

BUSINESS NEWS

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TOP: LUXURY'S SUSTAINABILITY PLAYBOOK

JOBS

GLOBAL GREEN CAREERS
SURGE

PETRONAS: NET-ZERO GOAL AND RE INVESTMENTS

Petronas accelerates 2025 shift to renewables,
targets 2050 net-zero.





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If people don't adopt sustainable habits...

I believe that individual sustainability matters. It is a complementary perspective. The concept of sustainability often focuses on systemic policies (e.g., renewable energy, corporate responsibility, or government regulations), but personal actions and lifestyles are just as critical. If people don't adopt sustainable habits—like reducing waste, conserving energy, or supporting ethical consumption—the impact of broader policies gets diluted.

Sustainability at the individual level means making conscious choices: cutting down on single-use plastics, prioritizing local or low-impact goods, or even rethinking overconsumption. Data backs this up—individual actions, like reducing household energy use or food waste, can collectively make a dent. For instance, if every Asean household replaced just one incandescent bulb with an LED, it would save enough energy to power 2.5 million homes for a year. Small choices add up. We did it at home. We also choose to renew our line of fridges and Air Conditioner units to those that are Energy-efficient.

That said, some might argue that focusing on personal sustainability shifts responsibility away from corporations or governments, which have larger environmental footprints. They're not wrong—systemic change is crucial—but it's not an either/or situation. Both individual and collective efforts are interdependent. I say that people must also be sustainable, highlighting a shared responsibility.

Exclusive

Luxury's Sustainability Playbook: Cutting Carbon or Just Costs?

Sustainability has become an increasingly central topic in public discourse. So much so that high-end luxury brands are now embracing the sustainability trend—despite once being known for crafting leather goods from crocodile, whale, and other exotic animal skins.

The official statements on sustainability transformation



Coach Tabby bag, RM2,490

Luxury's Sustainability Playbook

Luxury fashion is undergoing a sustainability transformation. Brands like Gucci, Stella McCartney, and Gabriela Hearst are leading the charge by adopting plant-based leathers, recycled fabrics, and biodegradable textiles.

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Industry-wide initiatives such as The Fashion Pact unite over 160 brands to pursue net-zero emissions and renewable energy goals. Transparency, ethical sourcing, and circular design are becoming core strategies. Long-term targets include reducing carbon footprints and increasing material traceability.

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Luxury's Sustainability Playbook

Alleged packaging quality reduction due to "sustainability"

First off, Van Cleef and Arpels, a popular trendy brand among the social media influencers which at the same time is known to be the "old money aesthetic" brand had received backlash due to their alleged product packaging reduction.

In 2023, TikToker ericasgirlyworld sparked debate after revealing that her RM40,000 earrings arrived not in the brand's signature suede box, but in a travel pouch and cardboard packaging. She claimed the shift was due to "sustainability concerns." Yet, the brand has since quietly returned to its hallmark luxurious presentation.



Bally Beckett Briefcase, previously RM 11,990, now RM 4,796 (after the seasonal discount until 24th August).



Versace Wave Knit Polo Shirt, RM6,900, after discount, RM3,450).

Exclusive

Luxury's Sustainability Playbook



Courrèges Re-Edition Vinyl Jacket, RM5,189, after discount, RM3,114.



Amiri Ma Quad Sneakers, RM3,490, after discount, RM2,094.

***Note, items listed with prices are from brands that are recommended by the author as good alternatives to the conventional brands.**

Among luxury consumers, there's a prevailing sentiment: sustainability is welcome—but not at the expense of experience. Packaging and shopping bags may seem trivial, but they're part of the ritual. And yes, it's possible to be both eco-conscious and indulgent.

YouTube Video

Just last year, Chanel beauty went into a similar drama for allegedly reducing their packaging quality as well. A woman went viral on social media after her Chanel beauty paper bag allegedly disintegrated while filming a video.

YouTuber SuperDacob did an experiment on his own Chanel beauty paperbags, which somewhat shows the state of said packaging.

Luxury's Sustainability Playbook

Alleged practices

Forbes states that with the alleged poor labor practices, burning of excess stock, polluting the environment with hazardous substances by some of these high end brands are placing them in a pickle. In 2018, Burberry incinerated over \$36 million worth of unsold products to avoid discounting, exposing the luxury industry's troubling waste practices. The brand defended the move as part of its waste management strategy.

Suggested sustainability move

There are suggestions that buying second hand, or pre-loved is one of the better alternatives on moving forward. Some say that the quality is better as back in the day, precision and care were put into these products. Others suggested that brands like Brunello Cucinelli and Hermes are still very ethical when it comes to production and excess product management.

Regardless, it is important as consumers to do extensive research on a brand or product before making a serious purchase, especially if it's a pricey one.

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Sustainable Asset Disposal: A Strategic Move for ESG and Resilience

**By Mr. Jeevan Muniandy,
Co-Founder, BidMyAsset**

As environmental and social governance (ESG) becomes a key consideration for businesses in Malaysia and worldwide, many companies are re-examining how their day-to-day operations align with long-term sustainability goals. One area often overlooked in this process is industrial asset disposal, which is the management of equipment, machinery, and other capital goods once they reach the end of their productive life. Today, the way companies dispose of their industrial assets is becoming a new frontier in ESG performance, and those leading the shift are discovering unexpected economic and environmental returns.



Sustainable Asset Disposal: ESG and Resilience

Today, the way companies dispose of their industrial assets is becoming a new frontier in ESG performance, and those leading the shift are discovering unexpected economic and environmental returns.

Traditionally seen as a backend administrative function, asset disposal is now emerging as a vital piece of the ESG puzzle. As Malaysia progresses toward its national goal of carbon neutrality by 2050, supported by frameworks such as the [National Energy Transition Roadmap \(NETR\)](#) and [Green Technology Master Plan](#), businesses are expected to contribute meaningfully, not just through emission reduction, but also through resource efficiency, waste minimisation, and circular economy practices.

Reframing Disposal as a Strategic ESG Lever

The conventional approach to asset disposal – where decommissioned or surplus equipment is left to deteriorate in storage or sent to landfills – is rapidly losing ground. Businesses today are rethinking the end-of-life phase of their equipment, recognising it as a critical opportunity to advance ESG commitments, recover economic value, and reduce environmental impact. This mindset shift is closely aligned with the global momentum behind circular economy principles, now gaining traction across Malaysia's key

Sustainable Asset Disposal: ESG and Resilience

industrial sectors such as oil & gas, construction, and manufacturing. Locally, e-waste recovery initiatives have demonstrated how cross-sector collaboration can lead to impactful results. For example, public-private recycling campaigns have successfully collected tens of thousands of electronic devices and diverted tonnes of hazardous materials from landfills through accessible collection models, including door-to-door pickup and postal return systems.

On a larger scale, integrated waste management facilities in the country are proving how infrastructure-led solutions can address complex disposal needs while advancing national sustainability goals. These developments reflect a broader awareness that responsible decommissioning isn't just an operational necessity – it's a strategic lever for ESG-driven transformation.



Sustainable Asset Disposal: ESG and Resilience

Measuring Impact – ESG Reporting & Carbon Savings

Transparency and traceability have become non-negotiables in ESG. [Bursa Malaysia's 2024 Sustainability Reporting Guide](#) strongly encourages outcome-based reporting, where companies must back up their ESG narratives with quantifiable results, including emissions reductions, waste minimisation, and measurable resource efficiency (pg. 43).

For example, [BidMyAsset](#), a Malaysian industrial asset disposal platform, has begun embedding carbon savings metrics, asset lifecycle tracking, and audit-compliant disposal reports into its digital offering. This enables businesses to not only track disposal outcomes but also to align with Bursa's sustainability disclosure requirements and future-proof their operations.

Recent community-level efforts further reflect this shift: [Ipoh City Council](#) collected **25 tonnes of e-waste** in just five months (Jan-May 2024), while [Sarikei District](#) saw a **52% increase in recycling rates** driven by its 3R and e-waste campaigns. The movement is growing from boardrooms to municipal councils.

Empowering SMEs and Local Industry

Circular practices in asset disposal are not just a big-business concern. SMEs, which account for over [97% of business establishments](#) in Malaysia, stand to gain significant economic value from access to pre-owned industrial equipment.

Sustainable Asset Disposal: ESG and Resilience

These access allow smaller firms to upgrade or expand without the heavy capital outlay typically associated with new machinery.

By facilitating resale, reallocation, and responsible decommissioning, platforms like BidMyAsset are helping to democratise access to capital assets while reducing unnecessary waste.

Technology as an Enabler

From blockchain-enabled traceability to integrated reporting dashboards, digital technology is revolutionising how businesses handle end-of-life assets. Online auction systems, real-time asset tracking, and automated documentation are making the disposal process more accountable and efficient.

These advancements allow businesses to align operations with ESG benchmarks while minimising the cost and effort typically associated with compliance. It also opens up a data trail that investors, regulators, and internal stakeholders can trust.

Conclusion

Sustainability in industrial operations no longer starts and ends with energy savings or emissions targets. It encompasses the full lifecycle of assets, from acquisition to responsible retirement. As ESG expectations rise and circular economy principles take root, businesses in Malaysia must treat asset disposal as a strategic priority.

Sustainable Asset Disposal: ESG and Resilience



With platforms like BidMyAsset and clear regulatory roadmaps from Bursa Malaysia, the tools and guidance are now in place. The next step lies with companies – to act, to adapt, and to lead responsibly. Responsible asset disposal is no longer a compliance task; it's a competitive advantage.



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Global Green Careers Surge: Top Sustainability Jobs Shaping the Future in Asia and Beyond



Here's an overview of top sustainability jobs globally and in Asia, highlighting the fastest-growing roles, rising industries, and key skills. Links are provided for further reading.

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Global Green Careers Surge: Top Sustainability Jobs

Green jobs are booming—especially sustainability leadership, clean energy, ESG, and green finance. Global demand for green talent is accelerating: LinkedIn reports green-job demand grew by 11.6 % between 2023–2024, nearly double the growth of talent supply . According to the World Economic Forum, green jobs have expanded by roughly 8 % annually over the past five years, with green skills rising across 48 countries

Corporate Ranks

In corporate ranks, Chief Sustainability Officers (CSOs) are increasingly in demand. Over a third of major German firms now appoint CSOs, and France leads Europe with 57 % of large companies having such a role. CSOs spearhead ESG integration, sustainability culture, and strategic oversight across sectors.

Fast-growing roles across the green economy include:

Renewable Energy Project Managers: overseeing solar, wind, and geothermal projects. Projected 25 % growth in openings by 2025 with average salaries of USD 95,000–130,000.

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Global Green Careers Surge: Top Sustainability Jobs

- Solar Installation Technicians: demand up over 50 %, earning USD 48,000–82,000 .
- Energy Efficiency Consultants: improving building and industrial energy use—expected growth of ~18 %, salaries USD 70,000–110,000 .
- Green Building Architects, Environmental Engineers, and Climate Change Analysts: vital for sustainable infrastructure design, emissions mitigation, and climate policy planning .
- Supply Chain Sustainability Analysts and Circular Economy Managers: crucial for reducing emissions and waste across supply chains. Supply-chain analysts growing ~33 % by 2025; circular economy roles also rising.

The Asian Push

Asia, particularly Singapore, stands out in sustainable finance. Singapore is aggressively positioning itself as a hub for green capital, introducing tools like the Singapore–Asia Taxonomy and investing via Temasek’s climate portfolio .

Key Takeaways

- Top career opportunities: CSOs, renewable-energy project managers, ESG specialists, energy consultants,

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green architects, supply-chain analysts, and carbon/climate analysts.

- Geographic hotspots: Asia—especially Singapore—plus North American and European markets, are rapidly expanding sustainable-finance and green-energy job sectors.
- Essential skills: Technical expertise (renewables, energy auditing, data/analytics), ESG frameworks, project management, sustainable design, and financial acumen.

As global sustainability initiatives scale and regulations tighten, these roles aren't just trending—they're becoming essential across industries, from construction and energy to finance and urban development.

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Petronas Advances Sustainable Energy with Net-Zero Goal and RE Investments



By Johan Chairil

Petronas, Malaysia's state energy giant, is accelerating its shift towards sustainable energy in 2025. After years of governmental and market pressure, the company is turning ambition into execution, positioning itself at the forefront of Asia's energy transition.

Central to Petronas's strategy is its net-zero carbon emissions target by 2050. In recent months, the group has ramped up investment in low-carbon technologies and renewables. It now



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Petronas: Net-Zero Goal and RE Investments

sources over 3,000MW from renewable energy, with solar and wind projects expanding across Southeast Asia.

The company is also exploring alternative fuels. Through new ventures in biofuels and blue ammonia, Petronas aims to meet rising demand for clean energy within shipping and industrial sectors.

A significant uptick in LNG bunkering, touted as a cleaner marine fuel, points to the company's commitment to decarbonising traditional markets.

Petronas isn't working alone. In June 2025, it launched the Petronas Energy Transition Academy in partnership with local and international institutions. The initiative targets workforce reskilling and prepares more than 5,000 employees for roles in clean energy and digital transformation. This is part of the group's broader effort to ensure Malaysia's talent pool is fit for a fast-evolving energy landscape.



PETRONAS

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Petronas: Net-Zero Goal and RE Investments


Sustainable operations are also a priority. The company reported greenhouse gas emissions in Malaysia fell to 46 million tons in 2024, outperforming their reduction cap and offering evidence of continuing progress. Additional investments have gone into carbon capture and storage technology, as well as circular economy initiatives to boost waste reduction and resource use efficiency.

Petronas continues to play an influential industry role. At the Energy Asia 2025 conference and the Energy & Nature Forum, leaders from Petronas advocated for deeper industry cooperation and more aggressive governmental policies to support energy transition ambitions.



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Analysts note that the company's approach is pragmatic. While fossil fuels remain a profit driver, Petronas is preparing for a world where sustainable solutions are non-negotiable. By investing in skills, technology, and partnerships, it is aiming to secure its position as a regional clean energy leader, balancing financial performance with climate responsibility.


Petronas's progress this year signals to investors, partners, and the workforce that its low-carbon transition is not marketing talk—it is an operational and strategic pillar. The challenge now is to maintain momentum, keep pace with global standards, and deliver real impact as Southeast Asia's energy markets evolve.




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Finland, Sweden, and Denmark rank at the top of the SDG Index

While no country has fully achieved all 17 UN Sustainable Development Goals (SDGs), some are significantly further along than others. Finland, Sweden, and Denmark consistently rank at the top of the SDG Index, demonstrating strong overall progress. Several sources, including the SDG Transformation Center, report on these rankings. However, even these top performers still face challenges with certain goals, particularly those related to sustainable consumption and production.

Here's a more detailed look:

Top Performers:

Finland, Sweden, and Denmark consistently lead in SDG achievement, particularly in areas like ending poverty, providing affordable and clean energy, and building strong institutions.

Other Noteworthy Countries:

Germany, Japan, and Australia also show strong performance across various SDGs, with notable progress in areas like clean energy, healthcare, and infrastructure.

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Finland, Sweden, and Denmark rank at the top of the SDG Index

Challenges Remain:

Even with high scores, many countries struggle with goals related to climate action, life below water, and sustainable consumption and production. The SDG Index also highlights that some countries with high scores may have large consumption footprints, indicating unsustainable practices.

Regional Variations:

The spread in SDG performance across countries is wide, with some regions facing greater challenges than others due to factors like conflict, poverty, and climate change.

Focus on Specific Goals:

While no country has achieved all SDGs, some have made significant strides in particular areas. For example, some countries are on track to eliminate poverty or provide universal quality education.

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APAC Struggles to Meet Sustainable Development Goals by 2030

In February 2025, the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) released the Asia and the Pacific SDG Progress Report 2025: Engaging Communities to Close the Evidence Gap, highlighting the region's mixed progress toward achieving the 17 Sustainable Development Goals (SDGs) by the 2030 deadline. The report underscores significant challenges, particularly in climate action (SDG 13), where the Asia-Pacific region, responsible for half of global greenhouse gas emissions, is witnessing alarming regression due to persistent fossil fuel subsidies and vulnerability to natural disasters. Other areas of concern include quality education (SDG 4), decent work and economic growth (SDG 8), and responsible consumption and production (SDG 12), which are severely off track due to issues like poor educational proficiency, rising occupational injuries, and unsustainable production patterns.

Despite these setbacks, the region has made notable strides in some areas. Progress in industry, innovation, and infrastructure (SDG 9) has been driven by expanded mobile network coverage, while improvements in health and well-being (SDG 3) include reductions in maternal and infant mortality. Efforts to reduce income poverty (SDG 1) and undernourishment (SDG 2) have also shown promise, with the region outperforming

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APAC Struggles to Meet Sustainable Development Goals by 2030

global averages in these areas. Additionally, East and South Asia have recorded the fastest progress globally on the SDGs since 2015, according to the Sustainable Development Report 2025.

A critical issue highlighted is the persistent data gaps, with only 54% of SDG indicators having sufficient data points, hampering efforts to address inequalities, particularly in gender equality ([SDG 5](#)), and peace, justice, and strong institutions (SDG 16). The report emphasizes the need for innovative, community-driven data collection and stronger regional cooperation to bridge these gaps and ensure marginalized groups are not left behind. UNESCAP's Executive Secretary, Armida Salsiah Alisjahbana, stressed that "urgent action" is required to accelerate progress, warning that many goals will remain out of reach without significant political commitment and investment in digital [statistical](#) systems.

The report also points to promising developments, such as Thailand's launch of Asia's first Sustainability-Linked Bond, tied to targets like zero-emission vehicles, showcasing innovative financing for climate action. Meanwhile, regional forums like the Boao Forum for Asia 2025 have highlighted Asia's push toward green transformation through policy and market-drive

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APAC Struggles to Meet Sustainable Development Goals by 2030

initiatives, with sectors like renewable energy and sustainable services identified as key to job creation and sustainable development.

With just five years left until the 2030 deadline, the Asia-Pacific region faces a critical juncture. The report calls for enhanced community engagement, increased financial resources for statistical modernization, and a whole-of-society approach to address climate challenges, inequality, and economic uncertainties to get back on track for the SDGs.

This story is poised to dominate discussions due to its urgency, the region's global environmental impact, and the call for innovative solutions at a time when political and economic pressures are intensifying.



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Indonesia Records Historic Low in Poverty Rate Despite Rising Threshold

JAKARTA - Indonesia has recorded its lowest poverty rate in history, signalling a narrowing of economic inequality. According to Statistics Indonesia (BPS), the poverty rate fell to 8.47 percent in March 2025 from 8.57 percent in September 2024, marking a continued decline despite a higher poverty threshold.

Undersecretary for social statistics Ateng Hartono announced on Friday that the number of people living in poverty stood at 23.85 million, down by 200,000 compared to September last year. The poverty line was also raised by 2.34 percent to Rp 609,160 (US\$37.39) per person per month, reflecting rising living costs.

This milestone underscores the impact of social assistance programmes and economic recovery efforts, though analysts warn that vulnerability remains high among urban poor, such as riverbank households in Jakarta who continue to face flooding and displacement risks. BPS began recording poverty data in 1960, making this the lowest figure ever logged in six decades.

Asia Institute for Sustainability and Deloitte Launch First Certified Sustainability Officer Program

The Asia Institute for Sustainability (AIS), in collaboration with Deloitte, has officially launched the Certified Sustainability Officer (CSO) Professional Training Program in Malaysia. Aimed at building the nation's ESG workforce, the program provides globally aligned and regionally contextualized certification to prepare professionals to lead sustainability transformation within organizations. It addresses Malaysia's target of Net Zero by 2050 and the need for 10,000 sustainability professionals by 2030. The CSO Program is HRD Corp claimable and qualifies for ESG tax deductions, with the first intake beginning on 2 September 2025.



Heraeus Materials Singapore Marks 40 Years with Strong Focus on Innovation, Sustainability

Heraeus Materials Singapore commemorated its 40th anniversary at Conrad Singapore Marina Bay, spotlighting its commitment to innovation, sustainability, and industry collaboration. The event featured technical presentations on miniaturization, next-gen material development, and sustainable practices such as using recycled gold and tin in semiconductor packaging. Heraeus reaffirmed its pledge to reduce Scope 1 & 2 emissions by 42% and Scope 3 by 25% by 2030. Emphasizing co-innovation, the company launched an AI-driven materials development program and reaffirmed Singapore's critical role in R&D and manufacturing.



Apple's Green Glow: Sustainability or Strategic Illusion?

The tech giant, Apple has in the recent years somewhat proven themselves to be a more sustainable tech company than most of its competitors. Why you may ask? Ever since the iPhone has gotten more expensive, it appears these devices last longer than many would expect.

Furthermore, their other devices such as the iMac and Macbooks are appearing to be built to last longer. In the previous decade, an iPhone is expected to last maybe within a year or two. But, it is more common to see users holding on to their iPhones longer than expected.

Apple's pledge to sustainability

According to Apple, they are working toward net-zero emissions by 2030 through recycled materials, clean energy,



Apple's Green Glow: Sustainability or Strategic Illusion?

and low-carbon shipping. In 2024, 24% of product materials were recycled or renewable, and 98% of packaging was fiber-based.

Apple matches product energy use with clean electricity and recovers materials using its disassembly robot Daisy—proving sustainability and innovation can go hand in hand.

Additionally, iPhone 13 models affected by the persistent white screen issue remain eligible for free replacement.

The similarities between Apple and the luxury fashion industry

However, similar to the luxury fashion brands' pledge to sustainability, it is up for an alleged cash grab. Some are still unhappy that Apple is reducing the amount of freebies that comes with a new iPhone. One of the biggest complaints is the lack of a charger brick for the iPhones.

The lack of newer designs may also be a factor as to why customers aren't convinced to change their phones in a frequent manner as they did in the past. The iPhone 12 Pro to the iPhone 16 Pro may look similar to the untrained eye, despite the minor changes. This, too, mirrors dynamics seen in the luxury fashion industry.

Apple's Green Glow: Sustainability or Strategic Illusion?



Less frequent iPhone changes = less waste

According to reports, there are about 1.5 billion iPhone users across the world. Thus, making these devices last longer will most definitely help with the environment. Previously, the company was accused of planned obsolescence with their older devices. Updates were apparently slowing down older iPhone models without informing customers.

Apple's alleged unfriendliness to third-party repair shops

Companies like iFixit have criticized the tech giant for suppressing independent repair shops for offering more affordable options for their customers.

Apple's Green Glow: Sustainability or Strategic Illusion?

It appears since then, Apple themselves have reduced the prices of their repairs, depending on the country and the device's problems.

Apple's sustainability efforts show promise, but skepticism remains. Longer-lasting devices and recycled materials help reduce waste, yet critics question motives behind design stagnation and repair limitations. Like luxury fashion, Apple walks a fine line between innovation and strategic restraint.

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Everybody Saves The Tree, but Who Saves The Crab?

As an archipelago surrounded by vast oceans, Southeast Asia boasts abundant marine resources. The sea has shaped the region's culinary culture, making seafood an inseparable part of daily life. Us Malaysians love seafood, be it raw, grilled or made into our traditional dishes.

While marine wildlife has been an essential part of culinary households in Malaysia, urbanization and coastal development have led to significant habitat destruction, affecting marine biodiversity, including crabs. This has resulted in dwindling crab populations in affected areas, which has broader implications for marine ecosystems, such as the food chain and other marine species, as crabs play a crucial role in maintaining ecological balance.



Everybody Saves The Tree, but Who Saves The Crab?



Regionally, looking at the 2023 report by [BRIN](#) (the Indonesian National Research and Innovation Agency) titled 'Sustainable Marine Fisheries Resource Management' revealed that Southeast Asia experienced a reduction in fish production of up to 7.5 million tons per year, resulting in economic losses of approximately USD 22.5 billion. This decline is attributed to climate change, chemical and plastic pollution, and ecosystem degradation, particularly of coral reefs and mangroves, which affect fish production.

Processing Crabs Sustainably

Across the sea in West Papua, Indonesia, the impact of declining marine resources is evident, especially concerning crabs. Overfishing of crabs in the area has led to a decline in

Everybody Saves The Tree, but Who Saves The Crab?

the natural crab population, threatening the livelihoods of fishers and the well-being of the community, including Adino, a member of the Togar Puan crab farming group in Patimburak Village.

As crab fishers, Adino and his 10 group members must contend with various challenges, from climate change threatening mangrove habitats to the task of finding feed for the crabs they cultivate.

"We realize this change is important for the sustainability of the marine ecosystem. That's what motivates us, how the community can continue to utilize crabs without depleting their population," **Adino** added.

In 2020, Kaleka, a national non-profit research organization that works with farmers, fishers, and forest-dependent communities, collaborated with the Togar Puan to address the declining crab population. The initial approach was not successful due to the size of the container and difficulty to acquire it. In 2024, Kaleka resumed crab cultivation. This time, containers are made using materials readily available in Patimburak Village, such as bamboo. The size of the containers can be adjusted to the cultivator's preference. If the community wants to make or add cultivation containers, they can do so themselves, allowing anyone to participate in crab cultivation activities.

Everybody Saves The Tree, but Who Saves The Crab?

"This time, we are trying a new approach to crab cultivation with the restorative aquaculture method – a practice where aquaculture activities are carried out simultaneously with efforts to maintain crab stock in nature. Each crab is placed in a separate container around the house of the Togar Puan fisher group leader, making it easier for the community to monitor growth. If a female crab has produced eggs, that female crab will be released back into the mangroves to ensure the sustainability of the crab stock," said Venticia Hukom, Kaleka Research Director.

"This is done so that fishers understand the importance of maintaining water quality for the survival of cultivated crabs. Furthermore, by returning female crabs that have produced eggs, the community also learns how to maintain the crab stock in nature. Through this activity, it is hoped that the community will understand the importance of sustainable crab cultivation," Venticia explained.

Venticia added that Kaleka also helped the fisher group develop a unique 8 x 8-meter crab cultivation cage. This cage combines crab cultivation with mangrove plants to protect it from sunlight, with a capacity of up to 100 crabs. The aim is to create a habitat that mimics natural conditions, allowing crabs to grow as naturally as possible.

Everybody Saves The Tree, but Who Saves The Crab?



Adino at one of the site to cultivate the crabs through sustainable containers.

Promoting Marine Ecosystem Conservation for Papua's Economy

Adino also emphasized the need for regulations governing market demand, specifically for female crabs. Adino believes that conserving female crabs can maintain natural crab stock. This way, crab cultivation can remain a viable livelihood that contributes to increasing the local economy's income.

"There needs to be public awareness on how female crabs should not be entirely harvested, but allowed to lay eggs and reproduce. If preserved in large cages, it could even become an ecotourism attraction for Patimburak Village. Visitors could come and learn about the crab life cycle and crab cultivation," Adino stated.

Sustainability

Everybody Saves The Tree, but Who Saves The Crab?

The collaboration between the Togar Puan Fisher Group, Kaleka, and the local government demonstrates that marine resource preservation can be a solution to improve community welfare. With a restorative economic approach, we can empower fishers to manage marine resources sustainably, ensuring the ecosystem is preserved and the economic conditions of coastal communities continue to improve.



Patimburak Village where Adino and the Togar Puan Group Reside

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