



**InfiniteEARTH™**  
Beyond Carbon. Beyond Sustainability.



*Rimba Raya*  
BIODIVERSITY RESERVE  
AN INFINITEEARTH™ Project

## FINANCING MICRO-ENTERPRISES

**WE HELP COMPANIES TO ACHIEVE A POSITIVE CARBON FOOTPRINT AND  
GENERATE STRONG SOCIAL INCLUSION IN THEIR QUEST FOR A “NO NET LOSS”  
ENVIRONMENTAL IMPACT.**



AT InfiniteEARTH™ WE BELIEVE IN MAKING A MEASURABLE IMPACT ON THE LIVES OF PEOPLE WHO NEED IT THE MOST.

Our project, Rimba Raya Biodiversity Reserve, has a community of proud & talented people who would like the opportunity and means to achieve their goals. They are people who are committed in their partnership with us to protect the fragile ecosystem and biodiversity that future generations will depend on.

This community deserve a helping hand from business entities & individuals who share the same desire to make a contribution. One that actually does have tangible and measurable impacts, not only in this specific region of Borneo, but on a large environmental scale.

Working with InfiniteEARTH™ means peace of mind – for your organization, your auditors, your shareholders and your consumers.

Companies such as yours constantly look for effective & far reaching community building CSR initiatives.

Review our initiatives and see which ones align with your company values and goals. We provide an opportunity for you to contribute to orangutan and wildlife conservation, environmental protection, education and business opportunities that will enable a community to build economic strength while giving community members a better quality of life.

Partner with InfiniteEARTH™ and our stakeholders to help us develop a sustainable future for these villages in the heart of Indonesian Borneo.



# FINANCING MICRO-ENTERPRISES

## WOMEN

Women are critical to the success of REDD+ and empowering them helps us build a stronger community with continuing economic growth.

The devastating loss of viable forests in developing countries has highlighted the need for communities to take action to protect their forests in return for compensation from industrialised nations. Decisions made in forestry management will affect men and women in varying ways.

In studies conducted by the UN and other organizations, it has become apparent that because men usually control the forestry institutions and resources, there is asymmetry between men and women when it comes to forestry decision making. However, it's usually women who gather the resources from forests, such as wood, food, medicine, and animal fodder which is used for the benefit of the family and community as a whole.

## WOMEN'S COOP

Women's groups can be effective structures for community-based forest management which is why we at InfiniteEARTH, thought it prudent to start the women's COOP where women would be empowered to develop initiatives that would be overseen by women while working in partnership with the men in the community.

## GOAL

It's not enough to just keep the carbon locked in forests, trying to stop deforestation is certainly a major goal but for REDD+ to be a success, we need to ensure that we provide financing mechanisms that will have an impact on the community as a whole, while simultaneously empowering women, helping them develop economic independence while improving access to education, health and basic necessities.

The goal of ending extreme poverty and boosting shared prosperity is vital to the survival of stakeholders and the growth of communities.

To succeed in the sustainable development of our project area, we need to ensure that the community are given the tools, financing, education and training that will help ensure longevity in their economic growth which must stable enough to be continued beyond the lifespan of the project.







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### CHICKEN FARM



Small businesses contribute to local economies by stimulating economic growth and providing employment opportunities to people who may not be employable by larger corporations, of which there are very few the region where our project is located in Central Kalimantan, Indonesian Borneo.

#### CHICKEN FARM MICRO- ENTERPRISE

Women in Borneo have a particularly hard time earning an income and we make every effort to support these women.

There are two chicken coops in Baung village and Jahitan village - approx 100 chicks are purchased every 35-40 days and sold to village neighbours. The profit for each cycle ranges between 50- 150 USD. A fairly substantial amount considering the average income per household in our area of Indonesia is about USD 100-150



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Every spring, each family in the Sungai Perlu village, harvest 200-500kg's of good quality shrimp. A traditional shrimp paste is made, packaged with food grade materials and sold to neighboring villages.

This initiative continues to bring consistent income to the village. Improved health and hygiene in the production process has been an important factor in expanding the market to the neighboring big towns.

The women's COOP in charge of this initiative would like to expand production while maintaining a high quality product and the focus is now on a strategic marketing plan.

This initiative has been particularly empowering for the women who now run a retail shop in Kuala Pembuang, selling ZUPER and other homemade food products

### ZUPER SHRIMP PASTE







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# FINANCING MICRO-ENTERPRISES

## SALTY FISH

The Salted Fish micro-enterprise was developed in late 2016 and has been effective in bringing income to both the women and men of the Muara Dua and Tanjung villages.

The fishermen (mostly men), have an increased demand for their fresh fish, while the women develop and expand their salted fish sale businesses.

Rimba Raya has assisted the women in obtaining Health and Hygiene certification and are teaching them to package and market the fish to neighboring villages and larger cities. By transporting the product to Jakarta, sales revenue is potentially 200% greater than if sold to local villages.

On average, this micro-enterprise provides a supplemental annual income of approximately US\$ 500 per person. This is a substantial amount when one considers that it's a third of the average annual income. Additionally, it's an income women, as homemakers, would not otherwise have had.

The fish are dried in the sun and are not treated with any chemicals, making them an organic, high quality product. Investment in packaging equipment allows for the transportation and increased preservation of the product. Contributors to this initiative ensure that they follow procedures which assure sustainability.







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# FINANCING MICRO-ENTERPRISES

## WHO WILL BENEFIT?

Entrepreneurs in Micro-Enterprises create jobs and spur Economic Growth.

Women who participate in the micro-enterprise have an opportunity to contribute to and improve their family's economic well-being. They may also be able to make a contribution to finance their children's education and health needs.

Their community status is certainly elevated and their feeling of well-being is improved as they make an increased impact on their society. These initiatives support women and men while highlighting that women's involvement in micro-enterprises reduces poverty and improves well-being.



Social norms and attitudes influence women's and men's choices and opportunities. Women's entrepreneurship is not broadly accepted and women may face obstacles in starting and developing a sustainable business.

In developing countries, micro-enterprises not only generate income but entrepreneurship can legitimize women's control over resources because they make a quantifiable contribution to the economic status of a family.

Micro-enterprises offer particular advantages for women which include flexible hours, location in or near women's homes, being able to be a role model to their children and neighbors.





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## AT A GLANCE

Women's economic empowerment is central to realizing women's rights and gender equality. Women's economic empowerment boosts productivity, increases economic diversification and income equality in addition to other positive development outcomes.

Among the many specific constraints women entrepreneurs face, a major obstacle is access to finance and credit.

Women entrepreneurs also face greater challenges than their male counterparts in a number of other areas including the impact of lower levels of educational attainment and are given fewer opportunities to develop business skills.

Women are key players in providing for their families and are motivated to be successful when they are able to start their own business with the help of micro-financing.

When more women work, economies grow and we want to help the women in our concession make a valuable contribution to their communities.

According to the World Bank:

"A host of studies suggest that putting earnings in women's hands is the intelligent thing to do to speed up development and the process of overcoming poverty. Women usually reinvest a much higher portion in their families and communities than men, spreading wealth beyond themselves. This could be one reason why countries with greater gender equality tend to have lower poverty rates."

As a REDD+ Project, Rimba Raya Biodiversity Reserve depends on the income gained from the sale of Carbon Credits to support initiatives that have far reaching and long term benefits and which are vital to the success of the community as a whole.



**WE LOOK FORWARD TO PARTNERING WITH YOU.**

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