

Public-Private Partnership for Forest Rehabilitation &
Sustainable Forest Management in Asia
Qatar National Convention Center, Doha
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Public Private Partnership Strategies on Afforestation and Reforestation in Response to Climate Change

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- Background
- Four Domestic and International PPP Cases in Forestry Sector
- Role of Stakeholders in Forestry PPP
- Framework of Reforestation Through PPP in North Korea

Background

- Asia-Pacific region is the most vulnerable area to climate change in the world, and it is necessary to build network and collaboration among countries in the region
- Climate Change Center (CCC) held a side event on “Building Asia Network for Responding to Climate Change” at COP 15 (2009)
- CCC has been working to research on NGO’s activities and public private partnership (PPP) in Asia to find needs and cases which can be scaled up or duplicated in other countries

Background

- CCC worked with Korea University and Korea Forest Service to develop PPP models in forestry sector to cope with climate change in the region
- A side event on “Building sustainable PPP in Asia to response climate change” was held at COP 17 (2011)
- Korea has a successful reforestation history and potentials to share experience with developing countries
- Case studies on forestry PPP and propose PPP strategies for reforestation in North Korea





COP 15 (2009), Copenhagen



COP 17 (2011), Durban



COP 17 (2011), Durban



- **Public Private Partnership (PPP)**
: contractual agreements between public sector and private sector
- **Public partners in PPP**
: government entities including ministries, departments, local governments, or state-owned enterprises
- **Private partners in PPP**
: local or international businesses or investors
PPPs may also include nongovernment organizations (NGOs) and/or community-based organizations (CBOs) who represent stakeholders directly affected by the project

Functions of Forests

Land Preservation

Water Control

Carbon Neutral Fuel

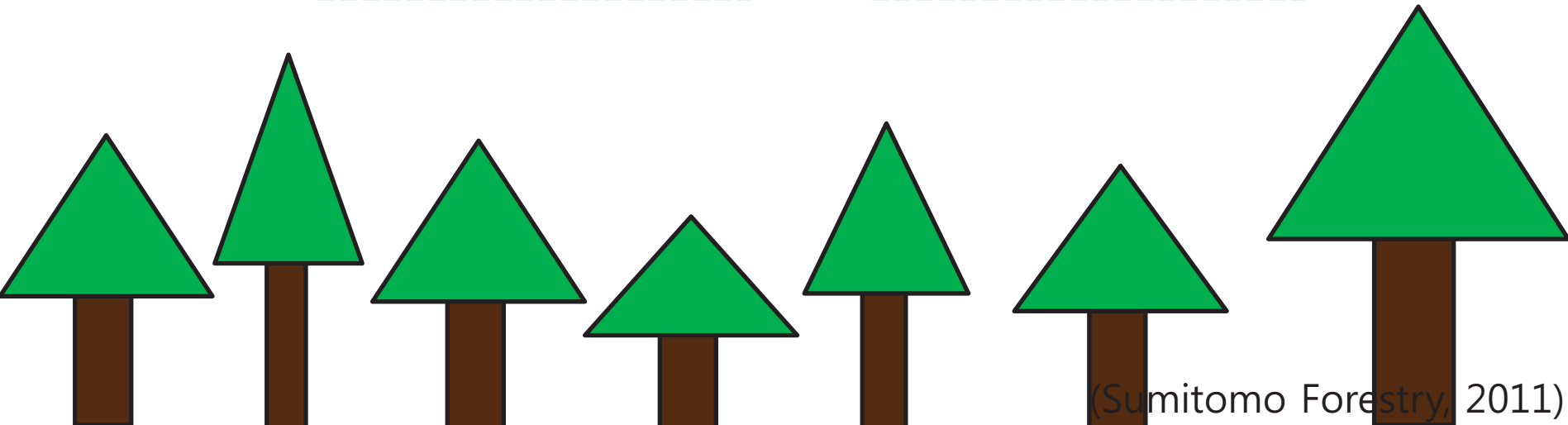
Recreation

Education

Foundation for
Human Culture

Air Purification and
Global warming
prevention

Preserving
Biodiversity



Four Domestic and International PPP Cases in Forestry Sector

- Yuhan-Kimberly (Korea): Keep Green Korea
- Future Forest (China): Great Green Wall
- AEON (Japan): Tree Planting Activities
- UNEP (International): Greening Cocoa Industry

Case 1. Yuhan-Kimberly: Keep Green Korea

Well-known Forest and Environmental Protection Campaign

(1984-present)



Main Contents

- ❖ Environment and ecology education
- ❖ Forestation
- ❖ Preventing desertification
- ❖ Solidarity of international organization
- ❖ Trust campaign
- ❖ School and urban forests

Role of Stakeholders

- ❖ Yuhan-Kimberly: Fund-raising, campaign activities, building network with specialists
- ❖ Korea Forest Service & National Forestry Cooperative Federation: Providing land for programs, administrative support
- ❖ NGOs: Public relations, volunteer work
- ❖ Specialists: selecting tree species, technical support



Keep Green Korea



Case 2. Future Forest: Great Green Wall

Windbreaks for Preventing Desertification

(2006-present)



Main Contents

- ❖ Great Green Wall: Combating yellow dust storms and desertification
- ❖ Billion trees in desert
- ❖ Saving the earth through eco-village
- ❖ Green corps: Young volunteers organized by future forest

Role of Stakeholders

- ❖ Future Forest: Overall management of activities, volunteer work and education
- ❖ Korea Forest Service and local Dalateqi government: Budget support, public relations
- ❖ NGOs: Communication with inhabitants, implementation of programs
- ❖ SK Energy & Korean Airlines: Fund-raising, participate in planting activities

Kubuqi desert



Great Green Wall







Case 3. AEON: Tree Planting Activities

Passing Thriving Forests on to Future Generations

(1992-present)



Main Contents

- ❖ Domestic greening activities
- ❖ Greening activities in East Asia
- ❖ Trees planting in damaged regions by natural disasters
- ❖ Planting native tree species

Role of Stakeholders

- ❖ AEON Environmental Foundation: Funding, campaign activities, recruiting participants, program planning
- ❖ Local government: Providing land for planting, administrative support, cooperation with local volunteer center
- ❖ NPO and local volunteer center: Recruitment participants

JAKARTA Tree Planting
(2011.7.10)

Tree Planting Activities



Case 4. UNEP: Greening Cocoa Industry

**Improving Production and Business Practices
in Major Cocoa Producing Countries and Cocoa Companies
(2011-2016)**



Main Contents

- ❖ Market growth and incentives
- ❖ Tools development, training, extension and support service
- ❖ Certification of integrity and viability
- ❖ Cocoa and biodiversity conservation

Role of Stakeholders

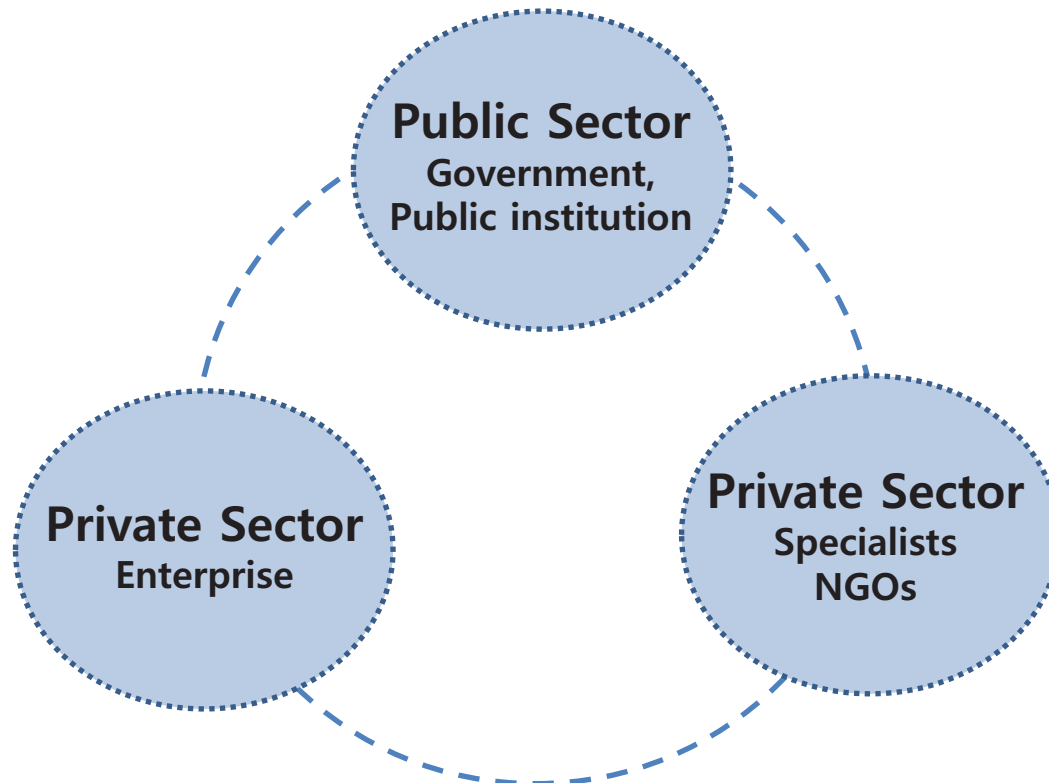
- ❖ UNEP: Suggest standard for project, funding, assessment report, monitoring
- ❖ RA (Rainforest Alliance): Cultivate the land for Cocoa industry, building network with stakeholders, issue a RA certificate
- ❖ Mars & Kraft Foods: Making chocolate products, develop new products
- ❖ Trading and processing companies: Securing market , investment, brand management

A photograph of a woman in a green polo shirt standing at a display of cocoa beans. She is looking towards the camera with a slight smile. In front of her is a large wooden tray filled with dark brown cocoa beans. To her right, another person's hand is visible, reaching towards the beans. In the background, several other people are standing, some looking at the display. The setting appears to be an outdoor market or a public event. The text "Greening the Cocoa Industry" is overlaid in green on the image.

Greening the Cocoa Industry

Role of Stakeholders in Forestry PPP

- Establish and prioritize goals and objectives of projects
- Approve regulatory and legal framework
- Providing land for program, budget support

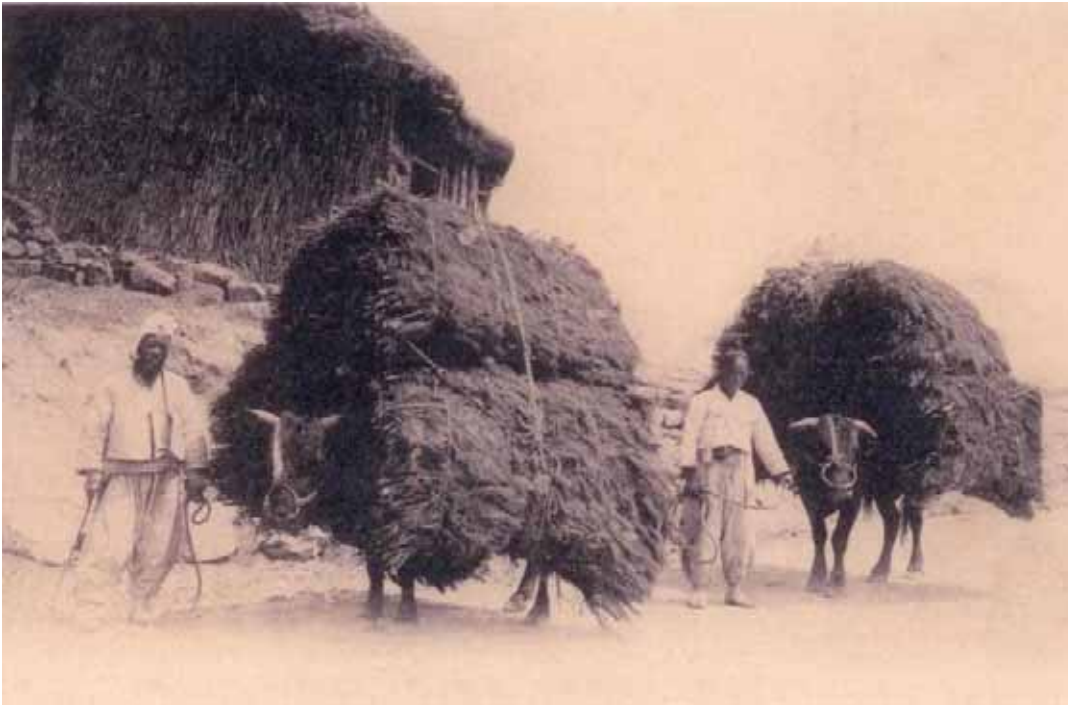


- Fund-raising, campaign activities
- Program planning
- Building network with stakeholders

- Public relations, recruitment participants
- Communication with inhabitants
- Review existing framework and propose reforms
- Act as facilitator for cooperation among stakeholders



Korea (1910s)

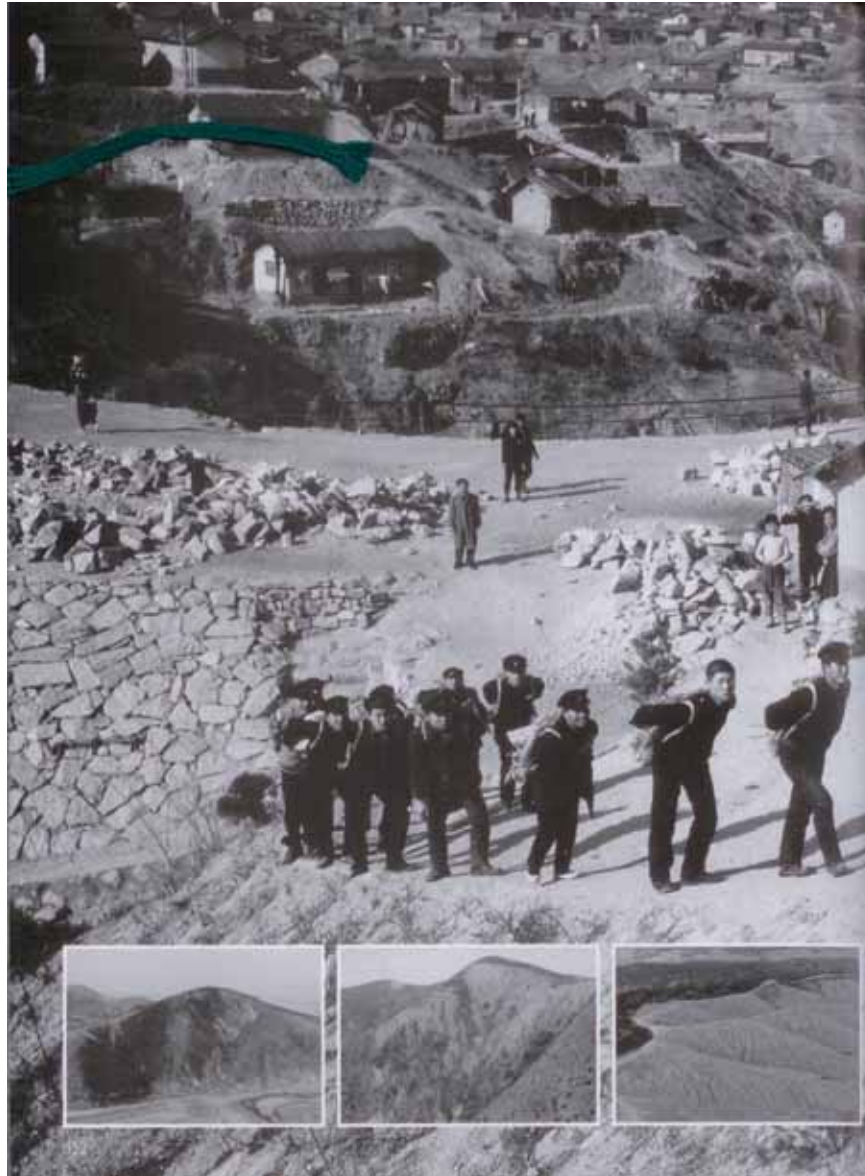


Korea (1910s)

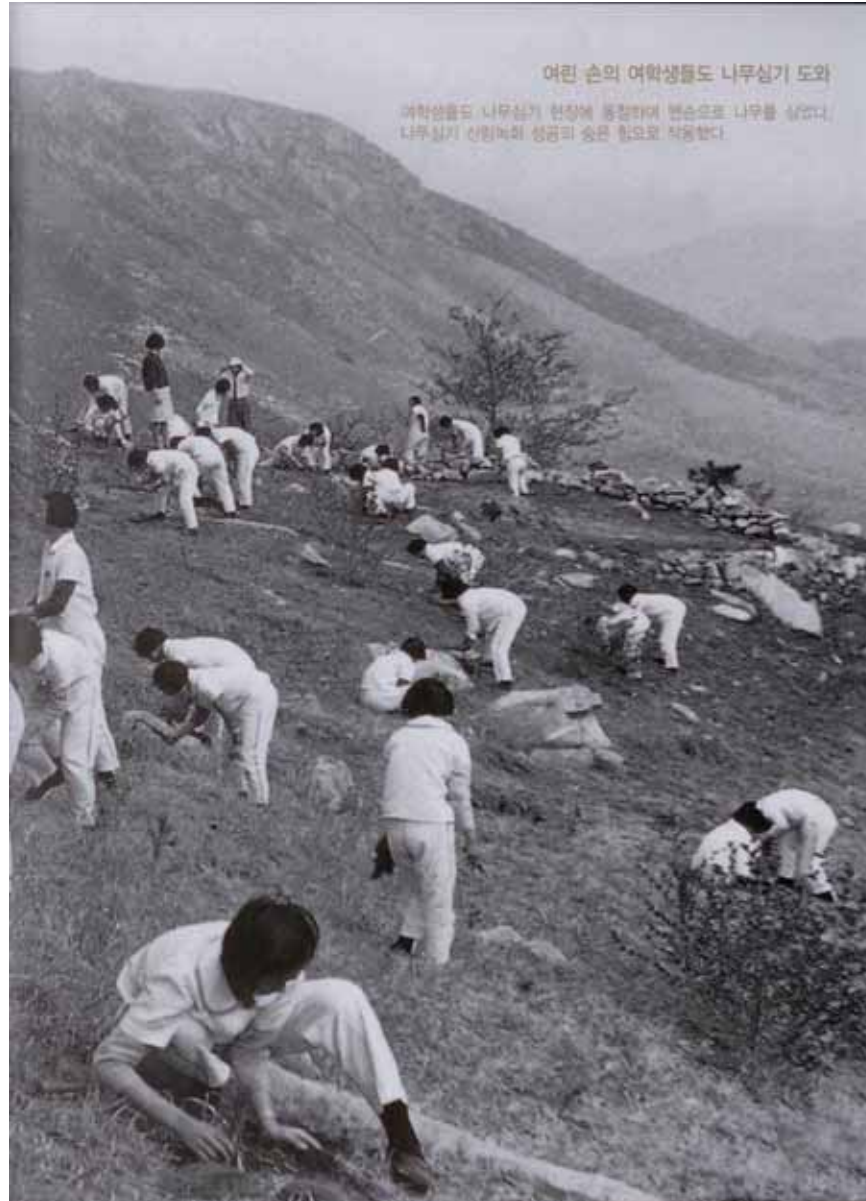


Korea (1910s)

Reforestation activities, Korea (1960s, 1970s)



Reforestation activities, Korea (1960s, 1970s)





Forests in Korea (2012)





North Korea (2009)

North Korea (2009)



Framework of Reforestation Through PPP in North-Korea

Form common ground among project participants



Fund-Raising



*International
organization*

Negotiation
between
nations

Government

Negotiation
with
stakeholders

Enterprise

Program
planning,
campaign
activity

Specialists

Technical
support,
project
evaluation

NGOs

Recruiting
participants,
communication
with
inhabitants

Conditions for Successful Forestry PPP in North Korea

1. International and domestic legal conflicts
2. Communication with inhabitants
3. Detailed project plans with other sectors
4. Benefit and information sharing among parties

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Acknowledgements

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Thank you very much!



감사합니다!!

