



[Bahasa Inggris] | [Indonesia]

## Contribution of Seven and I Holding Company in Forest Conservation in Indonesia

Seven & I Holdings is a private company in Japan which was founded on September 1, 2005, as the parent company of the famous convenient store Seven Eleven and other companies such as the clothing retailer of Ito-Yokado and Denny's family restaurant group in Japan. The company also has made acquisition of Seven-Eleven Inc. in the United States. In December 2006, the company acquired Millennium Retailing holding company, parent of Sogo and Seibu chain department stores. This acquisition makes Seven & I Holdings to become the largest distribution and retail business in Japan, with the capital of 50 billion yen and total shares of 906,441,983 share units.

Seven-Eleven in Indonesia has been known as foreign retail franchise company that expanding rapidly through convenient store outlets. Seven-Eleven has granted licenses to 3600 outlets in 15 countries worldwide. In Indonesia, PT Modern International Tbk (MDRN) through its subsidiary of PT Modern Putra Indonesia (MPI) has signed a *master franchise agreement* with Seven-Eleven Inc. With the agreement, MPI that has been known as managing the retail business in photography under the name of Fuji Image Plaza, Fuji Film and Digital Imaging Studio M Photo is given the right to develop and operate a number of outlets with Seven-Eleven brand in Java. This agreement is valid for a period of 20 years with a 10-year renewal period. In Jakarta alone Seven-Eleven has opened as many as 57 outlets. Seven-Eleven outlets even become popular in Jakarta as the place to relax and hang out especially for young people that open 24 hours with relatively comfortable place. Outlets of Seven-Eleven convenience stores in addition to providing some urgent need, they also provide beverages and fast foods such as Slurpee, Big Gulp and Cafe Select which have been claimed internationally popular enough and good quality.

As a leading company in Japan, Seven and I Holding Company put high attention to the environment. One of the company's real contribution is the effort to address the issue of climate change, through the activities of reducing emissions from deforestation and forest degradation (REDD+). The company through the International Tropical Timber Organization (ITTO) has provided some fund to support the Demonstration Activity of REDD+ in Meru Betiri National Park of East Java.

Meru Betiri National Park (MBNP), located in the southern part of East Java is one of the National Park which is selected as the location for demonstration activities of REDD+. The total area of National Park is ± 58.000 ha, consisting of various types of vegetation from the mountains to the coast. MBNP is rich in biodiversity and the present of communities in the Park has provided positive and negative impacts to forest sustainability.

## Kontribusi Seven and I Holding Company dalam Konservasi Hutan di Indonesia

Seven & I merupakan perusahaan swasta di Jepang yang didirikan pada tanggal 1 September 2005, sebagai induk perusahaan dari *convenient store* yang terkenal yaitu Seven Eleven serta perusahaan lain seperti kelompok ritel pakaian Ito-Yokado dan kelompok restoran keluarga Denny's di Jepang. Perusahaan ini juga telah mengakuisisi perusahaan 7 eleven Inc yang berada di Amerika Serikat. Pada Desember 2006, perusahaan mengakuisisi *Millennium Retailing* holding company, induk dari rantai department store Sogo dan Seibu. Akuisisi ini membuat Seven & I Holdings menjadi yang terbesar untuk bisnis distribusi dan ritel di Jepang, dengan modal mencapai 50 milyar yen dan jumlah saham 906,441,983.

Seven-Eleven di Indonesia dikenal sebagai perusahaan waralaba ritel asing yang berkembang pesat melalui outlet *convenient store*. 7-Eleven telah memberikan lisensi untuk 3600 outlet di 15 negara seluruh dunia. Di Indonesia, PT Modern Internasional Tbk (MDRN) melalui anak perusahaannya PT Modern Putra Indonesia (MPI) telah menandatangani *master franchise agreement* dengan 7-Eleven Inc. Dengan perjanjian tersebut, MPI yang dikenal selama ini mengelola usaha eceran di bidang fotografi dengan nama Fuji Image Plaza, Fuji Film Digital Imaging dan M Photo Studio ini diberi hak untuk mengembangkan dan mengoperasikan sejumlah outlet dengan merek 7-Eleven di Pulau Jawa. Perjanjian ini berlaku untuk masa waktu 20 tahun dengan masa perpanjangan selama 10 tahun. Di Jakarta sendiri telah dibuka sebanyak 57 gerai (outlet) milik 7-Eleven. Gerai 7-Eleven menjadi begitu populer di Jakarta, sebagai salah satu tempat bersantai dan berkumpul terutama bagi anak muda yang buka selama 24 jam dan relatif nyaman. Outlet 7-Eleven convenience Store selain menyediakan beberapa keperluan mendesak, juga menyediakan minuman dan makanan siap saji seperti Slurpee, Big Gulp dan Cafe Select yang diklaim sudah cukup populer secara internasional dan berkualitas baik.

Sebagai perusahaan besar di Jepang, Seven and I Holding Company memiliki perhatian yang tinggi terhadap lingkungan. Salah satu bentuk kontribusi yang nyata dari perusahaan ini adalah terhadap upaya mengatasi isu perubahan iklim, melalui kegiatan penurunan emisi dari deforestasi dan degradasi hutan (REDD+). Perusahaan ini melalui International Tropical Timber Organization (ITTO) telah memberikan bantuan dana untuk membiayai kegiatan percontohan (Demonstration Activity) REDD+ di Taman Nasional Meru Betiri di Jawa Timur.

Taman Nasional Meru Betiri (TNMB) yang terletak di bagian selatan Jawa Timur merupakan salah satu Taman Nasional yang digunakan sebagai lokasi kegiatan percontohan REDD+. Luas total Taman Nasional adalah ± 58.000 ha yang terdiri dari berbagai tipe vegetasi dari pegunungan sampai ke daerah pesisir. TNMB kaya keanekaragaman hayati dan kehidupan masyarakat sekitar hutan yang memberikan dampak positif dan negatif terhadap kelestarian hutan.

REDD+ implementation in the conservation area strongly supports sustainability of conservation areas and mitigation of climate change in the forestry sector. Implementation of REDD+ program in Meru Betiri National Park through ITTO PD 519/8 Rev. 1 (F) is carried out by the Executing Agency of the Forestry Research and Development Agency (FORDA), through the Center for Climate Change and Policy Research and Development, and in collaboration with Meru Betiri National Park and NGO LATIN. REDD+ program is implemented for 4 years (2010-2013). The purpose of the DA REDD+ is to contribute to emission reduction efforts through community participation in forest conservation and developing a system of monitoring of carbon stock changes that can be measured, reported and verified (MRV).

Another real contribution of Seven and I Holding Companies is the activities undertaken by the company's CSR department. In early 2012, the CSR Department through the web site circulated the questionnaire about the company through the contribution of the readers of CSR reports. For any reader who filled out the questionnaires about CSR report would contribute to the planting of one tree in the Meru Betiri National Park. Until the deadline for submission of the questionnaire, a total of 153 questionnaires have been responded by mostly Japanese citizens. This means that as much as 153 tree have been contributed by the company to the conservation area in Indonesia, namely in the Meru Betiri National Park.

Procedure of implementation has been carried out by converting the value of the tree in the U.S. dollar and to the Indonesian rupiah. The company then sent the amount of money to the account of LATIN as the executor of field planting with the involvement of community. Related to the activities of demonstration activities of REDD+, this planting effort would contribute to the magnitude of carbon sequestration or enhancement of carbon stock

In terms of physical number, may be the planting of 153 trees does not mean too much. However, the spirit of awareness and efforts to involve the public and companies to contribute to the global issue of climate change and conservation of tropical forests is something that should be highly appreciated. This could be the lessons for other companies or parties that would contribute to the efforts to address global issues such as climate change and forest conservation.

Implementasi REDD+ yang dilakukan di kawasan konservasi sangat mendukung kelestarian kawasan konservasi dan upaya mitigasi perubahan iklim sektor kehutanan. Pelaksanaan program REDD+ di Taman Nasional Meru Betiri melalui kegiatan ITTO PD 519/8 Rev 1 (F) dilaksanakan oleh *Executing Agency* yaitu Badan Litbang Kehutanan, melalui Pusat Litbang Perubahan Iklim dan Kebijakan serta bekerjasama dengan Balai Taman Nasional Meru Betiri dan LSM LATIN. Program REDD+ ini dilaksanakan selama 4 tahun (2010-2013). Tujuan dari kegiatan DA REDD+ adalah untuk berkontribusi terhadap upaya penurunan emisi melalui peran serta masyarakat dalam konservasi hutan dan mengembangkan sistem monitoring perubahan karbon yang dapat diukur, dilaporkan dan di verifikasi (MRV).

Bentuk kontribusi nyata lain dari perusahaan Seven and I Holding adalah kegiatan yang dilakukan oleh Departemen CSR perusahaan ini. Pada awal tahun 2012 Departemen CSR melalui *web site*, menyebarkan angket atau kuesioner tentang perusahaan melalui kontribusi pembaca terhadap laporan CSR. Untuk setiap pembaca laporan CSR yang mengisi kuesioner akan berkontribusi terhadap penanaman satu pohon di Taman Nasional Meru Betiri. Sampai dengan batas waktu akhir penyampaian angket, sebanyak 153 kuesioner telah direspon sebagian besar oleh masyarakat Jepang. Hal ini berarti sebanyak 153 pohon telah dikontribusikan oleh perusahaan kepada kawasan konservasi di Indonesia yaitu di Taman Nasional Meru Betiri.

Prosedur pelaksanaan dilakukan dengan mengkonversi nilai setiap pohon dalam US dolar dan rupiah, kemudian perusahaan mengirimkan uang ke rekening LATIN sebagai pelaksana penanaman bersama masyarakat. Terkait dengan DA REDD+, upaya penanaman ini akan berkontribusi terhadap besarnya penyerapan karbon.

Mungkin dari segi fisik, penanaman 153 pohon tidaklah berarti banyak, akan tetapi semangat kepedulian dan upaya melibatkan masyarakat luas serta perusahaan untuk berkontribusi terhadap isu global perubahan iklim dan konservasi hutan tropis merupakan sesuatu yang harus diapresiasi tinggi. Hal ini bisa menjadi pembelajaran bagi perusahaan atau pihak lain yang akan berkontribusi terhadap upaya mengatasi isu global seperti perubahan iklim dan konservasi hutan.



**Figure:** One of the seven eleven outlets in Jakarta  
**[Gambar:** Salah satu outlet seven eleven di Jakarta]



**Figure:** Representative of Seven and I Company, Ms. Chiharu Akatsuka, during site visit to MBNP in 2011  
**[Gambar:** Perwakilan dari Seven and I Company, Ms. Chiharu Akatsuka, sewaktu kunjungan lapangan ke TNMB tahun 2011]

**For further information, please contact:**

**Ir. Ari Wibowo, MSc** (conservation\_redd@yahoo.com)  
 At Forest Research and Development agency, Ministry of Forestry,  
**Ir. Arif Aliadi** (aaliadi@yahoo.com)  
 At Indonesian Tropical Institute,  
**Drs. Bambang Darmaja, MS** (meru@telkom.net)  
 At Meru Betiri National Park, and  
**Dr. Hwan Ok Ma** (ma@itto.int)  
 At International Tropical Timber Organization

**Untuk informasi lebih lanjut, silahkan hubungi:**

**Ir. Ari Wibowo, MSc** (conservation\_redd@yahoo.com)  
 Badan Penelitian dan Pengembangan Kehutanan, Kementerian Kehutanan  
**Ir. Arif Aliadi** (aaliadi@yahoo.com)  
 Lembaga Alam Tropika Indonesia  
**Drs. Bambang Darmaja, MS** (meru@telkom.net)  
 Taman Nasional Meru Betiri, dan  
**Dr. Hwan Ok Ma** (ma@itto.int)  
 International Tropical Timber Organization

**Thanks are due to the financial support of the 7&i Holdings Ltd.**

