



## Donor and Partner Event Report



# Global Landscapes Forum Peatlands Matter

Jakarta, 18 May 2017

Led by



Coordinating partners



THE WORLD BANK

Funding partners



Federal Ministry for the  
Environment, Nature Conservation,  
Building and Nuclear Safety











# Executive summary



The Global Landscapes Forum: Peatlands Matter thematic event provided a space for more than 400 peatlands stakeholders, policymakers, scientists, and private sector actors to convene in Jakarta on May 18, 2017, with thousands joining in online livestreams and discussions. The platform explored what it means to employ multi-directional and multi-stakeholder dialogues in practice, spearheading a community-first and people-centered approach to peatlands management.

The day was led by the Center for International Forestry Research (CIFOR) together with coordinating partners UN Environment and the World Bank, and executed with support from Germany's Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, CGIAR and the Asia-Pacific Rainforest Partnership. Science and breakout session hosts also included the World Agroforestry Centre (ICRAF) and the International Forestry Students Association (IFSA). In addition to organizational representation, grassroots representation from across myriad distinct communities in Indonesia, Southeast Asia and the globe were the central focus of activities and discussions.

The event saw a committed effort across the spectrum of GLF stakeholders to ground discussions around peatlands use and management in local-level experiences, challenges, aspirations and expectations. The opening session was led by grassroots leaders from across Indonesia setting the stage for the day, with the second plenary highlighting local experiences from peatlands leaders sharing experiences from Peru, the Congo, Indonesia and more. Community-based perspectives provided a foundation upon which the day's science sessions, global knowledge exchanges, national-level dialogues and more committed to implementing tangible, context-specific actions and solutions.

“The GLF must promote local wisdom in peatlands.”



**Abdul Manan**

Sungai Tohor Community Member



## Key takeaway messages

1. Peatlands are important, intricate and highly threatened ecosystems providing livelihoods for local people, harboring vast biodiversity and store huge subterranean carbon stocks that will be central in global climate change mitigation efforts. New mapping efforts have drawn attention to huge hitherto unrecognized tropical peatlands in Africa and South America, triplicating the known global area of tropical peatlands. Nevertheless, peatlands mean different things to different people. **Dialogue and deliberative governance** will play a crucial role in determining important trade-offs as decisions regarding the future of peat, the environment and economy are made.
2. **The burdens of poor peat management outweigh the benefits** of business-as-usual approaches to land use. A management model is needed: restoring peatland must operate within the ecological constraints of peat land systems and meet ecological, economic and social imperatives.
3. **Drivers of peatland conversion and peat fires are complex**, transcending scales and sectors, ranging from global demand for agricultural crops that require peat drainage to the tenure and judicial systems that manage land acquisition pathways and enable sanctions against transgressors. Both **national and provincial levels of government must have a key role in enabling peatland restoration at scale that will require coordination and an appropriate mix of incentives and sanctions**.
4. **Access to alternatives and the opportunity to engage** must be available at the local level to enable equitable, legitimate and desirable policies and interventions that capitalize on local level knowledge of context specific challenges and needs.
5. **Businesses call for new ways to make profits** and have considerable historic investments in peatland land use, with extensive concessions supplying products including oil palm and wood fiber to pulp industries.
6. **Improved institutions, information and integrated systems** will be vital for charting improved economic, environmental and social performance, achieving fire prevention, protecting

pristine peatlands and enabling sustainable peatland management.

7. **New models of peatland management will require financing** that has so far proven a challenge. Protection, restoration and new models of agricultural development on peatlands will require finance for new technologies, training and outreach that can tip current behaviors to desired alternatives.

# 75%

of participants found the event to be of good or excellent quality, allowing them to learn and share knowledge around peatlands

# 81%

of participants indicated that their involvement in the event spurred or will spur them to action around peatlands

# 442

participants

# >23

countries

# >150

organizations convened in Jakarta

# >9,000,000

people reached through **Twitter**

# >1,000

participants

joined online via **livestream**



# The issue



Peatlands are increasingly on the global agenda due to their significance to the environment, economy and public health. Yet, peatlands have been important to local-level users for generations due to the environmental services and tangible benefits they provide. Today, rapid and extensive conversion of peatlands incurs significant burdens across sectors and scales. Sustainable peatland management matters for all of the sustainable development goals (SDGs) and the deterioration of tropical peatlands in particular has emerged as a key local and global environmental governance challenge. There is widespread agreement that protection of pristine peatlands is needed, that sustainable peatland management, restoration and rewetting is necessary and that this will require an integrated cross-sectoral approach.

Such integrated approaches will necessitate transparent dialogue between stakeholders to negotiate tradeoffs between economic, environmental and social imperatives. Determining the trajectory for sustainable global landscapes, including in carbon-dense peatlands, will demand dialogue across sectors and scales to reconcile diverse priorities and to coordinate efforts and action. Local-level rights, priorities, capacities and

concerns must be a part of the discussion. The GLF: Peatlands Matter event channeled these diverse perspectives into one forum where multiple stakeholders were able to share, learn and synergize their knowledge, priorities and understandings of peatlands in order to chart complex solutions to peatland management. The GLF outcome statement captured a number of salient areas of agreement that emerged, the challenges that were identified and the opportunities and future focus needs that became apparent throughout the day; some of these key outcomes follow below. Together these insights help to inform a trajectory towards a better model for management that performs economically, environmentally and socially and that will require that the roles and responsibilities of diverse actors be defined.

“The willingness to act is there... it is quite strong in the moment, but the next question is: are we able to act?”



**Sonya Dewi Santoso**

Indonesia Country Coordinator and Senior Landscape Ecologist, ICRAF

# Event design and flow



In an effort to maximize interactivity and engagement while prioritizing local voices, the day featured a unique structure with a variety of session designs. There was a conscious and committed effort across the spectrum of GLF stakeholders to ground discussions around peatlands use and management in local-level experiences.

Two **plenary sessions** in the morning brought together grassroots voices—smallholders, activists, farmers and more—who live in or near peatlands. The first plenary featured stakeholders from across Indonesia, and their challenges, expectations and aspirations for peatlands management set the stage for the day. The morning's second plenary featured global peatlands leaders sharing experiences from Peru, the Congo, Indonesia, Europe and more.

Afternoon **science sessions** assessed a wide range of intersecting issues in peatland management:

- Scientists, private sector actors and policy makers presented the latest tools for identifying and locating wetlands and peatlands, and revealed how scientists are reassessing carbon stocks and discussed a systems approach to peatland management during CIFOR's session, "**Black gold" for climate mitigation? The rediscovered carbon stocks in tropical wetlands and peatlands.**"
- UN Environment hosted a panel on **Peatland fires, haze and health** to demonstrate and showcase

collaboration amongst UN Environment, the UN's Pulse Lab Jakarta and UNICEF to enable affected local communities by improving their disaster risk management capacity. Speakers discussed innovative tools piloted by the Government of Indonesia such as the **Haze Gazer** and early warning **Fire Risk System** for tracking and managing the impact of fire and haze events, among others.

- ICRAF's **People and peat: Livelihoods in context** session focused on Jambi in Sumatra, Indonesia as a case study in exploring livelihood options for local communities. This session placed local livelihoods at the forefront of the discussion—which, in current mainstream debates, are often left as an afterthought to rewetting, revegetation and revitalization practices in peatlands management.
- The World Bank brought together a variety of actors to explore options to mobilize finance and leverage existing initiatives and investments towards sustainable land use for peatland landscapes. Discussions centered around mobilizing finance, determining how best to utilize already-existing financial instruments and building stronger business cases for financing sustainable peatlands restoration at scale during the **Financing sustainable peatland management: Mobilizing, utilizing and leveraging public and private investments to reach Indonesia's peatland restoration targets** session.





“Sessions that showcased options to make progress in addressing gaps to people’s livelihoods in peatlands spurred me to act.

Peatlands Matter participant

Local-level sessions focused on **accelerating action** on peatland restoration in Indonesia through a talk-show style session that explored various perspectives and approaches to restoration across Indonesia, and garnering support to accelerate such action. The IFSA delegation hosted a **Youth in peatlands** session that engaged in capacity building around employing the landscape approach to peatlands management. Youth representatives developed tangible action plans, campaigns and initiatives at the local, national and international levels to integrate and mainstream youth involvement in peatlands management in tandem with their regional counterparts through iterative and participatory learning processes.

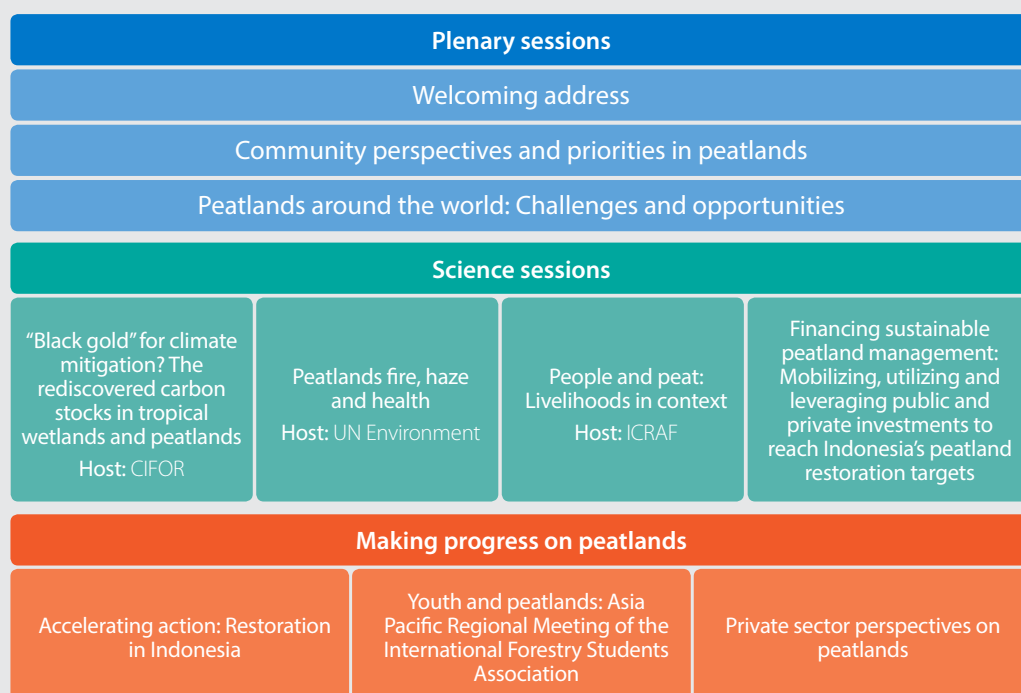
“I am aware of peatland issues in Indonesia. The GLF event in general strengthened me to take more action to conserve peatlands.

Peatlands Matter participant

A simultaneous session on **private sector perspectives** hosted by the Asia Pacific Rainforest Partnership focused on the role of the private sector in identifying durable solutions for the use, management, conservation and restoration of peatlands while considering economic, environmental and social benefits.

Throughout the day, **landscape labs** and **exhibitions** highlighted the latest techniques in mapping and monitoring peatlands’ location and depth, data gathering for landscape ecology with cutting-edge technology and analysis of historical data to analyze industrial expansion in Borneo.

## Event structure



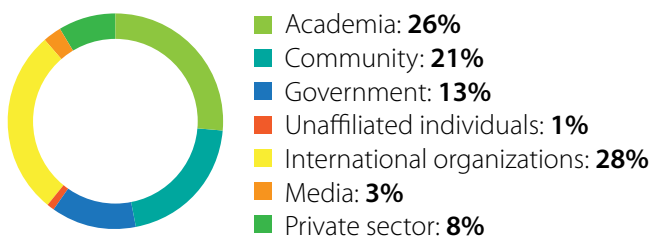


# Participant profile and feedback

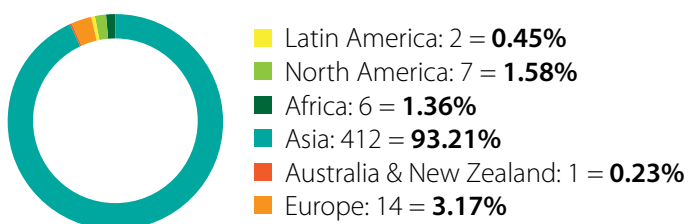
The thematic Peatlands Matter event brought together a relatively small group of less than 500 people—but with strong diversity amongst the mix of participants. Among the registered participants, more than 150 diverse organizations and groups were represented from across the world, with the following breakdown:



## Participants by institution



## Region



## Collecting feedback

The organizers collected feedback through English and Bahasa Indonesia surveys conducted online and after the event, in hard copy at the event itself and through phone calls to participants lacking internet access. Eighteen percent of the 442 participants in attendance responded to the survey, providing overwhelmingly positive responses regarding the event's structure and activities and online engagement with the GLF.

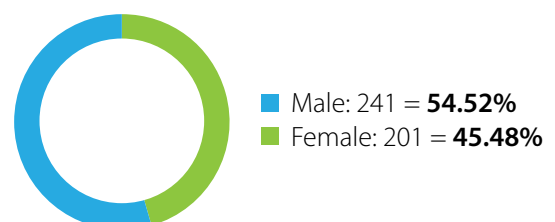
“The main benefit of attending the GLF event has been the opportunity to hear about experiences of managing peatlands through community involvement, and the opportunity to share with the public our experiences with fires in my village's peatlands.”



**Mr. Dio**

Elected Head, Tumbang Nusa Village

## Gender







## Key results

- 75% of survey respondents found the event to be of good or excellent quality, allowing them to learn and share knowledge around peatlands – particularly knowledge-sharing around community experiences in peatlands
- 81% of respondents indicated that their involvement in the event spurred or will spur them to action around peatlands
- 87% of respondents would like to see an increased number of activities and resources available online through the GLF
- 100% of respondents rated their interactions with the GLF online to be good or very good in the lead-up to the event
- Respondents largely preferred to engage with the GLF online via Twitter and to access livestream webcasts and media resources

“The GLF allowed me to meet key and interesting people, particularly local communities that daily and directly engage with peatlands, and other related stakeholders.

**Mr. Syamsul**

Community Leader, Tanjung Mutiara Village, Simpang Gaung, Pekanbaru, Riau

These numbers are supported by examples of knowledge uptake, plans for action and intentions for further information dissemination that participants shared in the survey.

Some participants indicated there persisted a disconnect between on-the-ground work and policy-oriented discussions. Similarly, several respondents suggested the need for further innovation in ensuring interactivity throughout session designs. These constructive suggestions have been noted and will help to improve future GLF events and activities as organizers, together with GLF stakeholders, will identify new ways to engage cross-sectoral and multi-directional activities and dialogues that are rooted in local realities and accelerate tangible action.

A significant number of participants did not choose to engage with the GLF online, yet there was indication that participants want to be engaging and interacting with the GLF online on a monthly basis. This feedback will allow the GLF to strengthen its resources and activities to ensure it is meeting the demands and needs of its stakeholders.

Lastly, several community members denoted the need for GLF stakeholders to conduct field visits in order to understand and witness local realities, so that policy-oriented discussions can be grounded in those realities.

“For the future, I hope the GLF can conduct frequent visits to peasant farmers in peat areas so they can know on-the-ground situations, including shortcomings and advantages.



**Edi Rusman**

Community Leader, Perigi Village, Pangkalan Lampan Regency, South Sumatera



# Communications and outreach

The Global Landscapes Forum engaged in a broad outreach campaign to ensure diverse actors could participate in the event and connected activities from afar through various channels. Immediately following the event, [www.landscapes.org/peatlands](http://www.landscapes.org/peatlands) was converted into an online archive for easy access to event materials, media resources, blog posts, infographics, research and info briefs, videos and more. GLF peatlands research reached thousands of people around the world.

## Key communication tools

### Website and livestream

A dedicated event page was published on [landscapes.org](http://landscapes.org), the Forum's collaborative and unbranded platform. Landscapes.org was visited over 56,000 times from 39,000 users, comprising the almost 120,000 page views logged on the site.

The event page's agenda was an interactive space itself, with embedded livestreaming available for each session. With more than 2,000 views of livestream content on the day and over 1,500 views of YouTube content after the event, the conversation around peatlands is only just beginning.





The Forum's mailing list contains the latest tailored and curated information and news on GLF-related information, and numbers more than 8,500. During the Peatlands Matter event campaign alone, newsletters and email blasts reached 8,519 subscribers, and garnered 1,951 opens, as well as 171 clicks.

In addition to the social media outreach program, the #PeatlandsMatter photo competition received 132 photo submissions from 80 contestants that registered more than 5,500 votes in total. Two photos were selected as winners by a jury, with one photo winning by audience choice.

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The GLF conducted a comprehensive and widespread social media strategy that reached millions over the Peatlands Matter event campaign. With multiple social media accounts—Facebook, Twitter and Instagram—as well as new and/or revamped accounts—LinkedIn, Flickr, YouTube, Reddit and Tumblr—the Forum engaged a diverse audience with varying social media outlet preferences.





## Media outreach

Peatlands Matter was attended by 13 registered journalists reporting from the Forum. The event covered by the Thompson Reuters Foundation, and received press in Indonesia, Germany, and beyond.





## Capacity-building

### Media workshop: Reporting on peatlands

From May 15 to May 17, 12 journalists visited Riau province to participate in the media workshop **Reporting on peatlands**. The group was a mix of local journalists from Riau province, Indonesian reporters from the capital Jakarta and international media.

The group attended interactive lectures with senior scientists on topics including: the impact of forest fires and the socioeconomics of peatland management; the zero-burning policy and its relation to livelihoods; and the scientific process of measuring carbon storage and carbon dioxide emissions on peatlands. Journalists also went on a field trip to CIFOR's research site in Tanjung Leban, Bengkalis district, where scientists showed and explained how carbon storage and carbon dioxide emissions are being measured and what they mean for peatlands management and global climate change research and policy. During the field trip, journalists also showed interest in peatland restoration and rewetting, as well as alternative crops and livelihoods other than oil palm.

On May 18, 11 journalists attended the Global Landscapes Forum: Peatlands Matter thematic event in Jakarta, where they had further chances of expanding their understanding of the topic and interviewing a variety of stakeholders.

It was suggested for each journalist to publish two hard news pieces and one feature piece.



### Youth and social reporting workshop

Just before the **#PeatlandsMatter** conference in Jakarta, the GLF organized and conducted a youth and social reporting workshop with over 35 young people and communications professionals from all over Southeast Asia. During the two days prior to the event, participants worked on tools and techniques to facilitate GLF participants' active engagement in discussions, report on live events, network effectively, write concisely and much more.

The workshop saw social reporters writing and publishing four blogs on [landscapes.org](https://landscapes.org) and contribute immensely to GLF's social media reach. Workshop participants also built capacity around facilitation techniques, social reporting, active listening, rapporteuring, participation, blog-writing and engagement amongst diverse actors in various workshop or event contexts.



**Peatlands Matter: By the numbers****GLF Community****8,519**

Number of individuals on mailing list

**2,122**

Number of individuals reached through mailings (number of newsletter opens and clicks)

**Landscapes.org****39,050**

Individuals who visited the site

**118,083**

Number of pages visited

**56,644**

Total sessions

**67.38%**

Bounce rate

**Videos****2,161**

Livestream views

**1,504**

Forum video views on YouTube

**1,010**

Forum video views on Facebook

**Twitter****562,222**

Impressions (number of times users saw GLF Tweets on Twitter)

**7,522**

Engagement (total number of times users have interacted with our tweets (Including clicks anywhere on the tweet, likes, retweets, replies and follows)

**1.3%**

Engagement rate (number of engagements divided by the number of impressions)

**1,548**

Link clicks (number of times twitter users clicked on a URL posts in our tweets.

**Twitter | Hashtag activity****7,418**

Number of tweets sent using #ThinkLandscape and #PeatlandsMatter

**9.1 million**

Potential reach People potentially reached on Twitter (via hashtag regardless of user)

**2,507**

Twitter users tweeting about the Forum (hashtag contributors around event)

**Media****13**

Number of registered journalists reporting from the Forum

**55**

Number of times the Forum was mentioned in media

**Facebook****1.5 million**

Impressions

**1,186**

People talking about this (number of individuals that created a 'story' about the page. Stories are made liking a page, posting on the page wall, engaging on a post, tagging or mentioning a page, page check-ins and other page interactions)

**275**

Link clicks

**6,492**

Total likes

**2.4**

Average times a Facebook post was shared

**11.01**

Average times a Facebook post was liked

**.60**

Average comments per post





# Looking forward

The day's discussions identified overarching areas of need for further action:

## 1. Maintain, enhance and actualize interest and dialogue

To avoid future cross-sectoral burdens connected to peatlands, sustained interest and action is needed. Truly sustainable peatland restoration can only be achieved over an extended time horizon. Creative communication, outreach and dialogue—from communities of practice to sharing science and learning, and from immersive displays and art exhibitions to community events that engage society at large—will facilitate more actors to come together in understanding peatlands, their biophysical properties and their multiple values and recognizing the need for behavioral change.

“I plan to continue to pursue the building of a coalition for addressing haze and sustainable peatland issues in Southeast Asia.”

**Peatlands Matter participant discussing his/her commitment to act**

## 2. Science, research and development

Further credible research is needed and should integrate various domains of knowledge—local, scientific and policy-oriented knowledge. At ecosystem levels, further enhanced maps of the extent, depth and type of peatlands will be a great benefit. We need to consolidate mapping efforts by taking systematic assessments on the ground and matching them with satellite-derived maps. Methods to estimate carbon stocks in peat quickly and accurately are available but need to be broadly and systematically employed for a standardized carbon stock assessment in peatlands. Improved knowledge of hydrology and water flow in peatlands, including the long-range effects of peat drainage and the impacts of water level parameters, will inform water management and restrictions on peat. More systemic approaches to peatland management will be needed, based on an assessment of place-based risks and opportunities. Biodiversity needs to be factored in. More research is

needed in the socio-political domain, because complex socio-political dynamics and political economy set the backdrop in which government, private sector and local people (migrant and indigenous) interact to shape peatland management.

## 3. Reconciling priorities and defining new models

Peatlands mean different things to different people and diverse priorities and aspirations are apparent. Community consultations are vital for pristine peatland protection and for sustainable management of peatland, so that local communities can be empowered to adapt and manage the land sustainably, but also so that local people can have a voice in determining these trajectories. Who should define new models of management, what parameters should be pursued and who decides? Cooperation and trust between stakeholders—national and provincial governments, community, private sector and more—will be essential to enable the balance of economic, environmental and social imperatives.

The GLF Community of Practice will be a movement, an engine that will enable the flow and exchange of ideas, innovation and insights for momentum—both in terms of knowledge and sharing and learning between countries and contexts, and from action on the ground. Future GLF activities, including webinars, online conferences, virtual spaces for communities of practice to interact, innovative campaigns transcending the digital divide and more, will enable GLF stakeholders to connect, share, learn and act around peatlands even more moving forward—consistently centering communities and grassroots experiences in its activities and efforts.

“What needs to be arranged to make the GLF better and more beneficial for communities is reoccurring meetings between scientists, decision makers and peatland communities in order to communicate best practices for utilizing peatlands.”



**Ahmad Tamanuriddin**

Kalimantan farmer practicing no burning on peatland



[landscapes.org/peatlands/](https://landscapes.org/peatlands/)

#PeatlandsMatter



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#### Session Hosts

