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INDONESIA COMPETITIVENESS PROGRAM

REPORT ON SUSTAINABLE PRACTICES CAPACITY BUILDING INDONESIAN HOME ACCESSORIES INDUSTRY

JANUARY 2008 — STTA DAVID MAHOOD

THIS PUBLICATION WAS PRODUCED FOR REVIEW BY THE UNITED STATES AGENCY
FOR INTERNATIONAL DEVELOPMENT. IT WAS PREPARED BY **DAI**

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ACKNOWLEDGMENTS

SENADA Technical Coordinators:

Patrick Kadian
Ade Durniawan

Consultant:

David Mahood

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EXECUTIVE SUMMARY

SENADA project provided a sustainable practices training and consulting program for the home accessories industry in Indonesia. Through certain criteria, the program has selected three companies as initial participants during November – December 2007, and followed by seven companies during January – February 2008. Each of companies received a two days training from David Mahood, an international expert of sustainable practices.

The main objective of the program is assisting Indonesia home accessories industry to become sustainable company as part of the strategy to improve competitiveness of the home accessories industry in the US market. The training program has been delivered not only to those ten companies but also to their main sub contractors or suppliers. The company received a 101 sustainable training and consultation that comprise of developing understanding on 5 sustainable issues i.e. sustainable of raw materials, design, production, marketing and promotion, education, and social equity.

During the training and consultation period, a sustainable assessment has been done thoroughly for those ten companies. The assessment is aimed to set up an initial performance by then a follow up program can be addressed.

1. INDONESIAN HOME ACCESSORIES – SUSTAINABILITY OVERVIEW

Upon completion of my consultancy with 10 firms ranging from small to large producers, I have discovered that sustainable practices are a precondition to making products in central Java. Through the influence of early adoptees like Out of Asia, many products are constructed of environmentally friendly materials by local villagers who either work in small workshops or directly from their homes. There seems to be an endless number of skilled villagers to weave, craft, color or assemble a diverse offering of local materials. Most, if not all, of our clients were aware of the benefits of using these materials but none truly understood its importance as a means of promoting and distinguishing its products and sustainable practices. In fact, it became instantly clear to me that grasping the concept of sustainability was going to be a simpler part of my training for my clients to understand versus how to effectively deliver this message to the American and European market. I drafted text for each company that could serve a dual purpose. First, it could be used as an environmental mission statement or what is referred to as an environmental ethics statement by the NEWH Sustainable Hospitality Committee and by the Sustainable Furniture Council. And secondly, it would serve as a sustainability profile for each firm for SENADA as required for my consultancy.

Within my two to three day training session for each firm, I discovered the Indonesian home accessories producers are all on a fairly similar trajectory with the possible exception of Prima Putra in Solo. It is my opinion that Prima Putra has the most advanced program and if successful in achieving the FSC Reclaimed wood certification, has the most immediate opportunity to reach the “green” markets of America, much of which is defined in the LEED rating system devised by U.S. Green Building Council. For all others, their key sustainable practices revolve around three main factors: Rapidly renewable fibers, general reuse and recycling, and support of their local communities.

Rapidly renewable fibers represent the most important advantage that Indonesian home accessories have to compete in the global sustainable market. With handbags from water hyacinth, and place settings from mendong to woven bamboo baskets and amenities from pandan, central Java boasts an abundance of rapidly renewable fibers used for products. Most recognized organizations define rapidly renewable materials as those that mature within a ten-year growth cycle. In Indonesia that represents a wide range of materials, including bamboo, water hyacinth, mendong, pandan, lidi, agel, bemban, gebang, abaca, and hemp, not to mention softwoods (less than 10 years), sengon, aren wood, acacia and sonokeling. These native Indonesian materials remain a mystery to many eco-consumers around the world.

Without a universally recognized certification label, Indonesian producers must educate their buyers and consumers on these local, abundant materials. As one of the most bio-diverse regions in the world, Indonesia has failed to recognize the precarious position it is in. The tropical rainforests of this nation of islands are being lost at an alarming rate and Indonesians are not receiving the true environmental value of their exported forest wood. The use of rapidly renewable fibers can reduce the need for some hardwoods illegally harvested for furniture and building material and renew irreplaceable tropical rainforests. The Indonesian handicraft industry as a whole will also need to find fiber alternatives to cotton as fresh water becomes an even more important resource. Alternatives could come from abaca, sugar cane or hemp.

The Indonesian home accessories industry is headquartered in the most densely populated island in the world consequently the Indonesian people are some of the most resourceful in the world. The home accessories and furniture businesses have utilized a creative approach to wood waste and other discards.

Much of this waste can be found in reclaimed wood accessory products made from reclaimed teak and mahogany. Frames for photos, candles, lighting, and mirrors are all offered in reclaimed or residue wood. The furniture industry has also adopted this approach with seating, tables, floor mirrors, and decorative sculptures made from reclaimed wood. Some recycled plastic and magazines have been crafted into handbags, storage bins, frame holders, and other amenity products.

Most of the villages and factories that I visited had a minimal amount of waste production, reusing some for secondary accessory items. Unfortunately, many of the producers of furniture and accessories still rely on solvent-based glues, color and stain materials. I witnessed several workers without masks and gloves applying spray or brush glues and finishes in poorly or unventilated working conditions. These safety hazards are counteractive to a sustainable manufacturing approach. Additionally, the periodic incineration of waste is rendered even more harmful by petroleum-based ingredients. Suwastama, the largest of the manufacturers visited, has installed an automated drying system to allow for water-based finishes for its furniture products. Additionally, they have built a moisture control room to prevent any movement in wood or rattan joints due to changes in humidity. There is much opportunity for improvement in worker safety conditions in the home accessory and home furnishings market.

The reuse of materials and the more general presentation of wood in its natural state will help alleviate some of the safety hazards that exist today. It is to be noted also that quality control measures varied greatly from supplier to supplier. I advised all our clients to create a sustainable code of conduct for safety and quality issues. The great range of suppliers working in small villages or homes makes it imperative that the manufacturers monitor quality control thoroughly. That said, Indonesia has an abundant supply of materials that could be reused and with an expanding population, these materials will always be abundant. Their creative reuse may also increase the demand for these materials hence bringing prices to a competitive level.

The final key aspect of the Indonesian home accessory producers is their genuine commitment and loyalty to their local villages. In America where the manufacturing sector is less and less connected to their local communities, people may receive no benefit from local factories. The home accessories industry in Indonesia is integrally tied into their villages. All of the companies we visited source most of their materials locally, employ local workers, and in a few cases, even provide a community workshop to improve the welfare of the villagers. Eighty percent of the factories and suppliers we visited paid in excess of the regional minimum wage, provided medical assistance or had an insurance policy in place, and allowed for flexible working schedules. One organization, APIKRI, has received fair trade certification and is the exemplary member of this group.

As a result their cooperative organization has the most socially forward measures we witnessed. I discovered that a general lack of environmental education persists in the Indonesian home accessories and home furnishings industry, as few companies, Apikri not included, have provided education on the importance of sustainable practices to their employees, suppliers, and buyers. In the diagram we used for explaining the triple bottom line- people, planet and profits, we explained the need for education to maintain the balance of all three. Irrespective, the Indonesian home accessories companies are far closer to a balance than some other Asian nations and should find a willing sustainable buyer that sees added value in their products. Lastly, many of the producers readily understood the idea of designing local. Relying on local materials and designing them to recycle or naturally biodegrade using local workers is an accomplishment that is a foundation of sustainable practices. Again, the struggle was for most in how to promote these practices and attract a sustainable buyer. Our presentation reinforced to all of them that a “green” consumer will reward an eco-friendly company that is socially responsible.

In conclusion, it is my contention that the home accessories and a few home furnishings companies- Prima Putra, for certain, have an opportunity to reach other markets through a shift in vision toward sustainability. The lack of verification and certifications should not have the impact on home accessories as it will to providers of furniture made from hardwoods. The training we provided should allow most to successfully promote their sustainable businesses to home furnishings buyers and with increasing importance, the hospitality market. The sustainable profile I drafted for each organization will allow them to begin the campaign of sustainable Indonesian products to a more diversified market. Many have already begun the process of converting their logos, slogans, and websites to reflect their own specific sustainable message.

The advantages of rapidly renewable fibers, recycle and reuse practices, and a deep and cultural commitment to their local communities, are the strongest aspects of sustainability for the Indonesian home accessories producers we visited. These should form the basis for a sustainable Indonesia movement. The current direction of good design and price is one that will limit the opportunities of these creative and industrious people and doom some of them. A sustainable approach will shift the balance toward a competitive future for these companies. In light of the ecological challenges facing China in the immediate future, Indonesia has a real chance to gain traction in the sustainable markets of the U.S. And lastly, it was with astonishment that I watched companies implement changes in a matter of days, a fact I will always remember with pride.

2. SUSTAINABLE PROFILES OF EIGHT HOME FURNISHING COMPANIES

2.1 PROFILE 1 – SIJI LIFE STYLE

Siji lifestyle accessories is one of an emerging breed of Indonesian manufacturers that have recognized that their lush, species-rich, environment is worth promoting and preserving through sustainable development. Its distinct collection of home accent products including lamps, storage baskets, photo frames, vases, and magazine holders are all locally sourced from rapidly renewable materials grown in central Java in Indonesia.

Versus mass produced industrial centers as found in other parts of Asia, *Siji* contracts local villagers in its hometown of Jogjakarta to handcraft most of the production. These families weave, construct, and paint or dye most of the items from their traditional homes in shifts that allow for rice cultivation while caring for their families.

Siji has further reduced its minimal environmental footprint by carefully reviewing all of its raw materials and processes and has successfully eliminated any toxic glue, paints, and most dyes. The ecological impact of using water hyacinth (an aquatic nuisance), bamboo, pandanus and agel (native grasses), and mendong (sea grass) in a nation struggling to maintain its tropical forest cover is very noteworthy. All of these materials are native to the Island of Java, are abundant and do not require converted forest land for cultivation. According to founder and designer, Achmad Kurnia, “*Siji* represents a new age of environmentalism in Indonesia, one that realizes that achieving a sustainable balance is not only ethically responsible but inspiring to a proud tradition of skilled craftsmen.

2.2 PROFILE 2 – PT. TASHINDA

Tashinda has a complete range of home accessory products. Within this range is an impressive display of locally sourced and abundant raw materials from terra cotta, terrazzo, and lava stone to local rapidly renewable fibers, mendong, pandanus, agel, bamboo, coconut stick, the aquatic weed- water hyacinth, and a softwood with an eight year growth cycle called aren wood. These local, abundant raw materials are finely crafted into pots, candle holders, frames, vases, sculptures, mats, a multitude of storage trays, baskets, and bins, place settings, table runners, bags, and other decorative accent pieces.

Tashinda’s story is indicative of the Indonesian commitment to sustainable living. As an island nation with limited access to many resources, Indonesians waste little and efficiently reuse their materials. For example, Tashinda has incorporated recycled newspaper and cement bags into their range of products, covering them with water-based paints, and recycled iron used for metal art found from local building scrap. A mix of recycled and natural materials is found in many Tashinda home accessory designs.

A trip to the twenty production partners that support Tashinda’s manufacturing operation reveals a model repeated over and over as neighboring villagers work in their homes weaving local natural fibers like water hyacinth within an open schedule that allows for the rearing of their children. Tashinda’s growth has helped raise the socio-economic status of the people of Jogjakarta by relying on local materials like water hyacinth. The low impact production of water hyacinth has an additional environmental advantage. Its removal from streams and canals benefits critical rice production, while the process of cutting, drying and weaving, requires mainly human energy and the gifts of the sun. Johni Sahlan, owner of Tashinda, exemplifies the family atmosphere of Indonesian production facilities. Tashinda’s eighty employees make in excess of the regional minimum wage in a safe and professional

working environment. In 2006, Johni made sure that none of his workers suffered needlessly from the devastating earthquake that struck Jogjakarta, providing medical and building supplies, essential food items, and fresh water. The commitment to community and employees is a key aspect of a company dedicated to improving the welfare of its people.

2.3 PROFILE 3 – PT. HARPA INTI MANDIRI

Harpa Inti Mandiri is a ten-year-old company based in Yogyakarta, Indonesia with a wide offering of home accessory products. Like other Indonesian producers, Harpa relies on local rapidly renewable materials, pandanus, mendong, bamboo and others, for most of its finely crafted products. Place settings, storage bins and baskets, candle holders, frames, trays and holders as well as a variety of lighting products are all items found at Harpa. One of the more original, sustainable materials offered is float stone, a soft rock made from volcanic lava. This natural material is bound into frames for lights, pictures, and candles using water-based adhesives. And since Indonesia is the nation with the most active volcanoes in the world, with its most active, Merapi, glaring menacingly from high above Yogyakarta, it offers an abundance of volcanic rock. Harpa has used this distinctly Indonesian material to define many of its latest collections.

As part of Harpa's commitment to a sustainable Indonesia, all raw materials come from within a 60 kilometer radius. Using local abundant materials aids in reducing the pressure on Indonesian rainforests, and ensures a plentiful supply for the future. And finally, Harpa is committed to providing a fair wage for its employees and requires the same from its suppliers. As an Indonesian home accessories manufacturer, Harpa is proud to sustain its distinguished landscape and its equally distinguished people.

2.4 PROFILE 4 – LUNAR MULIA KREASI

Lunar Mulia Kreasi, located in the heart of Jogjakarta, Indonesia, offers a diverse collection of home accessories and home furnishings products. Within this range are tables, stools and benches, hand-carved sculptures, hand bags, tissue holders, trays, candle holders, and a broad collection of lighting products, including floor, table and wall lamps.

Lunar's innovative design skills have been merged with a creative approach toward a sustainable future for Indonesia. By developing relationships with other local manufacturing organizations, Lunar has sourced many residue materials that were destined for incineration. In Indonesia, the cutting and burning of wood is the primary source of carbon dioxide emissions. Lunar has now been supplied with teak stumps and demolition teak, salvage glass, pumpkin shells discarded from the food industry, residue leather and rescued sonokeling, a dark Javanese wood. Lunar has even made use of one of the most beloved examples of Javanese culture: Batik. Reused batik cloth is used for the surface of its serving trays.

Many of Lunar's creative designs have over 50% recycled content ingeniously conceived to enhance the beauty of the products, while maintaining its commitment to environmental stewardship. In addition to recycled content, Lunar has taken advantage of the local abundant flora for other material requirements. These include hemp and abaca, water hyacinth and rattan, bamboo and casava as well as local grasses like mendong and pandan. Lunar's diversity of designs extends its market to the hospitality and commercial industry as well. It continues to provide goods to Indonesian hotels, restaurants, and spas and continues to successfully sell its lighting line throughout Europe and Japan. As an example of the sustainable companies of the future, Lunar is embracing the social and environmental responsibility of an organization in balance with a changing planet, thus providing inspiration to a generation of sustainable designers to come.

2.5 PROFILE 5 — SETIA PELEM SEWU

When Setia Pelem Sewu began its enterprise six years ago, it represented a convergence of design talent and rich Indonesian natural fibers. Since then, bamboo and other rapidly renewable materials like pandanus, mendong, lava stone, water hyacinth, hemp and banana bark have been expertly crafted into numerous home accessory items. In fact, Setia has become one of the largest producers of Indonesian home accessories in the country. The current collection of products includes everything from planters, place settings, table runners, hand bags and sculptural art to bird cages and baskets. In fact, the offering of baskets, bins, and wine and candle holders represent one of the largest range of bamboo storage products. But it wasn't only a commitment to quality and design that established this successful trajectory, the vision of co-owner, Tommy Sutarso, included a personal abidance to sustainable principles. As a native of Jogjakarta, Tommy recognized the importance of establishing a local business that employed local village workers paid a fair wage, while making creative use of his locally abundant raw materials.

Setia's sustainable product offering is highly dependent on the unique tropical setting of Indonesia. Relying on rapidly renewable fibers, and low impact production techniques, Setia has championed the cause of sustainability. Nothing represents this more than the bamboo storage baskets that are manufactured without the need for adhesives. This innovative design allows tomorrow's consumer to return the basket to the natural environment from which it came. In the landscape of the future, all products will be made so close to nature, and Setia will be there to make them for you.

2.6 PROFILE 6 —BHUMI CIPTA MANDIRI

Bhumi Cipta Mandiri offers a collection of home accessories and fashion products manufactured from a wide range of locally grown, rapidly renewable materials. With operation headquarters located in the center of home accessories production in Yogyakarta, Indonesia, Bhumi Cipta has a ready supply of local, sustainable fibers including pandanus, agel, bamboo,coconut, mendong, bemban, gebang, lidi, and jute. True to its Indonesian name, Bhumi Cipta Mandiri believes that nature creates the finest designs.

In addition to a vast collection of handbags made from a menu of local fibers, Bhumi Cipta makes photo frames, serving trays, storage boxes, jewelry, office accessories, hospitality amenities, and even artwork. In fact, Bhumi Cipta promotes local young artists through a gallery located within its showroom. The nature-balanced approach to its products also includes the reuse of materials. Several collections are offered in recycled content like snack wrappers and magazines, and one is available in local mahogany leaves. A new collection even features recycled batik fabric from the many producers of this local traditional design.

In fact, Bhumi Cipta Mandiri has ten years of experience working with local, natural and recycled materials. During this time, Ms. CS. Emmy Pratiwi, director, has developed into a community leader and role model for other Indonesian businesswomen. Bhumi Cipta Mandiri, through Ms. Pratiwi's efforts has established a foundation that acts as a workshop for the local villagers. This center allows the women of the villages to work in a modern facility complete with a day care for their children. Recognizing that sustainable Indonesia must grow roots in the local community, Bhumi Cipta Mandiri has created a sustainable profile from nature, for people, forever.

2.7 PROFILE 7 — PT. SUWASTAMA

Suwastama in Solo, Indonesia, on the island of Java, has mastered the process of incorporating sustainable practices with mass production. As one of the largest furniture and home accessories

manufacturer in Indonesia, Suwastama has one of the most advanced operations on the island through the direct involvement of one of the largest furniture retailers in the world. As a result, it has created systems that allow for a high standard of safety and employee support. Additionally, its processes include the rare occurrence of a mass produced production line that uses an all water-borne finish system. This system recaptures treated waste water and returns it to the finishing area of the facility to preserve fresh water, a critical component of a highly populated island like Java and for the islands of Indonesia in general.

The range of products go from rattan seating and tables, to woven water hyacinth baskets, a variety of coconut stick place settings and runners, storage containers from pandanus, to bedroom suites and chaise lounge chairs. Suwastama is an acronym for a total respect for and moral commitment to our natural resources, land, water, wind, and sun. This philosophy requires Suwastama to seek more sustainable products and operations. The wide use of rapidly renewable fibers native to central Java, throughout the home accessories range versus synthetic or non-native materials, is a means to achieving this philosophical approach. In addition, a material-wide toxicity test for all products provides the consumer with a more sustainable product and a trustworthy source for home furnishings and home accessories. Suwastama represents the future of sustainable Indonesia: modern, expansive, and in respectful harmony with our gifts from nature.

2.8 PROFILE 8 — PRIMA PUTRA BENGAWAN

Prima Putra Bengawan has taken a leadership role in the struggle to save the tropical rainforests of Indonesia. Located in Solo, on the Island of Java, its furnishings division, for example, offers furniture products for home, commercial and hospitality applications like seating and benches, casegoods and partitions, wood sculptured items, free standing lighting products as well as bathroom accessories, in a range of reclaimed woods. The rescue and reuse of wood serves a dual purpose. First, much of the wood waste in Indonesia is burned for fuel wood; additionally, creating designs from salvage wood alleviates the need for seeking hardwoods from the biologically diverse tropical forests of Indonesia.

Many of Prima Putra's innovative designs are offered in purely natural alternatives, including unfinished teak planks recovered from demolition projects and aged Borneo wood from fallen barns and buildings. In fact, Prima Putra is in the process of achieving 100% FSC certification for Reclaimed wood, the most stringent standard for responsible forestry practices, a certification gained by only a handful of companies in the world. As with all reclaimed woods, Prima Putra will attempt to match all customer requests but due to the variety of reclaimed lumber available, wood species will vary based on supply.

As a sustainable furniture manufacturer, Prima Putra can contribute LEED credits as defined by the U.S. Green Building Council under the Materials and Resources category. Prima Putra is proud to be leading the way for a more sustainable Indonesia. We believe to be "green" we have to start at home. Prima Putra's custom division offers turn-key architectural build-out and custom millwork services for projects throughout the world. In-house services include shop drawings, 3-D drawings, free-hand sketching, total redesign and profile design and an integral approach to working with architects and designers. Additionally, Prima Putra has the unique advantage of complete wood production capabilities, including the wealth of reclaimed woods that is the focus of the company's sustainable approach toward wood management.

This commitment to sustainable practices offers the customer a working knowledge of energy saving and resource preserving construction methods. Prima Putra's standard of excellence has been acknowledged in trade publications like *LARAS* and *Rumah Ide*. The portfolio includes exclusive

island palaces to Parisian villas to high-end restaurants in Germany and Indonesia to custom architectural buildings in Jakarta and Solo.

Prima Putra has capabilities that include custom hotel, restaurant, home and commercial building applications. In fact, Prima Putra takes pride in its exactitude in specifications and craftsmanship and its creative reuse of materials for many of its custom projects. The added benefit of sustainable materials can assist a project in attaining the LEED, Leadership in Energy and Environmental Design, building rating for American projects seeking this environmental distinction. And, lastly, Prima Putra's custom capabilities make good environmental sense in a world seeking more sustainable solutions.

3. SUSTAINABILITY ASSESSMENTS

In order to measure sustainable performance of the ten companies, a sustainable assessment tools (SAT) has been developed. There are six elements applied in SAT where each element is scored by 1-5 scale that represent the poorest sustainable condition up to the best one. Those four sustainable key elements are follows

1. First, using of sustainable raw materials. It comprises of 5 indicators i.e. using rapidly renewable raw materials, using reuse/reclaim or waste materials, using abundant raw materials, using local raw materials, and has low impact on depleting the quality of environment. The higher score might it get in those 5 indicators the more sustainable company in terms of raw materials aspect.
2. Second, applying sustainable design. It comprises of 4 indicators i.e. applying.
3. Third, applying sustainable production. It comprises of 6 indicators.
4. Fourth, applying sustainable promotion and marketing.

The sustainable performance of the ten companies is follows

SUSTAINABLE ASSESSMENT SCORE

SIJI LIFE STYLE

RAW MATERIALS	SCORE				
	1	2	3	4	5
1 Rapidly Renewable					1
2 Reuse / Reclaim / Waste			1		
3 Abundant					1
4 Available locally				1	
5 Low Impact			1		
Total	0	0	2	1	2

DESIGN	SCORE				
	1	2	3	4	5
1 Recycled / Decomposted				1	
2 Reused Component			1		
3 Energy Saving		1			
4 Innovation				1	
Total	0	1	1	2	0

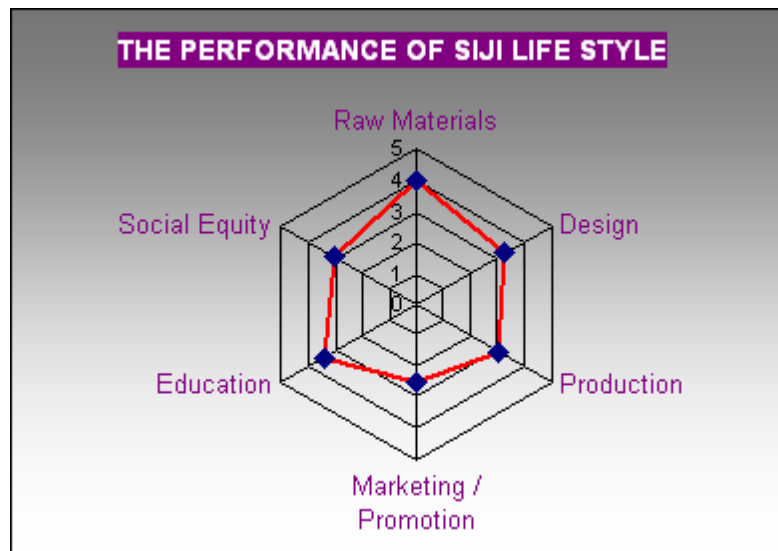
PRODUCTION	SCORE				
	1	2	3	4	5
1 Non Toxic Materials			1		
2 Natural Based Materials			1		
3 Waste Management		1			
4 Energy Saving			1		
5 Quality Control				1	
6 Packaging			1		
Total	0	1	4	1	0

MARKETING / PROMOTION	SCORE				
	1	2	3	4	5
1 Sustainable Profile			1		
2 Logo / Slogan				1	
3 Website		1			
4 Green Exhibition	1				
Total	1	1	1	1	0

EDUCATION	SCORE				
	1	2	3	4	5
1 Employee				1	
2 Suppliers				1	
3 Buyers			1		
4 Networking with peers		1			
5 Indonesian Environmental Issues				1	
Total	0	1	1	3	0

SOCIAL EQUITY		SCORE				
		1	2	3	4	5
1	Fair Wage				1	
2	Health and Safety		1			
3	Code of Ethics		1			
4	% of workers - local					1
5	Social Responsibility Program		1			
Total		0	3	0	1	1

Sustainable Assessment		
1	Raw Materials	4
2	Design	3.3
3	Production	3.0
4	Marketing / Promotion	2.5
5	Education	3.4
6	Social Equity	3.0



SUSTAINABLE ASSESSMENT SCORE

CV. TASHINDA

	SCORE				
	1	2	3	4	5
1 Rapidly Renewable				1	
2 Reuse / Reclaim / Waste					1
3 Abundant					1
4 Available locally				1	
5 Low Impact		1			
Total	0	1	0	2	2

	SCORE				
	1	2	3	4	5
1 Recycled / Decomposted			1		
2 Reused Component			1		
3 Energy Saving		1			
4 Innovation			1		
Total	0	1	3	0	0

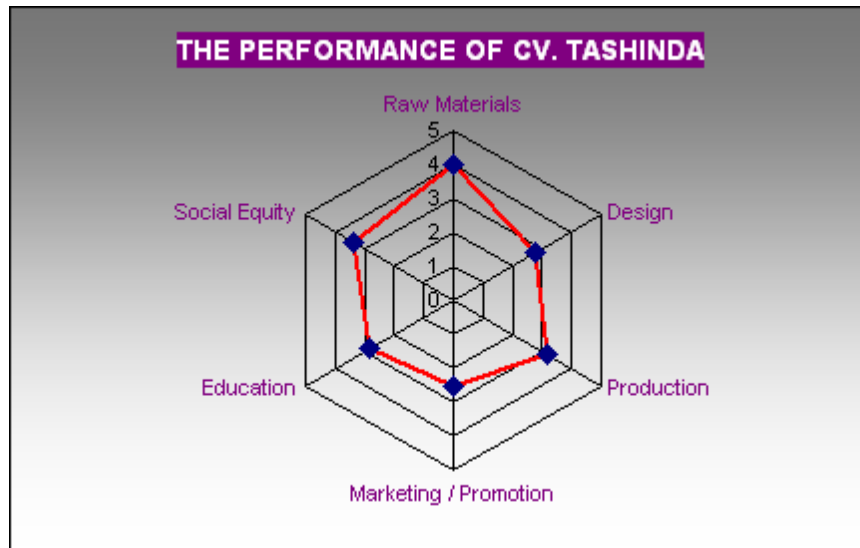
	SCORE				
	1	2	3	4	5
1 Non Toxic Materials			1		
2 Natural Based Materials			1		
3 Waste Management			1		
4 Energy Saving			1		
5 Quality Control				1	
6 Packaging			1		
Total	0	0	5	1	0

	SCORE				
	1	2	3	4	5
1 Sustainable Profile			1		
2 Logo / Slogan				1	
3 Website		1			
4 Green Exhibition	1				
Total	1	1	1	1	0

	SCORE				
	1	2	3	4	5
1 Employee				1	
2 Suppliers				1	
3 Buyers		1			
4 Networking with peers		1			
5 Indonesian Environmental Issues		1			
Total	0	3	0	2	0

SOCIAL EQUITY		SCORE				
		1	2	3	4	5
1	Fair Wage				1	
2	Health and Safety				1	
3	Code of Ethics		1			
4	% of workers - local					1
5	Social Responsibility Program		1			
Total		0	2	0	2	1

Sustainable Assessment		
1	Raw Materials	4
2	Design	2.75
3	Production	3.2
4	Marketing / Promotion	2.5
5	Education	2.8
6	Social Equity	3.4



**SUSTAINABLE ASSESSMENT SCORE
PALM SQUARE**

RAW MATERIALS		SCORE				
		1	2	3	4	5
1	Rapidly Renewable			1		
2	Reuse / Reclaim / Waste					1
3	Abundant				1	
4	Available locally				1	
5	Low Impact			1		
Total		0	0	2	2	1

DESIGN		SCORE				
		1	2	3	4	5
1	Recycled / Decomposted			1		
2	Reused Component			1		
3	Energy Saving		1			
4	Innovation			1		
Total		0	1	3	0	0

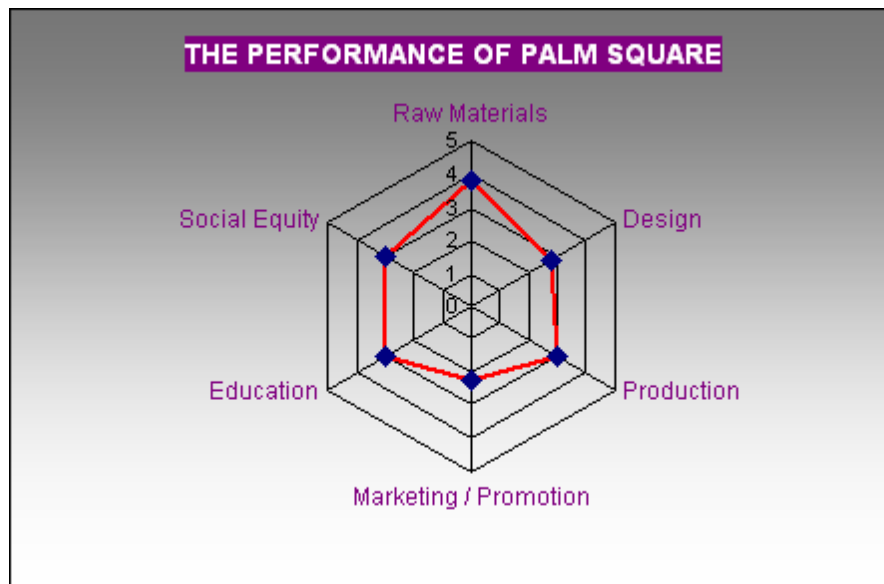
PRODUCTION		SCORE				
		1	2	3	4	5
1	Non Toxic Materials			1		
2	Natural Based Materials			1		
3	Waste Management		1			
4	Energy Saving			1		
5	Quality Control				1	
6	Packaging			1		
Total		0	1	4	1	0

MARKETING / PROMOTION		SCORE				
		1	2	3	4	5
1	Sustainable Profile			1		
2	Logo / Slogan			1		
3	Website		1			
4	Green Exhibition	1				
Total		1	1	2	0	0

EDUCATION		SCORE				
		1	2	3	4	5
1	Employee				1	
2	Suppliers				1	
3	Buyers		1			
4	Networking with peers		1			
5	Indonesian Environmental Issues			1		
Total		0	2	1	2	0

SOCIAL EQUITY		SCORE				
		1	2	3	4	5
1	Fair Wage				1	
2	Health and Safety			1		
3	Code of Ethics		1			
4	% of workers - local				1	
5	Social Responsibility Program		1			
Total		0	2	1	2	0

Sustainable Assessment		
1	Raw Materials	3.8
2	Design	2.75
3	Production	3.0
4	Marketing / Promotion	2.25
5	Education	3.0
6	Social Equity	3.0



SUSTAINABLE ASSESSMENT SCORE
HARPA INTI MANDIRI

RAW MATERIALS	SCORE				
	1	2	3	4	5
1 Rapidly Renewable				1	
2 Reuse / Reclaim / Waste			1		
3 Abundant				1	
4 Available locally			1		
5 Low Impact			1		
Total	0	0	3	2	0

DESIGN	SCORE				
	1	2	3	4	5
1 Recycled / Decomposed			1		
2 Reused Component			1		
3 Energy Saving		1			
4 Innovation			1		
Total	0	1	3	0	0

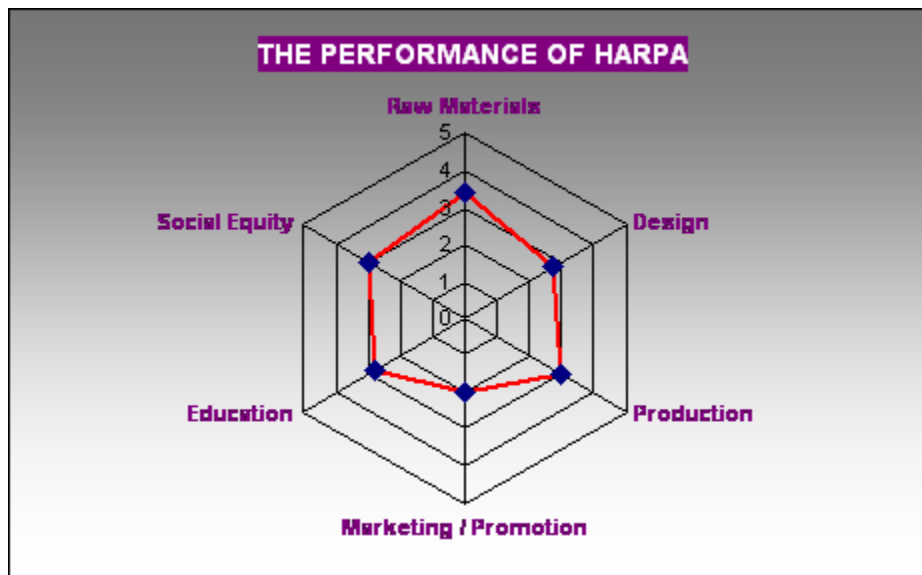
PRODUCTION	SCORE				
	1	2	3	4	5
1 Non Toxic Materials			1		
2 Natural Based Materials			1		
3 Waste Management		1			
4 Energy Saving			1		
5 Quality Control				1	
6 Packaging			1		
Total	0	1	4	1	0

MARKETING / PROMOTION	SCORE				
	1	2	3	4	5
1 Sustainable Profile			1		
2 Logo / Slogan		1			
3 Website		1			
4 Green Exhibition	1				
Total	1	2	1	0	0

EDUCATION	SCORE				
	1	2	3	4	5
1 Employee				1	
2 Suppliers			1		
3 Buyers		1			
4 Networking with peers		1			
5 Indonesian Environmental Issues			1		
Total	0	2	2	1	0

SOCIAL EQUITY		SCORE				
		1	2	3	4	5
1	Fair Wage				1	
2	Health and Safety			1		
3	Code of Ethics		1			
4	% of workers - local				1	
5	Social Responsibility Program		1			
Total		0	2	1	2	0

Sustainable Assessment		
1	Raw Materials	3.4
2	Design	2.75
3	Production	3.0
4	Marketing / Promotion	2
5	Education	2.8
6	Social Equity	3.0



SUSTAINABLE ASSESSMENT SCORE
LUNAR

RAW MATERIALS	SCORE				
	1	2	3	4	5
1 Rapidly Renewable					1
2 Reuse / Reclaim / Waste					1
3 Abundant					1
4 Available locally				1	
5 Low Impact			1		
Total	0	0	1	1	3

DESIGN	SCORE				
	1	2	3	4	5
1 Recycled / Decomposed			1		
2 Reused Component				1	
3 Energy Saving		1			
4 Innovation				1	
Total	0	1	1	2	0

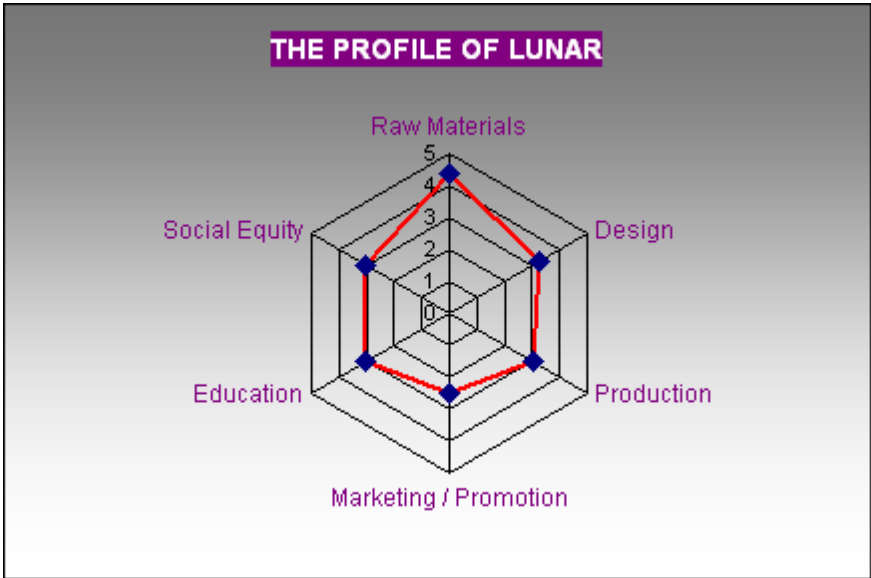
PRODUCTION	SCORE				
	1	2	3	4	5
1 Non Toxic Materials			1		
2 Natural Based Materials			1		
3 Waste Management		1			
4 Energy Saving			1		
5 Quality Control				1	
6 Packaging			1		
Total	0	1	4	1	0

MARKETING / PROMOTION	SCORE				
	1	2	3	4	5
1 Sustainable Profile			1		
2 Logo / Slogan			1		
3 Website			1		
4 Green Exhibition	1				
Total	1	0	3	0	0

EDUCATION	SCORE				
	1	2	3	4	5
1 Employee				1	
2 Suppliers			1		
3 Buyers		1			
4 Networking with peers			1		
5 Indonesian Environmental Issues			1		
Total	0	1	3	1	0

SOCIAL EQUITY		SCORE				
		1	2	3	4	5
1	Fair Wage				1	
2	Health and Safety			1		
3	Code of Ethics		1			
4	% of workers - local				1	
5	Social Responsibility Program		1			
Total		0	2	1	2	0

Sustainable Assessment		
1	Raw Materials	4.4
2	Design	3.25
3	Production	3.0
4	Marketing / Promotion	2.5
5	Education	3.0
6	Social Equity	3.0



SUSTAINABLE ASSESSMENT SCORE
BHUMI CIPTA MANDIRI

RAW MATERIALS		SCORE				
		1	2	3	4	5
1	Rapidly Renewable					1
2	Reuse / Reclaim / Waste				1	
3	Abundant					1
4	Available locally				1	
5	Low Impact			1		
Total		0	0	1	2	2

DESIGN		SCORE				
		1	2	3	4	5
1	Recycled / Decomposted			1		
2	Reused Component			1		
3	Energy Saving		1			
4	Innovation				1	
Total		0	1	2	1	0

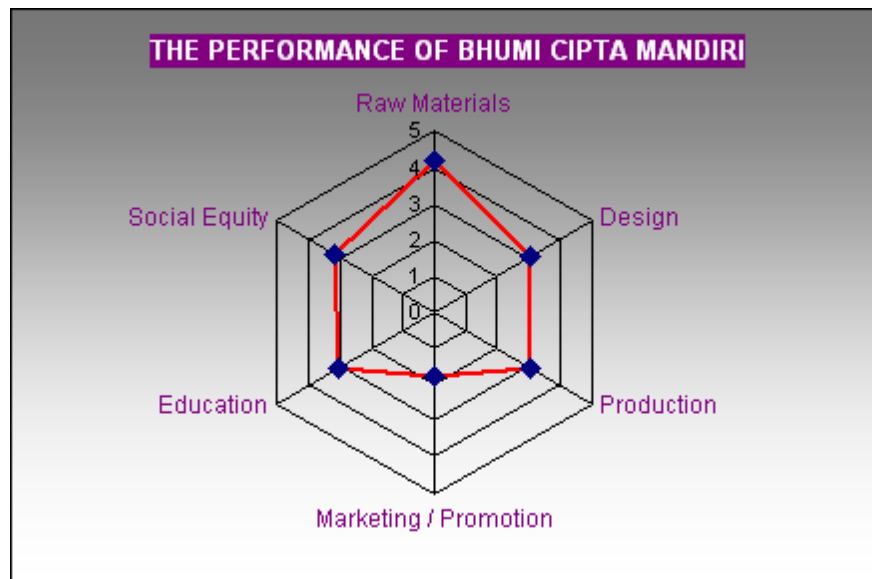
PRODUCTION		SCORE				
		1	2	3	4	5
1	Non Toxic Materials			1		
2	Natural Based Materials			1		
3	Waste Management		1			
4	Energy Saving			1		
5	Quality Control				1	
6	Packaging			1		
Total		0	1	4	1	0

MARKETING / PROMOTION		SCORE				
		1	2	3	4	5
1	Sustainable Profile			1		
2	Logo / Slogan		1			
3	Website	1				
4	Green Exhibition	1				
Total		2	1	1	0	0

EDUCATION		SCORE				
		1	2	3	4	5
1	Employee				1	
2	Suppliers			1		
3	Buyers		1			
4	Networking with peers			1		
5	Indonesian Environmental Issues			1		
Total		0	1	3	1	0

SOCIAL EQUITY		SCORE				
		1	2	3	4	5
1	Fair Wage				1	
2	Health and Safety		1			
3	Code of Ethics		1			
4	% of workers - local				1	
5	Social Responsibility Program				1	
Total		0	2	0	3	0

Sustainable Assessment		
1	Raw Materials	4.2
2	Design	3
3	Production	3.0
4	Marketing / Promotion	1.75
5	Education	3.0
6	Social Equity	3.2



**SUSTAINABLE ASSESSMENT SCORE
SUWASTAMA**

RAW MATERIALS		SCORE				
		1	2	3	4	5
1	Rapidly Renewable					1
2	Reuse / Reclaim / Waste			1		
3	Abundant					1
4	Available locally			1		
5	Low Impact			1		
Total		0	0	3	0	2

DESIGN		SCORE				
		1	2	3	4	5
1	Recycled / Decomposted			1		
2	Reused Component			1		
3	Energy Saving		1			
4	Innovation			1		
Total		0	1	3	0	0

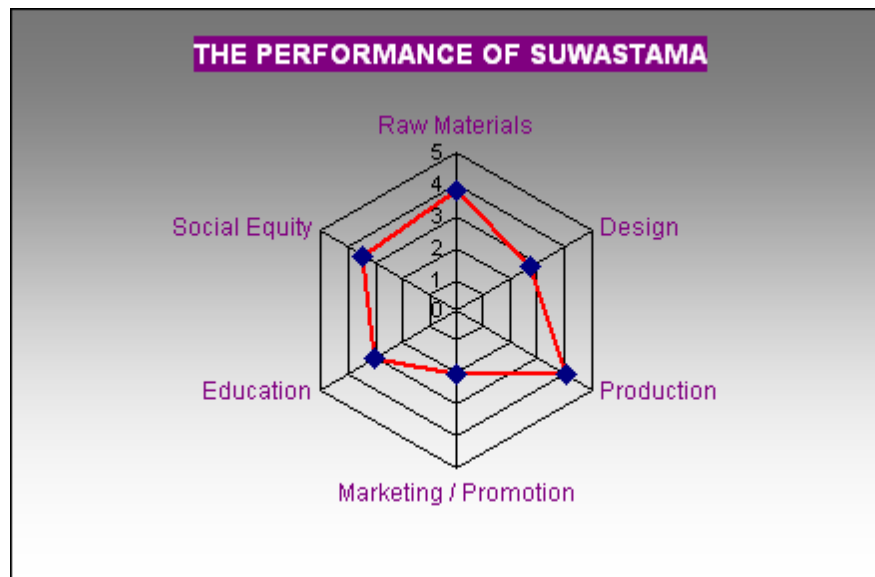
PRODUCTION		SCORE				
		1	2	3	4	5
1	Non Toxic Materials				1	
2	Natural Based Materials				1	
3	Waste Management				1	
4	Energy Saving				1	
5	Quality Control				1	
6	Packaging				1	
Total		0	0	0	6	0

MARKETING / PROMOTION		SCORE				
		1	2	3	4	5
1	Sustainable Profile			1		
2	Logo / Slogan		1			
3	Website		1			
4	Green Exhibition	1				
Total		1	2	1	0	0

EDUCATION		SCORE				
		1	2	3	4	5
1	Employee				1	
2	Suppliers			1		
3	Buyers		1			
4	Networking with peers			1		
5	Indonesian Environmental Issues			1		
Total		0	1	3	1	0

SOCIAL EQUITY		SCORE				
		1	2	3	4	5
1	Fair Wage				1	
2	Health and Safety				1	
3	Code of Ethics		1			
4	% of workers - local				1	
5	Social Responsibility Program			1		
Total		0	1	1	3	0

Sustainable Assessment		
1	Raw Materials	3.8
2	Design	2.75
3	Production	4.0
4	Marketing / Promotion	2
5	Education	3.0
6	Social Equity	3.4



SUSTAINABLE ASSESSMENT SCORE
PELEM SEWU

RAW MATERIALS	SCORE				
	1	2	3	4	5
1 Rapidly Renewable					1
2 Reuse / Reclaim / Waste				1	
3 Abundant					1
4 Available locally				1	
5 Low Impact			1		
Total	0	0	1	2	2

DESIGN	SCORE				
	1	2	3	4	5
1 Recycled / Decomposted			1		
2 Reused Component			1		
3 Energy Saving		1			
4 Innovation				1	
Total	0	1	2	1	0

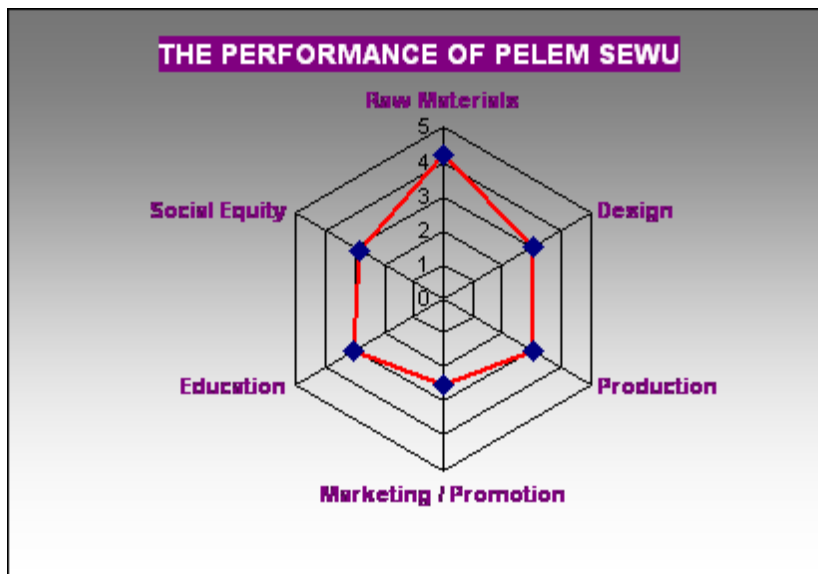
PRODUCTION	SCORE				
	1	2	3	4	5
1 Non Toxic Materials			1		
2 Natural Based Materials			1		
3 Waste Management		1			
4 Energy Saving			1		
5 Quality Control				1	
6 Packaging			1		
Total	0	1	4	1	0

MARKETING / PROMOTION	SCORE				
	1	2	3	4	5
1 Sustainable Profile				1	
2 Logo / Slogan			1		
3 Website		1			
4 Green Exhibition	1				
Total	1	1	1	1	0

EDUCATION	SCORE				
	1	2	3	4	5
1 Employee				1	
2 Suppliers			1		
3 Buyers		1			
4 Networking with peers			1		
5 Indonesian Environmental Issues			1		
Total	0	1	3	1	0

SOCIAL EQUITY		SCORE				
		1	2	3	4	5
1	Fair Wage				1	
2	Health and Safety		1			
3	Code of Ethics		1			
4	% of workers - local				1	
5	Social Responsibility Program		1			
Total		0	3	0	2	0

Sustainable Assessment		
1	Raw Materials	4.2
2	Design	3
3	Production	3.0
4	Marketing / Promotion	2.5
5	Education	3.0
6	Social Equity	2.8



**SUSTAINABLE ASSESSMENT SCORE
PRIMA PUTRA BENGAWAN**

RAW MATERIALS	SCORE				
	1	2	3	4	5
1 Rapidly Renewable				1	
2 Reuse / Reclaim / Waste					1
3 Abundant				1	
4 Available locally					1
5 Low Impact			1		
Total	0	0	1	2	2

DESIGN	SCORE				
	1	2	3	4	5
1 Recycled / Decomposed				1	
2 Reused Component				1	
3 Energy Saving		1			
4 Innovation				1	
Total	0	1	0	3	0

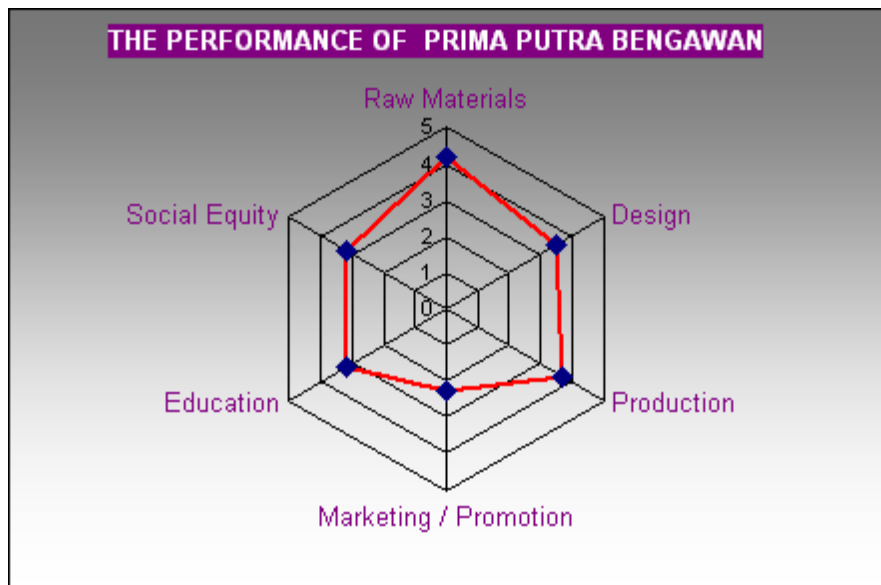
PRODUCTION	SCORE				
	1	2	3	4	5
1 Non Toxic Materials			1		
2 Natural Based Materials				1	
3 Waste Management				1	
4 Energy Saving				1	
5 Quality Control				1	
6 Packaging			1		
Total	0	0	2	4	0

MARKETING / PROMOTION	SCORE				
	1	2	3	4	5
1 Sustainable Profile				1	
2 Logo / Slogan		1			
3 Website		1			
4 Green Exhibition	1				
Total	1	2	0	1	0

EDUCATION	SCORE				
	1	2	3	4	5
1 Employee				1	
2 Suppliers			1		
3 Buyers		1			
4 Networking with peers			1		
5 Indonesian Environmental Issues				1	
Total	0	1	2	2	0

SOCIAL EQUITY		SCORE				
		1	2	3	4	5
1	Fair Wage				1	
2	Health and Safety				1	
3	Code of Ethics		1			
4	% of workers - local			1		
5	Social Responsibility Program			1		
Total		0	1	2	2	0

Sustainable Assessment		
1	Raw Materials	4.2
2	Design	3.5
3	Production	3.7
4	Marketing / Promotion	2.25
5	Education	3.2
6	Social Equity	3.2



SUSTAINABLE ASSESSMENT SCORE

APIKRI

RAW MATERIALS		SCORE				
		1	2	3	4	5
1	Rapidly Renewable				1	
2	Reuse / Reclaim / Waste				1	
3	Abundant					1
4	Available locally				1	
5	Low Impact			1		
Total		0	0	1	3	1

DESIGN		SCORE				
		1	2	3	4	5
1	Recycled / Decomposed		1			
2	Reused Component			1		
3	Energy Saving		1			
4	Innovation			1		
Total		0	2	2	0	0

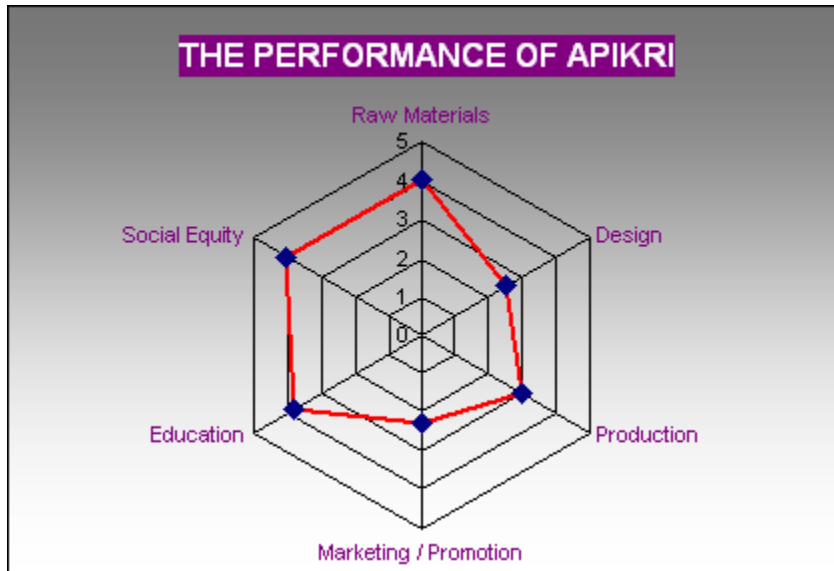
PRODUCTION		SCORE				
		1	2	3	4	5
1	Non Toxic Materials			1		
2	Natural Based Materials			1		
3	Waste Management		1			
4	Energy Saving			1		
5	Quality Control				1	
6	Packaging			1		
Total		0	1	4	1	0

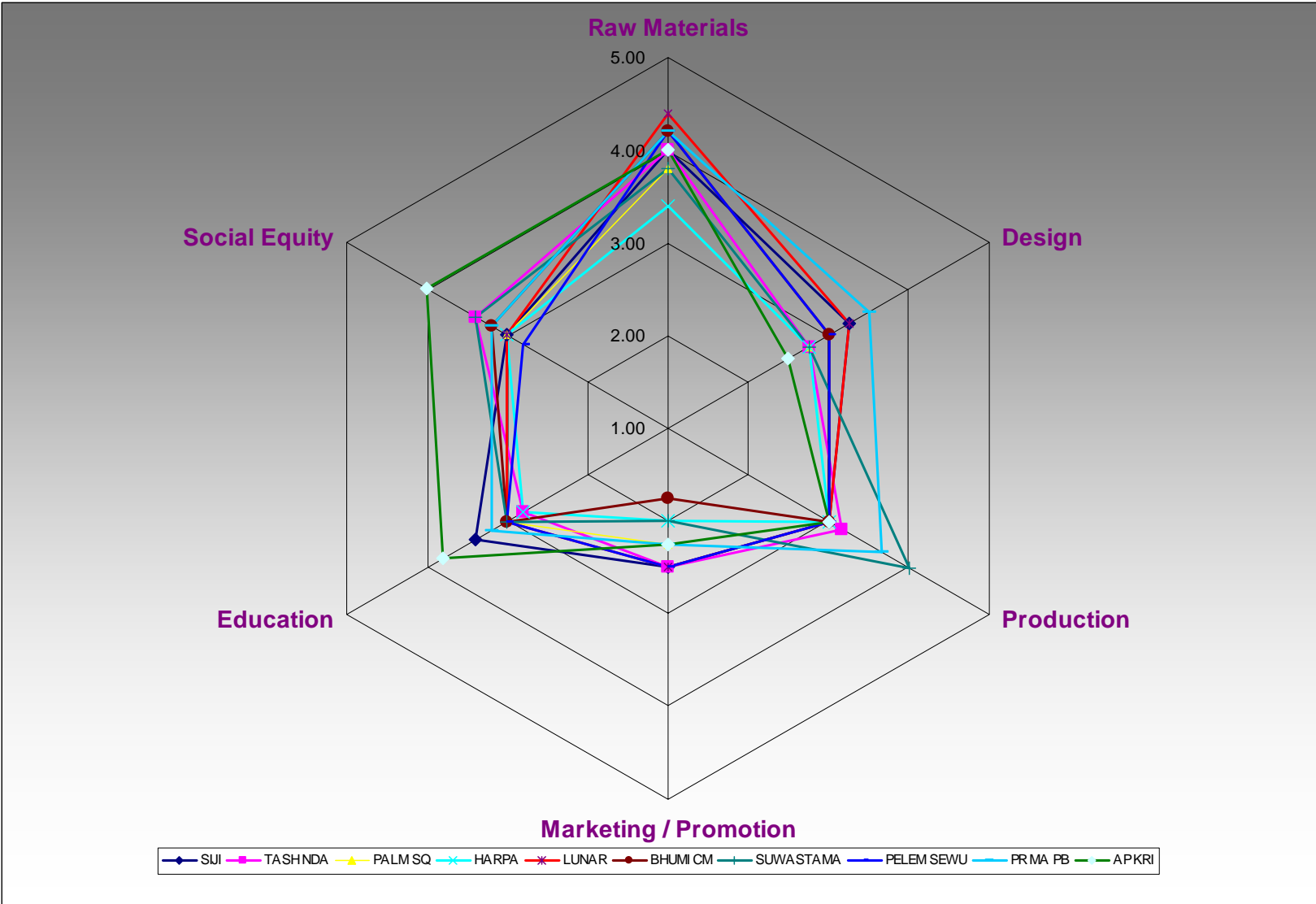
MARKETING / PROMOTION		SCORE				
		1	2	3	4	5
1	Sustainable Profile			1		
2	Logo / Slogan			1		
3	Website		1			
4	Green Exhibition	1				
Total		1	1	2	0	0

EDUCATION		SCORE				
		1	2	3	4	5
1	Employee				1	
2	Suppliers				1	
3	Buyers			1		
4	Networking with peers				1	
5	Indonesian Environmental Issues				1	
Total		0	0	1	4	0

SOCIAL EQUITY		SCORE				
		1	2	3	4	5
1	Fair Wage					1
2	Health and Safety		1			
3	Code of Ethics				1	
4	% of workers - local				1	
5	Social Responsibility Program					1
Total		0	1	0	2	2

Sustainable Assessment		
1	Raw Materials	4
2	Design	2.5
3	Production	3.0
4	Marketing / Promotion	2.3
5	Education	3.8
6	Social Equity	4.0





4. IMMEDIATE AND LONG TERM WORKPLAN

4.1 SIJI LIFE STYLE

4.1.1 SUSTAINABLE ACTION PLAN — IMMEDIATE

- I. Establish sustainable marketing plan.
 - A. Create sustainable slogan and logo.
 - B. Build sustainable promotion piece.
 - C. Emphasize sustainable Indonesia message. Become active in Lead Firm Initiative. Keep image credible and consistent.
 - D. Write sustainable environmental statement and profile.
 - E. Promote sustainable Siji products at Ambiente. Attract sustainable buyers. Research other sustainable exhibition opportunities (U.S. green pavilions at home furnishing / hospitality shows).
 - F. Create a Press Release. Become active in Lead Firm Initiative.
 - G. Distribute Sustainability Profile to all employees, stakeholders, etc.
- II. Develop sustainable education program and offer to local community and suppliers, if not same, and host at Siji. Review for alternatives the following materials.
 - A. Packaging. Seek recycled content or natural material if possible. Minimize glues in packaging or reuse.
 - B. Brochures, fliers, etc. No virgin paper or minimally, high recycled content. No bleached chlorine paper. Only use acid-free. Natural inks if possible (vegetable based).
 - C. Color spray/ NC. Seek alternatives to solvent based color (i.e. water-borne or vegetable-based).
 - D. Get documentation regarding any fabric to prove its organic qualities
- III. Sustainable design — concept versus conversion.
 - A. Lighting. Design for LED-lights. Light Emitting Diodes-Cluster LED's for future design. CFLs (compact fluorescents) are acceptable in the U.S.
 - B. Design for ease of recycling. Design for disassembly and fewer glue joints. Simplify recycling. Fewer individual components saves energy and money.
 - C. Design with nature: rapidly renewable materials and reuse of components. Water hyacinth, agel, mendong, bamboo, pandanus, lidi, banana bark, cedar root, etc. Reuse packaging, production waste materials for samples, and exhibition giveaways.
- IV. Chain of Supply Code of Ethics and fair wage.
 - A. Distribute Chain of Supply Code of Ethics to all suppliers.
 - B. Periodic assessments of compliance and improvement.
- V. SFC.
 - A. Fill out application questionnaire and submit fees. Work with SENADA for achievement of Silver Exemplary.

4.1.2 SUSTAINABLE ACTION PLAN — LONG-TERM

- I. Achieve SFC Silver Exemplary level or Gold.
 - A. Work with SENADA to make improvements to achieve higher executive level.
- II. Focus on sustainable manufacturing.
 - A. Water-based dyes, finishing or bio-based dyes and finishing.
 - B. Increase percentage of rapidly renewable fiber in all designs. Eliminate use of chemical dyes.
 - D. Work with suppliers to reduce usage of fresh water.
 - E. All necessary printed material to be done on 100% recycled or bio-based paper material.
 - F. Vegetable-based inks. Recycled or bio-based packaging.
 - H. Include in all shipments instructions for recycling.
 - I. Locate FSC source in Indonesia for future designs requiring hardwoods and grain.
- III. Sustainable design for the future.
 - A. Find additional design capabilities from rapidly renewable resources
 - B. Conceive all future designs as sustainable. Concept versus conversion
- IV. Exhibit Siji at home furnishings “green” pavilions.
 - A. Green pavilions at Home Furnishings Market and SFC. (High Point, NC and Las Vegas, NV; Exhibit at Hospitality Design show in Miami in September; and other “green” home accents shows.)
- V. Education.
 - A. Establish sustainable training schedule including internal training- employees and staff; conduct quarterly or biannual sustainable seminars for suppliers; participate in Sustainable Home Accessory Network group; and lead firm initiative member.
- VI. Supplier and employee compliance.
 - A. Ensure supplier compliance with fair wage practices. Continue to provide wage incentives based on merit. Provide incentive for sustainable practice improvements (supplier and employee). Create demand for sustainable suppliers.

4.2 CV. TASHINDA

4.2.1 SUSTAINABLE ACTION PLAN — IMMEDIATE

- I. Internal facility.
 - A. Use disposed dyed water to construct and grow flowers.
 - B. Add factory ventilation with roof fan.
 - C. Add gloves to workers applying glues.

II. Sustainable designs

- A. Expand production of goods made from water hyacinth. Increase use of it as a woven fiber for other applications. Imprint flower on designs, as one example.
- B. Grow your product line with rapidly renewable materials. Add softwoods into more collection to demonstrate other options for logging hardwoods. Keep promoting the story of rapidly renewable materials. Design products to reduce dependence on precious or illegal resources.
- C. Continue to find use for building scrap. Weigh out recycled components in design to measure recycled content. Add to the story and get creative with your recycled materials.

III. Sustainable products

- A. Cotton. Ask supplier to document growing process to prove no pesticides are used.
- B. MDF. No added formaldehyde.
- C. Contact supplier and ask them for alternatives to nitro cellulose lacquer.
- D. Contact supplier to seek out alternative to wood stain.
- E. Use no vinyl.
- F. Packaging. Contact supplier to find out how much recycled content is in packaging. Ask them to print it on boxes.
- G. Find out what kind of binder is being used for boxes from supplier.
- H. Ask supplier to find other option versus bubble wrap.
- I. Tape. Innovation to source alternative to tape.
- J. Eliminate string pin. Use rapidly renewable fibers.
- K. Eliminate Styrofoam. Find alternative from supplier.

IV. Marketing and promotion.

- A. Sustainable Indonesian Producer. Highlight rapidly renewable materials (brochures, website and education). Conduct training seminars for suppliers. Weekly production meetings and profile sustainable program.
- B. Print materials. Unbleached paper/ acid-free with recycled content. Find a creative use for left-over rapidly renewable material. Create invitations from rapidly renewable fiber as an example.
- C. Educate your buyers. Include a tour to the villages; time permitting. Photographic tour for suppliers (book or album of photos). Tell and re-tell your sustainability profile.
- D. Exhibitions. Have a sustainable Indonesia banner and sign. Include a donor program; determine what charity. PowerPoint loop of photos of the processing of rapidly renewable materials. Stick to your sustainable message.
- E. Slogan. Create a sustainable slogan.

V. Supply chain.

- A. Send out supply Chain code of ethics to all suppliers.
- B. Periodic audit of suppliers.

VI. SFC

- A. Become a member of SFC.

4.2.2 SUSTAINABLE ACTION PLAN — LONG — TERM

- I. Eliminate toxic materials
 - A. Nitro Cellulose lacquer.
 - B. High emitting glues.
 - C. Any MDF with formaldehyde.
 - D. Vinyl.
- II. Unsustainable fabrics with no certification or synthetic fibers or vinyl.
- III. Increase recycled content by weigh.
 - A. Eliminate recycled packaging materials (i.e. bubble wrap or Styrofoam).
 - B. Reuse any shipping materials where applicable.
 - C. Recycled versus virgin metals.
- IV. Sustainable design.
 - A. Design for recyclability of unlike components (metal, fiber or plastic).
 - B. Add recycling guidelines to carton, if applicable.
 - C. Reduce dependence on oil, water, etc.
 - D. Look toward tomorrow. Distinction in design equals higher price point.
- V. Sustainable products.
 - A. Keep materials local and abundant.
 - B. Increase use of each rapidly renewable or sustainable material.
 - C. Each product to have its materials measured and weighed for recycled content. (Ex. Storage unit = 40 percent recycled content by weight.)
 - D. Chain of Supply Code of Ethics reviewed on all products from supply through production
- VI. Future Promotion and Marketing
 - A. Exhibit at shows in U.S. Las Vegas Furniture show in July. Hospitality Design Boutique (Miami) in September.
 - B. SFC. Continue to seek exemplary status, silver, gold and platinum.
 - C. Website education. Include photos of suppliers, plant and your sustainability profile.
- VII. Education and training.
 - A. Convention for buyers. Sustainable Indonesian Products.
 - B. Form a networking organization with other suppliers regarding sustainability.
- VIII. Strive for future improvement.
 - A. Do not stay where you are; go to where you want to go.

- B. Continue to raise the standards of Tashinda employees and stakeholders. Provide incentives to employees that bring creative sustainable ideas to management. Provide continuing training to employees and stakeholders about updates and changes to the sustainability profile. Seek other methods of improving working and living conditions for local employees through company sponsored events
- C. Establish sustainable achievement award contest among suppliers.

5. CONCLUSION AND RECOMMENDATIONS

The sustainable assessment reveals:

- Most of the home accessories companies are quite sustainable in terms of using rapidly renewable resources.
- Sustainable marketing and promotion is the worse for the home accessories companies.
- Sustainable Production is critical.
- Education at all levels (firm and community) is critical.

SENADA – Indonesia Competitiveness Program

BRI II Tower, 8th Fl, Suite 805
Jl. Jendral Sudirman No. 44 – 46
Jakarta 10210
www.senada.or.id