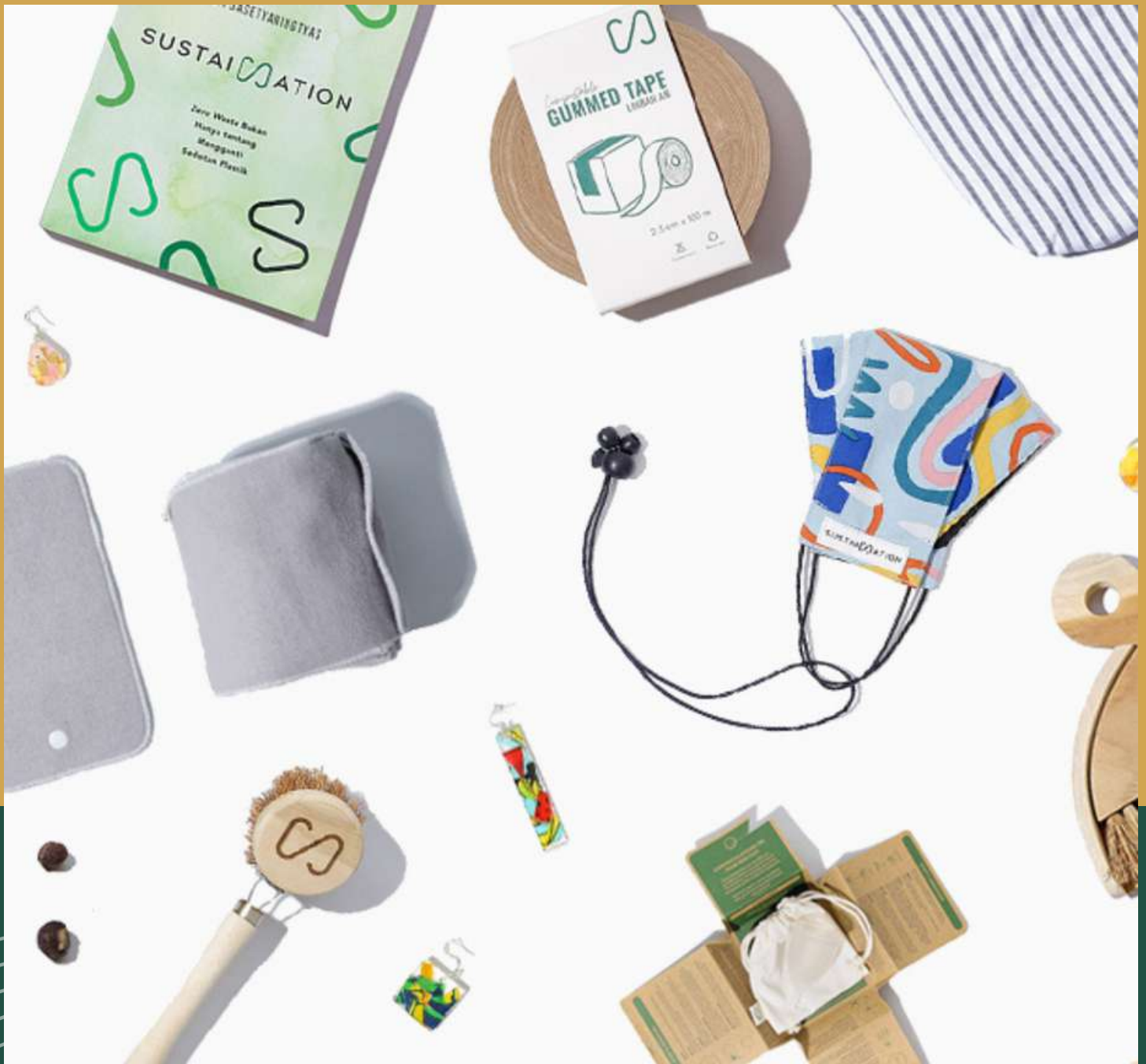


SUSTAI<sup>S</sup>ATION



5 YEARS OF IMPACT  
SUSTAINATION

# TABLE OF CONTENTS



1

## INTRODUCTION

About Sustaination .....	1
Key Highlights .....	3

2

## IMPACT DEFINITION

SDGs & Sustaination .....	3
Theory of Change Impact Metrics .....	7
The Impact .....	8

3

## IMPACT

Planet .....	9
People .....	10
Prosperity .....	11
Closing Statement .....	12

# INTRODUCTION



## About Sustaination

Indonesia produces **185,000 tons of waste daily**, which equals five times Borobudur temple. Unfortunately, **70%** of this waste goes straight to landfill, **23%** leaks into the environment, and only **7%** of the waste is successfully recovered and recycled. This waste problem leads to many environmental issues in Indonesia, such as mismanaged waste, floods, and polluted air, water, and land.

With the rise of online and e-commerce shopping and retail industries in Indonesia, single-use plastic packaging is increasing. This leads to more plastic and packaging problems, which can hardly be recycled.

At Sustaination, we aim to revolutionize online shopping by introducing sustainable products and sustainable business practices, which include packaging, handling, and shipping.

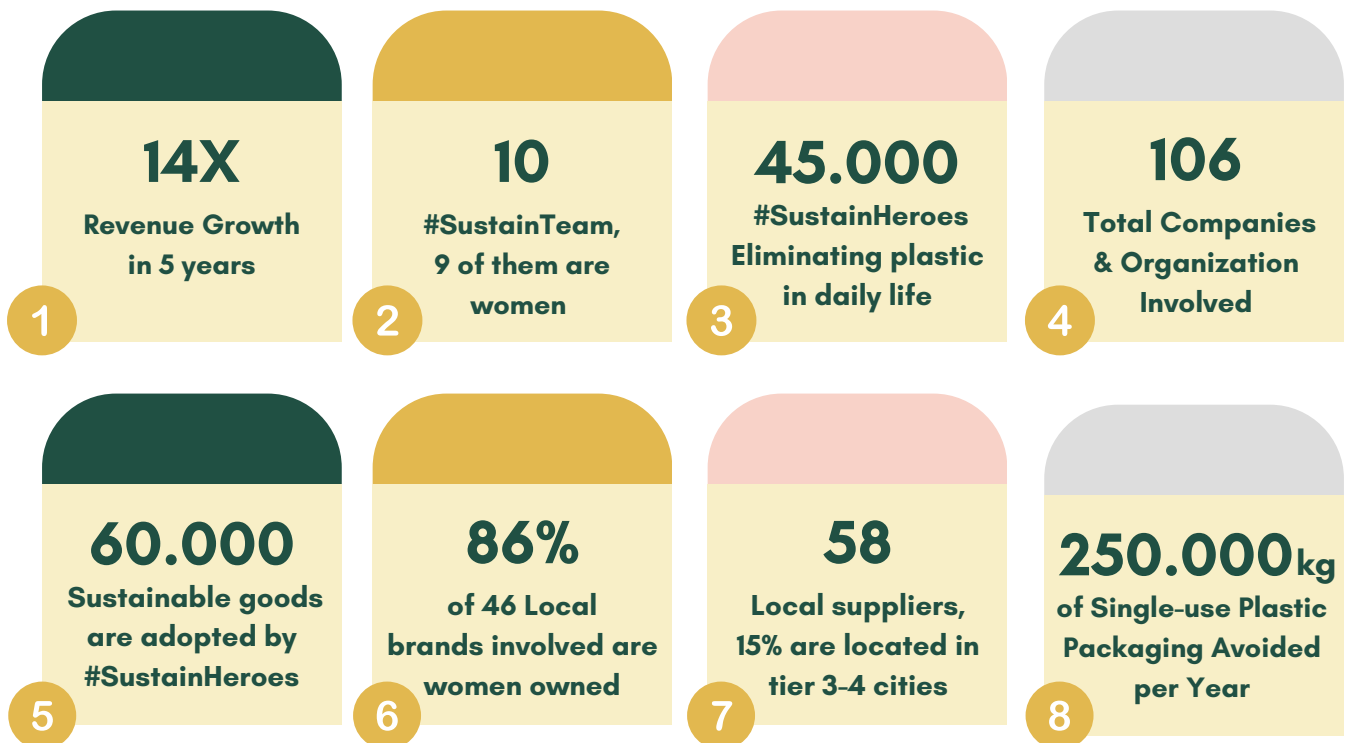
**Sustaination** is a social enterprise that focuses on creating an impact for people and the planet by providing curated local and sustainable products through the first integrated sustainable vertical e-commerce for everyone across Indonesia.

At Sustaination, we believe a sustainable nation could be achieved through local champions. Thus, we provide a wide range of sustainable products and partner with local brands, craftsmen, farmers, and tailors to make our own products.

Sustaination is operated under the legal name of **PT Lingkar Hijau Indonesia**.



# KEY HIGHLIGHTS



## OUR LOCAL SUPPLIERS LOCATOR



- |              |              |              |                   |
|--------------|--------------|--------------|-------------------|
| 1. Medan     | 6. Pacitan   | 11. Lembang  | 16. Tangerang     |
| 2. Palembang | 7. Jakarta   | 12. Bandung  | 17. Depok         |
| 3. Lampung   | 8. Bekasi    | 13. Bali     | 18. Surabaya      |
| 4. Cirebon   | 9. Surakarta | 14. Cilacap  | 19. Malang        |
| 5. Sleman    | 10. Semarang | 15. Salatiga | 20. Baduy, Banten |

# IMPACT DEFINITION



## Sustaining & the SDGs

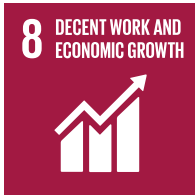
The United Nations (UN) provides a blueprint of how we tackle the world's most critical problems through 17 The Sustainable Development Goals (SDGs), or also known as the Global Goals. The Global Goals were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

Sustaining is committed to align our business model with the SDGs through our initiatives below:

SDG TARGET	SUSTAINATION APPROACH AND KEY INITIATIVES
<div data-bbox="116 1149 309 1339"></div> <h2 data-bbox="344 1173 625 1312">GENDER EQUALITY</h2> <p data-bbox="116 1366 751 1467">5.1 End all forms of discrimination against all women and girls everywhere</p> <p data-bbox="116 1547 730 1825">5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life</p>	<p data-bbox="839 1149 1477 1366"><b>Sustaining</b> aims to end all forms of discrimination against women and give equal opportunity for women to join our mission by having:</p> <ul data-bbox="866 1391 1501 1787" style="list-style-type: none"><li data-bbox="866 1391 1501 1668">• Gender equality policy at work, including equal opportunities at managerial level, hiring policies, period leave and maternity/paternity leave</li><li data-bbox="866 1688 1501 1787">• Ensure the involvement of local &amp; women owned brands and suppliers</li></ul>

## SDG TARGET

## SUSTAINATION APPROACH AND KEY INITIATIVES



### DECENT WORK AND ECONOMIC GROWTH

8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value

Sustaining's employees receive salaries above provincial minimum wage and are equipped with National Health Insurance (BPJS) and Social Security Insurance (BPJS Ketenagakerjaan).

Sustaining also provides training and workshops to enhance employees' personal & professional performances.



### RESPONSIBLE CONSUMPTION & PRODUCTION

12.2 By 2030, achieve the sustainable management and efficient use of natural resources

12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

At Sustaining, we calculate our overall footprint and carbon emission including:

- Inhouse footprint (office & warehouse)
- Distribution footprint (inbound & outbound shipping)
- Product footprint

We are committed to avoid single-use plastic in our business thus we only use compostable, and recyclable materials for our shipping and operational activities.

We actively reduce our waste and carbon emission by having our less waste & less carbon emission framework at our office & warehouse, and also calculate:

- Waste recycled
- Electricity & water usage
- Employees travel distance

In our effort to reduce our waste & emission even more



## SDG TARGET

## SUSTAINATION APPROACH AND KEY INITIATIVES



### LIFE BELOW WATER

14.2 By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans

At Sustaination, 1% of the net profit is used to plant mangroves in Central Java and Central Kalimantan to restore the land impacted with abrasion.

## Theory of Change

Every year, Indonesia produces 64 million tonnes of waste, and yet only 7% of them is recycled. The number of waste produced keeps increasing every year, especially with the rise of online shopping habits which mainly use single-use plastic for packaging and shipping.

However, the majority of people in Indonesia often overlook the mismanaged waste problems. Sustainability is seen as luxury due to sustainable product prices compared to the single use items in the market. It is also often seen as a burden since sustainable products need to be reused thus it needs to be washed and taken care of.

Sustaination aims to be part of the solution to Indonesia 's waste problems by providing high quality, sustainable & reusable products that are produced locally by our brand partners and MSMEs suppliers. We are committed to provide products that are not only functional to help people in Indonesia to reduce their waste at home, but also practical and easy to use.

The theory of change framework is used to identify how the activities performed by Sustaination lead to specific development outcomes and changes.

## Input & Activities

Sustination aims to increase awareness on sustainability issues through content creation in digital platforms. In addition to that, Sustination creates & produces high quality sustainable products in partnerships with local suppliers such as craftsmen, farmers, and seamstresses. Sustination also curates and sells sustainable local brands through a consignment scheme. Sustination provides local suppliers and brands wider market access by helping them to market and sell their products through digital platforms, offline events, and B2B partnership and also help them to ship their products plastic free directly from our warehouse.

### **OUTPUT:**

Contents that are created on digital platforms are used to strengthen Sustination online presences by gaining followers in social media. In addition to that, Sustination uses its strength not only to influence retail industries & corporates to accelerate sustainable innovation, campaign, activations and product creation, but also to raise the adoption of sustainable lifestyle by using sustainable products from Sustination.

### **OUTCOME:**

Sustination audiences and followers in social media get the benefit and knowledge on sustainable lifestyle from its free digital contents. This includes individual consumers, media, corporates, and organizations which enhance the opportunity to collaborate for mutual benefits, including digital traffic, engagement, and revenue creation.

### **IMPACT:**



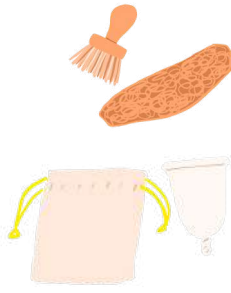

Sustination aims to provide broader access to sustainable products & services hence, it makes the adoption of sustainable lifestyle easier and faster. Furthermore, the increased number of local brands and suppliers involved affects sustainable products' variation and innovation, which leads to additional revenue creations. Finally, the more sustainable lifestyle is adopted, the more sustainable products are used in daily life, the less single-use plastics and products end up in the environment and landfill.



Input	Activities	Output	Outcome	Impact
Digital Audience & Retail Consumer	<ul style="list-style-type: none"> <li>• Creating sustainable &amp; reusable products that are function &amp; practical to use</li> <li>• Content Creation through digital platform Raising awareness through offline events</li> </ul>	<ul style="list-style-type: none"> <li>• Number of retail consumers</li> <li>• Number of audience &amp; followers in social media</li> <li>• Number of offline events</li> </ul>	<ul style="list-style-type: none"> <li>• Increase awareness &amp; knowledge in sustainability</li> <li>• Increase the behaviour changes towards sustainable living</li> </ul>	Increase the adoption of sustainable products & its lifestyle Reduce the number of single-use plastics used and thrown to the landfill or the environment Increase market access to local suppliers & brands to accelerate revenue creation and growth
Corporate partnerships	B2B products & services	<ul style="list-style-type: none"> <li>• Number of partners</li> <li>• Number of workshops</li> </ul>	Increase awareness & knowledge in sustainability within the company partners	
Local brands & suppliers partnerships	Business trades, consignments	<ul style="list-style-type: none"> <li>• Number of local suppliers</li> <li>• Number of brand partners</li> </ul>	Revenue growth	



# The Impact Indicator

Key Impact	Description	Measurement
<p>Access to Market</p> 	<p>Sustaining aims to provide wider market access to local MSMEs, especially in tier 3-4 cities in Indonesia by selling their products with sustainability values through our platform.</p>	<p>Number of local MSMEs who involve as Sustaining suppliers Number of local MSMEs in tier 3-4 who involve as Sustaining Suppliers</p>
<p>Revenue Creation</p> 	<p>Sustaining aims to provide wider opportunities for local &amp; sustainable brands to promote their products and strengthen their revenue growth.</p>	<p>Number of Local Brand Partners who sell their products through Sustaining Revenue creation of local brand partners at Sustaining</p>
<p>Single-use plastic avoided</p> 	<p>Sustaining is committed to provide alternate products to single-use items, especially single-use plastics in the market by curating and selling high quality, local, and sustainable products that are wrapped &amp; shipped using only sustainable, compostable, or recyclable materials.</p>	<p>Number of sustainable products sold through Sustaining Potential Kgs single-use plastic avoided by the use of sustainable products from Sustaining</p>
<p>Awareness on Environmental Issues</p> 	<p>Sustaining aims to raise awareness about environmental issues through online campaigns &amp; content creations through digital platforms and also work together with organisations &amp; companies to host training, seminars, talks, and workshops in environmental education.</p>	<p>Number of people buying sustainable products from Sustaining Number of Audience &amp; Followers in Social Media Number of organisation &amp; companies involved as Sustaining partners or clients</p>



## PLANET

Sustaination aims to provide solutions to Indonesia mismanage waste problems. Our vision is to alter Indonesia's future online retail industries by being the leader of sustainable vertical commerce. Within 5 years, Sustaination has contributed in making Indonesia's more sustainable by achieving:



**>45.000**

#SustainHeroes buying sustainable products from Sustaination

**>176.000**

Reusable & sustainable products adopted

**>750.000kg**

of Single-use Plastic Packaging Avoided



**7090**

Reusable & sustainable products adopted trees planted in Central Java & Central Kalimantan







# PEOPLE

The idea of solving Indonesia waste problems could not be separated from the people including #SustainTeam who works behind the scene, also the government, corporates, key opinion leaders, and communities who work together to make Indonesia to be a sustainable nation one step at a time.

## Employment

- ✓ **10** Full time employees
- ✓ **9** Women employees
- ✓ **100%** Employee earn higher than provincial minimum living wage
- ✓ **78%** Employee Satisfaction based on DEC22 survey

## Partnerships

- ✓ **86** event participations
- ✓ **32** Community involved
- ✓ **135** Corporate Partners
- ✓ **103** Local brand & supplier partners
- ✓ **125** key opinion leaders participating in digital campaign
- ✓ **3** Investment Fund & Grants





# PROSPERITY

At Sustanation, we believe that positive impacts towards social & environmental aspects should be followed by financial values which will be shared with all the stakeholders involved who support our mission such as investors and local brands. As Sustanation business grows, we hope that we could create bigger impacts for the environment and more financial values to our stakeholders.



**USD 75.000**

Investment Fund & Grants

**USD 28.000**

Company Nett Profits

**USD 75.000**

additional revenue disbursed to local brands

## Our Partners

Agradaya  Botanina  yagi  **OGANIC**  plépah™ 

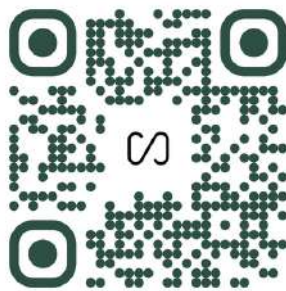
**"THE BIGGEST THREAT TO OUR PLANET IS THE  
BELIEF THAT SOMEONE ELSE WILL SAVE IT"**

so, be that one person who can make a difference today,  
start small, start today!

together we can make Indonesia to be a more  
sustainable nation one step at a time.

**#MULAI DARI  
#PILIHANKU**

**let's talk & collaborate**



follow us on

 @sustaination  @sustaination  sustainability.id





SUSTAINATION