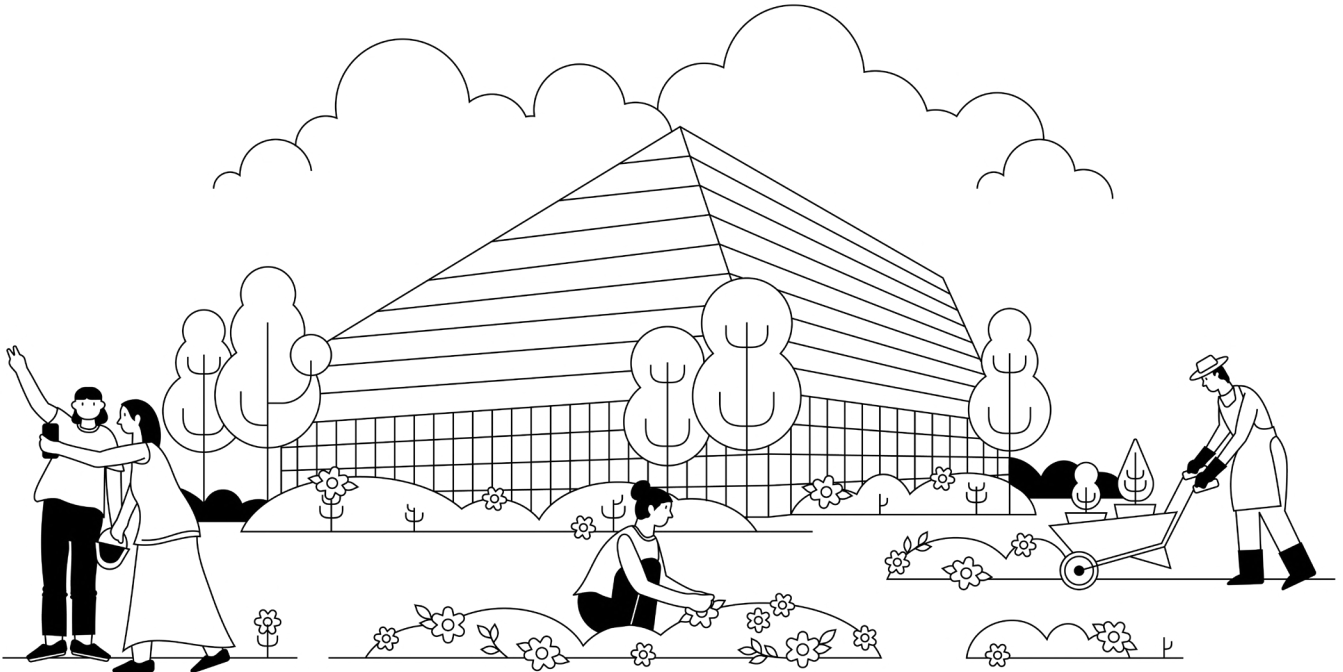




ESSENCE *of* CHANGE

THE RUMAH ATSIRI IMPACT REPORT 2023

INSIDE RUMAH ATSIRI IMPACT REPORT 2023



The Impact Report from Rumah Atsiri demonstrates our commitment to ongoing evaluation and the enhancement of our foundation as we progress with our focus on **ATSIRI wellness core content.**

In 2023, PT. Rumah Atsiri expanded their product reach by leveraging online marketplaces, supporting SDG 8 (Decent Work and Economic Growth) and potentially creating new online retail jobs.

Despite this business growth, **we have successfully reduced total greenhouse gas emissions by 7%.**



In this Impact Report, we showcase **Rumah Atsiri's achievements and efforts for the fiscal year 2023**. The data and content have been sourced from our business units and operational divisions.

Our report follows the B Impact Assessment framework by B Lab, ensuring a comprehensive representation of our ongoing efforts.

RumahAtsiri takes pride in participating in key initiatives, demonstrating our commitment to ethical business practices.

To maintain the accuracy and reliability of our outcome data, disclosures, and assertions, we utilize consistent and comparable metrics. We engage stakeholders, providing them with opportunities to ask questions, offer feedback, and hold our company accountable for its impact performance.

At Rumah Atsiri, we remain committed to transparency, accountability, and continuous improvement in our sustainability endeavors. By sharing our progress and initiatives, we aim to contribute to a better future for all.

ATSIRI BUSINESS MODEL IN SUPPORT OF SDGs

As a holistic aromatic wellness destination, our primary goal is to establish a meaningful space that fosters well-being and encourages positive impact living for our guests. To accomplish this, we've organized our business model and operational approaches into three distinct areas, each aligned with specific **Sustainable Development Goals (SDGs)**:

Edu-Recreation

Tours & Exhibitions

- Rumah Atsiri Museum
- Aromatic Garden

Classes & Education

- Rumah Atsiri Class
- Rumah Atsiri Museum
- LKP Rumah Atsiri

4 QUALITY
EDUCATION



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Hospitality & Programs

- Glamping
- Travel Pattern & Outdoor Activities
- Well-Club

- Atsiri EAT
- Artist Residency
- Aroma & Wellness Festival

8 DECENT WORK AND
ECONOMIC GROWTH



3 GOOD HEALTH
AND WELL-BEING



KOSARA

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



Wellness Product

- Production House
- Atsiri Shop

3 GOOD HEALTH
AND WELL-BEING



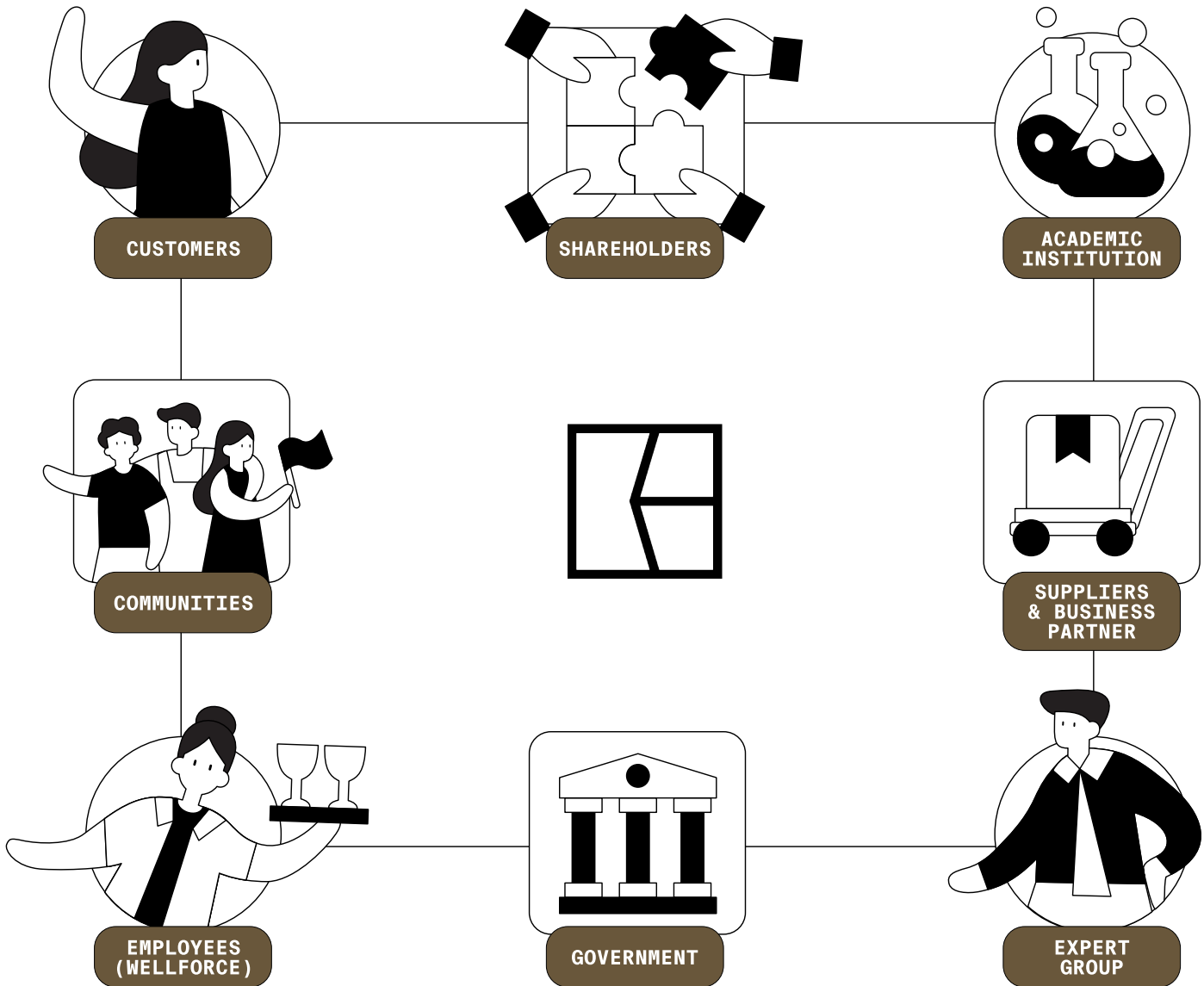
8 DECENT WORK AND
ECONOMIC GROWTH



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



ATSIRI STAKEHOLDERS IN NUMBERS

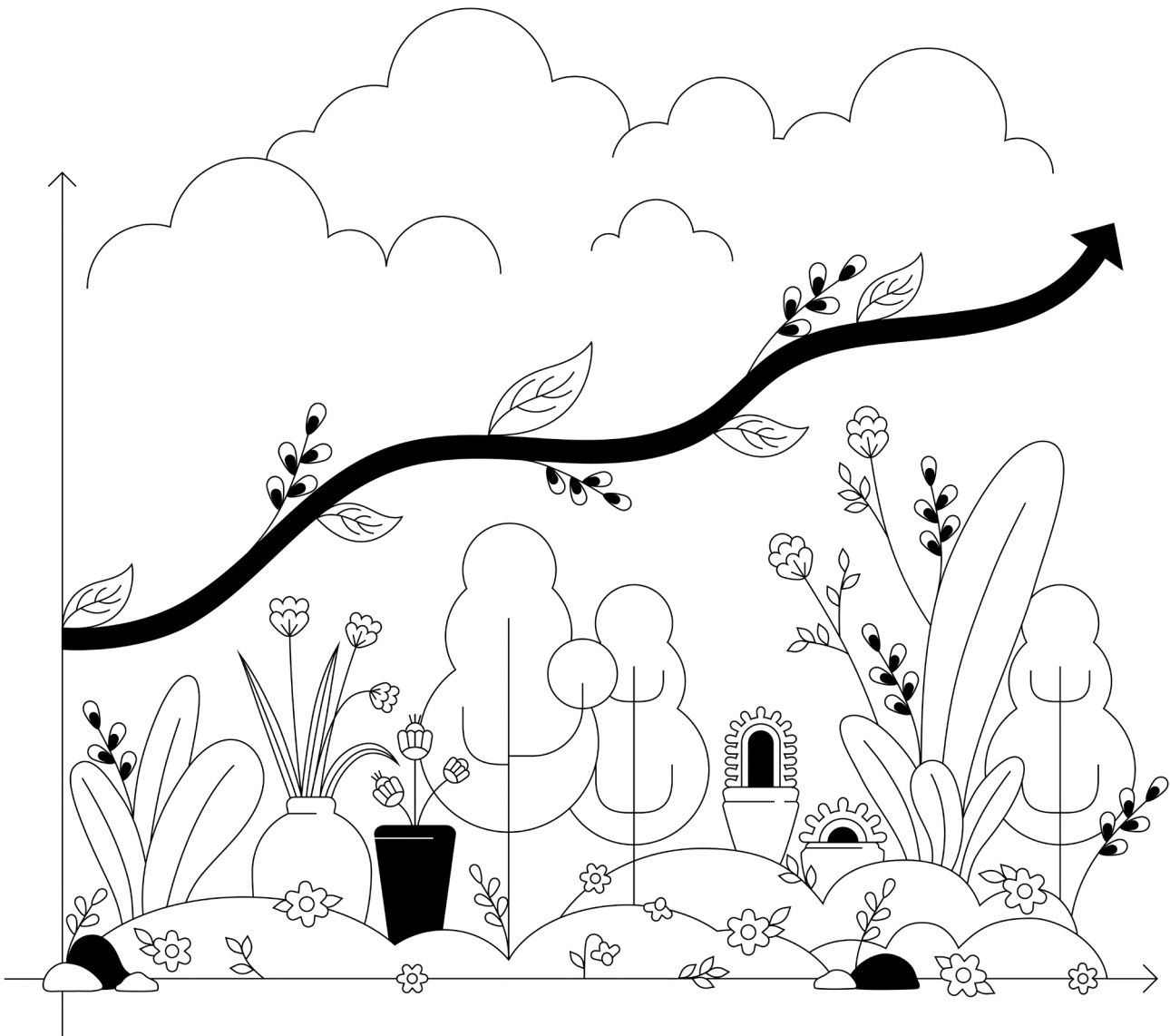


Engaging with these business stakeholders is critical for a sustainable corporation as it facilitates the integration of ESG into consideration and decision making. By addressing the interests and concerns of various stakeholders, Rumah Atsiri is able to create long-term value while contributing positively to society and the environment.

01 ENVIRONMENT

This particular part is related to SDGs:





CHAMPIONING THE NATURE-POSITIVE ECONOMY

Rumah Atsiri aims to **champion a nature-positive economy by promoting sustainable practices** that benefit both people and the planet. Through traceable sourcing, environmental stewardship, and community engagement, we strive to create a positive impact on biodiversity, ecosystem health, and local communities. Our goal is to inspire others to prioritize nature's well-being in their business practices and contribute to a better future for all.

ENVIRONMENT HIGHLIGHT

METRICS	NUMBER	REMARKS
GHG Emission Scope 1 & 2	<ul style="list-style-type: none">2023: 3.1 kg per 1 million IDR revenue2022: 4.01 kg per 1 million IDR revenue	22% reduction
Water Stewardship	2023: 0.39 kg per 1 million IDR revenue	27.5% reduction
Energy Management	Total energy consumption: 21,227 kWh	Energy efficiency: Approximately 1 kWh per 1 million IDR revenue
Waste (CO ² Emission)	Carbon captured through composting process: 10 tons CO²	28% recycling rates
Biodiversity Collection Initiatives	8 new species collected	

ENVIRONMENT

**Greenhouse
Gas Emissions**

151.3
Ton CO²



-7.57%
Compared to 2022

**Carbon
Intensity**

31.1
Ton CO²e/
1 M IDR
Revenue



-22%
Compared to 2022

**Water Usage
Intensity**

0.39
m³/
1 M IDR
Revenue



-2.75%
Compared to 2022

**Average
Energy Usage**

1.1
Kwh/
1 M IDR
Revenue



41%
Compared to 2022

**Waste
Generated**

57
Tons

28%
Recycling Rates

**New Aromatic
Plant**

8
Species

SUSTAINABLE AIR & CLIMATE PRACTICES

Continuing from the baseline year of 2022, **we have decided to prioritize GHG emissions for several reasons.**

1. **GHGs, including carbon dioxide (CO₂) and methane (CH₄), are significant contributors to climate change.** By quantifying GHG emissions, we can understand the extent to which our business activities impact the climate.
2. The global relevance of GHG measurement makes it a **universal metric for comparing the impact of different activities.**
3. There is alignment with Indonesian policy and regulations regarding climate action through **Presidential Decree No. 98 Year 2021.**
4. Furthermore, we have a consumer group that is distinct from others. **They are environmentally conscious customers** who are often interested in the environmental impact of the products they purchase. GHG measurement provides a tangible measure that informs them to make more responsible choices in consumption.

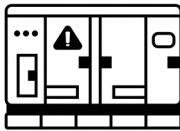


EMISSIONS CATEGORIZATION



Scope 1 Emissions:

These include direct GHG emissions from sources owned or controlled by Atsiri, such as emissions from on-site burning of LPG and diesel.



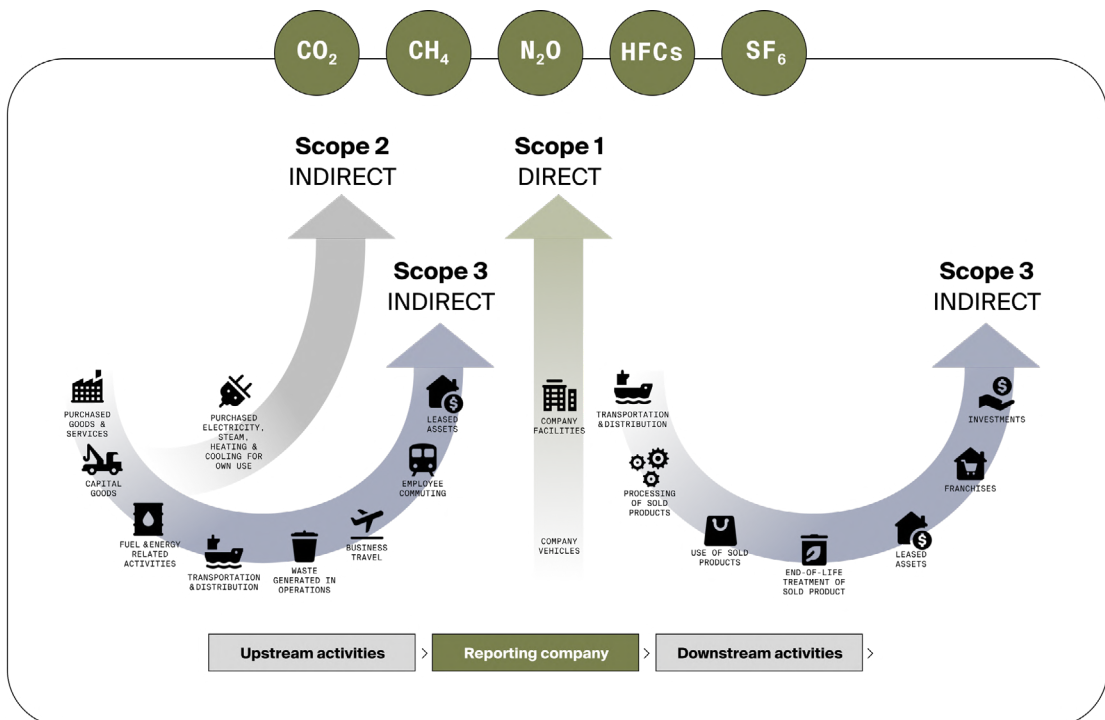
Scope 2 Emissions:

These encompass indirect GHG emissions from the generation of purchased electricity consumed by the company.



Scope 3 Emissions:

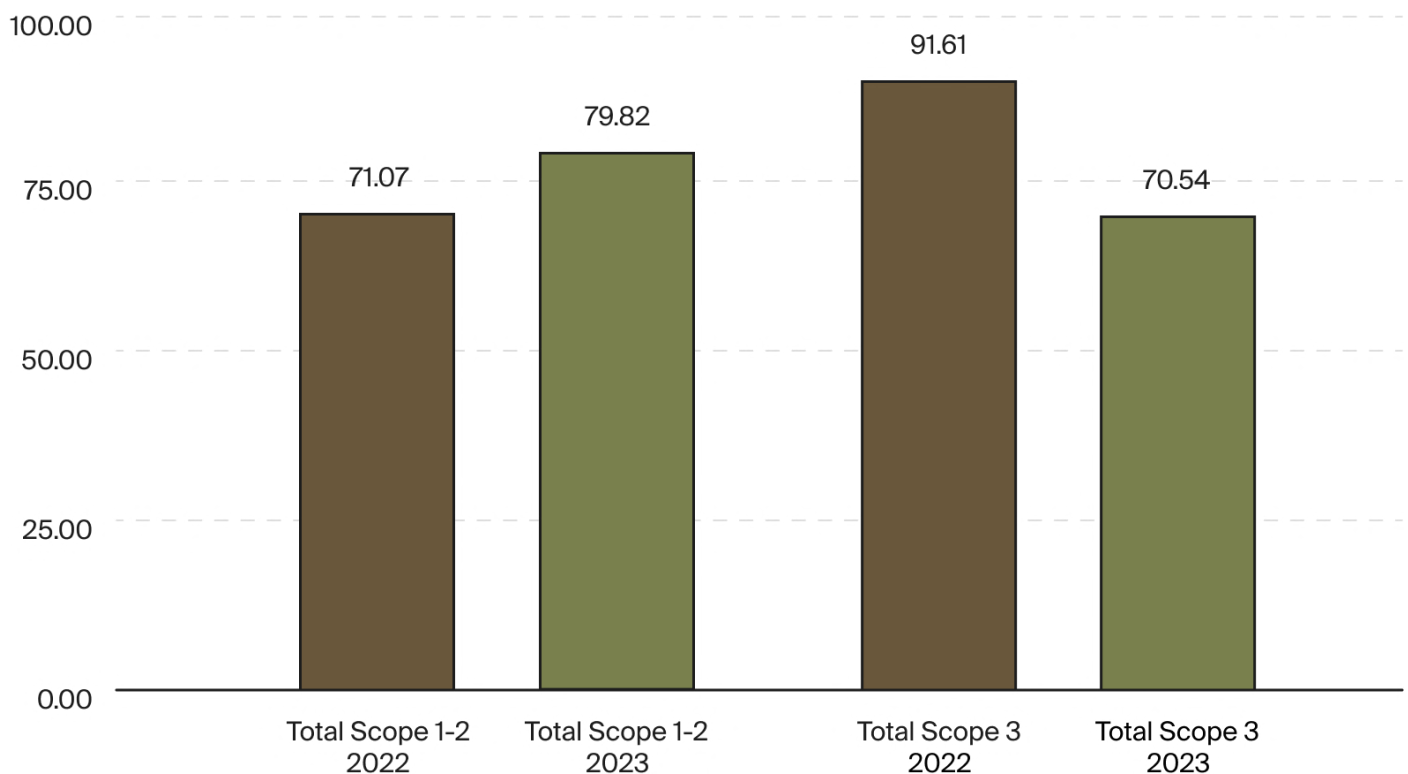
These account for indirect GHG emissions that occur along the value chain of the company. In the case of Atsiri, this includes emissions from business trips, employee commuting, product shipping, waste, and laundry.

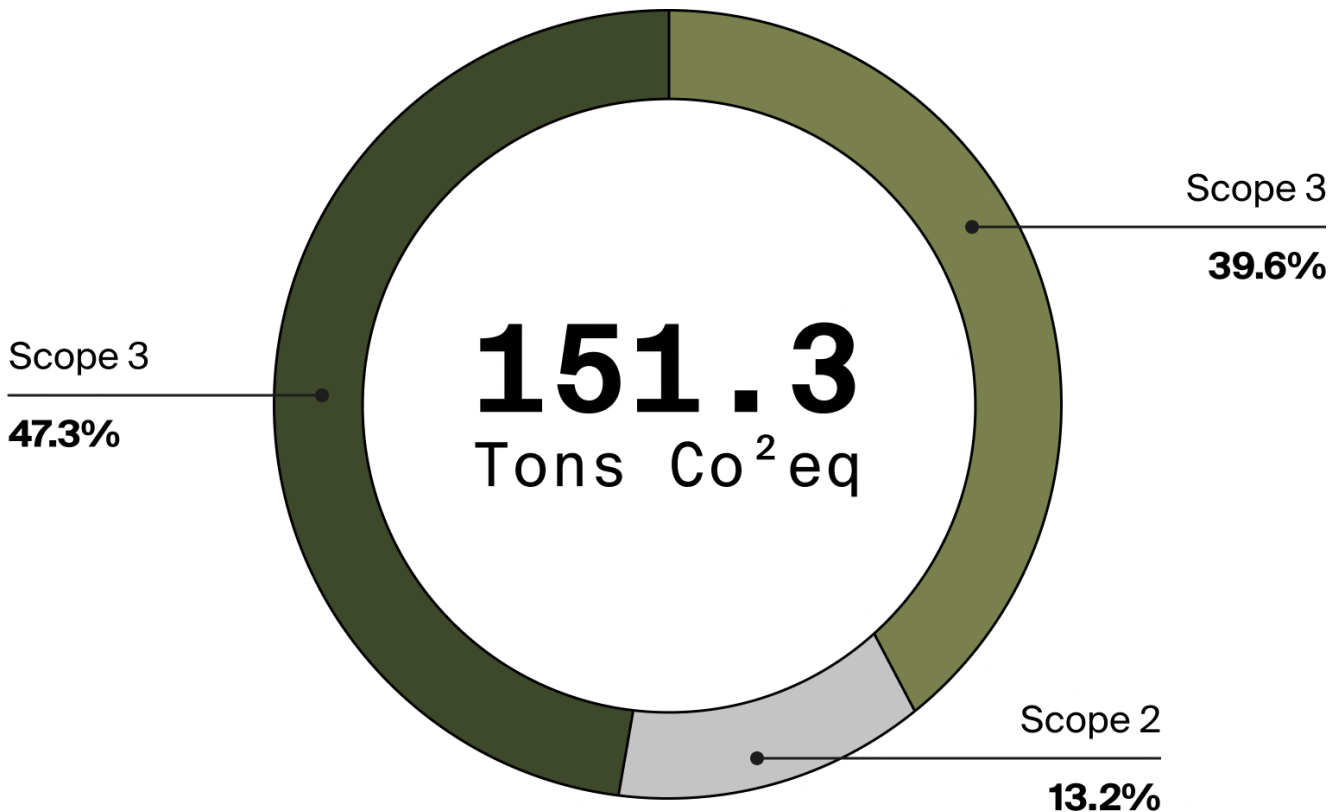


Data source: GHG Protocol

Rumah Atsiri's report has chosen to present net emissions per revenue due to its perceived relevance. This metric provides a normalized measure that directly correlates emissions with a company's economic output. It aligns with emission reduction targets linked to revenue or production levels, enhancing its usefulness in evaluating and improving environmental performance.

Total GhG 2022 vs 2023 (TonCO₂e)





Overall, we achieved a **7.5%** reduction in total emissions compared to the previous baseline year. The carbon intensity in 2023 was approximately **2.79 kg** per 1 million Rupiah of revenue, indicating that for every 1 million Rupiah generated, we emitted **2.79 kg** of emissions. This figure decreased from 2022, reflecting our increased revenue and marketplace performance, while maintaining an **8.7%** growth in **scope 1 and 2 emissions**.

To reduce **scope 3 emissions** by **23%**, we implemented initiatives such as a **65%** reduction in business trips by utilizing online alternatives for meetings. Optimizing our distribution strategy led to a **49%** decrease in product shipments. **We now distribute products in bulk from our Jakarta warehouse,** minimizing individual shipments, considering the concentration of retail customers in the Greater Jakarta Region.

WATER RESOURCE STEWARDSHIP



The Citronella Distillation Facility, established by the Indonesian founding father Soekarno, utilizes the abundant water resources in the slope of Lawu Mountain, Central Java. As the facility became our company site, this vision underscores the importance of conserving clean water and using it responsibly by taking only what is necessary and avoiding wastage.



On average, we use **0.39 cubic metres of water** to generate **1 million IDR in revenue**. This amount is **27.5% lower than our water consumption in 2022**. In 2024, we plan to expand the site to include a larger production building and a sports area with a pool, which is expected to increase water consumption.

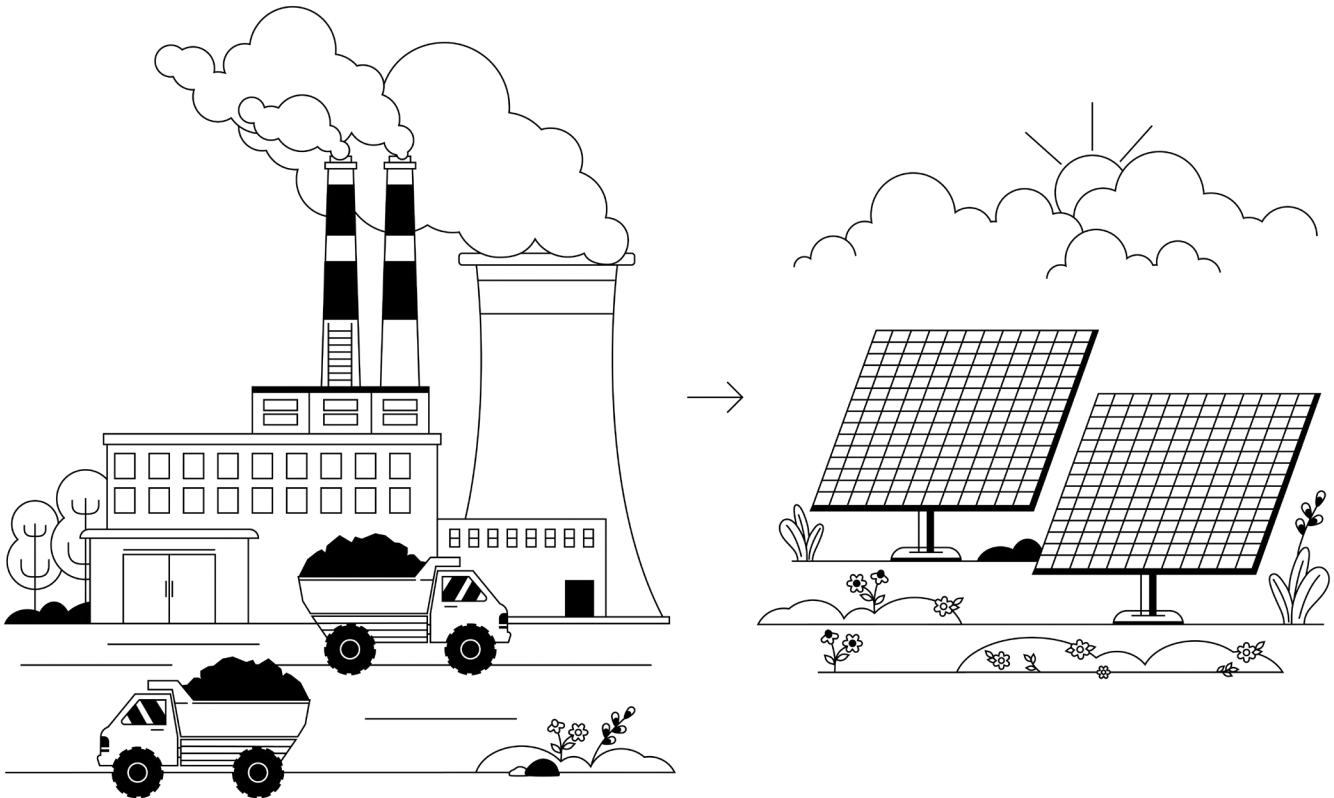
To address this, we plan to implement initiatives such as installing medium to low-flow faucets, toilets, and showers to reduce water usage. Additionally, we will strengthen regular maintenance to fix leaks and drips.

MINDFUL ENERGY MANAGEMENT

At Rumah Atsiri, we prioritize the mindful use of electricity as part of our commitment to environmental stewardship and responsible business practices.



In 2023, our electricity consumption was **21,227 kWh**, equivalent to **18 ton CO²**, and this is expected to increase in 2024 due to our business productivity targets. However, our goal is to maintain an energy intensity of **no more than 1 kWh per 1 million rupiahs generated**. In December 2023, we achieved our lowest energy usage, averaging **0.5 kWh** for every 1 million rupiahs generated. This will be our target for 2024.



Our company primarily relies on the Java-Bali Power System, with approximately **70% of our energy generated from fossil fuels.*** To address this, we not only design low-energy properties but also adopt a mindful approach to daily electricity use. In 2024, we plan to launch a program that encourages our guests and customers to join us in promoting energy conservation and sustainability practices.

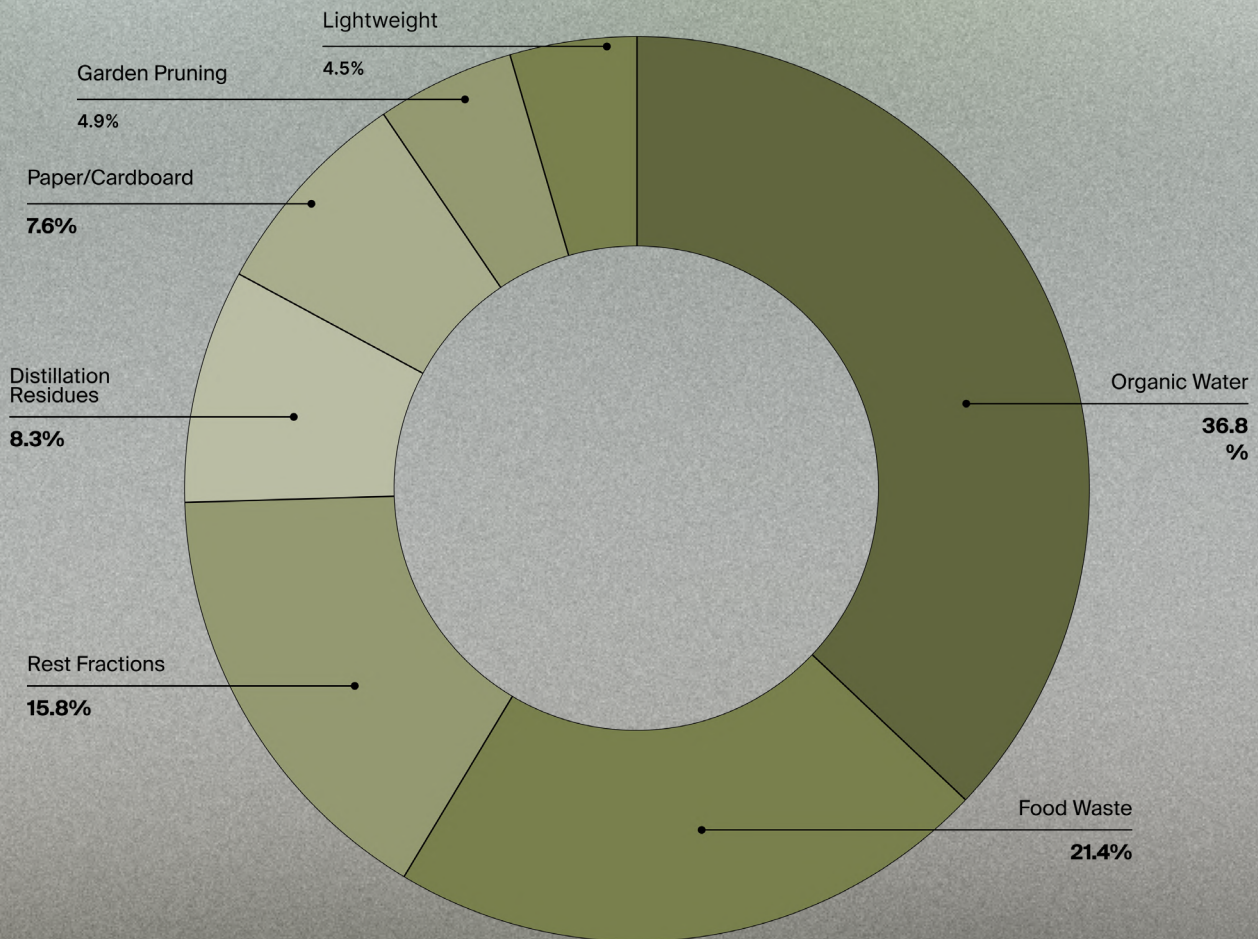
We are also excited about potential investments in renewable energy that can provide power not only to local businesses like ours in the Plumbon village but also to local residents and communities.

(* International Energy Agency. (2022, January 21). Scaling Up Renewables in the Java-Bali Power System: A Case Study. Retrieved from <https://www.iea.org/articles/scaling-up-renewables-in-the-java-bali-power-system-a-case-study>

FROM WASTE TO WORTH

We believe waste is a valuable resource that can be repurposed or recycled. Managed by KOSARA, we support companies and groups to avoid, sort, and distribute waste to recycling facilities and manage composting organic waste.





In total, we generated **57 tonnes of waste**, with **41 tonnes being organic**. We composted **99%** of the organic waste, avoiding the release of up to **10 tonnes of CO₂e**. We reduced waste sent to landfill to **15.38%**, compared to **28.4%** in 2022. The recycling rate for non-organic waste was **28.6%**. **KOSARA generated Rp10,643,600 through compost sales and recycling initiatives.**

In 2024, we aim to improve composting methods for distillery residue and garden pruning, researching more compact methodologies that use less land. We also plan to **transform KOSARA into an educational facility**, inspiring schools and others to adopt our waste management practices.

AROMATIC PLANT COLLECTION



Rumah Atsiri has recently added eight new aromatic plant collections to its Aromatic Garden.

This expansion aims not only to enrich our collection but also to play a crucial role in species protection. Additionally, preserving and propagating these plant species helps maintain genetic diversity, which is essential for the long-term survival of plant species and ecosystems. Through our botanical garden, we aim to promote biodiversity conservation and raise awareness about the importance of protecting our aromatic natural heritage.

02 PEOPLE



This particular part is related to SDGs:

4 QUALITY EDUCATION 	8 DECENT WORK AND ECONOMIC GROWTH 	3 GOOD HEALTH AND WELL-BEING 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	13 CLIMATE ACTION 
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CUSTOMERS HIGHLIGHTS



6.895

Atsiri Class
Participants



0.5%

Compared to 2022

41.667

Atsiri Museum
Visitors



24.8%

Compared to 2022

41.006

Aromatic Garden
Visitors



7.8%

Compared to 2022

6.168

Glamping Guests



57.6%

Compared to 2022

88.471

Annual Visitors



3.4%

Compared to 2022

88.471

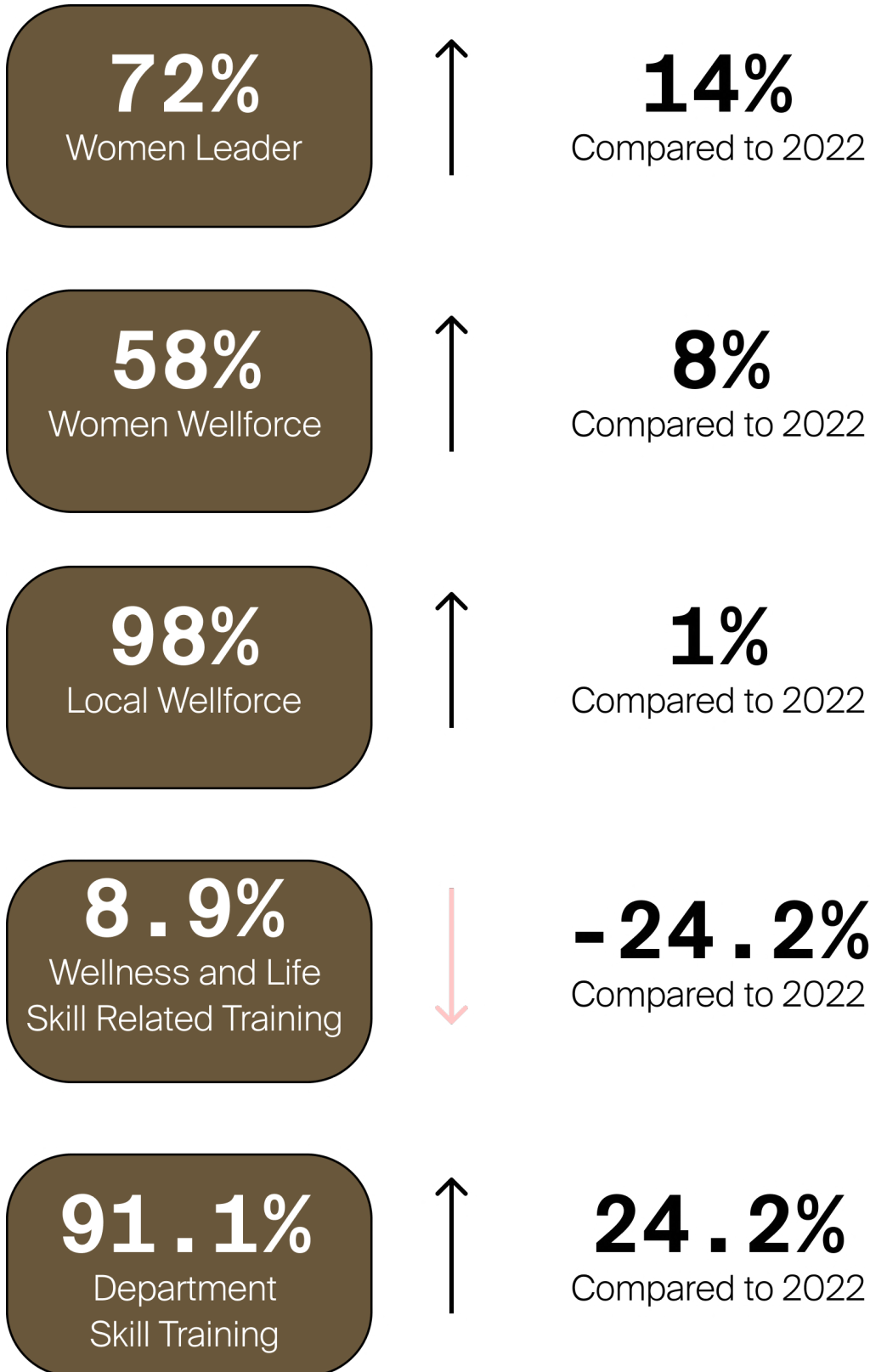
Products Sold



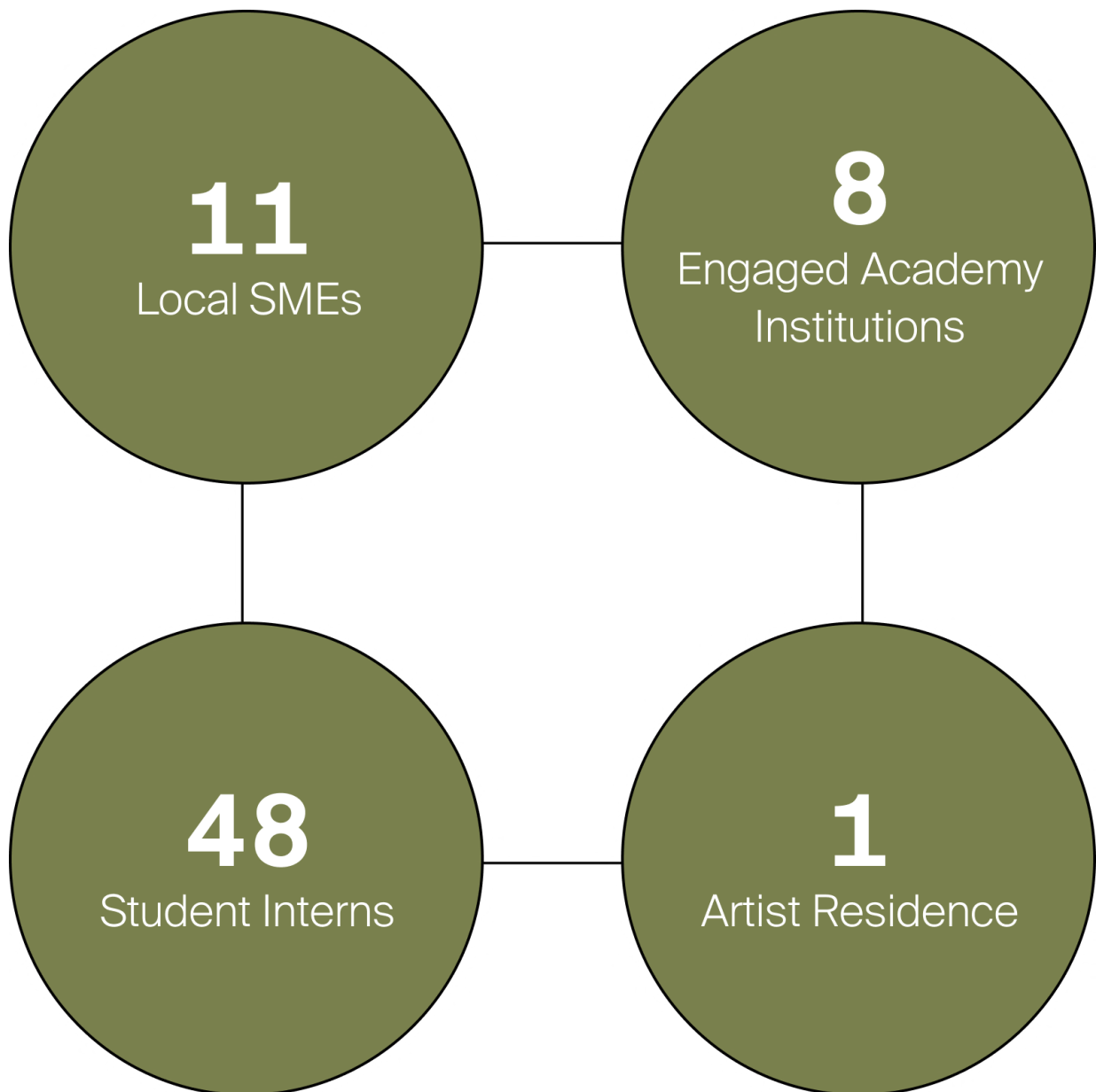
3.4%

Compared to 2022

WORKERS HIGHLIGHTS



COMMUNITY HIGHLIGHTS



EMPOWERING FUTURES: EDUCATION PURPOSE THROUGHOUT THE SERVICE

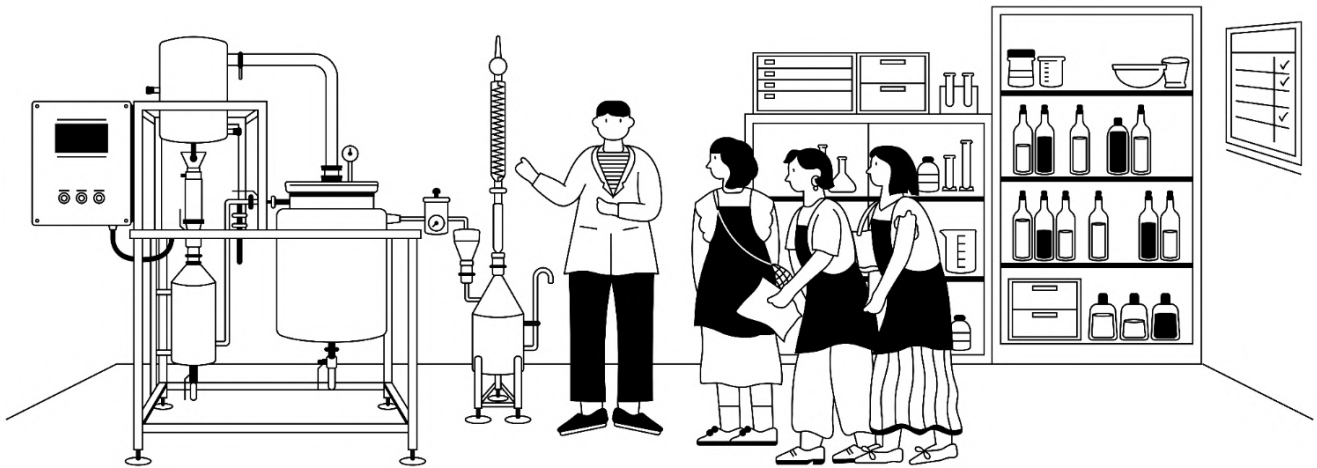
AREA

RUMAH ATSIRI

Legenda

Legends

- | | | |
|----|---------------------------------------|--|
| 01 | Gerbang Utama
Main Entrance | Museum
Museum |
| 02 | Gedung Utama
Main Building | Amfiteater
Amphitheater |
| 03 | Lobi
Lobby | Taman Aromatik
Aromatic Garden |
| 04 | Toko
Shops | Well-Club
Well-Club |
| 05 | Resto
Resto | Ren
Ren |
| 06 | Ru
Ru | |
| 07 | Ru
Ru | |




We strive to share our purpose with customers by providing meaningful experiences, educational opportunities, and positive impact products that reflect our commitment to nature and community. Integrating education into every aspect of our service is a priority for us.

This expansion aims not only to enrich our collection but also to play a crucial role in species protection. Additionally, preserving and propagating these plant species helps maintain genetic diversity, which is essential for the long-term survival of plant species and ecosystems. Through our botanical garden, we aim to promote biodiversity conservation and raise awareness about the importance

of protecting our aromatic natural heritage.

The aromatic garden at Rumah Atsiri allows visitors to explore and learn about a variety of aromatic plants firsthand. Our range of products, including essential oils, soaps, and candles, are high-quality and ethically sourced, offering customers natural options.



The increasing number of visitors reflects a growing demand for contextual learning. At Rumah Atsiri, we facilitate holistic learning approaches that encourage critical thinking and problem-solving. We welcome diverse visitors, including **146 education groups from primary schools to universities.**

To improve further, we engage with academia. Rumah Atsiri collaborates with **8 academic institutions**, facilitating **48 student interns** from various majors related to education, production, hospitality, and retail business.

Our goal is to inspire guests and partners, encouraging them to explore and make mindful contributions to people and the planet. In 2024, we plan to enhance our offerings by incorporating creatively designed engaging tools into teaching and activities.

BUILDING BRIDGES: OUR INVOLVEMENT WITH THE COMMUNITIES



At Rumah Atsiri, communities encompass a broad spectrum of stakeholders, including local residents, educational institutions, local organisations, and individuals interested in Aroma, Wellness, and Positive impact.



These communities play a vital role in Rumah Atsiri's mission by providing support, knowledge exchange, and collaboration opportunities. Engaging with these communities allows Rumah Atsiri to share its values, promote environmental awareness, and foster a sense of shared purpose in a wellness lifestyle.

Rumah Atsiri sponsored a **female softball team** that embodies a positive movement towards a wellness lifestyle. By supporting this team, we promote physical activity, sportsmanship, and a holistic approach to wellness that encompasses physical, mental, and emotional well-being. Through this sponsorship, we aim to inspire others to adopt healthy lifestyle choices and prioritize their well-being, aligning with our commitment to promoting wellness and sustainability in all aspects of life.




Our team organised a local champion bazaar to showcase local SMEs' products and introduce our customers to other local businesses. **During the event, 11 local businesses collectively earned more than 20 million IDR.** Ninety percent of the business communities expressed that our event supported them in broadening their market and expressed hope that such events could be held regularly.

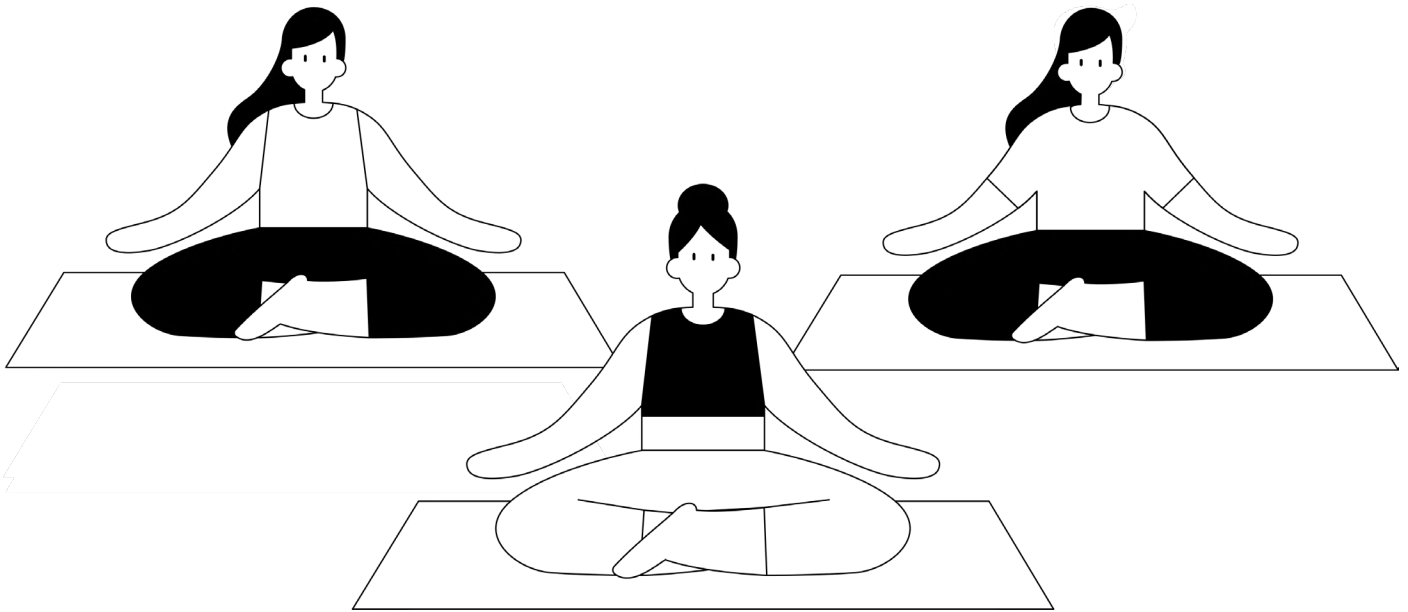


This initiative promotes local entrepreneurship, economic growth, strengthens community ties, and fosters a sense of local pride.

WOMEN CRAFTING EXCELLENCE

A woman with dark hair, wearing a black top and a brown apron, is standing in a kitchen. She is holding a small purple flower to her nose and smelling it. In front of her is a red portable gas stove with a silver kettle on it. There is also a glass pitcher and a glass on the counter. The background shows a window with green plants outside.

At Rumah Atsiri, we are committed to women empowerment. With 58% of our workforce being women, we provide equal opportunities and support for them to thrive.



We believe that empowering women not only benefits individuals but also has a positive impact on the entire community. By supporting women in the workplace, we contribute to their economic independence, improve their overall well-being, and help create a more inclusive and equitable society.

Our goal is to create a work environment where women can grow, lead, and succeed.

Through initiatives such as life-skill and technical skill training programmes, leadership development, and women-pro working arrangements, we continue to empower women at Rumah Atsiri. We are proud of our progress and remain dedicated to fostering a workplace where all employees, regardless of gender, can reach their full potential.



“Atsiri gives opportunities for me, as a Wellforce, to grow.”

Cahya began her journey at Rumah Atsiri as a student intern and quickly proved to be a talented individual. Upon graduating from Institut Teknologi Sepuluh Nooember, she was hired as a General Manager Assistant. Her exceptional talent and dedication led to her current role as a Data Management Officer, where she was directly mentored by the Board of Directors.

WELLNESS FOR WELLFORCE



Employee wellness is crucial in the modern workplace for long-term success and a positive impact.

It encompasses physical, mental, and emotional health, work-life balance, and job satisfaction. With the rise of remote work and digital interactions in a post-COVID world, ensuring employee well-being has become even more important. We provide support to our remote and hybrid workers through the **“Remote and Hybrid Work Stewardship”** handbook and offer wellness activities for office-based employees.



In 2023, our focus was on enhancing the technical skills of our workforce, resulting in a decrease of approximately **24% in wellness training hours compared to 2022**. However, we successfully engaged a certified trainer to facilitate grounding exercises for our employees.

Regular participation in grounding exercises by Wellforce is expected to have a positive impact on workers. These exercises reduce stress levels, enhance focus and clarity, benefiting hospitality workers who need to remain attentive and make informed decisions. Grounding exercises also bring physical benefits and improve customer interactions, leading to better service even in challenging situations.

EMPOWERING LOCAL ECONOMY



At Rumah Atsiri, we take pride in empowering the local economy as part of our company's purpose. This commitment is ingrained in our daily operations, as we actively source from local suppliers and prioritize local talent in our workforce.



As a result, in 2023, approximately **98% of our workforce in Central Java consisted of local residents**. Rumah Atsiri's dedication to supporting local businesses is evident in our hospitality line, where **88% of our suppliers are local and located within an 80.4 km radius of Rumah Atsiri**. Furthermore, more than 95% of our suppliers are national, demonstrating a strong emphasis on supporting local and

national enterprises. This approach has a positive impact on the local economy by creating opportunities for local businesses to flourish. By sourcing locally, we support the livelihoods of local suppliers and contribute to the overall economic development of the region. Our commitment to local sourcing ensures that our products are made with high-quality, locally sourced ingredients, strengthening the local economy.

ART IN SUSTAINING CULTURE & CREATIVITY

Rumah Atsiri collaborated with Tempa, an Indonesian artist who focuses on mindful living.

The programme provides a platform for local artists to showcase their talent, promoting cultural exchange and appreciation, particularly for mindful and wellness living. The art exhibition and activities attract visitors, benefiting the local economy.



Art inspires thought, encourages dialogue, and fosters community. Through the artist residence program, Atsiri stimulates conversations and connects with its audience. Art also has therapeutic effects, promoting well-being and mental health, providing relaxation and joy to visitors and participants.

The artist residence program contributes to a vibrant and inclusive cultural ecosystem. By supporting local artists, Rumah Atsiri invests in the cultural heritage of the region, creating a legacy for future generations. Overall, art extends beyond aesthetic pleasure, enriching lives, communities, and societies.



03 GOVERNANCE

This particular part is related to SDGs:



Good governance ensures that Rumah Atsiri runs well, with a focus on **efficiency, ethics,** and **stakeholder interests.** It helps companies achieve their goals by ensuring transparency, accountability, and integrity.

GOVERNANCE FOCI

EFFICIENCY



- SOP Refinement
- Objectives and Key Result (OKR) Quarter System
- Monthly and Weekly Monitoring
- Innovation and Effective Department Collaboration

ETHICS



- Written Clear Conduct
- Regular Training Ethical Standard
- Integrity Pact for all Stakeholders

STAKEHOLDER INTEREST



- Quarterly Stakeholder Engagement & Feedback
- Integration into Decision-Making Process
- Impact Monitoring

EFFICIENCY

Rumah Atsiri assessed its business processes by collecting workflows, identifying and eliminating unnecessary steps, selecting durable and eco-friendly materials, tools, and machinery. Clear goals were set and training was provided to enhance employee skills. Monitoring performance, promoting innovation, and fostering collaboration between departments are also crucial. By implementing these strategies, Rumah Atsiri can enhance efficiency and effectiveness.

ETHICS

Rumah Atsiri upholds business ethics through a clear code of conduct and regular training on ethical standards. Encouraging employees to report unethical behavior, leading by example, and implementing monitoring and auditing mechanisms are crucial. Engaging stakeholders in decision-making and regularly reviewing and updating ethics policies also help maintain ethical standards and foster a culture of integrity within the organization.

STAKEHOLDER

Rumah Atsiri management caters to stakeholder interests by identifying and understanding their needs through engagement and feedback. They prioritize these interests, integrate them into decision-making, and communicate transparently to build trust and credibility. Monitoring impact and seeking continuous feedback ensure that stakeholder needs are met, fostering stronger relationships and long-term success.

EFFICIENCY

In 2023, Rumah Atsiri aimed to enhance efficiency by evaluating its business processes. This involved collecting all workflows, identifying and eliminating unnecessary steps through **Standard Operating Procedure (SOP) review and refinement**. The company also prioritised the use of durable and eco-friendly materials, tools, and machinery.



To establish clear and attainable objectives, Rumah Atsiri adopted the **Objectives and Key Results (OKR) system**, which is reviewed on a quarterly basis. Through **weekly and monthly assessments**, management identified training needs to enhance employee skills. However, there is still considerable work required to promote innovation and foster effective collaboration between departments.



By implementing these strategies, Rumah Atsiri aims to enhance overall efficiency and effectiveness.

ETHICS

Rumah Atsiri upholds business ethics through **a clear code of conduct and regular training on ethical standards**. The company's general code of conduct is outlined in the Buku Bertumbuh company handbook. To address daily operations and positive environmental impact, the ESG team has developed a sustainability policy as the main guideline.



The company understands that ethical practices start with the sourcing process. Therefore, a **Supplies Code of Conduct** has been established to ensure that major suppliers comply with Rumah Atsiri's value standards. Ethical guidelines are also integrated into the communication strategy to prevent greenwashing and well-washing, leading to the creation of an ethical marketing and communication guideline.

Since 2023, the company has been promoting ethical values among its management. All team members are required to **sign an integrity pact** and are supported in reporting unethical behavior. Management sets an example by implementing monitoring and auditing mechanisms. Recognizing the importance of regular review and updates, Rumah Atsiri aims to maintain ethical standards and foster a culture of integrity. Therefore, the proposed implementation of a Standard Operation for Ethical Review is scheduled for 2024.



STAKEHOLDER INTEREST



Rumah Atsiri management addresses stakeholder interests by actively engaging with them and collecting feedback to understand their needs. This helps build trust and credibility by prioritising these interests and incorporating them into decision-making processes while maintaining transparent communication.

To ensure the identification and objective assessment of all stakeholders' interests, we plan to establish **a dedicated Data Management Department in 2024**. This department will efficiently manage data, enabling the tracking and monitoring of impacts. Continuous feedback from stakeholders will be sought to ensure their needs are met effectively. This approach fosters stronger relationships and contributes to the long-term success of the organization.

An outdoor dining area with several dark tables and chairs. In the background, there is a large field of bright orange flowers. The scene is framed by a modern building structure with large glass windows and dark metal beams. The lighting is warm, suggesting late afternoon or early evening. There are small black signs with white numbers '07' and '08' on the tables.

EXPECTED MILESTONE 2024

ENVISIONING 2024



ENVIRONMENT

In 2024, **environmental measurements are tracked monthly by departments to ensure ownership of targets.** Active participation, especially from the Food and Beverages department, is crucial for a 5% waste reduction.

Rumah Atsiri will collaborate with student researchers to enhance composting for organic waste. **The company aims to strengthen its campaign for SDG 12: Responsible Consumption and Production.**

This involves partnering with local recycling businesses and artists to transform waste into usable products and educational materials, with a focus on the hospitality sector.

SOCIAL

In addition to managing and measuring the environmental impact, the management of social impact will be handled directly by the People and Culture management and business line departments. This allows each department to respond directly to the social impact they create through programs, services, products, and events.

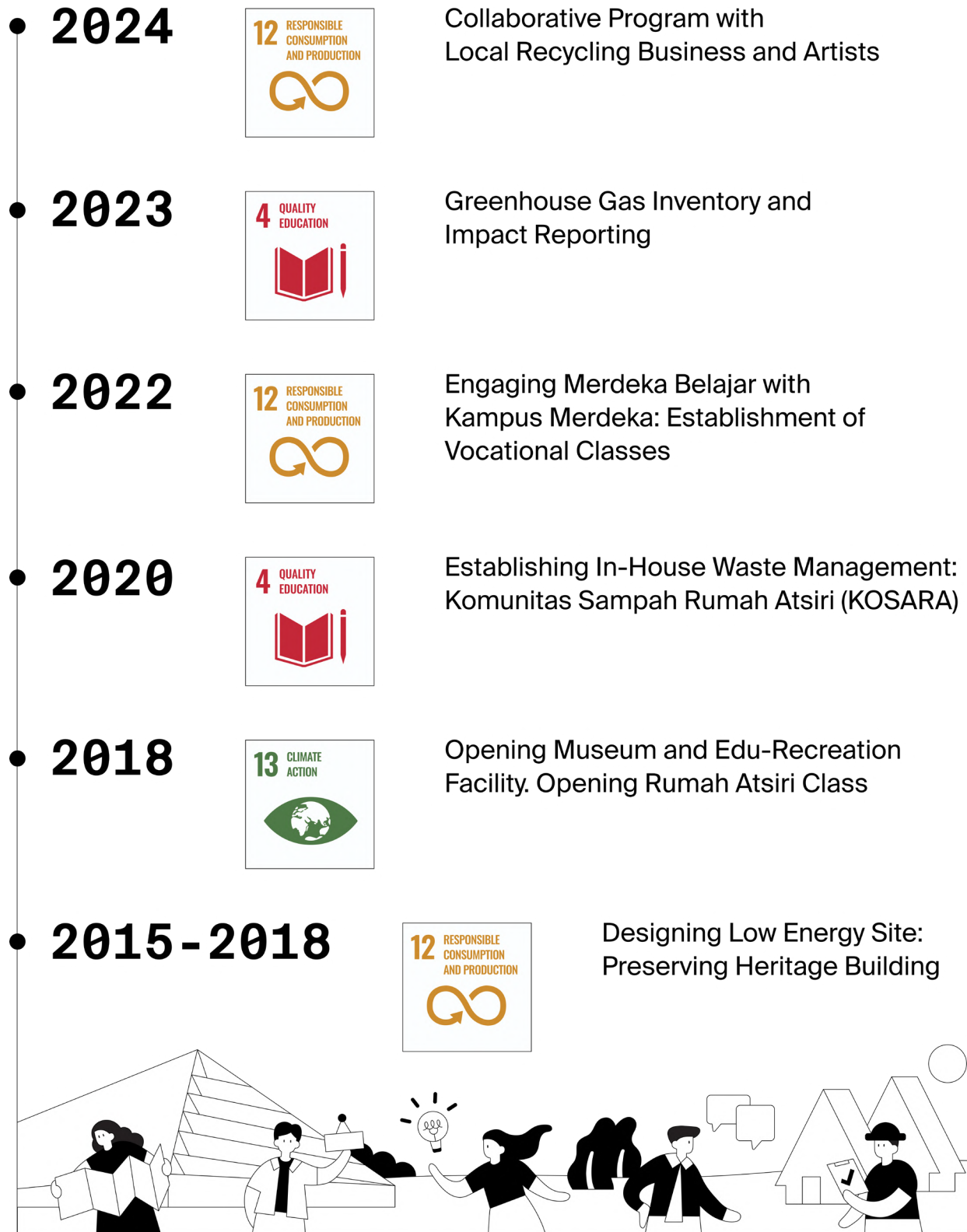
The ESG Managers have already provided guidelines for measurement. **In 2024, we expect that 90% of consumers will experience a positive impact on their well-being from the products we sell, and 90% of guests will have a positive well-being experience from the programs and events we organize.**

GOVERNANCE

Good governance is inseparable from effective data management. **In 2024, Rumah Atsiri will appoint a designated officer to manage data insights.** Well-managed data ensures transparency, accountability, and informed decision-making, aligning with the company's objectives and values. It also aids in compliance and risk management, providing insights into potential risks and ensuring adherence to legal requirements. Efficient data management improves operational efficiency and resource allocation.

Additionally, it fosters better stakeholder engagement by providing relevant and timely information, building trust and strengthening relationships. Data management is a cornerstone of good governance, supporting transparency, accountability, informed decision-making, compliance, risk management, efficiency, effectiveness, and stakeholder engagement within organizations.

ATSIRI IMPACT MILESTONE





Jl. Watusambang, Watusambang, Plumbon, Kec. Tawangmangu,
Kabupaten Karanganyar, Jawa Tengah 57792