

Redefining Futures :

Insights from our journey to reimagine leadership and economy

**“Energizing Leaders,
Redefining Futures”**

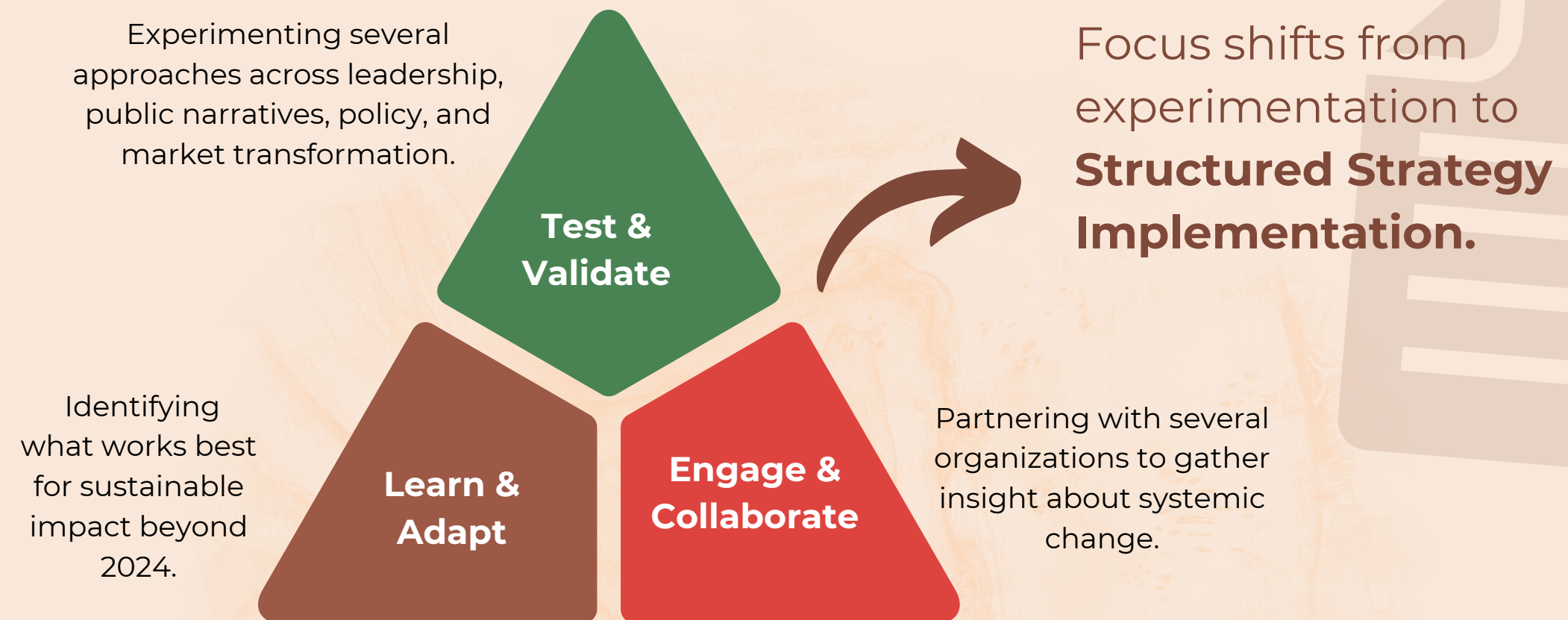


Laying the Foundation:

Trial Period Reflections

BLESS Indonesia was founded to **accelerate Indonesia's transition towards a just and balanced economy** by reducing dependence on extractive industries and large-scale monoculture. Through **energizing leadership** in policy, markets, knowledge, and public discourse, BLESS drives systemic change towards a more resilient and equitable future.

Purpose of trial period:





What Happened?

During the 2024 Trial Period



During the 2024 Trial Period,

BLESS Indonesia collaborated with **key partners**, tested **strategic interventions**, and **gathered insights** to refine our long-term approach.

1 Partnerships & Collaboration

- 20 strategic partners engaged
- 22 experimental approaches tested

2 Multi-Sectoral Engagement

- Government, businesses, communities, organizations, and media involved
- Focused on policy, market shifts, public narrative, and knowledge

bless
Indonesia

3 Public Engagement & Activation

- Call-to-Action (CTA) experiments at IdeaFest, Langkah Membumi Festival, and IKLIM Fest
- Engaged thousands of participants through workshops, events, and campaigns with partners

4 Testing Systemic Change Model

- Conduct need assessment, measuring behavioral change, leadership impact, and policy influence
- Exploring alternative economic pathways through research with strategic partners.

Partners:



Journey of the 2024 Trial Period



BLESS in Number

A Network of Partners to Support Collective Impact

20 Strategic Partners

play a role in implementing various programs and cross-system activities.

22 Approaches

include community-based activities, campaigns, public events, media content, cross-sector collaboration, and research.

19 System Leaders

from market sectors, policies, public narratives, and knowledge mapped during the trial period.

Audience Participation and Reach

1494 Call-to-Action

were selected (clicked) in several public activities we have tracked.

~3,8 Million

audiences reached and engaged both offline and online through various festivals, reflection sessions, workshops, and public discussions conducted by strategic partners.

Research, Tools dan Support System Development

2 Case Studies and Needs Analysis

completed with a focus on restorative economy practices, value chain sustainability, and community-based innovation.

3 Monitoring System

behavioral changes are tracked through QR Codes and post-event surveys to measure the impact of Call-to-Action initiatives.

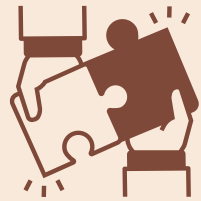
4 Program Modules and Learning

developed from program activities, workshops, festivals, and partner discussions designed to support leadership strategy implementation.



What We Learned & Why It Matters

Multi-dimension approaches



Multi-Sector Collaboration is Powerful

- Cross-sector partnerships created ripple effects beyond the original interventions.
- Bridging government, businesses, financing institutions, media, and communities leads to stronger, more sustained impact.

Public events & advocacy approach



Clear & Simple CTAs Work Best

- Direct and specific CTAs make it easier for stakeholders to engage.
- When leaders give clear and actionable directions, participation increases.
- Complex or vague CTAs are less effective and harder to act on.

Multi-dimension approaches

Need Assessment & research



Leadership is the Key to Systemic Change

- Individual leaders play a critical role in shaping policies, markets, and public narratives.
- Supporting resilient, well-equipped leaders is crucial for long-term impact.

Need Assessment & research



Emotional Resilience is Essential for Leaders

- Leaders face high-pressure environments and need space to reflect, reset, and sustain momentum.
- Programs focused on emotional resilience and leadership well-being lead to better decision-making and long-term commitment.



BLESS Indonesia:

Amplifying behavior change nudges and empowers system leaders by creating safe spaces for leaders to breathe, connect, and amplify their impact.





Whats Next?

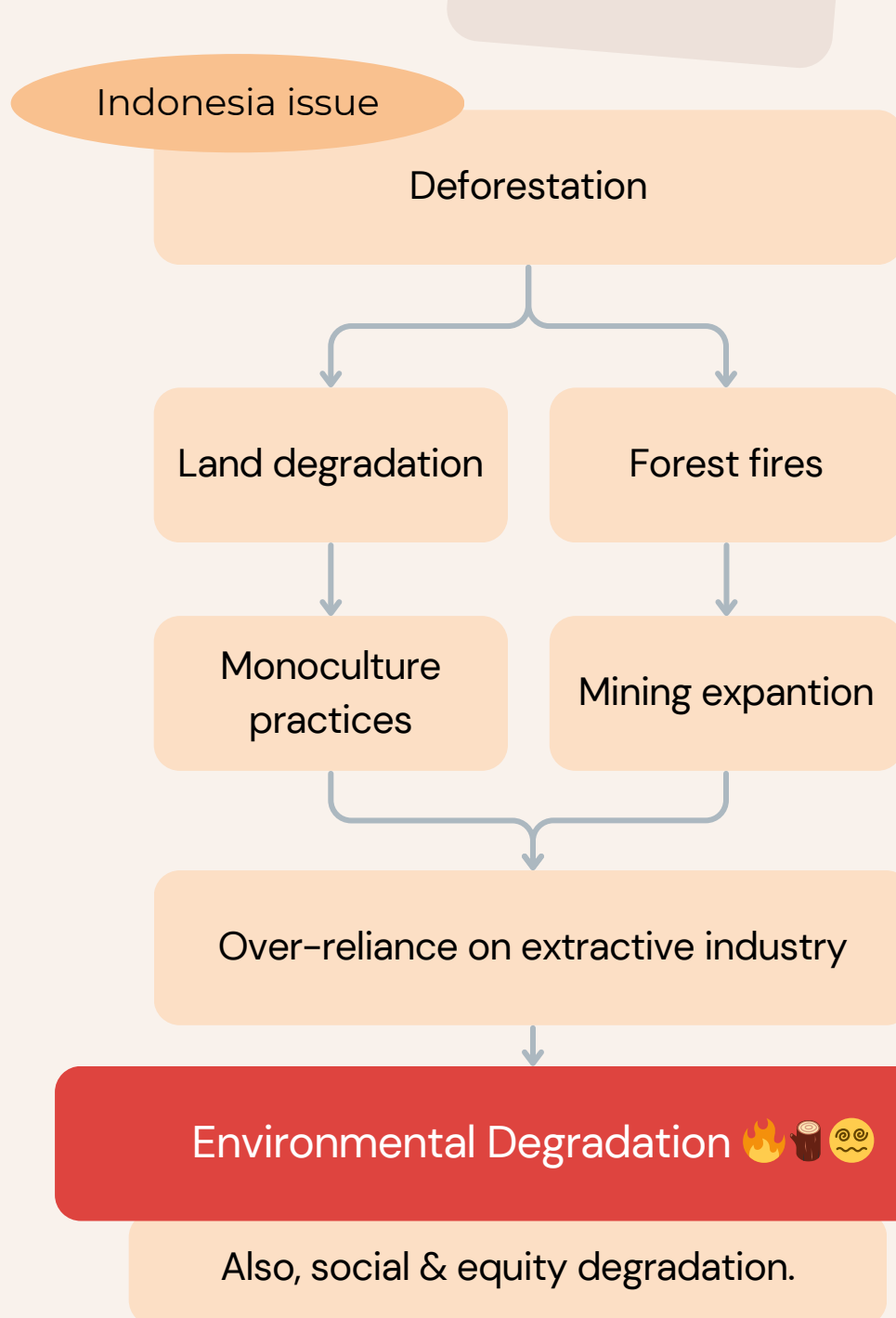
Let the Real Work Begin

For the next 12 weeks



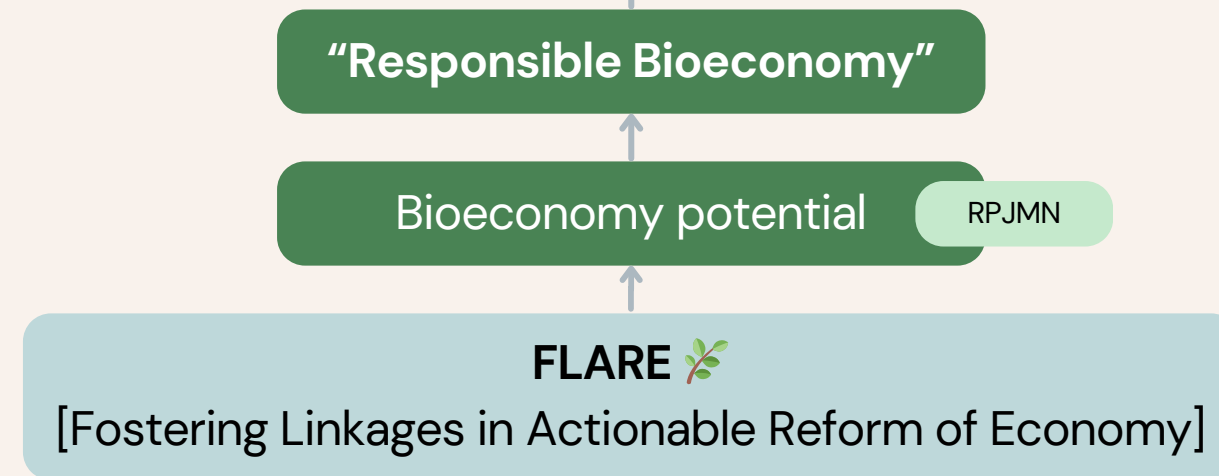
"The Strategy"

BLESS's role within FLARE




The Aim

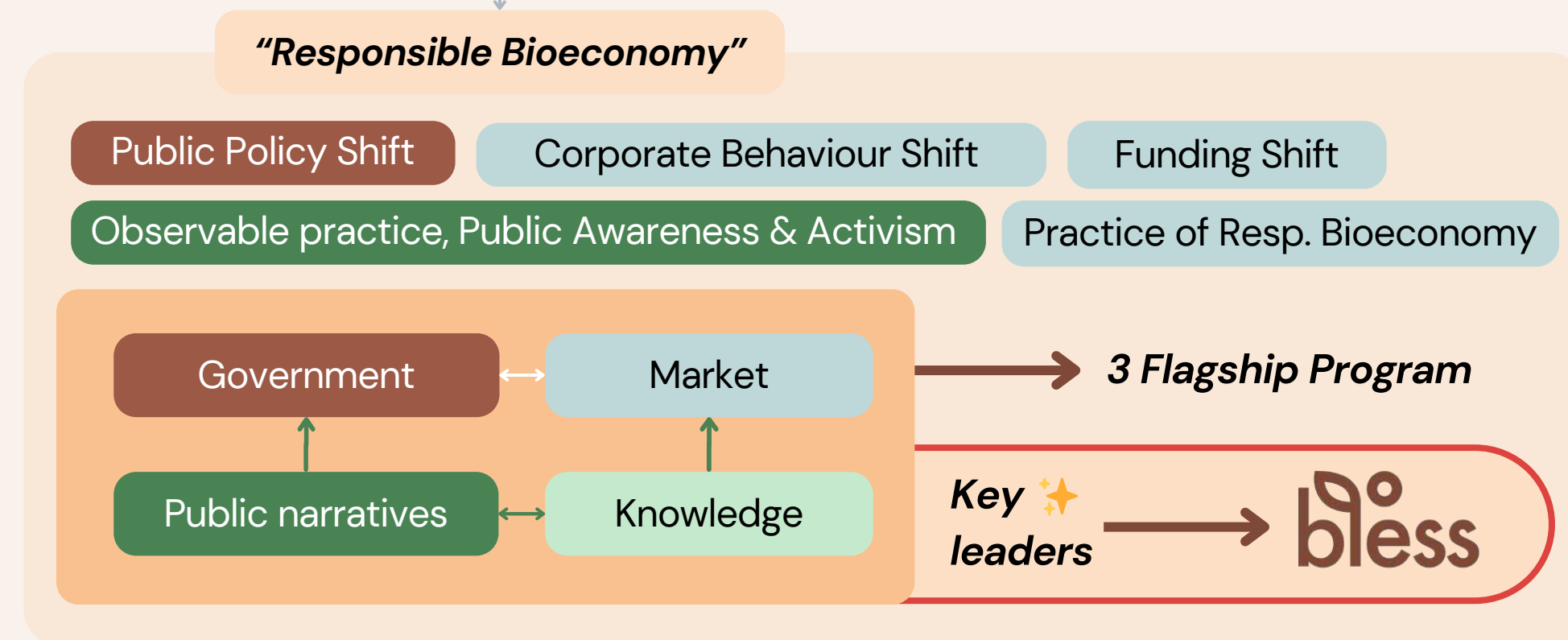
Ensure that Responsible Bioeconomy becomes **a viable economic backbone** and **climate solution** in Indonesia, particularly for High-Risk Critical Ecosystem Area.



by 2045

	with	without
Critical Ecosystems Protected/Restored	~31.8 M ha	~6-8 M ha
Workforce Contribution	8,5 M jobs	2,5 M jobs
Emission Impact (reduction)	~25,51 GTCO2	~4,42 – 5,65 GTCO2
Extractive Industry GDP Share (reduced)	<7-10%	>11%
Non-Extractive GDP Contribution	90%, with 15% RB	85% 

(((•))) of change



BLESS Rest Area:

A Pause Point on the Highway to a Better Economic System

In a world moving fast, sometimes too fast, BLESS offers a place to pause — where we breathe, reconnect, and gather strength to shape a regenerative and life-centered economy.



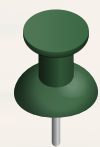
BREATHE Zone

A Space to Slow
Down, Reflect and
Nourish



CONNECT Zone

A Space to Exchange,
Listen, and Align



AMPLIFY Zone

A Space to Shape Narratives
and Inspire Action



BLESS Lab

A space for trying new formats,
nudges, and behavioral design ideas.



What's Next:

Our Commitment & First-Year Focus

BLESS is working alongside **Koalisi Ekonomi Membumi (KEM)** to drive the Responsible Bioeconomy movement. Project FLARE is the long-term strategy to shift Indonesia's economy beyond extractive industries.



Government

Market

1 Subnational Policy Innovation Program

Objective:

Establish a supportive policy environment by integrating Responsible Bioeconomy and conservation commitments into national and subnational planning frameworks.

2 Responsible Bioeconomy VC3 Innovation Program

Objective:

Establishing a foundational ecosystem for a Responsible Bioeconomy by securing financial partnerships, scaling sustainable businesses, expanding job opportunities, and cultivating cross-sectoral leadership.



Government

Market

Knowledge

Public narratives

3 Cross-Sector Resilient Leadership for Responsible Bioeconomy

Objective:

Energizing leaders to drive the Responsible Bioeconomy by fostering cross-sectoral collaboration, shaping policy commitments, strengthening regulatory frameworks, expanding financial access, and developing a skilled workforce for sustainable ecosystem conservation and economic growth.



Thank you.

*Energizing Leaders,
Redefining Futures*

