



The Apurva  
Kempinski

BALI

# Sustainability Journey

Singapore, 15 November 2024

GSTC Conference

By : Desak Made Intan Sari

# Our Hotel at A Glance



- A majestic open-air theatre standing atop the majestic cliff of Nusa Dua Breathtaking views of the Indian Ocean and a tropical garden this five-star hotel in Bali offers a collection of 465 iconic rooms, suites and villas with unique culinary journey, indigenous spa treatments, spacious meeting rooms and alluring chapels.
- Established in February 2019. Located in Sawangan Nusa Dua, Bali – Indonesia , the resort is 16 km, approximately 30 minutes, from Ngurah Rai International Airport by car.
- The first hotel in Indonesia that achieve the GSTC certification



# Our Sustainability Approach

Our sustainability approach is covering the 4 material topics , which is a foundation for the sustainability initiatives:

- 1 Preserving Culture
- 2 Protecting The Environment
- 3 Local Empowerment
- 4 Valuable Business

# Protecting the Environment



We are committed to ensuring that sustainability initiatives actively involve stakeholders

- Protecting the environment is essential for preserving the planet for future generation.
- Since 2019, we have done many sustainable initiatives to protect our environment. And we do a measurement and monitoring the progress. i.e. carbon emission, carbon sequestration, carbon offset
- We collaborate with a partner who has a same vision with us



# Preserving Culture

---

Powerful Indonesia is our brand strategy by emphasizing the concept of Unity Diversity, which is also the strengths of The Apurva Kempinski Bali, as we incorporate sustainability initiatives by preserving culture in our hotel design, menu concepts, and brand positioning—something not commonly practiced by many hotels

as we



# Preserving



The concept blends architecture, experiential marketing, and local artistry to create a hotel that not only offers comfort and luxury but also acts as a cultural preservation center, reinforcing the importance of local traditions and their sustainability in the modern world

*Majapahit imperial dinner, Traditional costume for lobby ambassador, Indonesian traditional snack for room amenities, Spa treatment inspired by local massage technique and local herbs Indonesian*



# Local Empowerment Through Sustainable Agriculture

We engage with the local community through “Sustainable Agriculture” program

We teach urban farming concept to the local farmer to growth high quality vegetable based on the hotel requirement and we purchase back.

# SUSTAINABLE AGRICULTURE PROGRAM

The Apurva Kempinski Bali Ft. Samsara Living Museum



Samsara Living Museum, a living museum showcased the balinese circle of life.



Desa Jungutan, one of local village in the east of Bali, Karangasem.



Support local farmers through interactive learning and practical activities.



Direct buying to local farmers with maximum price focusing on quality of the products.

START

STEP 1

STEP 2

STEP 3

STEP 4

continuous improvement

## LEARNING STAGE



Providing complete information and knowledge about regenerative farming through a serial of workshop with local farmers at Desa Jungutan, Karangasem.

Executed: Jan-May 2023

## PRACTICAL STAGE



After receiving the knowledge, practices is a must. We create our demplot, and the farmers doing the practical inside the demplot.

Executed: Jun-August 2023

## PRODUCTION STAGE



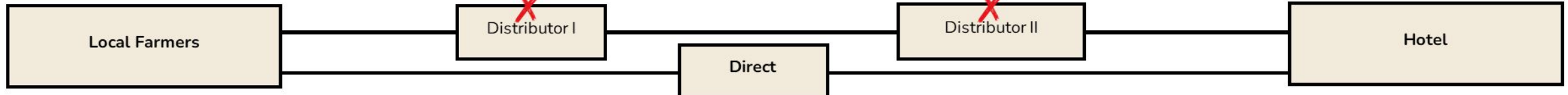
In this stage, the farmer's starting to produce in their own farm. We supported the farmer by distributed seeds, fertilizer, hose, and nets.

Executed: August - Present

## FINAL STAGE



We encourage Samsara become professional supplier by implementing organic farming and sustainability principles in the operational activities.





# Valuable Business

## Sustainable Wedding



A wedding is one of the most memorable moments in a person's life. At the same time, it can be very wasteful and damaging to our planet. To address this issue, The Apurva Kempinski Bali has invited several key partners that share our vision of a more responsible wedding celebration.

## Sustainable Event



The event aims to promote sustainability and environmental stewardship by calculating the event's carbon footprint and compensating through mangrove seed planting



The Apurva  
Kempinski

---

BALI

Thank You