

NGO, retailer form 'green team' **3 August 2007-The Jakarta Post, Jakarta**

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A Singapore-based fashion retailer and an environmental non-governmental organization launched Tuesday a "going green" collaboration to create a better and healthier environment.

"We have asked our staff and customers to start thinking about the importance of the environment, in order to help reduce the effects of global warming," said Ravelra Supit, the marketing communication manager of the Club 21 clothes retailer.

She said the company had just started to separate organic and non-organic garbage, and also used "eco bags" to involve customers in their campaign.

Club 21 and Yayasan Kehati (Keanekaragaman Hayati), or the Biodiversity Foundation, marked the program by planting 35 trees at Ecology Park, a man-made forest in Cibinong Science Complex, Bogor regency.

"We won't just leave the trees after planting them, we definitely will come back to take care of them," Ravelra said, adding the company would also hold a fund-raising environment-themed fashion show and donate the proceeds to the foundation.

Kehati Executive Director Damayanti Buchori underlined the importance of the Ecology Park, saying that forests functioned as buffer zones for global warming.

The 21-hectare ecopark holds around 2,200 plants from throughout the country.

The park is divided into seven sections named after the country's bio regions: Java and Bali, Sumatra, Kalimantan, Sulawesi, Maluku, Nusa Tenggara and Papua.

The Cibinong Science Center of the Indonesian Science Institute was established in 1964 and has 189.6 hectares of green area divided into four zones: a planting zone based on the country's low lands, a plant zone, a wide-range plant zone and a research zone

Damayanti said the company's initiative showed that environmental issues have become the concern of not only the government, environmental NGOs and individuals, but also business people.

She said many people still thought that the business community did not care about environmental issues.

"But that's not right. I hope this project can encourage other companies to follow suit," she said.

Besides Club 21, a number of companies are also involved in efforts to protect the environment.

The most famous and long-running is Britain's The Body Shop, which has always focussed on producing cosmetics and bath goods that are animal-testing free and environmentally friendly.

More recently in Jakarta, the Aksara bookshop chain has launched its "Bring Your Own Bag" campaign, selling canvas bags for Rp 10,000 and discouraging the use of plastic bags.