

# Foundation Profile

## About Us.



**BLESS Indonesia** was founded in 2023 as a non-profit foundation with a vision to catalyze Indonesia's transition to a balance and equitable economic model by reducing reliance on extractive industries and large-scale monoculture practices. We recognize that systemic change for economic reform begins with the individuals who drive it. Achieving transformative change across government, market, public narrative, and knowledge systems requires behavioral and emotional shifts in the leaders within these sectors. Rooted in "*Gotong Royong*", the spirit of collective action, BLESS focus on amplifying behavior change nudges and empower system leaders by creating safe spaces for leaders to breathe, connect, and amplify their impact.

## A Focus on System Leaders.



BLESS Indonesia focuses on the individual system leaders as the cornerstone of systemic transformation. By targeting behavioural and emotional shifts, leaders can influence systems with resilience, compassion and clarity. Leaders with emotional balance are 45% more likely to sustain long-term initiatives (World Economic Forum, 2022). In driving an alternative economic sector in Indonesia - where leadership requires balancing ecological, social, and economic demands, well-being is not a luxury but a necessity to sustain advocacy and innovation. Leaders supported with reflective practices are 30% more effective in implementing cross-sectoral changes. This hypothesis is what drives BLESS Indonesia forward.

## 2045 Shifts.

# 200

cross-sectoral leaders across government, market, public narrative and knowledge system are empowered to reform Indonesia's economy

# 8.5

Million Professionals are working in sectors promoting a balance and equitable economy across Indonesia

# 12%

Contribution of sectors promoting balance and equitable economy towards Non-Extractive GDP of Indonesia





# Our Approach.

## Systemic Thinking and Emotional Resilience as Foundation for Leaders

Providing tools, knowledge, and skills building, along with breathing practices, moments to pause, and reflection spaces to help leaders drive alternative economic practices and foster cross-sector collaboration.

## Cross-System Influence

Targeting leaders from four key systems - government, market, public narrative and knowledge - to create alignment and collective actions for change based on shared goals.

## Behavior Change Through Leaders

Energizing leaders to rethink and reshape systems by embracing alternative economic models which reduces reliance on extractive industries and monoculture practices. In doing so, leaders provide clear Call-to-Actions for their targeted stakeholders to take part in the efforts.



## PROGRAM



## DETAILS



## OUTCOMES

10 Years | 2035

### Leadership Resilience Development

Tailored tools, programs and structured retreats focused on emotional resilience, systemic thinking and collaboration to enhance strategic clarity and nurture well-being.

### Shaping Systems through Advocacy and Nudges

Supporting system leaders in policy innovation and business experiments to drive sectors that foster a balanced and equitable economy. By providing tools and strategic partnerships, leaders are empowered to shift stakeholder mindsets and implement behavioural nudges, resulting in tangible support for systemic transformation across key sectors.

- 20 million Ha. of forests and peatlands in High-Risk Critical Ecosystem are protected/restored
- Employ 5 million and train 4 million professionals in Responsible Bioeconomy related sectors
- Reduce extractive industry share of Indonesia's GDP to < 10% signaling economic diversification
- Increase Non-Extractive GDP contribution to at least 90% with 10% coming from Responsible Bioeconomy