

IMPACT SHEET: Local Harvest

Promoting sustainable and equitable consumption and local food systems in Indonesia



Contributing to economic prosperity and poverty reduction in Indonesia by promoting a switch to sustainable consumption and production of green, healthy, fair and local food by consumers and MSMEs.



PROJECT BACKGROUND

There is a growing recognition that the development agenda has too long focussed on intensifying production of a limited set of food commodities, and that environmental and social costs are not incorporated into food production. The Indonesian government has adopted regulations to promote more diverse diets and encourage cultivation and consumption of local varieties, respecting traditional knowledge of local and indigenous communities. However, the development and dissemination of regulations and guidelines is still limited. Market incentives to develop local sustainable food systems in both rural and urban spaces are also lacking. A movement for ethical and sustainable consumption has started to emerge, driven by civil society and ethical activists, however, these efforts are fragmented, and consumer awareness of the benefits of sustainable and ethically produced food and how to get it is still very low. The EU funded SWITCH-Asia Local Harvest project contributed to address the issues by working with Indonesian food system actors and stakeholders. The action took place in five selected cities and 14 districts in ten provinces of Indonesia (West and North Kalimantan, North Sumatra, Riau, West and Central Java, Yogyakarta, Jakarta, South and Southeast Sulawesi).

CHALLENGE

Problems addressed by the project included lack of consumer information and awareness about the importance of sustainable and ethical food production and consumption; lack of capacity of producers and Micro, Small and Medium Enterprises (MSME) to produce local, fair and sustainable food at scale; and lack of an enabling policy environment which also places the sector in a weak position.

PROJECT OBJECTIVES

A shift in consumption patterns toward sustainable and ethically sourced food products, stimulated by increased knowledge and awareness of consumers about the impacts of their food choices; increased capacities of food MSMEs and producers, including women and indigenous people, and a favourable policy environment for the uptake of SCP practices in the food sector.

More specifically:

- Increased consumer activism, awareness and demand for ethically and sustainably produced local food products.
- Increased number of MSMEs and retailers applying economically, environmentally and socially sustainable practices.
- National and local governments support and adopt policies and guidelines to promote SCP of green, healthy, fair and local food products.

TARGET GROUPS

- 'Ethical consumption activists', including members of CSOs, producers, youth environmental activists, students, gastronomy movement, and social entrepreneurs
- Media outlets, including broadcast (TV and radio), print & online media
- Middle-income consumers
- Food producers and MSMEs, including women and Indigenous People
- Retail outlets and food industry players in targeted areas
- Relevant national ministries
- Local (city/ district) governments

PROJECT ACTIVITIES

Increased consumer activism, awareness and demand for ethically and sustainably produced local food products.

- Strengthened and mobilized 'Ethical consumption activists' (youth, students, gastronomy movement, etc.)
- Developed a website www.panganbijak.org as a centre of information, mobilize and trigger the engagement of activists
- Developed student's worksheet for elementary school students
- Engaged media to raise consumer awareness
- Collaborated with trendsetters and public figures in campaign activities. Developed the Ambassador for Wise Foodways initiative to secure active engagement of selected trendsetters
- Sponsored and organized marketing and educational events

Increased number of MSMEs and retailers applying economically, environmentally and socially sustainable practices.

- Conducted Life Cycle Assessment study for specific products
- Provided capacity building on Participatory Guarantee System (PGS), a producers-led quality assurance system, to targeted producers including women and Indigenous People
- Supported the development and application of GAP standards by small producers
- Strengthened producers' capacity to access market through barista training, and utilization of online marketplace
- Facilitated market linkages with retail outlets and businesses

- Provided training on financial literacy and access to finance

National and local governments support and adopt policies and guidelines to promote SCP of green, healthy, fair and local food products.

- Collaborated with government agencies at the national level and local level for establishing multi-stakeholder forums and organized series of multi-stakeholder dialogue. The dialogues have produced recommendations to strengthen Indonesia's food systems
- Worked with the local government to support the implementation of PGS by targeted producers in the project areas
- Involved in the revision of the national standard for palm sugar and supported dissemination of the government eco-standard to producers

PROJECT ACHIEVEMENTS

- Through campaign efforts, the project has reached more than 3 million consumers and engaged 5,604 activists who pledged their support through the project website
- The Earth Hour community, a youth movement which focuses on environmental issues and climate change has adopted sustainable food as part of its campaign strategy
- More than 7,000 producers have adopted and implemented PGS standards
- 3,161 producers (60% women) have accessed finance from microfinance institutions
- 27% increase in sales at producer level
- Increased attention and commitment of national and local governments to support SCP in food systems which were shown by adoption of the multi-stakeholder forum's recommendation into the government policies, and provided support to the targeted producers in various forms

LESSONS LEARNED

The COVID-19 crisis in 2020 and 2021 presented a major limitation on the implementation of the Local Harvest project. The project was forced to postpone many field activities including visits and face-to-face meetings due to strict lockdown measures imposed by the government to contain the pandemic: travel restrictions, and limited social interactions. To address the issue, Hivos and partners shifted several project activities to virtual activities using video conferencing platforms such as zoom, skype and google meet.

While activities related to campaign and multi-stakeholder forum could be to some extent shifted to online mode, the activities related to producers faced many obstacles due to limitation in

terms of infrastructure (phone or Wi-Fi connection), equipment (laptop, android phones), and the experience/familiarity of producers to be fully able to follow online training. Moreover, training related to application of Good Agricultural Practices (GAP) and Participatory Guarantee System (PGS) needed face-to-face interaction, and farmers and women traders expected the relation building and ease of discussion and sharing that only physical meetings can allow. The project team addressed the challenges by organizing producers into small groups to ensure social distancing and following the health protocols, and facilitated their participation in the online training.

For promotional campaigns, we learned that the involvement of trendsetters and well-known public figures could generate a wider media and consumer interest. We also learned that social media play a key role to communicate campaign messages and reach several constituencies, especially young people. To mobilize consumers, as well as trigger the engagement of activists, a platform (in this case website www.panganbijak.org) could be developed as a centre of information, as well as a medium where consumers/ audiences can share their stories, interact and/or pledging online. Latest updates and a variety of material are also an effective strategy to increase awareness and encourage consumers to participate. For multi-stakeholder engagement, we realised the importance of investment in networking and liaison with a wide variety of local, national and international stakeholders. Multi-stakeholder forum should enable co-creation process and develop strong evidence. However, the process takes time and required sufficient resources.





With the support from the Local Harvest project, the economy of my family as well as the group members has improved as we are now able to produce and sell good quality Virgin Coconut Oil and its derivative products such as medicated oil, soap, and body butter. Collaboration among group members has strengthened and our network has also grown.

Yaniati Lase
producer,
Nias Island, Indonesia



Long-term project sustainability

The project has supported the development of new knowledge, skills and capacities of the targeted producers, facilitated access to finance and linked them to new market channels which are expected to be sustained after the project ends. Even though green, sustainable and equitable supply chains are not yet mainstream, the project helped secure some first important engagement with market actors such as niche retailers, local markets and online marketplaces. Improved product quality as a result of capacity building to producers also made a significant contribution in enabling producers to gain access to these markets and consumers. The project also strengthened and supported existing movements that will continue to spread project messages after its completion. By involving trendsetters and public figures, and using several media channels, Local Harvest was able to stimulate the interest of consumers, including (youth) activists on sustainability issues in food systems, contributing to increasing demand for products.

With regard to policy advocacy, the government's commitment to support SCP in food systems was shown by the adoption of the multi-stakeholder forum's recommendation into the Food and Nutrition Action plan of Bandung city through the Mayor regulation; the issuance of Melawi Regent Regulation regarding the optimization of yard land utilization through the sustainable food area programme (as a result of the multi-stakeholder forum discussion); and participation of the multi-stakeholder forum in Medan city's development planning process.

Project contributions to Climate Change Mitigation and SDGs



Climate change mitigation and responsible/sustainable production were addressed through the LCA study and development of PGS standard for selected commodities (paddy, coffee, sago, forest honey, VCO, salt, palm sugar). Both served as a basis for the implementation of good production practices by the targeted producers. Economic benefit provided by processing the commodities motivated the producers to preserve the natural resources which prevent biodiversity loss and/or land conversion. Messages around environmental sustainability and responsible consumption were integrated in the campaign which has spread widely through various mediums to raise awareness of consumers on SCP.

Local Harvest contributed to the attainment of **Goal 2** targets, specifically target **2.3** to double the agricultural productivity and income of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, and target **2.4** on ensuring sustainable food production systems and implementing resilient agricultural practices. The campaign activities also promoted the consumption of local, healthy, fair and sustainable food by consumers, contributing to the reduction of malnutrition by consuming healthy food from various local food resources. Moreover, the project also contributed to **Goal 5**, as the promotion of gender equality and women's empowerment was directly embedded into the project's design, targeting at least 40% women producers (including indigenous women), majority of which belonging to lower income groups and living in relatively remote areas. The project provided capacity building that improved women's knowledge and skills, supporting them to generate income, both from production and product marketing activities. Project data also shows that more than 50% of the producers who participated in capacity building activities were women, and 67% of the targeted beneficiaries who received access to finance were also women. Finally, **Goal 17** was addressed through the inclusive multi-stakeholder forum approach implemented by the project for lobbying and advocacy.

Impacts at a Glance

Economic Impact	<ul style="list-style-type: none"> • 27% increased sales at the producer level in average • New market linkages for segmented market established • Better quality of pilot commodities and their derivative products
Environmental Impact	<ul style="list-style-type: none"> • Less/no chemical inputs through application of PGS standard • Reduced soil contamination • Preservation of various commodities due to their economic value (prevent biodiversity loss/land conversion)
Social Impact	<ul style="list-style-type: none"> • Improved capacity and participation of women and indigenous communities • Youth was encouraged to be involved in capacity building activities, particularly barista training and online marketing
Green Finance	<ul style="list-style-type: none"> • 4 micro finance institutions provided information and access to finance to the target group • 3,161 producers / MSMEs benefitted from better access to finance
Target Group Engagement	<ul style="list-style-type: none"> • 7,327 producers and MSMEs engaged in project activities • The project targeted at least 40% women producers (including indigenous women). More than 50% of the producers who participated in capacity building activities were women, and 67% of the targeted beneficiaries who received access to finance were women. • The project supported and worked together with youth movements during campaign activities
Policy Development	<ul style="list-style-type: none"> • Policy recommendation developed through multi-stakeholder process • Policy recommendations put forward: Food and Nutrition Action Plan, Regionalization of the Indonesian food system, Optimization of yard land utilization for sustainable food production
Europe-Asia Cooperation	<ul style="list-style-type: none"> • Joined as speaker in two regional / global events



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DURATION

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PARTNERS



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Yayasan WWF Indonesia



Indigenous Peoples' Alliance of the
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Yayasan Pengembangan
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