it found that earned income only accounts for a small part of the funding of most non-profit domains. Bridgespan’s study of ventures that received philanthropic funding showed that 71 percent of them were unprofitable. Even then, “of those that claimed they were profitable, half did not fully account for indirect costs such as allocations of general overhead or senior management time.”

In a study of social enterprises in Singapore, by the Lien Centre for Social Innovation, 24 percent said they were breaking even and 21 percent were losing money. In reality, the actual statistics would be worse since such the survey sample had survival bias (those social enterprises that have closed are not able to respond). Interestingly, only 33 percent of the respondents state that their operations are being funded by earned income; the majority continue to depend on private donations and government grants. →

WHY THEY DON'T SUCCEED

The studies point to three major challenges that hinder a social enterprise's commercial success: multiple bottom lines, lack of scale, and capability gaps.

A social enterprise has to juggle at least two bottom lines – one is economic and the other, social. A commercial enterprise, regardless of the nature of its business, has only one clear overriding mission – make as much money as possible for its shareholders.

Meeting multiple bottom lines can add costs and operational constraints. A social enterprise that employs beneficiaries will need to ensure an appropriate wage structure and working conditions, all of which may increase its cost beyond competitive market rates. Being a social enterprise, it is also expected to engage in socially responsible practices regardless of whether these fit in with its core social mission, adding further to costs.

The Lien Centre study found that the lack of capabilities is the single greatest challenge faced by social enterprises. Respondents speak of staff lacking business management skills and the organisations having difficulty tapping into the pool of volunteers for professional assistance. This is echoed in the Bridgespan study which identifies the lack of business perspective to be a major reason for the gap between “rhetoric and reality” in social enterprise success.

Yet these reasons of multiple bottom lines, lack of scale and capability gaps are not quite sufficient in themselves to explain why social enterprises seem to consistently fare worse than commercial enterprises.

For starters, the pressure of bottom lines is relative. Many commercial companies will argue that the pressure they face for maximum returns from their shareholders is probably much greater than any pressure ever faced by a social enterprise no matter the number of bottom lines. In the former, there are swift consequences for non-performance, whereas the latter is dealing with a much more forgiving charity.

With regards to meeting social and business objectives, there are ample cases of successful and socially responsible commercial organisations including those, that employ say disabled people.

Scale and capability gaps, as we have seen, also confront commercial companies; these are merely issues that any business needs to resolve.

CULTURE SHOCK

Perhaps the critical difference lies in the very different mindsets required to operate an enterprise versus running a charity. The commercial and charity worlds can be poles apart when it comes to basic fundamentals regarding mission, markets, finance and perspectives of the different players.

The charity sector is a relatively easy-going one that thrives on the milk of human kindness. The commercial world on the other hand is Darwinian where only the most competitive survive.

Charities that step into the commercial environment with their culture and charity mindset (read “hand-out”) – whether consciously or otherwise – set themselves on a path of non-sustainability if they choose not to change. A manager of a social enterprise in the Lien Centre study lamented that government seed funding is only one-off and “wished donations and grants would be available in a more planned manner.”

Understandably, this dependency mindset of social enterprises is pervasive since it is donations and grants that kick-started the business. Sadly, it does not stop with expectations of (continued) financing. Some social enterprise managers expect that people would buy their goods and services out of charity notwithstanding their competitiveness. The mood of generosity and more forgiving nature of non-profit culture also carry through to the accountability for results, and business performance suffers as a result.

If we examine the successes of PDA and

IN TARGETING THE RIGHT PEOPLE TO CREATE AND RUN SOCIAL ENTERPRISES, IT MAY BE EASIER CHANGING THE HEART OF THE SUCCESSFUL BUSINESSMAN THAN THE HEAD OF A SUCCESSFUL CHARITY WORKER.

BRAC, one of their common characteristics is the business-like approach they take to, well, business. Dr Mechai Viravaidya, founder of PDA, has a firm philosophy of keeping social enterprises separate from the beneficiaries and work of PDA so that they are able to focus only on business. Dr Fazle Hasan Abed, founder of BRAC, advises that “a soft-hearted patronage approach of welfare organisations must give way to a hard-headed professional approach” for social enterprises to be sustainable and effective. It is likely that both Dr Mechai and Dr Abed would equally be successful as business entrepreneurs if they had not started their respective non-profits.

SOCIAL ENTERPRISE 2.0

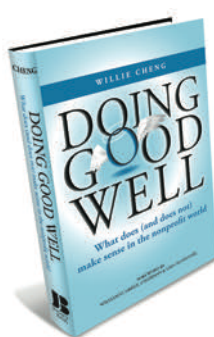
Much has been written about the promise of social enterprise. Overall, it is safe to say that the first generation of social enterprises has not quite delivered on that promise.

This begs the question: Should the sector continue to promote the social enterprise model?

On a macro-level, successful social enterprises will strengthen the charity sector because they add diversity to the kind of activities and funding sources available. They also instill a greater sense of self-reliance and business discipline that is much needed by nonprofit organisations. However, the approach should not be to blindly seek to increase the number of social enterprises in play. Rather, the focus should be on cultivating the appropriate environment that promotes sustainable social enterprises.

A key part of this must be to remove the charity mindset from those operating social enterprises. In this respect, getting any charity to create and operate a social enterprise without this mindset change would likely start it on the wrong footing.

A good businessman who can continue to operate a business as a business but with the proceeds going to charity would be a better bet than a charity worker who has to learn business skills and unlearn the charity culture. In targeting the right people to create and run social enterprises, it may be easier changing the heart of the successful businessman than the head of a successful charity worker.



Extract from Chapter 16 of “*Doing Good Well*”, by Willie Cheng, published by Jossey-Bass.

THE WISH LIST

Qi Global offers a range of sustainable and ethical products that are ideal for personal or corporate gifts.

Ethletic

A great gift for kids of all ages. High quality, hand stitched, fair trade football made using rubber from responsibly managed rubber plantations. Fair trade wages and a premium are paid on every ball that supports health and welfare projects for workers and their families in Pakistan. Price: \$39.



Nahui Ollin bags

Nahui Ollin artfully blends Mayan weaving techniques with modern handbag style to create stunning, eco-friendly handbags made out of recycled candy wrappers. These luxury bags are made in Mexico and are hand-made by indigenous Mayan communities who have a tradition of weaving in their culture. Price: \$299 to \$399.



Renewit

Use sun power for all your electronic gadgets on the go. Mobile solar charger that was finalist of the prestigious INDEX 2009 design award. It is suitable for all mobile phones. Buy one - donate one free! Price: \$99.



Escama Studio

Escama Studio products tell a story. A story stitched together with vision, dedication, and hard work. Escama Studio is a collaborative design studio based in California and Brazil. Its flagship product is a sleek, handcrafted line of women's bags made from recycled aluminum tabs. Price: \$79 to \$299.



Demano bags

The bags are handcrafted using recycled materials from a variety of banners resulting in a very distinctive look and feel. Just like human beings, no two Demano bags are identical and each bag displays its individuality. Price: \$99 to \$129.



Solio

Solio, the universal hybrid charger, will charge your handheld electronic products anywhere under the sun. It works with multiple gadgets, including mobile phones, iPhones, Bluetooth headsets, smartphones, PDAs, MP3 players, gaming devices, digital cameras, GPS and more. Price: \$149.



Horizon

The H-racer received awards including Time magazine "Best Inventions", Business Week IDEA and Business 2.0 Bottom Line Design Awards. The product includes a solar cell, hydrogen station, remote control and hydrogen fuel cell car assembly parts. Age 8+. Price: \$199.



Magno Klock

Magno Klock is the first new designed item by Singgih Kartono since 2006. Each clock is a handmade piece using pine and East Indian rosewood. It is created in Kartonos' workshop in Temanggung, Indonesia. It will be available in November 2010. Price: US\$120.





FISHING FOR A FUTURE

Our love of seafood is emptying out the seas of thousands of varieties of fish and marine life, and contributing to the collapse of marine eco-systems around the world. WWF Singapore hopes its new seafood guide will help consumers make informed and ethical decisions when buying seafood, and thus help reduce the impact of overfishing. ➔

PRESSURE ON THE CORAL TRIANGLE

Demand for fish and seafood in Southeast Asia is huge – the consumption of seafood in Singapore alone is 100,000 tonnes annually. Much of the fish consumed and imported into Singapore comes from a unique marine eco-region known as the Coral Triangle. This vast and colourful coral nursery is home to 75 per cent of the world's coral species, six of the world's seven marine turtle species, whales, dolphins, and at least 3000 species of fish. It is referred to as “the nursery of the seas” – the global centre of marine biodiversity believed to be the most important marine ecosystem on the planet.

The Coral Triangle covers the waters of Malaysia, Indonesia, Papua New Guinea, the Philippines, the Solomon Islands and Timor-Leste. It is not just a beautiful place but also guarantees the livelihoods of more than 120 million people living in this region and millions more worldwide. The natural resources of the Coral Triangle are estimated to be worth billions of dollars annually. The combined annual economic benefits of Indonesia and the Philippines' coral reefs alone are valued at almost US\$3 billion.

The resources of the Coral Triangle are not infinite, and if overfishing and destructive fishing methods continue it may cause the collapse of the world's most remarkable marine ecosystem. WWF has been working with the fishing industry in the region right along the supply chain, from fishermen and fishery managers to seafood traders, retailers and consumers, to encourage a more sustainable live reef fish trade

OVER-FISHING AND ITS IMPACT

The key cause of our increasingly depleted fish stocks is over-fishing, with the fishing industry making rapid technological leaps to meet growing demand for seafood. The industry is harnessing armed-forces

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gadgetry such as powerful radar systems that are used to locate schools of fish more accurately than ever before. As well, unfeasibly large trawler nets are taking the fish from the ocean, damaging coral reef systems and killing fish and marine animals that were not the intended catch, an occurrence known as bycatch.

Every year in the Coral Triangle, and elsewhere across the world's oceans, millions of tonnes of unwanted, untargeted seafood and other marine life such as sea turtles are caught by modern, indiscriminate fishing gear. They are often thrown back into the ocean dying, or dead. This wasteful practice is devastating our oceans and is one of the major contributing factors in the decline of many marine species. The overall effect is that we are taking fish out of the ocean faster than stocks can be replenished. If we continue with these unsustainable practices we are in danger of literally running out of fish. ➔



WHY IS OVERFISHING HAPPENING?

The governments of the six Coral Triangle nations are now recognising the need for urgent action. In May last year at the World Oceans Conference in Manado, Indonesia, a regional plan of action, which spans the next decade, was launched to save the Coral Triangle. WWF and other NGOs are working with these governments towards long-term sustainability. What this means is getting to a point where seafood is harvested in a way that sustains and protects the marine environment, the species within it, and the people who depend on them.

SINGAPORE SEAFOOD GUIDE

WWF is also working to change the demand side and encouraging seafood lovers to make more responsible dining choices. To help achieve this goal, WWF has developed the first-ever Singapore Seafood Guide, which is a guide to help individuals and businesses choose sustainably harvested seafood.

In a poll commissioned by WWF in Singapore, 80 percent of those asked said they would either stop eating seafood or reduce the amount of seafood they ate if they were made aware it was being unsustainably harvested.

The WWF says the public is more open to making sustainable changes than is imagined – they just lack the right information. This, they say, is where their new guide comes in.

“We are not saying don’t eat fish”, says WWF’s Abigail Virjee, one of the key people involved in developing the guide. “We want consumers and businesses to know they have a choice when buying seafood and that the choice they make can make a difference to the health of our oceans and fisheries.”

The WWF seafood guide is the culmination of more than 12 months’ research into the most commonly consumed seafood types in Singapore. It categorises 48 common fish



First Page. Fishermen sorting tuna after the catch.

© Jürgen FREUND / WWF-Canon

Previous. Crinoids, a type of sea star, often grip soft corals and feed alongside them in fast, strong currents.

© Cat HOLLOWAY / WWF-Canon

Previous (inset) Corals become “bleached” when water temperatures rise too high and are sustained for too long.

© Cat HOLLOWAY / WWF-Canon

sold in Singapore into three colour-coded groupings using a simple traffic light system. Green denotes a recommended eating choice, yellow means the seafood should be eaten occasionally, and red is to be avoided altogether.

“You will see on the seafood guide the same species might turn up on both the red list and the green list”, Virjee says. “As an organisation we are working very closely with the fishing industry and it’s clear to us that in some parts of the region a certain species will be endangered and yet catch from another country is not endangered because the fishing or farming practices are carried out in a more sustainable fashion.”

“We are working hard to encourage fish retailers and restaurants to identify where their seafood comes from and how it was caught or produced, so that consumers can make responsible choices,” she adds. “What’s equally important is that we are trying to encourage retailers to stock recommended species and find alternatives for those on the red list.”

WWF has printed the Singapore Seafood Guide in a small pocket-sized version that fits easily into a wallet and can be taken to markets or restaurants. It can be downloaded for free from the WWF Singapore website and is available from selected retailers across Singapore.



SAVING FORESTS ONE TREE AT A TIME: DR WILLIE SMITS

“It took me 25 years to realise that I could not change the attitude of people with protest and just making nice demonstrations. So I have to turn my attention to systems that will actually compete in an economic way.”

Meet Dr Willie Smits. He's a one-man dynamo of drive and dedication to detail, living with his wife and three sons in the remote Indonesian mountain village of Tomohon on Sulawesi. He has spent several decades fighting to preserve the rainforest and the local way of life for both orangutans and the villagers who are increasingly encroaching upon their habitat.

His two foundations, the Borneo Orangutan Survival (BOS) foundation and The Masarang Foundation, don't merely talk about saving the rainforest as is fashionable in many circles. Smits has developed and injects solutions at the nexus where man, the planet and the animals around us exist in their increasingly complicated relationship. Palm

oil trees grow easily in this part of Indonesia and are a major cash crop.

Unfortunately, they are not environmentally friendly, as large tracts of native forest are cut or burned to make way for the corporate plantations, killing or displacing anything in their way. BOS has already cared for more than 1000 orangutans orphaned at a time when scientists estimate the species could be extinct in 10 years, unless their habitat is saved.

“What I try to do is create a “people, planet, profit” solution to show that there is nothing about this perceived conflict between nature, conservation and needs of people, the former Dutch national says. “There doesn't need to be conflict. They are enhancing each other.”



Top. Dr Willie Smits

Above. The world's first palm sugar factory, The Masarang Palm Sugar Factory.

As one who knows all sides of the forestation and deforestation issue, Smits has studied why it's important to bring back the rainforest and the orangutans, while revolutionising techniques and policies to meet 21st century needs. Ever the scientist, Smits uses his projects as living laboratories to qualify, quantify and verify his results.

His Samboja Lestari reforestation project in Borneo is the prime example. The BOS foundation bought some 2000 hectares (5000 acres) of land from residents where logging, drought and severe fires had decimated what was once thriving rainforest, leaving a hot, dry, charred moonscape supporting nothing more than some alang-alang grass. Using agroforestry principals with sugar palms, Smits has re-created a living, diverse habitat with 1000 tree species and indigenous fauna that generates a livelihood for the local people.

Sugar palms are favoured since they use little water, don't need artificial fertiliser, are very productive and can be tapped every day. Additionally, they are not destroyed during harvest, as is sugarcane or oil palms. The plant is also edible and can be used to create ethanol – making it a versatile, valuable and sustainable crop. Smits tells his amazing story often, to the likes of TED audiences and last year's Qi Global summit in Singapore, to name just a few.

At Samboja Lestari, Smits charted exactly how many hours it took to plant each tree, how much organic fertiliser was used as well as the costs and return on investment. "... and to have all that, in combination with the satellite monitoring system, which provides total transparency, I thought business and people who want to invest their money should feel confident that it's actually working. It's a very complex way of working,' he says of the project that uses advanced imaging and radar technology from Sarvision and the European Space Agency, to track every square metre of the project. This way he can be certain that the decisions they make, will actually lead to rich biodiversity and a new habitat for animals in the Samboja area. He is forging transparent solutions in a country that's not known for transparency.

Nature is surely a big winner. But the locals are benefitting in quantifiable ways, too. Those who sold their land to BOS were offered jobs on the project and taught agro forestry principals. Additionally, sugar palms were →

planted so that their sap could be harvested and used for bioenergy and as a cash crop. After just four years of operation in 2006, the area's temperature has gone down, humidity is up by 10 percent, and there are 137 species of birds, nine species of primates and 3000 local people earning income.

His concept is so completely different from the linear mindset of big plantations that Smits believes it makes most outsiders nervous. The idea of integrating the complex system of social, environmental and economic components is foreign, especially to bottom-line focused investors, who want a clear-cut path to profit.

"I'm now creating systems that are now more stable in terms of nature, biodiversity and which provide better, long-term jobs for local people and at the same time can out-compete any of those monoculture plantations...," he says. "What the oil palms are doing to our natural environment is just devastating. There are alternatives. So I'm actually showing that I can out-compete them."

Though the message may be heard, Smits admits that a huge amount of education is necessary to change the thinking of locals in Jakarta, so that they understand that sustainable solutions benefit daily life and commerce as well as being good for the Earth.

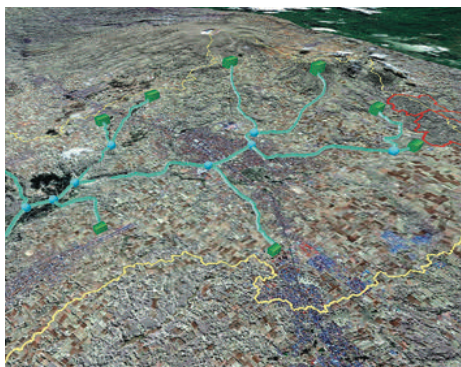
The Masarang Palm Sugar Factory, started in Tomohon in 2007, shows how local solutions can work. It's the world's first such factory and uses underground volcanic steam as a power source. Smits says this natural energy saves Tomohon some 200,000 trees each year that would have otherwise been cut as fuel wood. Further adding to the sustainable nature of the factory, all co-operative members agree to protect local wildlife and not to take timber from protected forests, in exchange for processing their palm juice at the plant.

His mini-factory for sugar palm processing is already changing lives and the way

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people think about using natural resources, recycling, work flow, energy generation and job creation. He says the stand-alone unit uses a new method to make ethanol that instantly helps to bring communication, education and other necessities to remote communities. Smits was granted a patent for his turnkey, mini-factory that produces and uses sugar palm juice. Its simplicity is inspiring: a factory is built off-site and then can be airlifted to remote locations by helicopter (if necessary), set down and can start producing energy, electricity, drinking water, fuel, cattle feed and income within a week.

The simple version of the mini-factory is based on using evaporators to concentrate the locally tapped palm sugar juice in a form



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Above. Geographic information system (GIS) A tube network gravitationally transports sugar palm ethanol product from village production centers to the coast for shipping.

that cannot spoil. Some of the juice is used to make ethanol, which powers the factory. Depending on local needs and the factory design, he says it can provide solutions for electricity, cattle feed, water, biogas, compost and local fuel (so women don't have to collect timber for cooking fires).

"Instantly you create the solutions for at least 1000 people and within a few years you have (the investment) back and a profit," he says proudly.

He gives the example of Teddy Moningka, sugar palm tapper in the village of Kayawu. Along with his grandfather, father and 12-year-old son, they used to labour, long hours for minimal return. But since setting up a co-operative in his area, their entire economic outlook has changed: "He built a

house, told his son to stop tapping and sent him back to school. He just bought an ox cart for his grandfather and they don't need to climb trees anymore," Smits says. He adds that his income used to be about 300,000 rupiah (US\$33) per month. Now he's getting 7,000,000 rupiah (US\$777).

For investors, these mini-plants range in cost from US\$300,000 up to US\$700,000. But the payback could be worth it, as Indonesia gives subsidies to private investors who bring electricity and fuel to the local people.

Smits is also developing software that will change the way development is done. This technology will be used with geographic information system (GIS) so the user can sketch on a map and instantly see the consequences for hydrology, biodiversity, carbon, climate, income of people and other factors

Beyond technology, the surest way forward toward a more sustainable world is through education. Smits spends an inordinate amount of time trying to educate everyone who has anything to do with the ecosystem. He started an agro forestry school two years ago and says the former students, mostly farmers, have taken his methods, improved upon them.

"So what you now see on the satellite images is one green blob (the Samboja Lestari reforestation project) and then all these little splashes around where farmers start implementing it themselves," he says. "So they don't know how much rain they have increased, but they do know there's no more flooding, no more fire and there is more rain for some reason. And it all started changing when these crazy guys started planting trees ... they know that the trees are good and we want trees!"

ARTICLE BY GLENN VAN ZUTPHEN

WASTE NOT



A photograph of a construction site with debris, wood, and a plant, overlaid with large magenta text. The text "WANT!" is in the top half and "NOT" is in the bottom half, both in a bold, sans-serif font. The background shows a pile of wood, cardboard, and a green plant in the upper right corner.

WANT!

NOT

SINGH INTRACHOOT

WASTE

Architect Singh Intrachooto took pride in designing buildings that were environmentally friendly until one day it dawned on him his 'green' buildings were not so green.

As he watched a fleet of trucks taking rubbish from one of his construction sites Intrachooto saw tonnes of leftover scraps – from plywood to fibreglass – getting hauled away and being either incinerated or dumped in landfills.

"The building design helped saved energy, but did it mean anything? That's when I started thinking about reclaiming things that were being discarded from my construction sites," recalls the 40-something Thai architect.

Ever since that day, the motto of this pioneer of ecological design in Thailand has been 'reclaim and create', a phrase he puts into practice whether it is recycling carton boards into a loveseat, disregarded office paper into stools, sandpapers into benches, and scraps from button manufacturing into terrazzo floor.

An estimated 40 percent of the contents of most urban dumps come from construction sites, says Intrachooto. Recycling unwanted junk is not just friendlier to the environment, it makes good business sense.

Since the architect-cum-designer launched his recycled-furniture design company Osisu in 2006, its sales have been growing 30-40 percent every year. "I want people to know that being friendly and good to the environment is a viable business. You can create something that solves problems, and make a good living with it," says Intrachooto.

Born in Thailand, Intrachooto grew up in Bangkok before moving to the United States when he was 15 years old. He went on to graduate with a Master of Architecture from the University of Washington and then worked at an architectural firm in Seattle.

"I eventually got bored with the job; it became too routine. Environmental issues were not part of decision making. However, at the time the economy was really bad and I was not ready to come back to Thailand," recalls Intrachooto.

So, the young architect enrolled at Massachusetts Institute of Technology for a Doctor of Philosophy in Design Technology. His research work focused on identifying patterns of technological innovation in environmentally responsible architecture and when he graduated in 2002 he was keen to start applying his findings.

Intrachooto returned to Thailand the following year, working as a lecturer at the Kasetsart University, sharing his knowledge about energy efficient architecture. "In 2003, the idea of eco-building and green design was not popular in Thailand. I heard a lot of complaints from students that we were teaching them something the market didn't need. Now things have changed; we don't have any complaints like that," he remarks.

Within a year, the conscientious architect was getting commissioned to design energy efficient buildings for commercial and residential use. He first experimented on recycling construction material as a personal hobby, trying to figure out how 'waste' could be reused and incorporated in new construction such as walls, partitions or floors. ➔





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Previous page. Bax bag, made from salvaged Dialysis solution bags and the Boar Bookshelf, made from teak scraps.

Above. Wine cooler.

"I was thinking like an architect. But scrap comes in all sizes, there are no standards and the amount coming out from one construction site to the other can also vary greatly. So I realised that whatever I was going to reuse the scrap for, it needed to be something small. That's when I started looking into tables, chairs," he says.

The results of these 'experiments' started to appear in office buildings he designed and one of his clients, Veeranuch Tanchookiat, got so many positive comments about the furniture she asked him whether he could design more for her to sell.

With Veeranuch as a business partner, Intrachooto founded Osisu. The name is derived from the Finnish word 'sisu' which means 'guts', and that's something they certainly needed at the time: "We started without a real plan. We didn't do any market research or check trends; there wasn't really any eco trend in Thailand at the time, anyway. In fact, my partner told me 'if we do the typical market research, we would not start Osisu, no way, there are no customers,'" Intrachooto recalls.

To officially unveil its new products, the young company decided to attend the Thailand International Furniture Fair 2006 in Bangkok. It proved to be a nerve-wracking experience for the architect-designer.

"We had a lot of laughs from buyers and locals, saying it was great but they were not really taking us seriously. I think people thought we were rich kids doing something fun.

"For the first four days out of a five day sale we didn't sell anything. Imagine how I felt as the sole designer. And then it happened, on the fifth day, we sold everything!"

The furniture had caught the eye of a Los Angeles-based furniture gallery FordBrady and some local architects, and soon other international buyers in Europe and Asia started to show interest.

Osisu's rule is that the more scraps are considered worthless, the more we need to work with them because they immediately become environmental problems. "People don't know what to do with them, so they are bound for landfills or incinerations," he notes. Intrachooto distinguishes between reuse and recycling: "I think you should first try to reuse the material as it is, because recycling involves additional processes, chemicals and energy. Recycling should be the very last resort." But he also admits it can be very hard to do.

Over the years Intrachooto has experimented with construction debris, smashing it and mixing it with cement and glass to create blocks that can be staked. He's compressed fibreglass found in jacuzzis and sink manufacturing facilities, transforming it into insulation acoustic board. Stranger materials such as button scraps, orange peel and lemongrass, can also be found in Osisu's designs.

Intrachooto recently launched a new construction material called Scapa. These mass-produced, polymer-based panels are made of recycled resin thermosetting left over from the production of buttons. Scapa is durable and can be used to produce tabletops,



Above. Dancing drawers made from steel scraps and wood offcuts.

Right. Singh Intrachotoo.

cabinets, or utilised as parts within the construction of a building.

Realising that there is only so much Osisu can achieve, Intrachotoo is spreading his knowledge, and from selling products the company has now moved into selling its know-how. Intrachotoo was recently in Taiwan to help a number of stone factories find a use for their scraps, and he is planning to also work with factories in China and Malaysia.

“Waste is so abundant everywhere, we know that if we want to solve environmental problems, Osisu alone cannot do it,” he points out.

As a lecturer, Intrachotoo is also keen to reach out to the next generation of designers by spreading his technical knowledge. Since 2007, he has trained others in the ‘Osisu way’ with the Scrap Lab at Kasetsart University. There, teams of students and researchers work with a group of factories to collect data on the properties of their raw materials, production processes and the resulting waste products. They then design prototypes for new products with those leftovers, which

can range from plastic foam and polyester fabrics to corrugated paper, rubber hosing and steel cut offs. One of his students once made a dramatic lighting fixture entirely out of wooden chopsticks, while another made a chair and stool out of rubber hose cut offs.

Intrachotoo believes attitudes toward environmentally friendly design in Thailand are slowly but surely changing. “First we were laughed at, and I remember one senior designer telling me ‘you’re not going to make it.’ Now about half of our sales are in Thailand,” he notes.

Intrachotoo warns interest in environmentally sustainable practices may not last. “We know from research that adults over 25 get really bored with the message, but we’ve also found out that if this fad lasts long enough, people that are young and grow up with the message will practice it. So, if we can expand their interest for a little longer, it will work.”

THE ECO MAVERICK: JOHN HARDY

Being environmentally aware has long been an important part of John Hardy's life. In the '90s, the Canadian jewellery designer and his American wife Cynthia built up a multi-million dollar

business, John Hardy, on the concept of 'sustainable luxury'. Jewellery design, using metals and stones, is not the most eco-friendly business Hardy is quick to admit, but he says he tried wherever possible to be gentle on the environment.

Based in Bali, his jewellery workshop — a cluster of thatched-roofed structures where artisans worked mainly by hand — was set up amidst rice fields and constructed out of woven bamboo and mud-plaster walls with flooring out of the soft local stone. The idea, Hardy explains, was that the former rice fields now occupied by the workshops could be easily converted back if need be. The buildings were connected by paths laid with river stones or by little slat bridges over ponds, and they had a small organic farm to feed the workers.

Hardy was convinced that the beauty of an object depends not only on the quality of its materials and the high level of craftsmanship dedicated to create it, but also on the feeling of well-being of the artisans who make it.



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Right. The Green School, a sustainable campus straddling both sides of the Ayung River in Sibang Kaja, Bali. Local bamboo, grown using sustainable methods, is used in innovative and experimental ways that demonstrate its architectural possibilities.

Having sold the business in 2007, Hardy re-harnessed his creative energy to focus on a new project close to his heart, the Green School; a school built out of bamboo that offers a holistic approach to education in keeping with its surroundings.

"I guess you could say Al Gore ruined my life," laughs the 61-year-old, referring to the former US Vice-President's film *An Inconvenient Truth* (an award-winning documentary on Earth's climate crisis). "I was getting ready to retire and do nothing, just push a white ball around. But I decided I had to do something more for the environment. I used to work very hard and get a big bag of money at the end of the year, now I work even harder and I get an empty sack and I might even have to fill it."

Spread over an eight hectare campus straddling the Ayang River near Ubud, the Green School opened in late 2008 with the aim of offering a hands-on education for its students that includes developing students' awareness of their impact on the →



environment while also having the lowest carbon footprint possible, something it achieves through the use of bamboo and rammed earth for all its buildings.

Thinking of his own schooling in Canada, Hardy says: "Sustainability and strong environmental practice have never been a strong suit of the school system. The school I went to in the '60s was built by the same people that built the prisons and reforms schools. Concrete white walls, low ceilings, fluorescent tubes. Definitely not inspiring for an eight year old."

In contrast, he points out that his vision for the Green School "is for students to learn through experience in a stimulating and environmentally friendly setting". The school offers a "mud-between-your-toes experience" with students learning mathematics and science while planting seeds in an organic garden (and later eating the fruits of their labour at the canteen) or learning entrepreneurial skills by working at the school's chocolate factory.

Developing the school, which his two daughters attend, has inspired Hardy to design bamboo furniture as more sustainable alternatives to PVC desks and prompted him to experiment with eco-friendly technologies: the compost toilets recycle human waste for the vegetable gardens, all the school buildings are powered by renewable energy sources such as micro-hydropower, solar power and a bio-gas system using animal and human waste. Even sawdust from Hardy's nearby bamboo factory is being used as fuel to heat water.

Because the school buildings have no walls, the classes cannot have air-conditioning, so Hardy designed an eco-friendly cotton-with-latex rubber chamber that can be inflated to become a self-contained air-conditioned bubble for the children on very hot days. The room inflates on only 150 watts of energy.

While Hardy made his name and money in the jewellery business, he seems to enjoy his latest project more, pointing out that it

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"will have a much more important impact on people's lives."

Hardy credits Linda Garland, a Bali-based designer and environmentalist, for opening his eyes to the possibilities bamboo offers. Garland founded the Environmental Bamboo Foundation of Indonesia in 1993 to help protect tropical forests by promoting and demonstrating the many conservation and development opportunities that bamboo offers.

He has now become a strong advocate for bamboo's use. "Bamboo really offers an ecologically viable alternative to timber for construction. It's the most incredible material. It grows extremely fast, it's very strong and very long, so you can really break design rules and be very innovative," Hardy says, pointing out that the bamboo can be bent to create beautiful curves such as those in the roof of the Green School's central building, one of the largest bamboo structures in the world.

"It's the future, especially now that it can be treated with borates (a natural mineral that acts as insect and fungus repellent). Unfortunately, people tend to associate bamboo with poor housing. They think it's for people that can't afford cement blocks. But the world can no longer afford cement blocks, the climate cost is too huge, the energy it takes to make them, transport them; and I'm not talking about what happens when there is an earthquake," Hardy argues.

The Green School is obviously Hardy's showcase. "Everybody that comes to the Green School goes away saying I want the same. People just start to see it. When people see something is possible, they start to believe in it"

But it is only the beginning for Hardy, who wants to "plant a seed" in people's minds. He's already building a green kampong, or village, around the school by using bamboo from his nearby plantation. Fifteen houses are being constructed and will be used by the students' families and school staff. "This year, we planted 15,000 bamboos with 150 families. Soon it will become a forest of bamboo that eventually will be distributed into the Bali life. It's all marginal planting, ie not in the middle of a rice field, but around, and each family will get the bamboo for their own use," he explains.

His design experiments for the school have also lead Hardy to develop a new business, Bamboo Pure. The business is currently working on several prototypes, looking mainly at school furniture. "Designers are supposed to be leading us into the future, not a blind alley as many of them are," Hardy muses.

While the designer has nothing against a bit of luxury in everyday life, he believes it should not be excessive. "Instead of an air-conditioned room, you could have an air-conditioned bed," he says, adding he's been working on a prototype air-conditioned bamboo bed space, working on the same principle as the Green School's air-con bubble classrooms.

Hardy says any 'green' business must be sustainable and profitable. "The Green School will sustain itself by next year. It's never going to make anybody rich, but that was not the purpose. For Bamboo Pure it's different. The products have to be sustainable or they're not going to exist. We have to produce products that people want and are willing to pay for. We don't have to produce the cheapest ones though; authenticity is the new luxury"

For the Hardys, living sustainably extends to their personal life. "This is as good as a religion for me now. It's not a perfect world, but we're choosing to buy organic whenever possible. We grow our own rice, we eat organic vegetables, we buy Bali beef - we're being sensitive to the principles of slow food," Hardy says of some of the lifestyle changes they've made.

It's not easy being green though and he admits the family is still using two cars, however, he points out they have tried to cut down on their use and adds that they make a conscious effort to use their slightly less wasteful motorcycles whenever possible. At home, he has plans to install a sawdust burner to heat water rather than the using the dozens of propane and LPG gas heaters that they currently rely on. They're also building a wastewater garden.

"Instead of trickling our waste from our house and Bambu Indah, the small hotel we have next door, into the ground, we're putting it in a wastewater garden where it will be filtered by plants and the purified water will be used to water the garden.

"Living green at home is the hardest thing. Turning off the air conditioning, reminding people to turn off lights, it's all easy in the presence of very expensive power, but if power gets cheaper again I wonder if the world will be as diligent as it is now," he ponders.

ARTICLE BY GLENN VAN ZUTPHEN

DOING GOOD BETTER

It has often been asked: “Do I need to be a billionaire to be a philanthropist?” The recent trend towards big-ticket giving seems to have prompted a link between a word – philanthropy – that simply means “love for mankind” together with large bequests.

Let's take a step back and start with the motivations that encourage philanthropic giving across the economic spectrum, from how the poor give their last penny, to how the rich give the sum of their inheritance or the wealth they have amassed. Ask any individual, rich or poor, Asian or European or American, just why they give and we will hear a similar array of factors that inspire their benevolence. They want to make a difference to society. They feel blessed and are grateful for what they have, and would like to share their blessings. They find great satisfaction and reward in serving the needs of others. They see giving as a path towards self-actualisation and fulfillment. Their philanthropic impulses stem from the heart.

While there is no lower income limit that should preclude people from the practice of sharing their resources to improve the lives of those in need, there are several distinct factors that encourage philanthropy among those with substantial means. Undeniably,

some things are easier when you have money. Take the example of Ken (not his real name), a third-generation scion of one of Singapore's wealthiest families, who acknowledges that his family's wealth puts him in a unique position to address social problems in a sustained manner. "If I wasn't blessed with wealth, I would not have had the bandwidth to do as much."

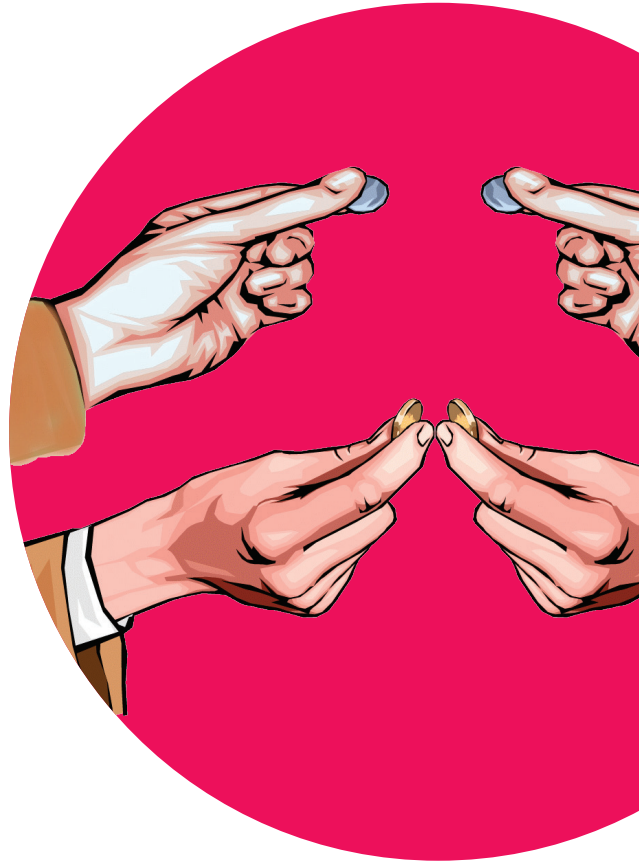
In regions such as Asia Pacific where the pace of wealth creation is strong, there has been a clear relationship between wealth creation and the rise of giving. Having found total financial security, a standard of living for themselves and their families, they are now looking for an additional outlet for the productive use of their money. Philanthropy may also be the source of new and stimulating challenges for those, in the likes of Bill Gates, who have reached the pinnacle in their chosen sphere. The surge in wealth creation by Asian entrepreneurs has also driven the emergence of →




institutionalised philanthropy, and prompted a correspondingly entrepreneurial approach towards its implementation. At UBS, it is estimated that around 17 percent of ultra high net worth individuals globally are now directly involved in philanthropic projects.

However, giving great amounts of money is not tantamount to giving greatly. The key to successful philanthropy is not the size of the gift, rather the extent of its impact. Take for example the recent trend among young people to be take part in charitable activities. The proliferation of social media has enabled young people to be easily and directly involved, from \$1 donations via SMS, to philanthropic travel or "volunteerism". Causes, for instance, is a popular Facebook and MySpace application to raise awareness of and fundraise for social causes. Ever since its inception it has raised US\$2.5 million for more than 15,000 non-profits from 12 million users; while Sneeze, a viral video game created by the Wellcome Trust in the UK to raise awareness of swine flu and public health, has been played 20 million times in less than a year. Charitable activities nowadays are almost a "hobby," thanks in part to the popular appeal of celebrity philanthropists serving as role models. Even among those scions of the ultra rich, these children are not often given the responsibility to distribute large amounts of wealth. However, this need not mean that they cannot be effective. You can give away \$1 million carelessly and make a negligible difference or you can give away \$1000 carefully and make a great impact. How much you give is only one element of how much good you can do. Effecting positive change is not a question of "how much" but of "how."

Effective philanthropy entails making informed decisions – tough decisions that often involve choosing between good, and good. In a world where there are more than 85,000 people worth \$30 million or more, there is a bewildering array of both benefactors and needy causes. In the USA, for example, the National Centre





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for Charitable Statistics has designed 26 essential categories of philanthropic causes, ranging from the arts, education, environment, healthcare, civil rights, science and technology, to the mysterious "unknown". While in Denmark, the Copenhagen Consensus Center, a think-tank that tells governments and philanthropists about the best ways to spend aid and development money, ranked education as only the tenth priority among world problems to be addressed in order to achieve the most good for people and the planet. These rankings should not discourage donors who are truly passionate about education from channeling their resources towards this cause. One's giving must reflect one's highest aspirations. One of the roles of a philanthropy advisor

is to help philanthropists, particularly in the early stages, is to turn these aspirations into an actionable plan, by helping donors understand their own motivations and establish clear objectives. The initial stage will set the groundwork for launching a philanthropic project by providing an overview of what philanthropy is, of the key elements needed to take sound and informed decisions, of what works and what doesn't as well as providing a solid overview of the sector in question, and its different actors across the globe. The UBS Optimus Foundation, for instance, has chosen to focus on improving the lives of children through better education, improved healthcare, and protection against abuse.

Once motivations and objectives are set, the advisor then provides the donor with an overview of the different solutions and resources available to translate their philanthropic objective into a concrete initiative. This helps the donor achieve the maximum humanitarian effect from each of their activities, from the limited resources at their disposal – in a society where even a \$1 million donation is limited relative to the complexity of social and environmental challenges. Thereafter, the advisor guides the philanthropist on when and how to institutionalise a philanthropic project, looking at both how to structure it for the long term, how to design evaluation methods, and how to work with key stakeholders, whether they involve grantees, other donors or family members. Finally, the last stage is to look at additional issues such as building networks, facing up to mistakes, and going back to the first stage to check against the original objectives that were set. In short, the process involves taking good intentions and turning them into positive, life-enhancing outcomes for those who want to do good better.

ARTICLE BY JENNY SANTI
(HEAD OF UBS PHILANTHROPY SERVICES SOUTH EAST ASIA)

PARTNERS



green school



LIEN Centre for Social Innovation
SINGAPORE MANAGEMENT UNIVERSITY



A WARM THANK YOU TO...

Anita Kapoor

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Jared Tham

Joanne Lim

Jujube Li

Kate Grace Thome

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Klaus and Kathrin Munk Andersen

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Rebecca and Philip Brett

Rebecka Varvouzos

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Singh Intrachoto

Sir Michael Culme- Seymour

Syerin Tjandra

Teresa Mulijono

Tony Lai

Vera Supit

Vibeke Sorensen

Virginie Vandenhove

Wye Leng Wong

Yatin Premchand

EVENT SCHEDULE

FRIDAY 8 OCTOBER 2010

REGISTRATION OPENS 8.30-9.00AM

THE BIG IDEA: 9.00-10.00AM

THE CHILDREN'S FIRE

Tim 'Mac' Macartney. Embercombe, founder

TRANSFORMING THE SOCIAL ECOSYSTEM

Willie Cheng. Lien Centre for Social Innovation, chairman

IMPACT INVESTMENT: 10.00-11.00AM

WORLD'S FIRST SOCIAL STOCK EXCHANGE

Durreen Shahnaz. Asia IIX, founder

CSR BEST PRACTICE

Lin Menuhin. Diageo Asia Pacific, CSR director

MORNING BREAK: 11.00-11.30AM

ARCHITECTURE & URBAN PLANNING: 11.30-12.30PM

OUR CUSTOMER: THE POOR

Jack Sim. World Toilet Organisation, founder

REBALANCING RURAL-URBAN DISPARITY

Tay Kheng Soon. Akitek Tenggara, architect

LUNCH BREAK: 1.00-2.00PM

POLICY & NATION DEVELOPMENT: 2.00-3.00PM

CLIMATE CHANGE IN ASIA

Dr Jose Ramos-Horta. HE The President, Timor-Leste

CAN ASIA BE A SUSTAINABILITY LEADER?

Chandran Nair. Global Institute for Tomorrow, founder

THE DEVELOPING WORLD

Fredrik Haren. Author

GREEN TOURISM: 3.00-4.00PM

RETURN: GIVING BACK

Nada Faza Soraya. Batam Chamber of Commerce, chairwoman

AFTERNOON BREAK: 4.00-4.30PM

ENERGY & TECHNOLOGY: 4.30-5.30PM

THE AMAZING POWER OF SUGAR PALMS

Dr Willie Smits. Masarang Foundation, founder

SE ASIA: A BIO-BASED SAUDI ARABIA?

Per Dahlen. Portelet Asia, partner

WRAP UP SESSION: 5.30-6.00PM

SPEAKER DINNER: 8.00-11.30PM

SATURDAY 9 OCTOBER 2010

REGISTRATION OPENS 8.30-9.00AM

YOUTH & EDUCATION: 9.00-10.00AM

THE SCHOOL THAT FLIES

Mechai Viravaidya. PDA, founder

WHAT'S UP?

John Hardy. The Green School, founder

WOMEN'S EMPOWERMENT: 10.00-11.00AM

EMPOWERING MIGRANT WORKERS

Sarah Mavrinac. Aidha, president

New ideas of beauty

Jody Turner. Culture of Future, CEO and founder

MORNING BREAK: 11.00-11.30AM

FOOD, BODY & HEALTH: 11.30-12.30PM

WAR, GORILLAS & GREAT CHOCOLATE

Phillip Kauffmann. Original Beans, founder

SUSTAINABLE SEAFOOD

Carine Seror. WWF Singapore, CSR director

LUNCH: 1.00-2.00PM

CONSERVATION & WILDLIFE: 2.00-3.00PM

CARBON TRADING: WIN-WIN SOLUTIONS

Dorjee Sun. Carbon Conservation, CEO and founder

STORIES OF HOPE FROM THE SEA

Tierney Thys. Nat Geo, Emerging Explorer

CONSUMER TRENDS: 3.00-4.00PM

CAN CARTOONS CHANGE OUR BEHAVIOUR?

Gouri Mirpuri. Environmental commentator

JAPAN: TRENDSETTER OF THE FUTURE?

Kristina Dryza. Designer and trend forecaster

GOOD IS CONTAGIOUS

CALVIN SOH. Publicis Group Asia, chief creative officer

AFTERNOON BREAK: 4.00-4.30PM

SUSTAINABLE FASHION & DESIGN: 4.30-5.30PM

WHY I WORE ONE DRESS FOR ONE YEAR

Sheena Matheiken. The Uniform Project, founder

A POSITIVELY DESIGNED FUTURE

Simon Roberts. Positive Poster, co-founder

WRAP UP SESSION: 5.30-6.00PM
