

Sustainable Business: The Rebuild Program

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Arsari Group is a business concern founded by Hashim Djojohadikusumo. The Group is primarily involved in various businesses in Renewable Energy, Agribusiness, Mining, Forestry, Agro-forestry as well as Trading and Logistics. Arsari Group now primarily focuses on renewable energy including 'Rebuild Program' integrating the production of bio ethanol, black pellets, animal husbandry, palm sugar (brown sugar) plantation, cassava (starch), mixed forestry, fresh water and reforestation.

The mixed business model that makes it possible to embark upon and sustain a long-term program of bio-diverse reforestation, restore the habitat of endangered wildlife species, produce environmentally friendly energy and food, yet at the same time produce healthy profits and generate employment for large numbers of people with a living wage.

There is an exciting future in investing in environmentally friendly business; at the same time restoring and protecting endangered wild life, while making a healthy profit. A sustainable environment can only be possible if it is financially profitable and supported by the local human population.

Part of the Rebuild Program activities is to restore the semblance of a rain forest by planting trees in a bio-diverse, poly-cultural manner, including numerous species of fruit trees to enable the sustained return of birds and mammals to the growing forest in which the sugar palm trees (producing bio-ethanol and brown sugar) will thrive.

The key is to plant commercially viable trees and plants to enable investors to make a decent profit within a reasonable timeframe while at the same time creating the conditions where humans living in the vicinity of the growing forest are incentivized to protect it by making a dignified living from the proceeds of the forest itself. In other words: Agro Forestry.

Rebuild Program will also produce black pellets through new technology called Torrefaction from waste biomass (twigs, branches, leaves, palm oil waste bunches) that can be a substitute for coal and reduce carbon emission. Gas can also be produced by a derived from torrefaction that will enable the production of biodegradable plastics that do not compete with food, as do corn bioplastics. This new bio-mass gas technology can also produce jet fuel, LPG, LNG, fertilizers, etc, from a sustainable, perpetual undepleted resource: the palm sugar mixed-forest. A significant feature is that these can be economical at the equivalent price of \$40-\$50 per barrel of oil. In other words these biomass gas products can be produced at an affordable cost.

Another product from these mixed-forests is bio-char, which is a fertilizer medium produced from burning waste wood at certain temperatures. The result is an organic

fertilizer, which tests have shown can increase productivity exponentially without the use of chemical fertilizer from fossil fuels.

The palm sugar forest can also absorb huge amounts of carbon from the atmosphere because the roots of the tree extend 12 meters into the soil, potentially enabling gigatonnes of CO₂ to be sequestered deep in the ground.

Hashim's personal interests focus on the preservation and promotion of traditional Indonesian culture and history, education, the environment and wildlife protection. In preserving precious Indonesian traditions and cultural artifacts, Hashim has set five areas of concern: Indonesian history, Javanese aesthetic expression, Indonesian arts, anthropology and paleoanthropology. As a noted philanthropist, Hashim has devoted the past twenty years to a variety of pressing social issues in his country. In order to accomplish his stated mission of supporting and developing education, the welfare of educators, public health and children's nutrition.

Having attended the COP21 in Paris by the invitation of the Indonesian to represent private sector on sustainable and renewable energy business model; has helped in spreading the awareness of ARSARI's Rebuild Program. The interest has been significant.

Hashim channels his passion and concern for those social and environmental issues through the Arsari Djojohadikusumo Foundation (YAD) and the WADAH Foundation.