



## Tourism energy efficiency investment programme in Indonesia



This project creates a sectoral framework for both an energy efficiency and a carbon offset programme, and creates the opportunity to market Indonesia as environmentally-conscious tourist destination.

### Background

REEEP previously co-financed a low carbon tourism alliance in Fiji. The Worldwide Fund for Nature (WWF) then built on this with a Tourism Energy Efficiency Investment Programme (TEEIP), which assisted Fijian hotels and resorts that were investing in energy efficiency retrofits, and leveraged the generation and trading of carbon credits.

WWF now aims to use a similar strategy in Indonesia, by activating existing local networks to design a TEEIP Programme of Activities (PoA) Framework for the Indonesian tourism sector; one to include both an energy efficiency and a carbon offset programme. The aim is to create a model that can also be replicated in other markets.

The project will work with the Indonesian government and hotels and resorts in packaging a bundled carbon offset that delivers significant emission reductions.

### Project purpose

To design a Tourism Energy Efficiency Investment (TEEIP) framework programme for the Indonesian tourism sector, including energy efficiency and carbon offset elements, building on WWF's experience in Fiji.



### Main activities and outputs

- Transfer knowledge from Fiji TEEP document and build coordination capacity within WWF Indonesia
- Engage with the Ministry of Tourism and Creative Economy, Bali Tourism Development Board (BTDC), Chamber of Commerce and Industry (Kadin), National Commission for Clean Development Mechanism (NC-CDM), Ministry of Energy & Mineral Resources, Ministry of Marine Affairs and Fisheries and the Ministry of Environment on the framework
- Develop a PoA Framework including a feasibility study, risk analysis report, business case and Project Identification Note (PIN)
- Create datasets from Framework to attract capital and public finance markets into implementation phase
- Build Conservation Agreement from Public Private Partnerships to benefit the local communities

### Expected impacts

- Formation of a country driven, participatory, multi-stakeholder partnership on a low carbon tourism
- Reduced carbon emissions and demand for fossil fuels
- Increased energy and food security
- Creation of opportunity to market Indonesia as environmentally-conscious tourist destination
- Transformation of business and public sector practices through creation of public-private Conservation Agreements model
- Protection of important ecosystems and increased sustainability of local livelihoods

#### Project Information

<b>Location:</b>	Indonesia
<b>Duration:</b>	2013–2014
<b>Sector:</b>	Energy efficiency
<b>Thematic focus:</b>	Business
<b>Total project budget:</b>	€ 224,994
<b>REEEP grant:</b>	€ 149,994
<b>REEEP donor:</b>	Switzerland
<b>Co-funding:</b>	€ 75,000 from WWF Coral Triangle Global Initiative
<b>Implementing partner:</b>	World Wide Fund for Nature (WWF)