

**COMPANY PROFILE**



**lindungihutan**

**Bersama Mengijaukan Indonesia**



# ABOUT US

**LindungiHutan** is a reforestation platform connecting people and forest communities to create sustainable conservation impacts for humanity.



## VISION & MISSION

### VISION

To preserve forests for humanity through **technology, collaboration, and conservation actions**

### MISSION

- To create appropriate **technology** that ensures easy access and transparency
- To engage diverse stakeholders in impactful and inclusive **collaborations**
- To empower forest communities for sustainable **conservation** actions



**Miftachur "Ben" Robani**

Co-Founder & Chief Executive Officer [LindungiHutan](#)



## OUR VALUES

Becoming LindungiHutan's main foundation up to this day, so that it is trusted by hundreds of users and partners, as an extension for tree planting activities. We are trying to make it easier for all people to be able to plant trees based on their own needs and ideas, provide professional man power, present a transparent platform, and protect what has been planted so that it can continue to grow sustainably.



**Chashif "Cacip" Syadzali**

Co-Founder & Chief Technology Officer **LindungiHutan**



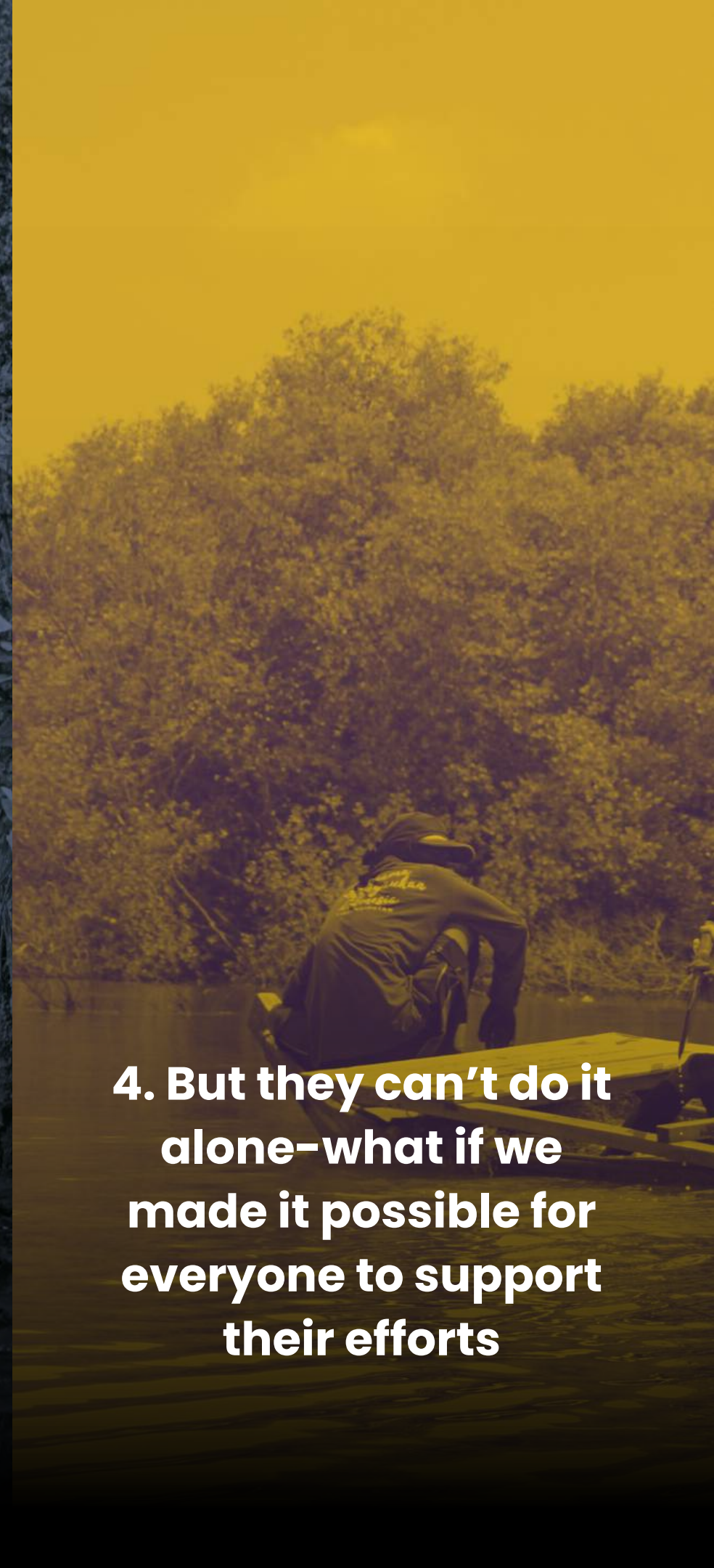
1. Climate change is making **our planet hotter and more vulnerable**



2. This leads to disasters like **coastal erosion** in mangrove areas



3. Forest communities are persevering by planting trees to **protect the environment.**



4. But they can't do it alone—what if we made it possible for everyone to support their efforts



**We help all parties to be involved in forest conservation efforts**



# MILESTONES



**2025**

• **Strategic Partner**



Started 7 years ago, LindungiHutan is a for-profit company that focuses on **Forest Preservation** through technology, collaboration and conservation action.



**+965.5K**  
trees planted



**+58.3k**  
backers (users)



**+2.1k**  
funded campaign



**+590**  
corporate clients



**+48.9k Ton**  
Carbon Sequestered  
(CO2eq)



**+120**  
Partner Farmers



**40**  
Planting Location



**107.74 ha**  
Planted Land



**+121K**  
Followers

• **Sumatera:**

1. Ekosistem Leuser
2. Pesisir Belitung
3. Taman Nasional Way Kambas

• **Sulawesi:**

1. Pesisir Untia
2. Pusat Kawasan Lingkungan Hidup
3. Ekowisata Mangrove Hubbat
4. Pantai Lowita
5. Pulau Sumanga
6. Pantai Tiwoho

• **Jawa:**

1. Desa Sukawali
2. Ekowisata Mangrove Pantai Indah Kapuk
3. Pulau Pari
4. Pulau Pramuka
5. Pantai Bahagia
6. Hutan Mangrove Ambulu
7. Dusun Tangkolak

• **and etc...**



We are operating in  
**+40 planting**  
locations in  
**Indonesia**

Each location has different legality stance  
& stakeholders to support them





# Technology



easy



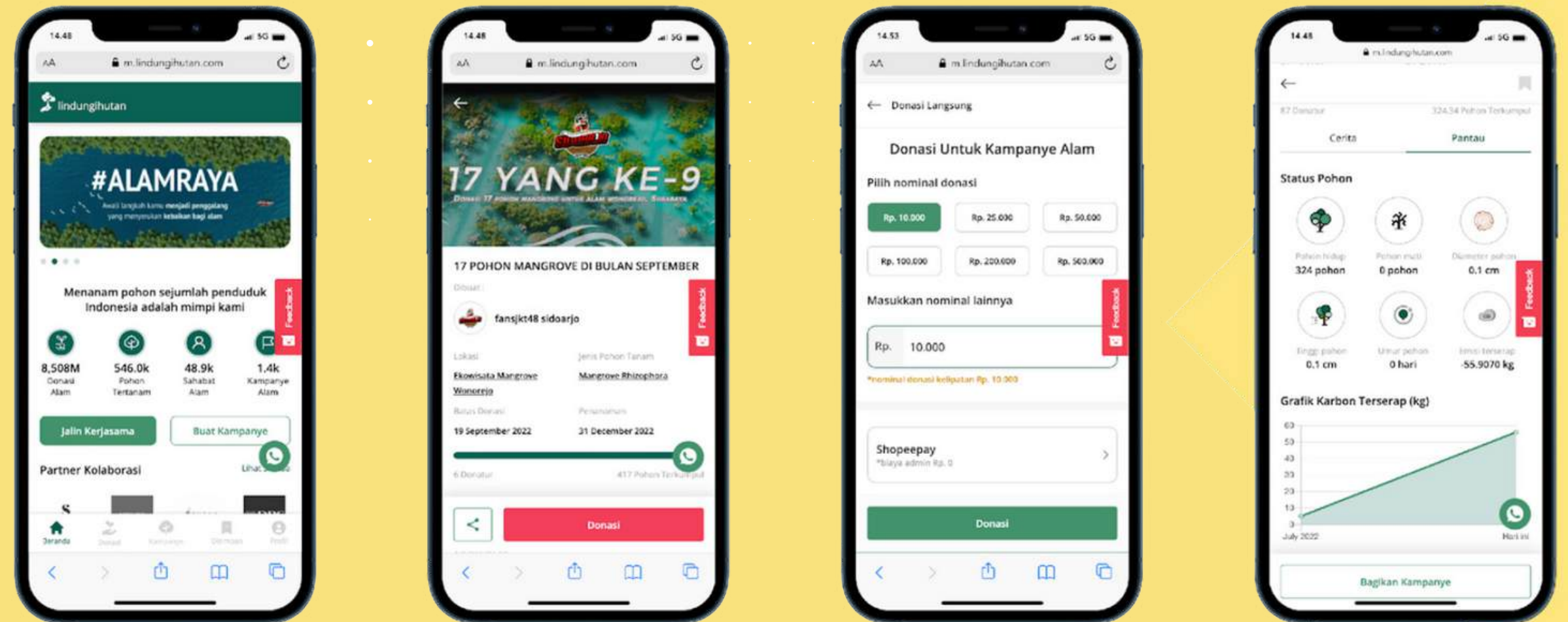
flexible





# Platform Overview

Campaign on Platform  
lindungihutan.com



The campaign feature on lindungihutan.com enables users to donate trees to available campaigns according to their needs, or create independent campaigns according to their own ideas.

# Platform Overview

## Campaign Page



A special page for campaigners and brand/company partners, which contains complete information about the planting activities that have been performed, current tree monitoring that can be accessed by everyone, as well as an Accountability Report for tree planting activities.



**MILO Green Cyclist Virtual Race**

Dibuat oleh **Rostep.id**

rescep **Desa Bedone**, Kabupaten Demak

Emisi Berkurang: **-3.9k Kg** | Donasi Pohon: **15,535.00**

5 Donatur | Jenis Pohon Tanam: **Mangrove Rhizophora**

**3,504 pohon** terkumpul dari 500 pohon

Batas Donasi: 22 Feb 2022 | Penanaman: Sabtu, 26 Februari 2022

Kampanye Alam Selesai

[Pantau Kampanye](#)

[Unduh LPJ](#)



**Mangrove Forest for Namu - Kim Namjoon Birthday Project**

Dibuat oleh **PERIJOON INA**

rescep **Pantai Mangunharjo**, Kota Semarang

Emisi Berkurang: **1.4 Kg** | Donasi Pohon: **179.10**

42 Donatur | Jenis Pohon Tanam: **Mangrove Rhizophora**

**179.1 pohon** terkumpul dari 129 pohon

Batas Donasi: 30 Sep 2022 | 9 Hari lagi

Penanaman: Sabtu, 31 Desember 2022 | 101 Hari lagi

[Gabung Aksi](#) [Donasi Sekarang](#)

**14 August 2022**

**Cerita Update**

Halo aRMy!! Salam Lestari! Salam Namjooning! Kalian tahu kan kalo leader kesayangan kita yang sebentar lagi berulang tahun punya nickname NAMU yang artinya pohon dalam Bahasa Korea. Maka pada kesempatan kali ini, untuk merayakan ulang tahun Kim Namjoon atau RM leader dari boy group BTS, @perijoon.ina ingin mengajak aRMy dan orang baik lainnya bersama-sama menanam 129+ Pohon Mangrove Rhizophora di Pantai Mangunharjo, Kota Semarang, Jawa Tengah.

Halo aRMy!!  
Salam Lestari!  
Salam Namjooning!

**Donatur Donatur Teratas**

- perijoon ina: **41 Pohon**
- Anggia: **12.1 Pohon**



# Collaboration



transparant



inclusive



# We support corporate & organization to contribute to forest conservation with 2 main programs:

## CorporaTree

Implementing your commitment to sustainability by tree planting program. Can be tailored with various additional activities to enhance the impact created

### Type of Activities

Environmental Sustainability

CSR in Tree Planting

Employee Engagement

PR & Corporate branding

Social Empowerment

## CollaboraTree

Synergizing your commercial activities with trees donation. From creating a product purchase + tree donation bundling, to profit sharing commitment

### Type of Activities

Product Values Add

Creative Campaign

Branding to customer

PR & Corporate branding

# He who plants a tree, **plants a hope**



**Aksi Hijau Mandiri Sekuritas Dalam Penanaman 1.001 Pohon Mangrove Bersama LindungiHutan**

Desa Sukawali, Kabupaten Tangerang

[lindungihutan.com](http://lindungihutan.com)

Image : Partnership  
Writer: Manda Graphic Manda



**Aksi Hijau Bank Indonesia Bersama LindungiHutan Untuk Kelestarian Bumi**

Pulau Pari, Kabupaten Kepulauan Seribu

[lindungihutan.com](http://lindungihutan.com)

Image : Partnership  
Writer: Manda Graphic Manda



**5.000 Mangrove Dari PetroChina International Jabung Ltd. Untuk Kelestarian Indonesia**

Pulau Pari, Kabupaten Kepulauan Seribu

[lindungihutan.com](http://lindungihutan.com)

Image : Partnership  
Writer: Manda Graphic Manda



**Aksi Cinta Bumi bersama Bibli Tiket Action!**

Pantai Mangunharjo, Kota Semarang

[lindungihutan.com](http://lindungihutan.com)

Graphic: Indro



**Aksi Hijau CMA CGM Indonesia Bersama LindungiHutan**

Pulau Pari, Kabupaten Kepulauan Seribu

[lindungihutan.com](http://lindungihutan.com)

Image : Partnership  
Writer: Manda Graphic Manda



**Behn Meyer Indonesia Group of Companies: Creating Hope Through Action**

Ekowisata Mangrove Wonorejo, Kota Surabaya

[lindungihutan.com](http://lindungihutan.com)

Graphic : Partnership



**Launching Program Penghijauan Pegawai Hulu Migas 1-2 Trees**

MANGROVE ECOTOURISM CENTER PIK

[lindungihutan.com](http://lindungihutan.com)



**Gerakan Penghijauan BAF Penanaman Bibit Mangrove**

SEMARANG, INDRAMAYU, JAKARTA, KOTAWARINGIN, BALI, SURABAYA

[lindungihutan.com](http://lindungihutan.com)

Image : Partnership  
Writer: Manda Graphic Manda

590+

brands/companies

Well-planned program,  
everything is expected,  
well done!"

Ziyad Rabbani,  
Corporate Strategy,  
Pasifik Satelit Nusantara

retail & e-commerce



Services



Government



Finance & Banking



Multinational Companies



Other





# Conservation



sustainable



easy



lindungihutan

dungihutan



1.

**Farmers collect seeds  
(seedlings)**



2.

**Taken to the  
nursery**



3.

**Nursery process (placed in  
polybags filled with soil)**



6.

**Monitoring  
(every 3 months)**



5.

**Planting  
process**



4.

**Taken to the  
planting site**



**Conservation**



**Before**



**After**



Mangrove planting has brought significant changes to the coastal ecosystem, as seen through the comparison of satellite photos before and after planting. Before the planting, many coastal areas suffered damage due to erosion and seawater intrusion, which not only threatened the environment but also the livelihoods of local farmers.



The restoration of the mangrove ecosystem provides direct benefits to LindungiHutan's partner farmers. A healthy mangrove forest increases fishermen's catches, prevents seawater intrusion, and maintains soil fertility, positively impacting the economic and social well-being of the local community.



"My village is now free from coastal erosion thanks to mangrove planting. If the sea used to be only one kilometer away, it is now three kilometers from the settlement, a result of the community's efforts in planting mangroves for years," **said Mr. Sururi.**

**Mak Jah and her family** have planted hundreds of thousands of mangrove trees in Bedono, Demak. The mangrove forest has now become a home for birds that come in flocks, enjoying the protection provided by the lush trees. Not only the birds, but the local community has also begun to experience its benefits.

"Mangroves not only protect the coast but also create economic opportunities. Processed products like mangrove chips help small and medium enterprises grow. 'The community can certainly benefit from mangrove-based product processing,' **said Mr. Yazid.**

**Mbak Alpiah** hopes that mangroves will be widely recognized as coastal protectors and sources of livelihood, allowing their marketing and processed production to grow further.



# Our New Product



**1. Feasibility Study**

**2. Project Designing**

**3. Consultation with Expert Panel**

**4. Carbon Certification Assistance (SRN)**

**5. Nature-Based Solutions Implementation**

**6. Digital Product Co-Development**

**7. Grant Proposal Collaboration**

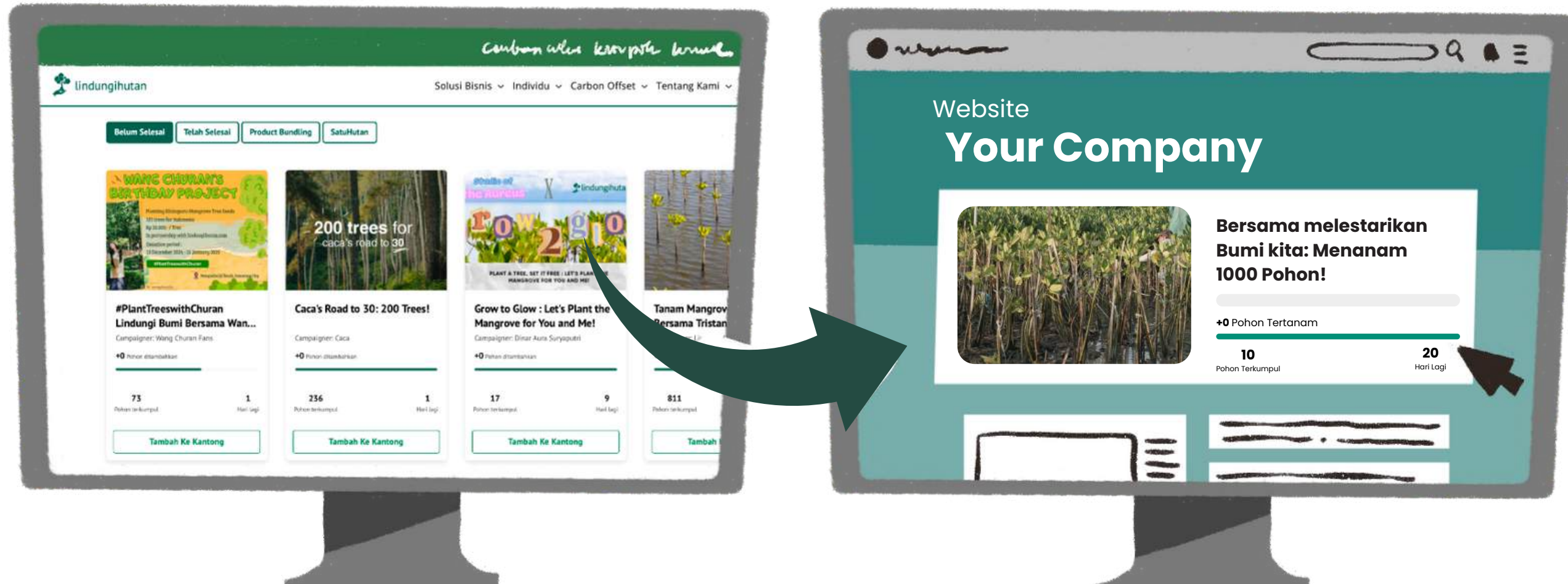
**8. Research dan Think Tank**

 lindungihutan

**SUSTAINABILITREE**



**Collaboration**



# API Integration

(Application Programming Interface)

## Campaign Page API

The mechanism enables two software components to communicate by using a protocols to access campaign data available on LindungiHutan. This allows them to display information about **campaigns** on their website, mirroring the campaign display on the LindungiHutan website

## API Monitoring Page

The API Monitoring Page is a mechanism that enables two software components to communicate by using a protocols to access monitoring data available on LindungiHutan. This allows them to display data about monitoring or tree monitoring on their website, mirroring the monitoring page display on the LindungiHutan website.

## API Carbon Calculator

The mechanism enables two software components to communicate with each other by using a series of definitions and protocols to calculate carbon footprints based on various activities. Developed by LindungiHutan, this calculator simplifies the process for individuals, groups, and companies to calculate and offset the carbon emissions generated.

## API Donor Data

The mechanism enables two software components to communicate by using a protocols to access donatur data available on LindungiHutan. This allows them to display information about donatur on their website, mirroring the donatur data display on the LindungiHutan website

# IMBANGI FOR B2B



## Corporate Emission Calculation

Our Corporate Emission Calculation Service provides a comprehensive analysis of the carbon emissions generated by YOUR company's operations. Focusing on Scope 1 and 2 emissions, we help you understand the environmental impact of your business activities and devise strategies to reduce your carbon footprint.



## Carbon Offsetting through Tree Planting

Carbon Offsetting through Tree Planting are designed to offset YOUR carbon footprint and help contribute to environmental sustainability. We offer comprehensive solutions from planning to execution, ensuring successful tree planting projects.



## Tree Monitoring for Carbon Sequestration

Our Tree Monitoring for Growth Rate service provides you with critical insights into the health and vitality of your trees, enabling you to make informed decisions for conservation and sustainability.



## Tree Monitoring for Growth Rate

Our Tree Monitoring for Carbon Sequestration service provides you with in-depth analysis of carbon absorption using advanced allometric calculations and Geographic Information Systems (GIS).

# Comprehensive Impact Report

Our impact report will highlights the outcomes and impact of YOUR tree planting project with us, and provide a wider understanding for your stakeholders needs.

## Your Impact Report will include:

1. Planting Report
2. Stakeholder Mapping
3. SDG Impact Alignment
4. Economic Valuation
5. SROI Calculation

### Capaian SDGs



## SDG Impact Alignment

The impact YOU create will harmonize seamlessly with the **targeted values and indicators outlined** by the **Sustainable Development Goals (SDGs)**, forging a path towards a more **inclusive and sustainable** future.

### SROI

Rasio SROI dihitung dengan membagi nilai total dampak dengan total biaya atau investasi (Banke-Thomas, 2015). Rasio SROI dengan nilai:

- di atas 1 menunjukkan penciptaan nilai positif.
- sebanding dengan 1 menandakan netralitas keuangan.
- di bawah 1 menunjukkan penciptaan nilai ekonomi yang kurang efisien.

Pada kampanye **Plants for Tomorrow: Kelurahan Jabungan, Kota Semarang** yang berlokasi di **Jabungan, Kota Semarang**, investasi pada keberlanjutan lingkungan dinilai akan menghasilkan dampak yang bernilai:

Biaya Investasi	Nilai Dampak
Rp86,980,000 Donasi	Rp57,242 Serapan Karbon
Rp253,246 Nilai Jam Kerja Volunteer dan Petani	Rp2,365,000 Pendapatan Petani
	Rp75,459,457 TEV Mangrove

**1 : 1.11**

Rasio SROI 1 : 1.11 menunjukkan bahwa investasi donor sebesar Rp 1 menghasilkan nilai sosial sebesar Rp 1.11 untuk penerima manfaat langsung.

Referensi :  
Banke-Thomas et al., 2015. Social Return on Investment (SROI) Methodology to Account for Value for Money of Public Health Intervention: A Systematic Review. BMC Public Health 15(582)  
<https://doi.org/10.1186/s12889-015-1938-1>

## SROI Calculation

YOU will see the broader social benefits of this investment through **SROI (Social Return on Investment)**. It involves assessing the value generated from the investment by calculating the ratio of **social value created** to **the resources invested**.



**FREE EVENT!**

# GREEN SKILLING

Bersama LindungiHutan

**Mun Marva**  
Managing Director  
at SIAP Social Innovation

**Rizki Fajar K**  
Marketing  
at De Heus Indonesia

**Tara Yulia Putri**  
Social Media Specialist  
at BelajarLagi

**Arfiana Maulina**  
Founder  
at WateryNation

Terbuka dan gratis bagi pelaku bisnis, UMKM, dan founder startup  
Daftarkan dirimu sekarang juga!

[bit.ly/greenskilling1](https://bit.ly/greenskilling1)

[lindungihutan.com](https://lindungihutan.com)

Writer **Indro Graphic Aul**



**We tailor variety of topics tailored to your (and customer) needs**

### **EducaTree Training**

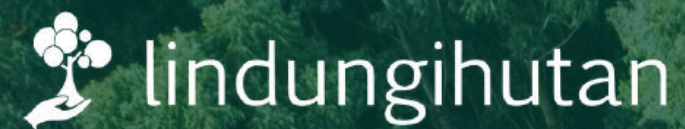
EducaTree can help to educate your **internal team** on sustainability, forestry, and environment topics.

### **EducaTree Campaign**

EducaTree can help to educate your **customers** on sustainability, forestry, and environment topics.

# **EDUCATREE**

We help to amplify your sustainability transformation agenda through education event & activities.



**Join LindungiHutan's expansion story!**

and explore how we're driving growth while making  
a positive environmental impact

for more information click the icon below...



 **0821-3836-4377**

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