




## ConservationWISE

Conservation challenges are growing grave on a planet populated by 7 billion humans indulging in undisciplined and excessive consumption. It is becoming a vicious cycle – booming populations and energy intensive lifestyles place a greater burden on finite resources. And exploitation of these resources poses serious conservation risks with several species on the verge of extinction. While sustainability is becoming the buzzword many companies and consumers appear reluctant to alter their habits and become genuinely more responsible. Conservation should not just become a pressing issue for governments, NGOs, dedicated professionals, media and concerned citizens. Conservation should be mainstreamed and everyone must do their bit. But the focus must be on the next generation whose current preoccupations with job searches, malls, gadgets, lifestyle and entertainment must be balanced with an appreciation for and commitment to Mother Nature.

ConservationWISE is a unique program of EmergingWISE and IndonesiaWISE in which we impart guidance to young students and professionals about challenges of Conservation and about the responsible choices they can make – in lifestyle choices, daily consumption of products and services, causes and employers. Using our proprietary framework W.I.C.A.K.S.A.N.A youngsters are taught to appreciate the urgency of conservation. To embrace the imagery of conservation, draft appeals, delve deeper into issues, volunteer for available opportunities and resolve to make a difference in their own small way. Starting with small steps such as making conservation based e-greeting cards that we frequently use.

ConservationWISE is an awareness and capacity building initiative focusing on youth and young professionals in emerging markets. For further details please contact [information@indonesiawise.com](mailto:information@indonesiawise.com)





*“Like the striking plumage of this  
beautiful Cendrawasih, the  
IndonesiaWISE team wishes you a*

*BRIGHT & HAPPY 2010*

*and urges you to enhance your  
corporate commitment to  
environmental sustainability”.*

**IndonesiaWISE**

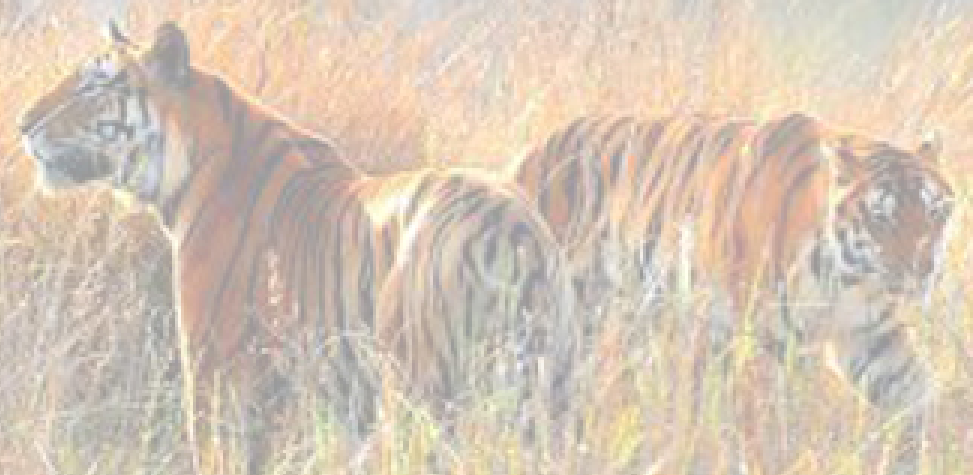
◆ WINNING ◆ INNOVATION ◆ SUSTAINABILITY ◆ EXCELLENCE<sup>®</sup>



[www.emergingwise.com](http://www.emergingwise.com)

The EmergingWISE team wishes you a  
*Bright and Prosperous Diwali*  
and success in the year ahead.

This Diwali let us also resolve to not let  
the light ever extinguish from the eye of  
the tiger.



**EmergingWISE** ♦ ♦ ♦

♦ WINNING ♦ INNOVATION ♦ SUSTAINABILITY ♦ EXCELLENCE®



*The IndonesiaWISE team wishes you  
Selamat Hari Raya Idul Fitri, Mohon Maaf Lahir dan Batin  
and requests you this Eid to reaffirm your commitment to preserving tropical  
biodiversity, a true amanah or blessing*



**IndonesiaWISE:**

A close-up photograph of two elephants facing each other. The elephant on the left has a small tusk. The background is slightly blurred, showing a natural outdoor setting.

*Happy Diwali 2011*

*Let the brightness of our wishes also illuminate the uncertain  
future facing the majestic elephant.*

**EmergingWISE!**



**IndonesiaWISE**  
[www.IndonesiaWISE.com](http://www.IndonesiaWISE.com)

The IndonesiaWISE team wishes you a 2011  
filled with Happiness, Success and Harmony





*Seasons Greetings and Best Wishes  
for a Successful 2012*

Please help conserve our coral reef heritage in the New Year and beyond.

[www.EmergingWISE.com](http://www.EmergingWISE.com)



A photograph of a dense tropical rainforest. In the foreground, there are various green trees and foliage. In the background, a thick forest covers a hillside. A bright, multi-colored rainbow is visible in the upper right portion of the image, arching over the trees. The overall scene is vibrant and natural.

*Selamat Idul Fitri 2012 - Mohon Maaf Lahir & Bathin  
This Idul Fitri let the Divine Lite awaken us to our responsibility  
of protecting the heritage of our rainforests*

**IndonesiaWISE!**





EmergingWISE!

*Wishing you Happy Diwali 2012, Success  
and Prosperity in the New Year.  
This Diwali let us also commit ourselves to  
ensuring that the brightness of the  
endangered Peacock is never dimmed.*