Promotion of sustainable production and consumption of eco-friendly batik

"The Clean Batik Initiative (CBI) project aims to harmonise batik production and the environment. We assist small scale batik industry in implementing cleaner, safer and more efficient production."

Martin Krummeck, Project Coordinator

**Context**

Batik is a cloth made by a manual wax-resistant dye technique. In 2009, UNESCO inscribed Indonesian batik as a Masterpiece of Intangible Cultural Heritage of Humanity. The Indonesian Ministry of Industry estimated that there were about 48,000 batik producing companies, employing around 800,000 employees in 2009. Despite its cultural and local economic significance, batik production has a major impact on the environment, mainly due to the use of resources (e.g., water, energy, wax, chemical dyes).

**Objectives**

- To successfully implement cleaner production concept in batik Small and Medium Enterprises.
- To make consumers more environmentally-conscious thereby improving demand for eco-friendly batik products.
- To create an enabling policy environment that supports sustainable production of batik and trade of eco-friendly batik products.

**Impact**

- To date: Water saving of 1.2 million Litres. Energy savings from kerosene, diesel oil and firewood or a reduction of 95.6 TCO2 equivalent. Total cost savings of about €146,000.
- Public campaigns: 13 exhibitions, 77 local and international online media features, 29 print media and 18 broadcast media.
- More than 2,200 people gained knowledge on sustainable production and consumption of batik industry.

**Environment**

An eco-friendly cultural heritage product in Indonesia and Malaysia

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**EU Partners**

- **EKONID** (German-Indonesian Chamber of Commerce)
- **AHK-Malaysia** (German-Malaysian Chamber of Commerce)
- **IHK Akademie Munich**

**Facts and Figures**

- EU Contribution: €1,853,433 (80% of the total budget)
- Duration: 4 years (2010 - 2014)
- Target groups: 600 Batik SMEs in Indonesia and Malaysia

For more information: [http://www.cleanbatik.com](http://www.cleanbatik.com)
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**Greening our batik**

"Thanks to CBI, we are now aware that batik production should be clean, safe and efficient as to lessen its negative production impacts on the environment. We have also learned a lot about the danger of various substances used in batik production and how to handle and dispose them properly."

"I am very excited about the potential of natural dyes as taught by CBI. Their Technical Consultants are very committed in helping us make the necessary changes so our products can become sustainable."

Suja'i, Batik artisan from Cirebon.

Batik production with electric wax stove