



## The Challenge

Batik SMEs operate with excessive use of water, wax, chemical dyes and bleaching agents that are harmful to the environment. Low health and safety awareness also leave the workers exposed to hazardous substances on a daily basis. There is no demand-led stimulus for the batik SMEs to switch to a cleaner method of production. Female workers who greatly contributes to the beauty of batik are still fighting for equal rights in the work place.

## The Path to Improvements

Clean Batik Initiative aims to increase efficiency in the use of water, materials, and energy in batik production and raise environmental awareness of batik consumers and trade of clean batik in Asia. The activities:

- TOT on cleaner production in batik to local Technical Consultants to be followed with on-site workshops and technical assistances to implement cleaner production concept
- Training of Trainers on marketing to local batik marketers and marketing seminars for batik SMEs
- Trade promotion support alongside public awareness campaigns
- Policy dialogues and lobby group activities

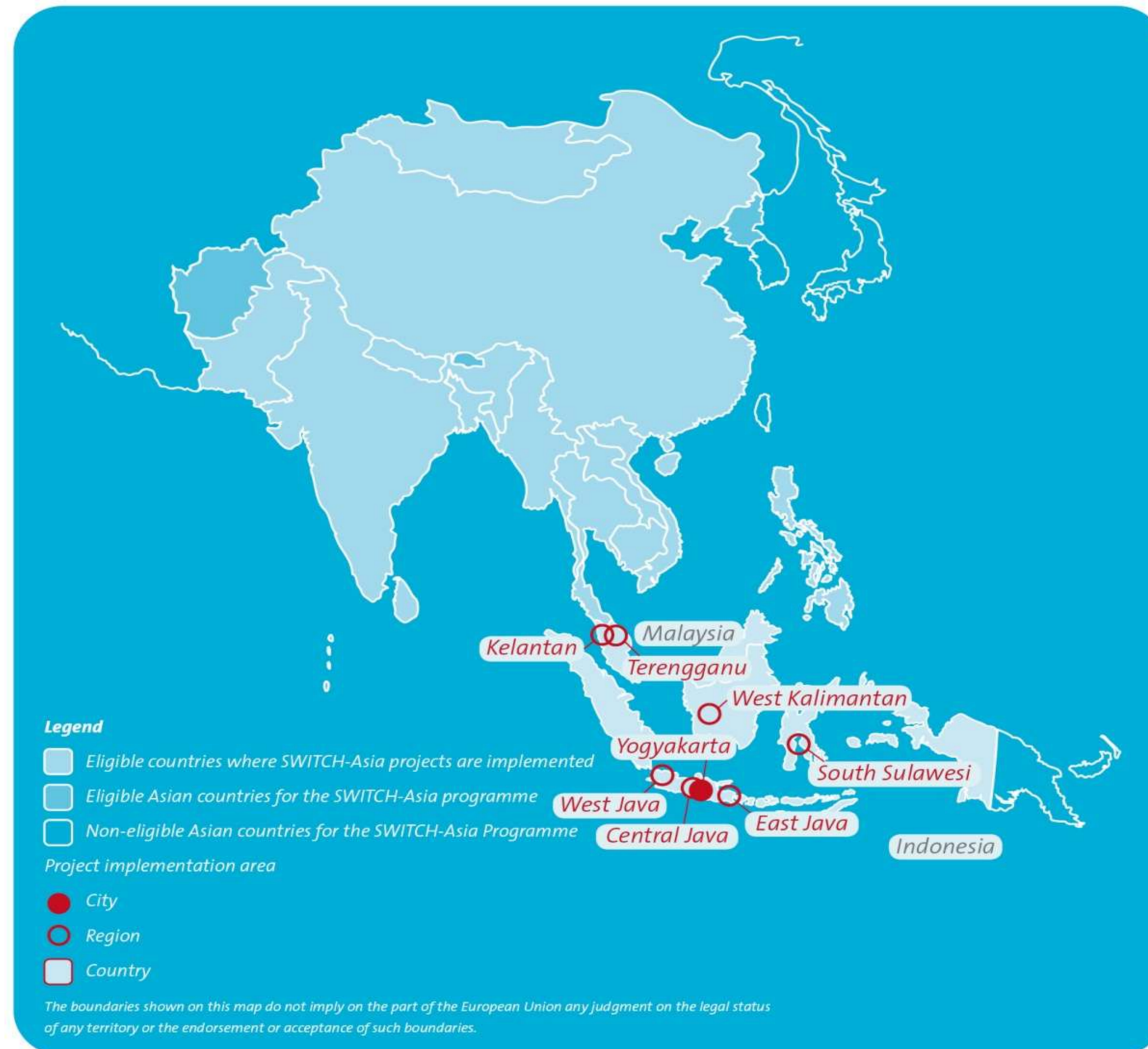
## In a Nutshell

The SWITCH-Asia “Clean Batik Initiative (CBI)” project seeks to address the low environmental indicators of the Indonesian and Malaysian batik industry by attempting to implement cleaner production (CP) concept in batik production as part of its Sustainable Production (SP) component. This involves targeting the adoption of Environmental Oriented Cost Management, Good Housekeeping, Chemical Management, Water and Energy Efficiency, and Fit-for-Purpose technology by approximately 600 SMEs in Indonesia and Malaysia.



## The Project and its Impact

Successful implementation of Clean Batik Initiative will create a much safer and healthier working conditions for many batik workers and greatly improve the environmental indicators in many batik villages. In addition, the project fosters the formation of Cleaner Production consultant society in many provinces in Indonesia and Malaysia to ensure sustainability. Increased demand for environmentally-friendlier batik products is also expected through higher public awareness on environmental issues surrounding batik production and better marketing strategies for clean batik products. Better protection and treatment of female batik workers and the development of eco label for batik is a sought-after goals of the policy dialogue component of the project.



Additionally, batik SMEs that successfully implement CP concept will be eligible to receive various trade and promotional assistances from the Sustainable Consumption (SC) component of the CBI project. This includes marketing consultancy, media exposure, online product promotion, business matchmakings as well as support for domestic and international trade fairs. In parallel, public awareness campaign events to various consumer groups will be conducted to encourage a switch of consumption habits that will favour environmentally-friendly products such as clean batiks.



## The Outreach Strategy

The project organises Regional Programme Info Days (RPID) to socialise the project activities and garner commitment and support from local stakeholders in the provinces. The RPID is followed up with SME Project Info Days (SME-PID) held in batik villages with support from relevant local authorities to sign up interested SMEs to the project. Additionally, the project also works closely with medias at an early stage to ensure good coverage of the project activities to the public. The project continually receives offer for potential cooperation and will actively seek to establish synergies with other actions.

In order to complement concrete interventions in businesses and consumer organisations, the CBI project will also facilitate policy dialogues and lobby group activities with governments at local, regional, and national level.

### Contact:

Coordinator:  
Martin Krummeck  
Jl. H. Agus Salim 115  
Jakarta  
Indonesia  
Tel.: + 62 21 3154685  
Email:  
martin.krummeck@cleanbatik.com

