



# THE GREEN RIBBON FOUNDATION

**Valuing Bio-diversity – A Strategy for Social Equity in  
PNG**

**“A research intervention & Sustainable Development  
Initiative”**

**[www.thegreenribbonfoundation.net](http://www.thegreenribbonfoundation.net)**

# Overview



- Who are we?
- Definition of Social Equity & Biodiversity
- Introducing the Green Ribbon Foundation (GRF)
- International and National Commitments
- Values and intentions of the GRF
- Introduction of April Salome area of East Sepik Province
- Introduction of the Pilot Project Moringa *Oleifera* Products
- Conclusion & Acknowledgements

# The Green Ribbon Foundation



- Registered in Papua New Guinea: No. 00016257630 under the Association Incorporation Act of PNG - 29 May 2013
- Has its bi-laws: “Constitution of the Green Ribbon Foundation”
- Has an interim executive committee.
- Bank with the ANZ Bank in Wewak branch

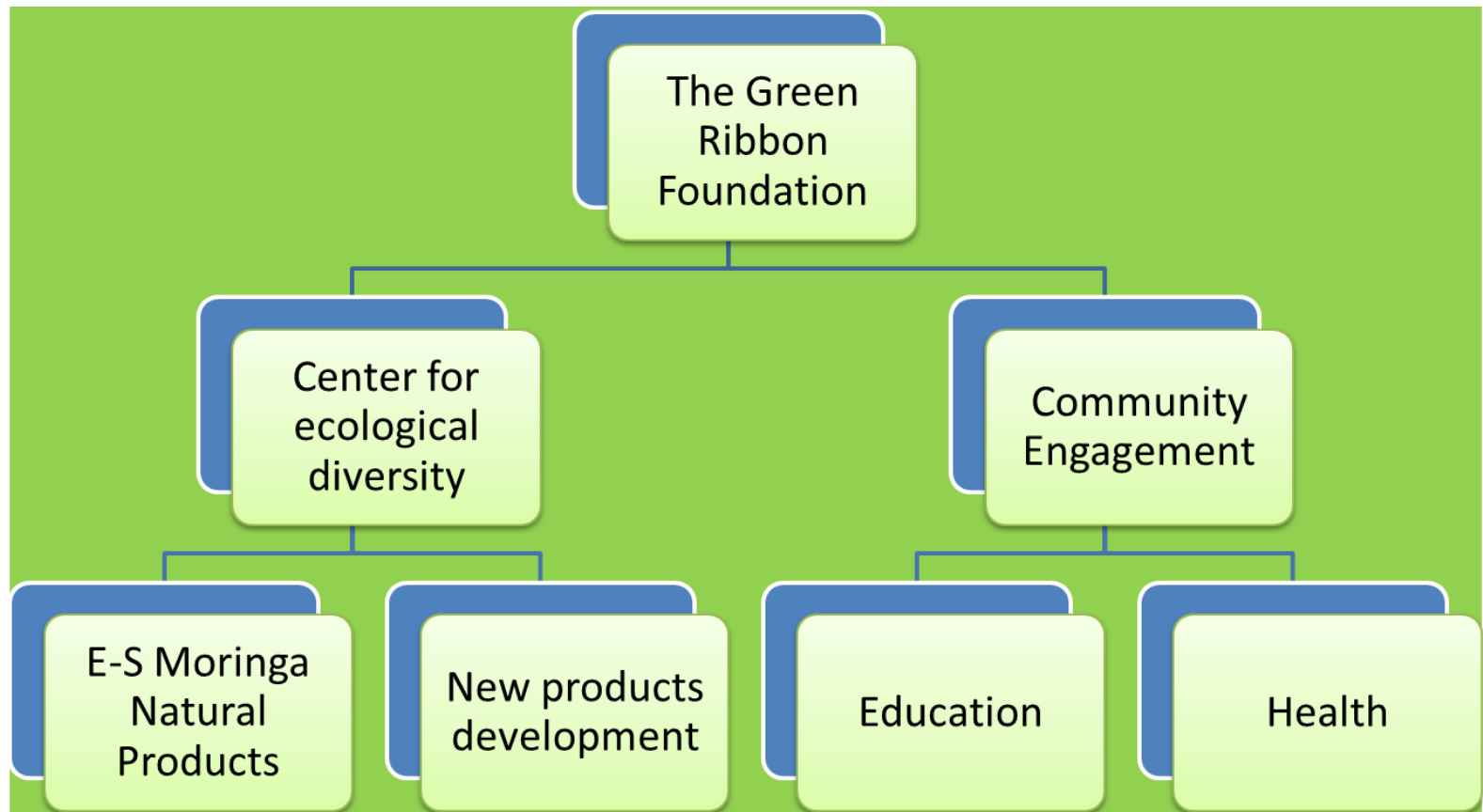
# Core Values: Value Genetic, Species, and Ecological Diversity



“The God Given  
Wonders of the  
World”

<http://www.thebluedotpost.com/why-biodiversity-and-the-interconnected-web-of-life-are-important/>

# Governance Structure



# WWF Bio-Diversity Definition



“Biological diversity – or biodiversity – is the term given to the variety of life on Earth. It is the variety within and between all species of plants, animals and micro-organisms and the ecosystems within which they live and interact” (WWF)

[http://www.wwf.org.au/our\\_work/saving\\_the\\_natural\\_world/what\\_is\\_biodiversity/](http://www.wwf.org.au/our_work/saving_the_natural_world/what_is_biodiversity/)

# Social Equity



“The fair, just and equitable management of institutions serving the public directly or by contracts; the fair, just and equitable distribution of public services and implementation of public policy; and the commitment to promote fairness, just and equity in the formation of public policy”.

[http://www.napawash.org/aa\\_social\\_equity/index.html](http://www.napawash.org/aa_social_equity/index.html)

# **PNG National Constitution statement on Equity and Development**



- Integral Human Development
- Equity and Participation
- National Sovereignty and Self-reliance
- Natural Resources and Environment
- Papua New Guinea Ways



# The Need for Change (National

Strategy for Responsible Sustainable Development for PNG –  
StaRS 2nd Edition 2014



## No to

- Copycat
- Corruption
- Poverty
- Conflict and violence
- Environmental destruction
- Inequality
- Over population

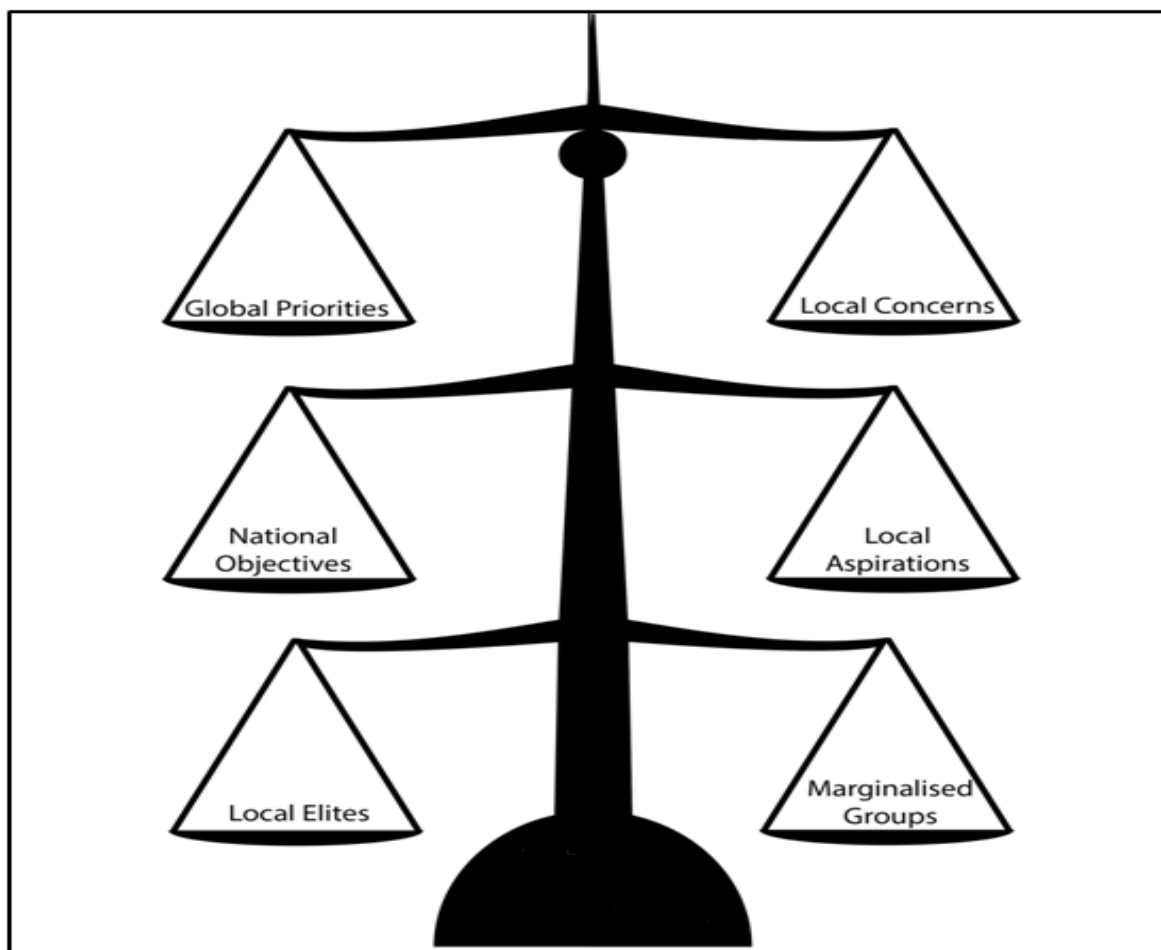
## Yes to

- Leadership
- Good governance
- Shared prosperity
- Peace and harmony
- Environmental protection
- Equality
- Stable population

# Local Level Analysis of equity factors



Sopihe Pascoe – Reducing Emission from Deforestation and Forest Degradation



# The bye-pass phenomenon



- External developers do not consult with educated individuals in a resource area
- No meaningful dialogue with local communities
- Lack of transparency & abuse of innocent communities

# Strategic alignment with Global Conventions on Bio-diversity



- Strategic Goal A: Address the underlying causes of biodiversity loss by mainstreaming biodiversity across government and society
- Strategic Goal B: Reduce the direct pressures on biodiversity and promote sustainable use
- Strategic Goal C: To improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity
- Strategic Goal D: Enhance the benefits to all from biodiversity and ecosystem services
- Strategic Goal E: Enhance implementation through participatory planning, knowledge management and capacity building

<https://www.cbd.int/>

# Value of Bio-diversity implication on Health and Wellbeing



- Creating equity in development is an important public health intervention (alleviation of poverty)
- Equitable economic development encourages money in the pockets of rural majority (aligned to values expressed in the national constitution)
- Encourages action on risk mitigation on climate change by preventing global warming
- Prevention of public health consequences of climate change
- “Let the government give us the opportunity and we shall do the rest ourselves” Vision 2050 provincial consultations – in line with the Primary Health Care (PHC) approach

# Special interrelations of Biodiversity and Health



- Nutrition & Food Security – Potential to address the emergence of Non-communicable diseases
- Potential discoveries of Medicines – Addressing the emergence of super – bugs (MDR Organisms)
- Value of biodiversity will contribute to risk mitigation on climate change & prevent the devastating consequences of global warming on health and wellbeing

# Other Sector Implications



Forestry Sector	Agriculture Sector	Economic Sector
Sustainable Forestry	Discovery of new crops	Boost the rural economy
Conservation of rare species of forest products	Value traditional diets & enhance food security	Create options for revenue generation
Model for Reducing Emission from Deforestation and Forest Degradation	Discovery of new fruits, nuts and vegetables of value to the world.	Discovery of new plant and plant based products of global economic value.

# Natural assets in the April-Salome Rainforest area provides us a golden opportunity



## Location of the Project

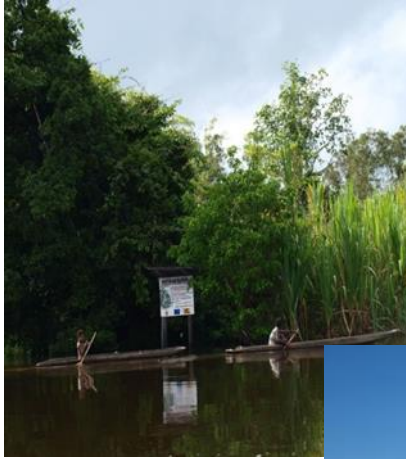




# Our Peoples and Places



# Sights of April- Salome conservation Area





# Our Focus



- Collecting evidence on traditional diets, traditional medicines, essential oils of plants species and other minor forest products by:
- Anthropological and nutritional analysis of traditional diets of the people of April-Salome area
- Identification and storage of all forms of seeds for potential economic propagation in the area
- Extraction and storage of oils from a selection of plants and vegetation for research and development

# **Our Hypothesis: By valuing Biodiversity we will**



- Re-discover traditional diets and use of medicinal plants (adding value to health)
- Identify unique plant species, and other minor forest products for commercialization and development
- Boost the rural economy and encourage sustainable development
- Value our virgin forests as our supermarket, our pharmacy and enhance everyone's prosperity

# Focus for Community Development



- Peace/Security
- Health
- Education

# Priority First Steps



- Seeing collaborative partnerships and funding
- Assessment of feasibility and development of Project Design Document
- Collect evidence and lobby for listing of April Salome rainforest area to be listed on the UNESCO Heritage site for unique ecological diversity that deserves global protection
- Understand the traditional use of plants in the April- Salome rainforest area (Social & Anthropological studies on traditional use of Plants)
- Use the *Moringa Oleifera* Plant products development as a model for development of new products by exploiting the bio-diversity of the April-Salome rain forest area
- Create a seed bank for nursery and planting for research and development
- Create oil bank for patenting and research
- Large scale nursery development for plant propagation
- Advocacy for ecotourism

## How do we intend to do this?



- Advocacy and get bureaucratic and political commitment
- Create long term committed partnerships
- Create a transparent and accountable environment
- Use our own land as a nucleus for development

# Our Development Values



- We want to conserve our jungles, value the bio-diversity, discover the things that are of value to the world
- Develop using the full potential of our land
- We want to be a catalyst for rural development and be a model for sustainable eco-friendly development
- We want to be part of the global strategy for risk mitigation for global warming



# Our potential sector partners



- Forestry
  - PNG Forest research institute
- Agriculture
- National Agriculture Research Institute
- Department of Higher Education, Research, Science and Technology
- UPNG Centre for Biodiversity and Sustainable development
- Department of Environment and Conservation
- Private Foundations & investors
- United nation agencies

# Potential value for national development



- Discovery of new valuable plant species could easily run into billions of Kina worth of revenue for the country
- Financial gains adding value to health and well-being in line with the values of social equity
- Added values
  - ✓ Sustainable development
  - ✓ Focuses on equity in development (rural areas)
  - ✓ Numerous other spinoffs from the value of biodiversity

# Our Flagship pilot project – Commercialization of *Moringa oleifera* products



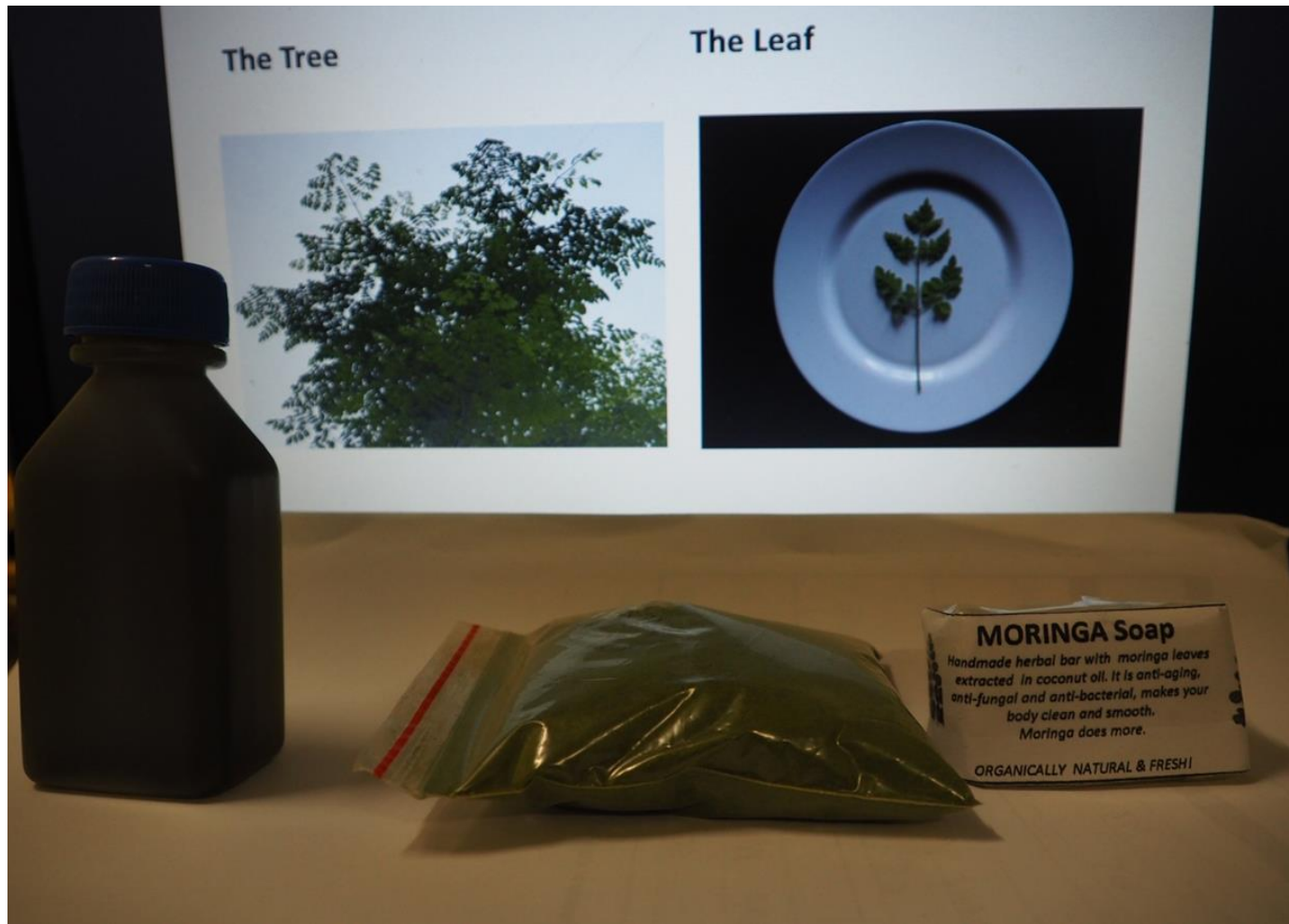
The Tree



The Leaf



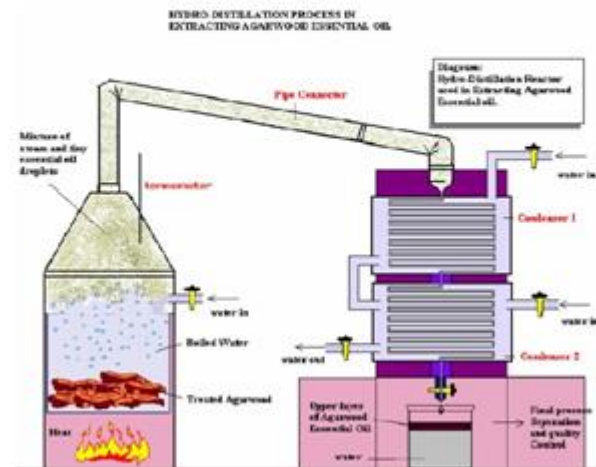
# Home made products



# Sample of equipment



## Sample of assets needed



# Recent Developments



- Abenob Local Level Government (LLG) – Madang, plans to take ownership to build a large scale nursery in collaboration with Ambunti LLG in the East Sepik Province:
- Ambunti LLG to provide the value of the biodiversity by analysis of seeds and oils (creation of banks for storage)
- Ambenob LLG to provide the land for nursery
- ES Morenga Products (Lae) to build a factory for products (soap, oils, ointments, tea) be a pilot for product development
- Liklik Diwai tourism expo 2016 (DWU students) has invited the Foundation to have a display (23 September 2016).







# Summary

Understanding our history, and the value of genetic, biological and ecological diversity will provide opportunities for exploration into the diverse ecosystems of PNG, resulting in the discovery of valuable forest products for domestication and economic development.

“It is not the minerals, oil and gas or the hard wood harvest and the planting of oil palm that will fuel the economy but the added unseen value in our rich bio-diversity that will enable equity in development for our country after the resources boom”

The GRF looks forward to collaboration in innovation and equitable development for PNG.



# Children in Lau Village West Pomio



# Acknowledgement



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