



CarbonEthics

ANNUAL IMPACT REPORT

2020



TABLE OF CONTENTS



Letter from Board Members



Perspective on issue: Climate Crisis



Introduction to CarbonEthics



Why Ocean and Blue Carbon



2020 At A Glance: Our One Year Impact



Our Activities



Community Development



Vision for 2021



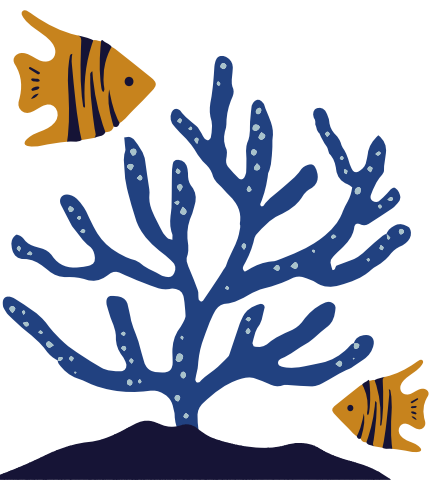
How You Can Help CarbonEthics



Our Partners



Board of Directors, Our Team, Thanking Supporters



LETTER FROM BOARD MEMBERS

Although the year of 2020 has been quite tumultuous for everyone and also us, we are grateful to be able to support many of our members and communities. In this year, we started to have our first full timers – simply initiated as a good intention to save them financially during the ongoing global pandemic, without knowing for certain if the organization could sustainably secure their payrolls.

Good intention led to wonderful results! With the dedication of our full timers, our initiatives are more impactful than ever. In just a year, CarbonEthics has earned its trust by thousands of individual supporters as well as reputable organizations. Partnerships with the **World Resources Institute, Sustainable Ocean Alliance, Global Landscape Forum**, among others and many more such as being **mentioned by Forbes**, is one of our proudest achievements this year. Our supporters enabled us to **offset 1,919 tonnes of carbon** from the atmosphere, the equivalent of an average sized airplane making trips from Jakarta to Bali for more than 9,400 times. Our community-based conservation has also **impacted the livelihood of coastal communities in Indonesia from just 12 to 132 direct and indirect beneficiaries**. Our organization also grew from **4 to 82 active members** with diverse nationalities from Indonesian, Singaporean, and Brazilian.

We are grateful for all the support towards our mission and we will also continue to welcome opportunities for collaboration and feedback. **We look forward to your ongoing support as we continue to grow over 2021.**



Jessica Novia

Co-Founder & Chief Impact Officer

PERSPECTIVE ON ISSUE: **CLIMATE CRISIS**

At the moment, humanity and its civilizations are facing its greatest threat – **climate crisis**. Our resources are being depleted at a record-breaking level since the dawn of the industrial revolution, and its unmitigated consequences towards the global ecosystem is catastrophic. From instances of animal extinction to food and water shortages, human damage to the planet has been widespread. **Now, we only have nine years until we reach the point of no return (IPCC, 2018).**

Our scientists have recorded that our **average global temperature has risen to 1°C**, and at the current rate, global warming will likely rise to 1.5°C above pre-industrial between 2030 and 2052. **The increased concentration of greenhouse gases (GHG) in the atmosphere is the pivotal cause of global warming, leading to a climate crisis.**

The consequences of such disruptions to our planet and habitat are already visible – record-breaking temperatures and massive species extinctions, among others, are its clear signs. And to mitigate the worsening of such cataclysm, **we need to rethink and redefine our relationship with our earth.**

Realizing the urgency of the matters, a group of three young and visionary changemakers from Indonesia got together in 2019 – envisioning an initiative to solve the problem. From there, CarbonEthics was thus born, and many more people joined their initiatives.

We, CarbonEthics, proclaim that through our work, we aim to reduce the amount of GHGs in the atmosphere and decelerate the climate crisis.



INTRODUCTION TO: **CARBONETHICS**

WHO WE ARE

We are a not-for-profit organization that aims to decelerate the climate crisis through climate education and blue carbon ecosystem conservation. We strongly believe in a community-based conservation model – placing Indonesian coastal communities at the heart of our conservation work. When you conserve with CarbonEthics, you do not only create positive environmental change, but you also advance social impact by directly enhancing the livelihoods of our coastal community partners.

OUR VISION

Sustainable living for a healthy Earth & humanity.

OUR MISSION

Demystify the climate crisis to inspire and enable climate action, while improving the livelihood of communities.

OUR 3 MAIN IMPACTS GOALS

- Climate crisis deceleration through blue carbon ecosystem conservation & shaping low carbon society.
- Improvement of livelihood of communities.
- Influencing of government policy towards the support of blue carbon conservation.



WHY: OCEAN AND BLUE CARBON

According to the encyclopedia of the National Geographic Society, **the ocean covers 71% of the whole Earth surface**, we have only explored 20% of its vastness and depth.

The ocean provides abundant biodiversity to earth. Its coral reefs under the sea are also home to a quarter of the all marine organisms, making it one of the most diverse ecosystems on earth.

Furthermore, the ocean is also one of the most important carbon sinks in the world, since it can store about one-quarter of the carbon dioxide emitted due to human activities.

Scientific data found that the number of carbon dioxide stored in the ocean is increasing by a fourfold of 2.6 metric tons per year (*Climate Kids NASA, n.d.; Gruber et al., 2019*)

In relation to its importance as the most important carbon sinks on the planet, the ocean has a unique form of carbon storage, named blue carbon.

Blue Carbon is the carbon that is stored by marine and coastal ecosystems such as mangrove forests, seagrass meadows and seaweed.

Blue Carbon ecosystems can store up to ten times more carbon than terrestrial forests, giving them a pivotal role in addressing the climate crisis. Unfortunately, this ecosystem is estimated to have the highest rate of destruction among any other ecosystem on earth. To date, we have lost up to half the world's mangroves since the 1940s, and half of all seagrass since 1990, mainly due to human activity (Conservation International, 2019).



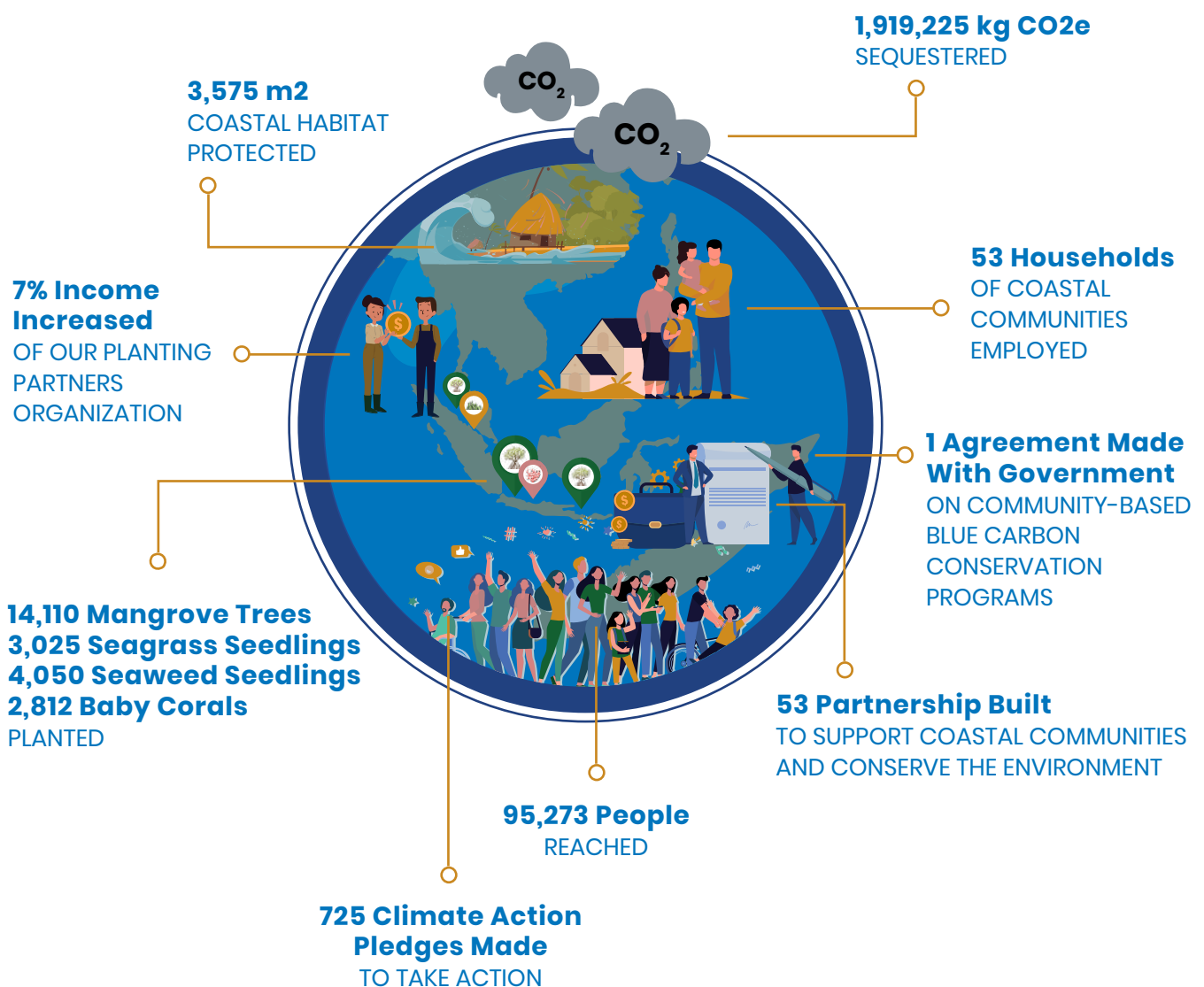
2020 AT A GLANCE: **OUR ONE YEAR IMPACT**

OUR PLANTING SITES



2020 AT A GLANCE: OUR ONE YEAR IMPACT

From 2019 when we were first founded, until the period of January – December 2020, we have created significant growth; from **3 team members to 82 team members**, **17 beneficiaries to 132 beneficiaries**, from **424 tonnes sequestered to 1919 tonnes carbon sequestered** and we aim to thrive for creating more positive impacts in 2021.



2020 AT A GLANCE: **OUR ONE YEAR IMPACT**

SOCIAL RETURN ON INVESTMENT (SROI)

1:4

For **every 1 USD invested in CarbonEthics Foundation, 4 USD worth of social value is generated.** Returns were measured through farmers' incremental income, value of climate education, total economic valuation for blue carbon plantation and social cost of carbon.

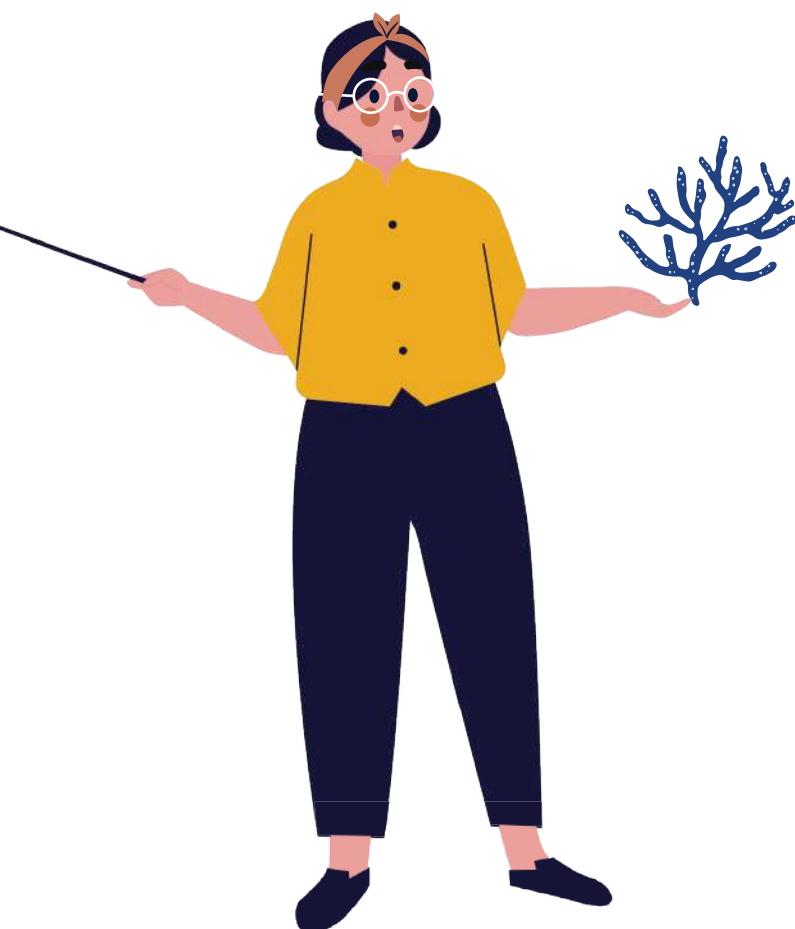


OUR ACTIVITIES

CARBON VOICE

As education is one of our main pillars, we are always **developing various kinds of creative and informative materials**. Beside our main social media channel (Instagram and LinkedIn), we also have a dedicated education platform on our website, which is named Carbon Voice.

In there, we provide science update **blog**, **a knowledge bank**, **climate talk videos** and **podcasts** with the topics of climate education. In the near future, we are also planning to develop more interesting virtual learning experiences using online Carbon Curriculum courses.






In partnership with

Food Waste: Effects on The Environment & How to Tackle The Issue




Lira Dyah Anindita
CarbonEthics

Maurilia Sophianti Imron
Zero Waste Indonesia

Friday, 4 December 2020 | 19.00 - 19.30 WIB
Live on [@carbonethics](#) & [@zerowaste.id_official](#) Instagram
Join us for 30 mins and learn how we can minimise our food waste to reduce the impact on the environment.

Follow These 5 Easy Steps To Help Protect Coral Reefs



Michelle Clarissa
Oct 12, 2020 • 2 min

Follow These 5 Easy Steps to Help Protect Coral Reefs

Written by Elvy How familiar are you with the beauty of underwater wildlife in Indonesia? While many of us may only have seen it from the...

15 views 0 comments



Climate Change

How is It Impacting Us?



OUR ACTIVITIES

CARBON CALCULATOR

The CarbonEthics Carbon Calculator is a tool designed to help individuals and organisations to **estimate their carbon emissions levels**, giving them a number to subsequently offset. Development of CarbonEthics calculation tools is important to support our partners in measuring their carbon footprint.

Here the main objective is to **increase awareness of our individual and organisational environmental impact**, with the eventual aim of reducing emissions through a combination of changed behaviour and carbon offsetting.

Currently the team is completing and validating our database for various sectors that contributes to the greenhouse gas emissions, ensuring that the Calculator is applicable to a wide range of organisations.

Flight

Flight Distance in kilometer (one-way)

0

☒ One-way
☐ Return

Carbon Impact (kg)

0

of Blue Carbon Package

0

Electricity (Indonesia)

Period of Footprint Calculation

☒ Monthly
☐ Yearly

PLN Subscription Class (Volt Ampere)

900 VA

Base Location

Java - Bali

Average Monthly Electricity Billing (IDR)

0

Carbon Impact (kg)

0

of Blue Carbon Package

0

Land Transport

Total Distance in kilometer

0

Transportation Mode

Train

Is this your (one-way) daily commute to work?

☒ No, only one-time travel
☐ Yes, show my monthly impact
☐ Yes, show my yearly impact

Carbon Impact (kg)

0

of Blue Carbon Package

0



OUR ACTIVITIES

POLICY AND ADVOCACY

The Policy and Advocacy team has managed to **analyze policies and establish relationships through several strategic programs.**

The first job description of our Policy and Advocacy team is in the fields of **Policy Mapping**. Policy Mapping aims to **identify potential policies** and regulations to provide clear narratives about where to intervene or change policy strategy at national level.

Second, **Stakeholders Engagement**, where we try to **establish relationships with the Government of Indonesia** (Ministry of Environment and Forestry and the Coordinating Ministry for Maritime Affairs and Investment), **NGOs** (such as Conservation International), **IGOs** (such as the World Bank), and **Think Tanks** (such as World Resources Institute Indonesia and Center for International Forestry Research).

Regarding our work in the Policy and Advocacy field, one of the most notable projects that we have conducted is an event entitled "**Warkop Karbon Biru**". The event was conducted last October, where we gathered **7 NGOs working on Blue Carbon conservation and developing coastal communities to discuss what obstacles, hopes and collaborative ideas can be done together.**



OUR ACTIVITIES

CARBON ECOTRIP

CarbonEthics is expanding our impact in ecotourism through Carbon EcoTrip with the goal to bring climate positive ecotourism at scale in Indonesia. Carbon EcoTrip provides climate solutions for the travel industry, ranging from **climate positive travelling experience**, **carbon calculator API** (Application Programming Interface) and **carbon offsetting service through community-based blue carbon conservation**.

For trip specific, we reduce and offset the carbon emissions more than the amount generated from the trips. We offset through mangrove planting, meaning every person joining our trip will contribute to decelerating the climate crisis rate, improving the ecology, and supporting local communities. In 2020, we partnered with Pulau Macan Eco-Resort in conducting a pilot carbon neutral EcoTrip.

Besides that, we also partnered with Central Borneo Guide in conducting an event titled Virtual EcoTrip: An Exclusive Diary of Orangutan Journey – which was conducted online due to the ongoing Covid-19 Pandemic.



COMMUNITY DEVELOPMENTS

One of our key services and initiatives is in the field of community development. As of this moment, our initiatives of community development has been executed in those programs:

The Usage of Biodegradable Polybag

For our planting, we are making sure to implement a **sustainable practice for our end-to-end operations.**

One of the things we pay attention to is the usage of **biodegradable poly bags** for our seedling cultivation and planting in Pulau Harapan. In Pulau Bintan we are using recycled plastic cups as our polybag, to reduce plastic trash around the planting area.

Training for Coral and Mangrove tree Monitoring

To make sure that our high standards are met by our planting partners, we are providing **training for coral and mangrove planting and monitoring.**

CarbonEthics trains our partners to refresh the monitoring methods every 6 months.



COMMUNITY DEVELOPMENTS

Digital Campaign for Local Communities

At CarbonEthics we not only conserve ecosystems and offset carbon emissions, we collaborate with individuals, communities and institutions to **support our vulnerable local communities**. Our main campaign in 2020 was the **Covid-19 Initiative**. For a period of seven months, we raised funds to provide more than **50 farmers** who were harshly affected by the pandemic with work in planting and monitoring trees, seedlings and corals. **1,063 Blue Carbon Packages (BCPs)**, **222 coral fragments** and **2,000 mangroves** were adopted so our coastal farmer partners could secure a safe income for their families.

Batik Mangrove

Every batik mangrove purchase, which is packaged with mangrove tree planting, has not only contributed to the environment but also has supported the local farmers and workers. In total, **we have supported 20 farmers and 15 workers in the form of batik mangrove products** such as batik cloth, bag, shirt, scarf, and mask.



VISIONS FOR 2021

Expand to new sites and communities

In 2021, we are going to expand our projects to new sites and communities. At the moment, we are executing **The Bintang project**, which is an initiative on behalf of CarbonEthics to **expand new sites for mangrove protection and restoration activities** on Dompak Island, Tanjung Pinang, Riau Islands Province, Indonesia. The urgency of the activity is also underlined by the fact that there was a drastic decline in the mangrove ecosystem by 43.19 % due to infrastructure development activities in the area.

Realizing the urgency of the matters, CarbonEthics therefore is going to take the initiative to restore and protect the mangrove area there. In the future, we have an aspiration **to expand our portfolio to coral transplantation and aquaculture development**, which will ensure that our solution to the existing mangrove degradation and climate crisis problem in Bintan Island is done comprehensively.



VISIONS FOR 2021

Expanding social and environmental impact through climate positive ecotourism

In 2021, we also envision bigger environmental and social impacts through Carbon EcoTrip by **influencing tourism businesses and practitioners to adapt climate positive standards into their operations**. We will also **grow partnerships** with stakeholders in the tourism industry such as local communities, the government, travel agencies and other tourism amenities providers.

By that, Carbon EcoTrip will move faster to bring carbon neutral ecotourism at scale in Indonesia.



VISIONS FOR 2021

Partnership with local government

We have done stakeholder mapping to see which stakeholders we should reach out, including the Indonesian government. In 2021, in relation to partnership with local government and stakeholder mapping, we prioritise two essential programs:

1.) **First, Enhancement of external impact through the Technical Policy Assistant (TPA)** designed for our partner (regional governments) to formulate a policy framework as well as and for overcoming regulatory constraints regarding environmental conservation and climate change.

2.) **Second, Involvement of "Blue Carbon Warkop" in our advocacy plan** to the regional government so we can join the opinions and visions of all blue carbon activists and bring it to the government. The Policy and Advocacy team strongly considers these mentioned programs as an effective instrument to familiarize CarbonEthics and their line of services amongst regional government partners.



VISIONS FOR 2021

Partnership upscale with Joint Business Plan

In 2021, we are predicting that the trend of **embracing sustainability as an important part of business development** will be more universal. Comprehending its potential, we therefore devise a Joint Business Plan as a tool for our partnership upscaling. Through influencing, helping, and collaborating with another business to make them more sustainable, we are also ensuring that the sustainability transformation that we are assisting will be continuous.

To conduct a Joint Business Plan with our partners, we will collaborate with 1-year period, to make an elevation partnership calendar every month. The objective of the program is **to decrease our business partner's carbon impact to our environment, to collaborate more to foster the resiliency of our coastal farmers, to educate more people, and to bring greater impact through partnerships.**



Offset your carbon footprint with Blue Carbon Plans

Blue Carbon Programme
CarbonEthics & Sustainable Seabed Plan: \$56,000
This Seabed Plan helps offset a CO2 equivalent of 100kg and help restore our marine resources by replanting:

- 1 Estuarine Mangrove
- 1 Estuarine Seagrass Seedling
- 4 Marine Seagrass Seedlings

Reduce
what you can,
offset
what you
can't

Help
restore our
marine
ecosystems



HOW YOU CAN HELP CARBONETHICS

Share your support

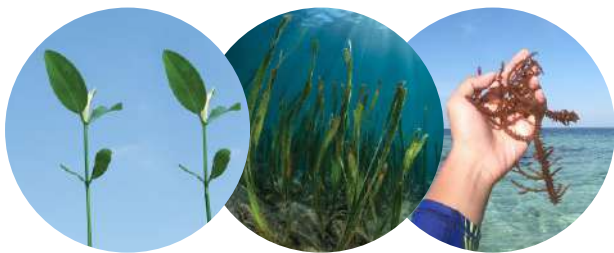
Sharing is caring. The first thing you can do from your home and doesn't cost anything is to **share our initiatives with your network**. Follow us on social media and show your support by sharing our work and leaving positive messages.

Donate your time

Join our team as a volunteer. We are looking for talents to **help us decelerate the climate crisis and enhance the livelihoods of coastal communities**. Check the open positions on our website.

Donate your money

As a not-for-profit organization, our goal is to bring a positive impact to our communities – socially, economically and environmentally, but we cannot do this without help. However, as a not-for-profit organization, we are also in a constant need of dependable financial support. By supporting our work financially through your donations, **you will be helping us conserve marine and coastal ecosystems, and provide work and opportunities to local communities**.



Blue Carbon Packages

2 Mangrove Trees | 1 Seagrass Seedling | 1 Seaweed Seedling



Baby Coral

1 Coral Fragment



Coral Star

18 Coral Fragments



FEATURE & PARTNER

During our journey during 2020, we are privileged to get trust from many stakeholders to create partnerships and be featured in several occasions & media. Without them, we will not be able to stand where we are today.

FEATURED IN



GRANTS



Restoration Stewards

Coral restoration in Thousands Island (Pulau Pramuka and Pulau Harapan) to build corals with rockpile methods and spider methods.



Sustainable Ocean Alliance

Decelerate climate crisis through ecological survey and carbon verification in Pulau Harapan.



SEED Platform

Workshop and mentoring in promoting entrepreneurship for sustainable development in ecotourism.

ANNUAL IMPACT REPORT PUBLICATION IN PARTNERSHIP WITH



FEATURE & PARTNER

CORPORATE



RETAILER



HEALTH & WELLNESS



NGO



LIFESTYLE



FOOD & BEVERAGES



APPAREL



ECO-TOURISM PARTNER



EDUCATION PARTNERS & COLLABORATORS



POLICY & ADVOCACY PARTNERS



BOARD OF DIRECTORS, OUR TEAM & THANKING SUPPORTERS



**Agung Bimo
Listyanu**

Co-founder,
Chief Operating Officer



**Innandya
Irawan**

Co-founder,
Chief Growth Officer



**Jessica
Novia**

Co-founder,
Chief Impact Officer



**Halilintar
Ramadhan**

Chief
Technology Officer



**Angga Bastian
Simamora**

Head of
People & Culture

Stephanie Rawi | Evelyn Sippy Prisetyo | Mira Mustika | Tania Callista Tanuwijaya | Mikael Patrick Hartono | Vivian | Jeremia Yobel | Muhammad Gibran | Filbert | Jem Co | Calvin N Halomoan Sibarani | Tefanissa Jihan Salsabila | Puti Rizqi Adani | Eka Cahyaningrum | Thierris Nora Kusuma | Dhia Shofi Salsabilah | Linda | Salma Zafirah Wisriansyah | Melvin Juliharja Tanuwijaya | Nurma Tsabita Hanifah | Farras Widyanisa | Rizky Eko Muliawan | Dinda Safira Fauziah | Ajie Tri Baskoro | Muhammad Halim | Rabiansyah | Ismail Noer Muhamad | Indri Addini | Alya Hafiza Vivadinar | Arini Nur Utami | Putu Putri Indira Sari | Ahmad Vidura | Jennifer Huang | Elvira Apriana | Edgar Veron Amadeus | Diajeng Adiningrum | Angelica Willianto | Ester Fonseca-Patriarco | Yen Vo | Dominika Dwi Veridianti | Nitya Daryanani | Megawati Irawan | Rizky Annisa Ilmi | Elvy | Nadine Kalista Saadha | Lira Dyah Anindita | Rienta Primaputri | Alnila Syalwaa | Bevienna Mariska Wongsaputra | Michele Clarissa Hermawan | Felina Satariah | Inas Raras Maheningtyas | Andyna Sary | Betari Ayu Pramita | Muhammad Dimas Mahardika | Shannon | Aditya Rizki Wicaksono | Dhayfi Sabrina | Ismoyo Hardi Saputro | Byanmara | Robert Rudini | Ester Purnama Natasha Sianipar | Muhammad Ramdan Hidayat | Seruni Lumongga Siahaan | Faiz Abdul Karim | Janis Khansa Putri Argeswara | Farah Ramadhani | Scholastica Gabriella Deianiera | Sadam | Grace Easteria | Alfat Naufin Nazmi | Gayo Allaam Alfani | Vin Cent | Lisa Permata | Nathanael Thomas Aquino | Muhammad Nauval | Abdurrahman Al-Fatih Ifdal | Robi Ginting | Chikitta Cernelian | Prima Yudantra | Novita Sari | Danang Bagus Satriya

CarbonEthics

www.carbonethics.org