

POTATO HEAD
Family®

**Eurocham Circular Economy
Conference 2018**

Bali

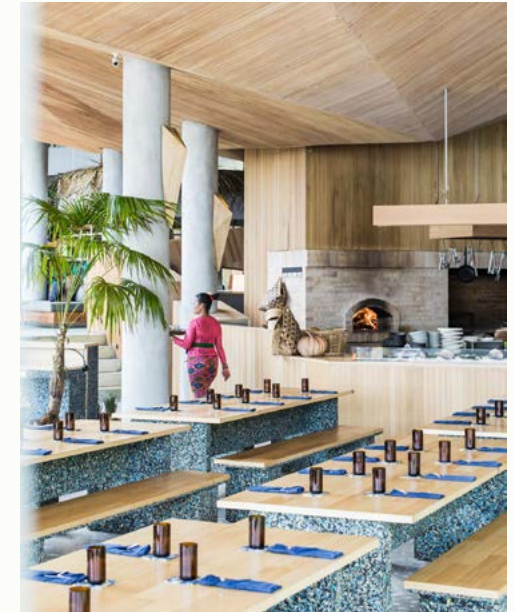
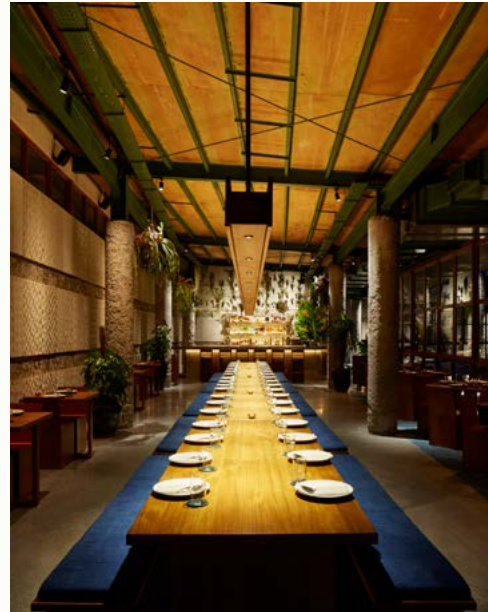
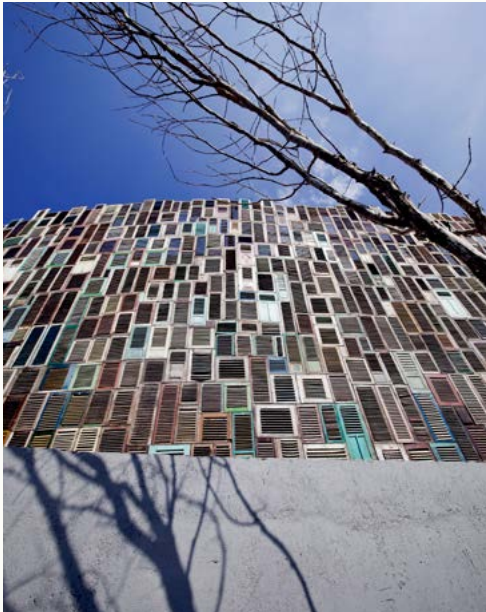
Potato Head Beach Club

2010

Kaum — 2016

Pizza Garden — 2017

Ijen — 2018



Bali

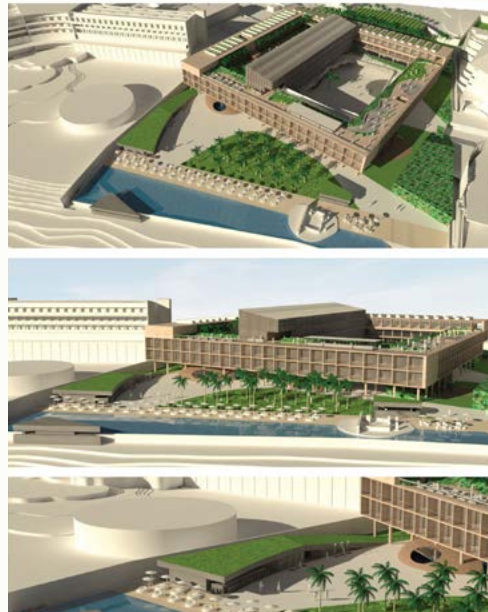
Katamama

2016



Potato Head Hotel

Opening 2019



Future Projects

Katamama Tabanan

Hotel Berawa

Pererenan Surf Club and Hotel

Jakarta

Potato Head Jakarta

2009



Three Buns

2015



Kaum

2016



Singapore

Potato Head Singapore

2015



Three Buns Quayside

2018



Hong Kong

Potato Head Hong Kong

2016

Music Room

Kaum



Vision

‘To be the leading lifestyle hospitality brand in the world, recognised for making positive impacts wherever we go’



Mission

‘To provide good times and do good in the world’



We will provide good times through: The 'Good' Philosophy — #G5

Good, Genuine Service

Our standards are based on family values and teachings from Setting the Table. Potato Head Academy trains our team on emotional and technical skills

Good Food and Drinks

Our food and drinks philosophy: Simple, comforting, delicious and sustainable

Good Ambience and Atmosphere

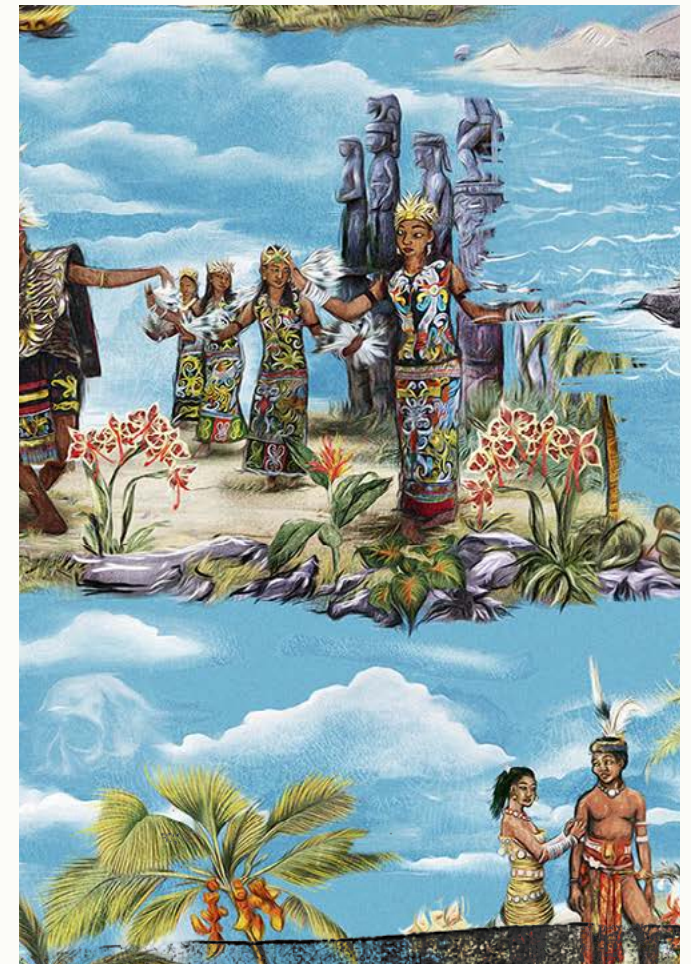
We create spaces which are fun, soulful, accessible, and comfortable

Good Design

Our design is sustainable, comfortable and dramatic. 'Modern tropicalism' is a guiding design principle

Good Cultural Programming

Music, fashion and art.



Doing Good through The ‘Good’ Philosophy — #G5

Good Environment

Sustainable operation is our standard; we aim for zero waste and continually drive to make our businesses more sustainable.

Good Family Members and Culture

We empower our team with knowledge, create positive working environments and develop family cultural programming to inspire and have fun

Good Shareholders

Our team must take ownership and be committed to delivering the financial return to our shareholders

Good Communities

Potato Head Academy allows us to develop a skilled workforce and provide jobs.

Good Suppliers

We act as a platform for our suppliers to grow their businesses. Working with responsible farmers, artisan producers and other sustainable companies, we invite them to be part of our family and create value chain relationship



Fully committed to the zero waste philosophy

**In Jakarta alone, Potato Head Family has
accomplished impressive milestones:**

2015

Began recycling in our office partnered with KDM

2016 — August

Became close to zero waste to landfill in all restaurants
and office with partnership with Waste4Change

2017 — May

Became 100% zero waste to landfill in all outlets



**Three Buns is now a location
for recycling drop off, a project
with Waste4Change and PRAISE**



**JOIN US &
GO GREEN!**



**Drop off your recyclables
at Three Buns!**

You can make a difference!

Potato Head Family continues to partner with Waste4Change, a social enterprise that helps us manage our waste responsibly by composting, recycling, as well as processing residue into energy, to achieve our goal of Zero Waste to Landfill (ZWTl).



In Jakarta we work with Food Cycle to ensure that large amounts of surplus food from functions with buffets get donated to communities in need



Waste Management Activities in our Bali Operations

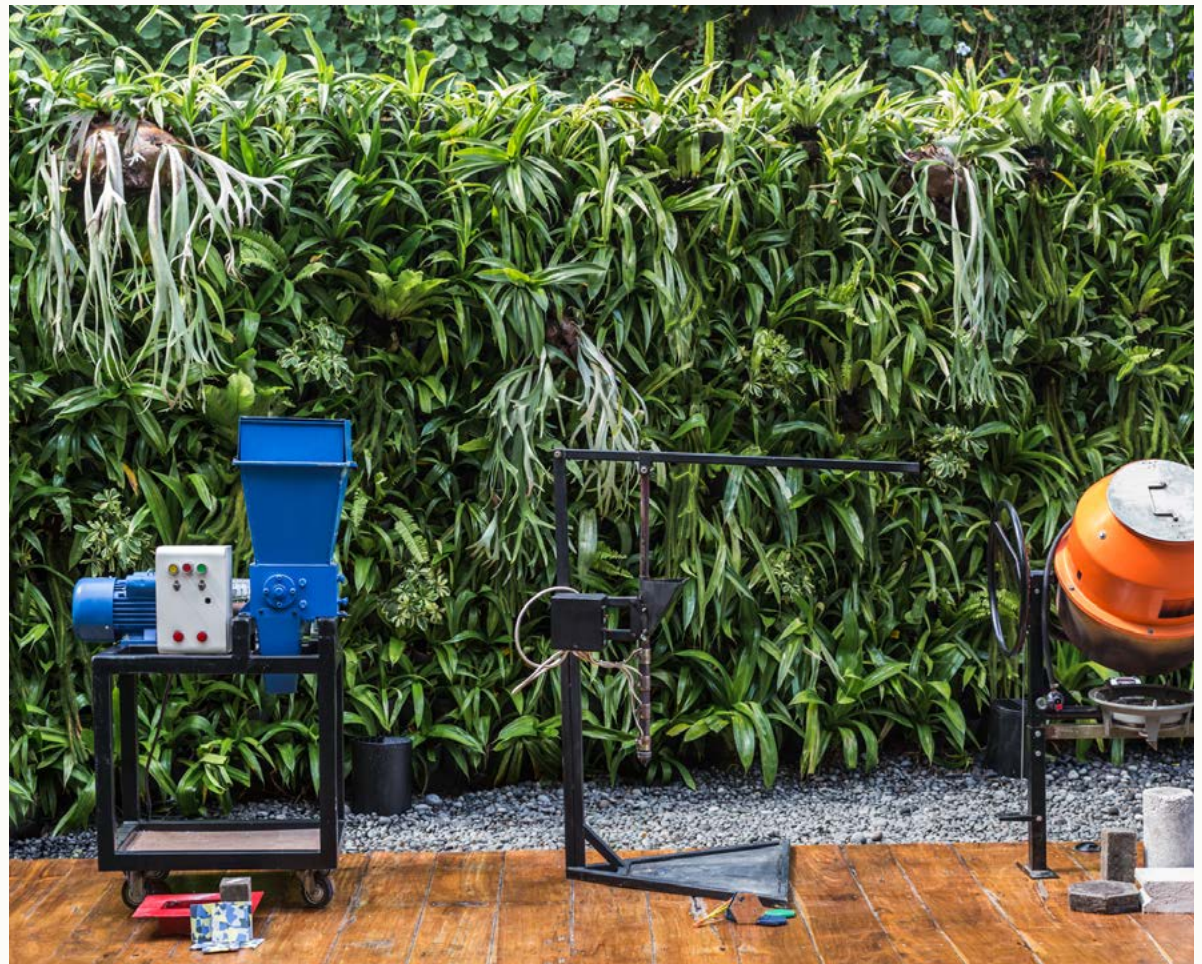
- Work with local trash collector and train them on best practices
- Sort at the source into glass, metal, paper, plastic, organic, residue etc.
- Manage a fully functioning composting facility to process garden and bar food waste
- Kitchen food waste is sent to a pig farm by our trash collector
- Stockpile bottle caps, aluminum foil and other valuable items to reduce them getting mixed with other materials
- No garbage bags are used in any Bali outlets. Reusable rice sacks and barrels are used instead.
- We have contributed to the expansion of the Merah Putih Hijau (MPH) waste facility in Prerenenan.
- Support and invest in local waste management facilities to ensure proper processing.

Imagine Lab

Potato Head has created our own on-site lab to test new methods of processing waste

Processing methods being tested or employed are:

- **Paper x Concrete mix to construction brick**
- **Styrofoam x Concrete mix to construction brick**
- **Plastic x Sand mix to paving/roof tile**
- **Styrofoam x Seashells mix to make wall tiles**
- **High density plastics processed into various shapes**



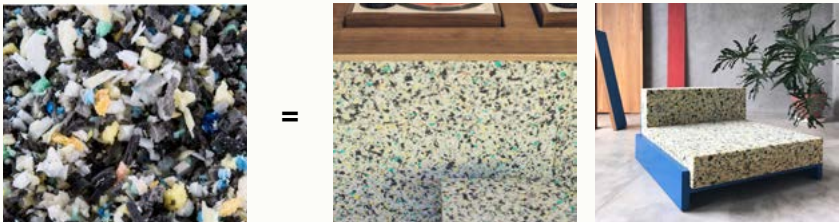
Fruit Peel



Leather Off-cuts



Foam Off-cuts



Seaweed Waste



Plastic Waste



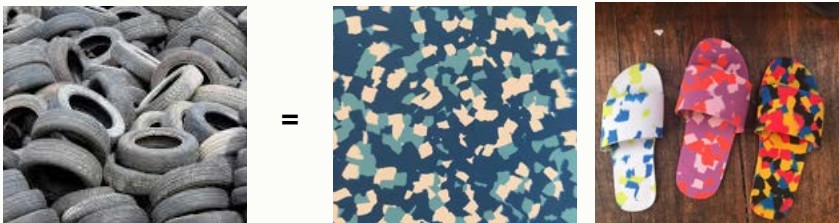
Plastic Waste



Fishing Nets



Rubber Waste



Used Cooking oil into Bio Fuel

- In Jakarta we work with Belijelantah to process our used cooking oil
- In Bali we work with Yayasan Lengis Hijau to process our used cooking oil and the biofuel is purchased back in the form of candles
- We are the main sponsor of the Bio Bus Program that aims to find alternatives to fossil fuels, such as biofuels. The 5 Bio Buses are used to transport children from the Green School to and from school.



Climate Neutral

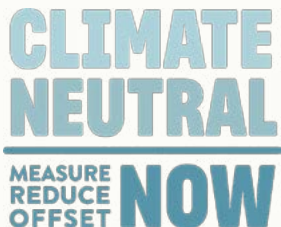
In May 2018, Potato Head Beach Club & The Katamama Hotel became the first hospitality companies in Indonesia to become Climate Neutral!

What does being Climate Neutral mean?

Measure their greenhouse gas emissions.

Reduce them as much as possible. We are in preparation to conduct a complete retrofit of both PHBC and The Katamama with LED lights resulting in a 90% power saving from these lights, not including other savings, such as reduced AC use.

Offset those which cannot be avoided by using UN certified emission reductions (CERs). PH Family has invested in Solar & Wind Farms in India in order to compensate for the GHG we have released so far.



KOMITMEN

PHF was integral in the creation of the Komitmen working closely with One Island, One Voice and is still supportive in the administration and funding for the Komitmen, Bali's biggest collective movement of individuals, organizations, businesses and government to commit to plastic reduction.

The Komitmen asks members to commit to any or all of the steps:

- Ban the use of single-use plastic water bottles
- Ban the use of single-use plastic straws
- Ban the use of single-use plastic bags
- Ban the use of single-use plastic cups
- Ban the use of single-use plastic cup lids
- Conduct effective waste separation (Organic x Inorganic)





ljen is Potato Head Family's latest restaurant within our Potato Head Beach Club. The first Indonesian restaurant to follow a zero-waste philosophy, ljen proudly serves fresh line-caught seafood in a spacious environment built from recycled materials. The daily selection of market fish is complemented by a range of local plant dishes designed for sharing.



ljen

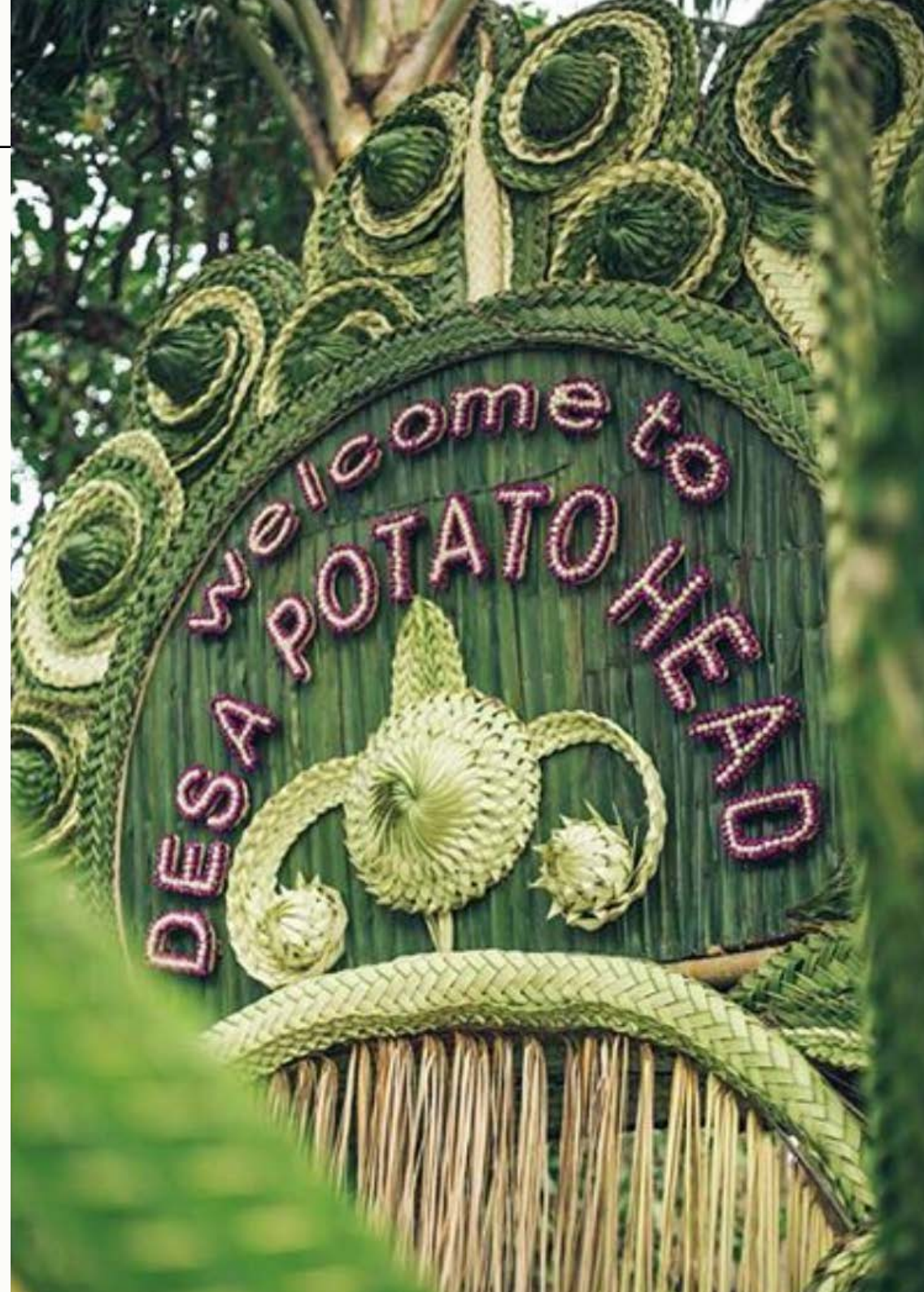


ljen





Events and Installations using organic & upcycled materials





Liina Klaus x Potato Head
5000 Lost Soles



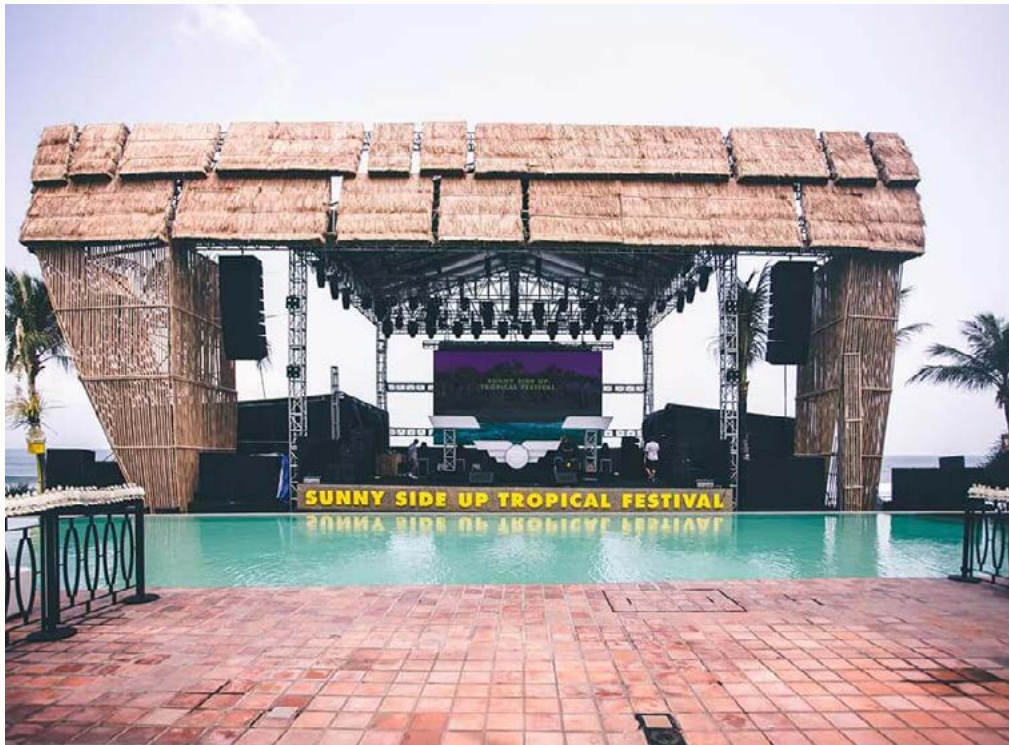
Eko Nugroho x Potato Head
Waste re-imagined





19,000 hand-painted plastic bottles, gathered from Bali's shores, made up our Sunny Side Up festival stage





Sunny Side Up 2016
Bamboo



Sunny Side Up 2017
Suffocation



Stussy x Potato Head Skate Ramp



Made by Artisans Exhibition

Changemaker Scholarship Program

PHF has committed to support the Green School Changemaker program which sponsors young Indonesian students to attend the Green School for the entire period of their primary and secondary educations. As of 2018, PHF sponsors 4 scholars in Grade 1, 2, 7 and 8. In addition to directly supporting our scholars, PHF is a close supporter of the Green School and supports them in all of their fundraising and awareness efforts.



Sustainability Accolades



Potato Head Beach Club was awarded the **'Most Sustainable Bar'** award by **Asia's 50 Best Bars 2018**



Sustainability Accolades



Jakarta Now - Most Sustainable Restaurant -
Potato Head Family

Thank you

