



Harnessing Indonesia's Ocean Energy Potential: A Strategic Collaboration Framework for Global Brands in Sustainability Marketing

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Abstract. The increasing pressure that global brands face to become sustainable has made using renewable energy in their operations a competitive edge. This article examines Indonesia's new find of 17 ocean energy sites with an estimated capacity of 60GW as an opportunity geostrategically for global brands in their enhancement of sustainability marketing. The Strategic Management concepts which modern marketing executives need to know are well shown in the book *Shoe Dog* by Phil Knight. From that perspective, this conceptual paper suggests the use of Indonesian potential of blue ocean energy companies as co-branding partners for global brands. In doing so, global brand would use eco-slogans like 'powered by ocean energy' for brand equity enhancement. The integration of ocean energy into global supply chains not only reduces environmental impacts but also presents opportunities for long-term competitive advantage in sustainability-driven markets. This paper discusses such partnerships considering the large amount of physical infrastructure necessary and the geographical constraints of ocean energy. Further studies need to explore the empirical results of such collaborations in developed and emerging markets.

Keywords: Sustainability marketing, ocean energy, global brands, co-branding, renewable energy, Indonesia, ESDM, *Shoe Dog*, green marketing, eco-labeling.

1 Introduction

Sustainability is increasingly central to global brand strategies, and renewable energy is playing a critical role in this transformation. Indonesia's Ministry of Energy and Mineral Resources (ESDM) has identified 17 ocean energy sites with a combined potential of 60GW, positioning the country as a key renewable energy hub in Southeast Asia. For global brands seeking to minimize their carbon footprint, this presents a significant opportunity to adopt ocean energy and market themselves as leaders in sustainability.

This paper explores the potential for strategic collaborations between global brands and Indonesian ocean energy providers. Drawing inspiration from the lessons of Phil Knight's Nike journey in *Shoe Dog*, the paper highlights how innovation, risk-taking, and strategic partnerships can drive success in adopting new energy sources. Co-branding initiatives, such as the use of "powered by ocean energy" labels, can

differentiate products in the global market, particularly as consumer demand for eco-friendly products continues to rise.

2 Literature Review

2.1 Strategic Risk and Innovation: Lessons from Shoe Dog

Shoe Dog by Phil Knight outlines Nike’s rise to global prominence through relentless innovation, risk-taking, and strategic collaboration. Knight’s early partnerships—particularly with Onitsuka, a Japanese shoe manufacturer—allowed Nike to expand its market reach and brand influence globally [3]. Nike's journey highlights the importance of strategic risk in building a global brand, a lesson that resonates with the challenges and opportunities of adopting renewable energy sources like ocean energy.

Much like Knight’s risk-taking in the early days of Nike, global brands face a significant strategic choice in whether to invest in ocean energy infrastructure, particularly in emerging markets like Indonesia. The high upfront costs and evolving technologies of ocean energy present risks, but the potential rewards for sustainability branding and long-term cost savings are substantial.

2.2 Ocean Energy and Its Role in Sustainability Marketing

The role of renewable energy in enhancing brand reputation and market positioning is well-documented [1]. Consumers increasingly value sustainability as a core factor in purchasing decisions, driving brands to explore cleaner energy options. By adopting ocean energy—a highly predictable and reliable form of renewable energy, especially in coastal nations like Indonesia—brands can align their production processes with environmental goals, while also capitalizing on growing consumer demand for eco-friendly products [4].

2.3 Indonesia’s 60GW Ocean Energy Potential: A Strategic Opportunity

Indonesia’s Ministry of Energy and Mineral Resources (ESDM) recently identified 17 locations across the country with a combined potential of 60GW of ocean energy, positioning Indonesia as a key player in the global shift toward renewable energy [5]. This vast potential is particularly relevant for global brands seeking to integrate renewable energy into their supply chains, especially in Southeast Asia, where energy demand continues to grow.

Table 1. Ocean Energy Potential at 17 Locations in Indonesia

No	Location	Type of Energy	Energy Potential (MW)
1	Sunda Strait	Tidal current	1,500
2	Lombok Strait	Tidal current	1,300
3	Bali Strait	Tidal current	1,000
4	Alas Strait	Tidal current	700
5	Flores Strait	Tidal current	600
6	Sumba Strait	Tidal current	500

7	Sape Strait	Tidal current	1,100
8	Maluku Islands	Wave energy	4,000
9	Sumbawa Island	Wave energy	3,500
10	Timor Island	Wave energy	2,000
11	Banda Sea	Wave energy	5,000
12	Sulawesi Sea	Tidal current	4,200
13	Savu Sea	Tidal current	2,500
14	Karimata Strait	Tidal current	800
15	Java Sea	Tidal current	1,200
16	Nias Island	Wave energy	3,000
17	Simeulue Island	Wave energy	2,500

The 60GW of ocean energy presents an opportunity for brands to engage in co-branding initiatives with Indonesian ocean energy providers, promoting their use of clean energy in product manufacturing. Additionally, eco-labeling products as “powered by ocean energy” offers a unique branding proposition, allowing companies to market themselves as pioneers in sustainability, similar to how Nike positioned itself as a leader in sports innovation.

3 Connecting Indonesia’s Ocean Energy Potential with Global Brand Strategy

3.1 Co-Branding with Indonesian Ocean Energy Providers

One of the key strategies employed by Phil Knight in Shoe Dog was building partnerships that could accelerate Nike’s growth. In today’s context, global brands can leverage similar partnerships with Indonesian ocean energy providers. These collaborations can enhance the brands’ environmental credentials by promoting the use of ocean energy, a highly underutilized renewable resource.

Co-branding strategies could include:

Product Eco-Labeling. Brands could use eco-labels such as “Powered by Energy” to highlight their commitment to renewable energy, differentiating their products in global markets where consumers are increasingly driven by environmental concerns.

Joint Marketing Campaigns. Collaborative campaigns between global brands and Indonesian ocean energy companies could raise awareness of both the brand’s sustainability efforts and the potential of ocean energy.

3.2 Building Brand Identity Through Sustainability Innovation

Just as Nike built its brand around innovation and performance, global brands today can build a strong sustainability identity by adopting innovative solutions such as ocean energy. By being among the first to harness Indonesia’s significant ocean energy potential, brands can position themselves as environmental pioneers, similar to how Nike revolutionized the athletic shoe industry. The 60GW capacity represents a massive opportunity for brands to not only reduce their carbon footprint but also to appeal to an increasingly eco-conscious global consumer base.

4 Challenges and Barriers to Collaboration

4.1 Infrastructure and Cost Considerations

One of the main challenges in tapping into Indonesia's ocean energy potential is the high cost of infrastructure required to harness tidal and wave energy [4]. Ocean energy technologies, while promising, are still in the developmental stage and require significant capital investment. Brands looking to collaborate with Indonesian energy providers must weigh the long-term benefits of sustainability against the initial costs involved in accessing this energy.

4.2 Geographic Limitations

While Indonesia's 60GW of ocean energy potential is significant, its geographic location means that access to this energy may be limited to coastal manufacturing hubs. Global brands with inland production facilities may need to consider logistical adjustments or energy storage solutions to fully integrate ocean energy into their supply chains.

5 Conceptual Framework for Global Brand and Ocean Energy Collaboration

Based on the lessons from Shoe Dog and the emerging opportunities in Indonesia's renewable energy sector, this paper proposes a conceptual framework for global brands to collaborate with ocean energy providers:

Strategic Partnerships. Global brands should establish partnerships with Indonesian ocean energy companies, much like Nike's early collaborations with international manufacturers. These partnerships should focus on integrating renewable energy into the brand's production processes while co-branding to enhance consumer awareness of the brand's environmental initiatives.

Sustainability Innovation. Brands should position themselves as innovators in sustainability by being early adopters of ocean energy. Much like Nike's emphasis on performance and innovation, brands can build a reputation for environmental leadership through the strategic use of ocean energy.

Consumer Engagement and Storytelling. Brands should engage consumers through eco-labeling and sustainability narratives, showcasing how their products are made using clean ocean energy. This storytelling should highlight the brand's commitment to reducing its environmental impact and supporting renewable energy development in Indonesia.

6 Discussion and Implications

Indonesia's discovery of 60GW of ocean energy represents a pivotal moment for global brands aiming to enhance their sustainability credentials. By collaborating with Indonesian energy providers, brands can tap into this vast renewable energy resource, reduce their carbon footprint, and differentiate themselves in the marketplace. Drawing on the strategic lessons from Nike's journey in *Shoe Dog*, brands should approach ocean energy partnerships as both an innovative branding opportunity and a long-term investment in sustainability.

7 Conclusion and Future Research Directions

This conceptual paper highlights the potential for global brands to leverage Indonesia's 60GW of ocean energy through strategic partnerships and sustainability marketing. By adopting a Nike-like approach to innovation and collaboration, brands can overcome the challenges of integrating ocean energy into their operations and position themselves as leaders in environmental stewardship. Future research should focus on empirical studies to explore consumer perceptions of ocean energy branding and assess the scalability of ocean energy infrastructure in emerging markets.

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