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Women

Ecopreneurs Lab





Why women?

Women are the closest to the solutions, but sometimes furthest from the resources.

Across the globe, women shoulder the heaviest burdens of environmental destruction, from waste, pollution, overconsumption to deforestation and land degradation. Yet, because of women's roles as caregivers, keepers of traditional knowledge, and stewards of food and land, women are uniquely positioned to solve these challenges.

The WEA Way: Women are uniquely positioned to address urgent climate challenges.

WEA empowers grassroots women's leadership to protect the environment and build healthier, more resilient communities — now and into the future. Because when women leaders are equipped with resources and support to scale their solutions, share resources and knowledge, and hone their strategies for change, real transformation takes root.





WOMEN'S EARTH ALLIANCE

Where We Work





Map of Women Earth Alliance Indonesia



98

Women Leaders

from

2

Provinces



Insights from the Alliance: The Untapped Frontline

The Reality

Frontline Innovation

Women are the first responders to climate impacts and hold the trust of their communities.

- Waste and pollution crisis
- Deforestation, drought and land degradation.
- Food insecurity and unpredictable seasons.

Local Solutions

Women lead community actions for resilience through circular economy, non-timber forest products and regenerative solutions but lack the sustainable vehicle to scale it beyond grants.

The Barrier (The Gap)

Structural & Systemic

Remote locations, patriarchal norms, and policy bias isolate these leaders.

Barriers to Entry

Standard business training is often inaccessible (high fees, strict document requirements, or focused on established businesses).

Leadership Confidence

Women face specific cultural challenges in leading mixed-gender teams and navigating formal economic spaces.

The Lesson (The Need)

Innovation is not enough. To move from "coping" to "thriving," grassroots leaders require.

- Breaking aid dependency
- Shifting power dynamics
- Incentivizing community initiatives on conservations
- Income diversification leading to resilience

Eco-entrepreneurship turns climate action from a 'cost' into an 'opportunity.'

It ensures that protecting the planet puts food on the table.



The Unmet Potential: Bridging the Sustainable Business Gap for Women

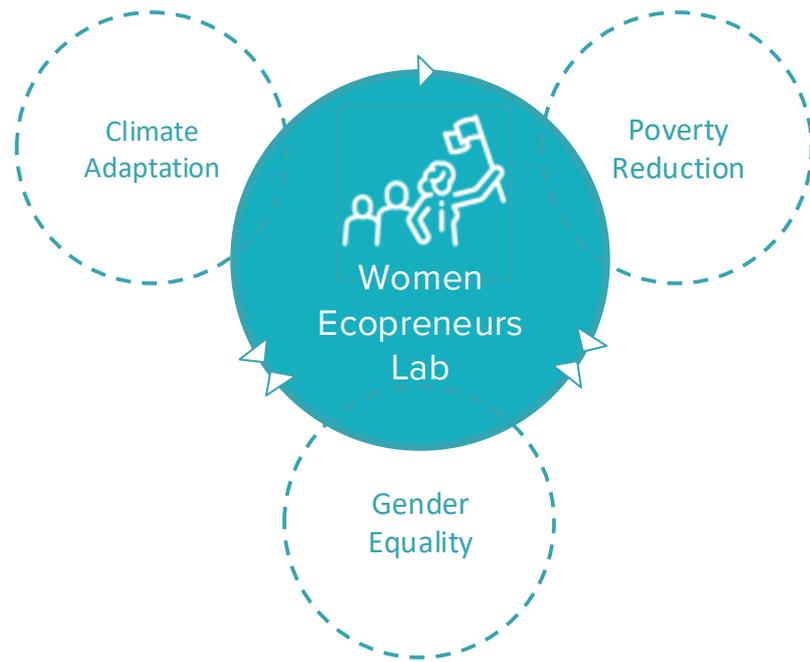
The Power: Women lead **64.5%** of Indonesia's MSMEs, contributing significantly to the **61% GDP** share. They are the backbone of household and community resilience.

The Gap: Despite this volume, women face critical skill gaps in financial management, customer mapping, and impact assessment.

The Mission: A capacity-building accelerator designed to turn "Traditional MSMEs" into "Market-Ready Ecopreneurs."

The Target: Women leaders acting as Entrepreneurs—those working directly with small-scale farmers, fishermen, and weaver groups.

The Outcome: Developing eco-products with robust sustainability accountability, ensuring women don't just enter the market, but lead it.





Seratnusa Weaving Waste into Worth



[Gita Noerwardhani](#) was one of the 2021 WEA Grassroots Accelerator Participants. She addresses a critical environmental challenge: the massive accumulation of banana trunk waste from the local chip industry, by transforming these discarded banana trunks into durable, high-value natural fibers for home decor and fashion. This initiative not only diverts agricultural waste but also creates sustainable livelihoods for local communities, empowering them to become key economic contributors in their community. She dares to offer Seratnusa products with a rare lifetime guarantee.



Environmental: Waste to Wealth

- **Waste Diverted: 20,000** banana trunks annually saved from landfills & burning.
- **Innovation:** Transforming local raw material into **Bio-leather** (*research & development in partnership with Indonesia National Research and Innovation Agency*)

Economic: From Waste to Revenue

- **Workforce: 35** local artisans (**70%** Women).
- **Growth:** Generated **\$25,000 USD** annually from a "free" waste resource.

Social: Empowerment & Global Reach

- **Agency:** Women shifted from dependents to **Household Decision-Makers**.
- **Validation:** Showcased at **Paris Fashion Week & INACRAFT** (won 3rd place for natural fiber products).



The Lab was built from the learnings of Rural Climate & Economic Resilience Accelerator

July 2022 - August 2023

1. Capacity Building must be technical.

Provide specific, 'how-to' training (e.g., social media, legal, operational efficiency) instead of just theoretical knowledge.

2. Open Doors to Markets and Funding.

Facilitate concrete market discussions and help women design milestone-based plans that funders can support.

3. Support must be continuous.

Regular 'Office Hours' and accessible mentorship are more effective than one-time training. Consistent checkpoints and facilities allow for real-time troubleshooting.

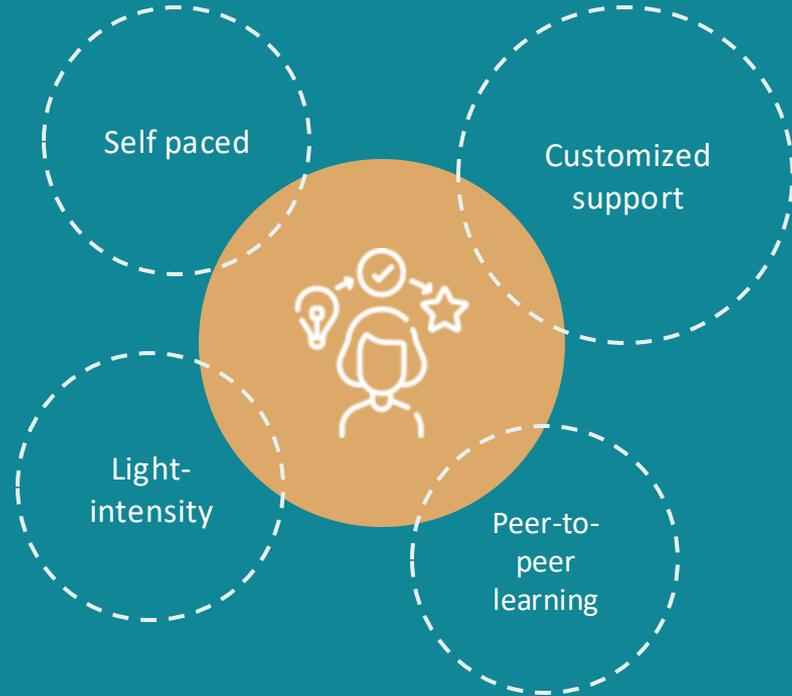


Women Ecopreneurs Lab



A Series of Assistance for WEA entrepreneurs

The program is self-paced provided with WEA Eco-entrepreneurship Toolkit and offers customized support tailored to each business's needs. Peer-to-peer learning is encouraged to facilitate experience sharing and build a supportive business network.



*From September to November 2025, the Women Ecopreneurs Lab pilot cycle began with **six businesses of various levels and products, including crafts and food.***



The Pilot Cycle Highlights

We piloted it with:

- 6** womenpreneurs
from various business levels
- 3** from islands
- 2** they have 6 products in sectors
(food, craft)

We piloted it by doing:

- 10** weeks of self-paced learning
without topic limitation
- 1-1** online mentoring >>>
progress check-ins
- 5** days of meaningful
group learning
- 3** technical assistance





WOMEN ENTREPRENEURS PROFILES



Gita Noerwardhani

Seratnusa
West Java

Home decor and fashion products
from banana trunk fibers

Collaborating with **eight women artisans** in Lampung and West Java to convert banana-trunk waste into valuable products.

Craft



Mince Oyaitou

Kreuw Tangke
Papua

Handmade traditional bag “Noken”
Empowering with **35 women** and produced more than 500 traditional products to improve the lives of women in the village and preserving cultural heritage.

Craft



Kris Mheilda Setiawati

Giat by Sedusun
Yogyakarta

Upcycled bags

Collaborating with local communities and suppliers to **transform used sacks** into fashionable bags that support local economic growth, job creation, and waste reduction.

Craft



WOMEN ENTREPRENEURS PROFILES



Aziza Nurul Amanah

Kriya Kite Indonesia
South Sumatra

Natural-dye fashion products

Empowering 45 **local women artisans** and preserving 6ha land by transforming jumputan gambo fabric into functional and distinctive products.

Craft



Rita Sri Mustikasari

Martani Indonesia
Central Java
Herbal drink

Partnering with **local farmers (mostly women)** to create and market herbal drinks from locally sourced plants and herbs in a healthy and sustainable way.

Food



Novi Rovika

Sambal SABAI
West Sumatra

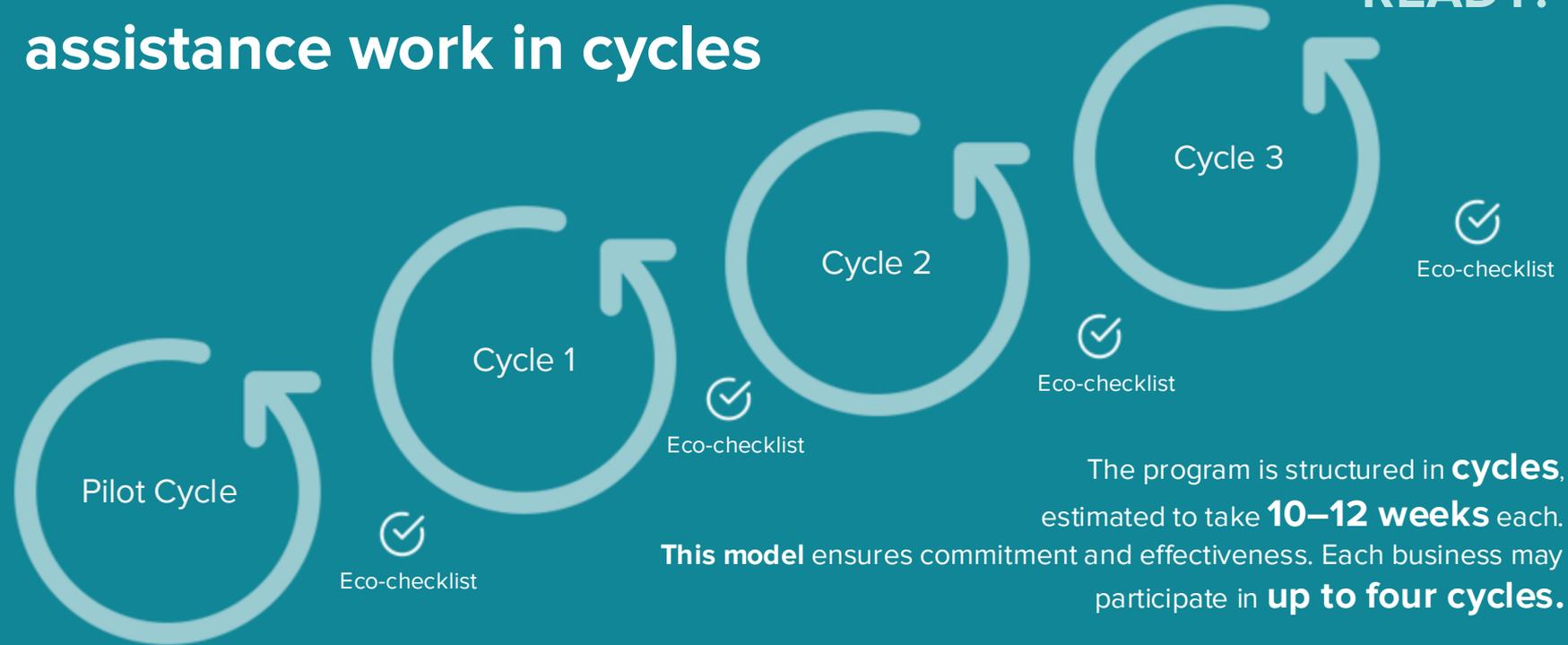
Traditional chili sauce

Integrates **chili agroforestry to conserve critical land** and support the preservation of Minangkabau traditional cuisine.

Food



How the series of assistance work in cycles



The program is structured in **cycles**, estimated to take **10–12 weeks** each. **This model** ensures commitment and effectiveness. Each business may participate in **up to four cycles**.

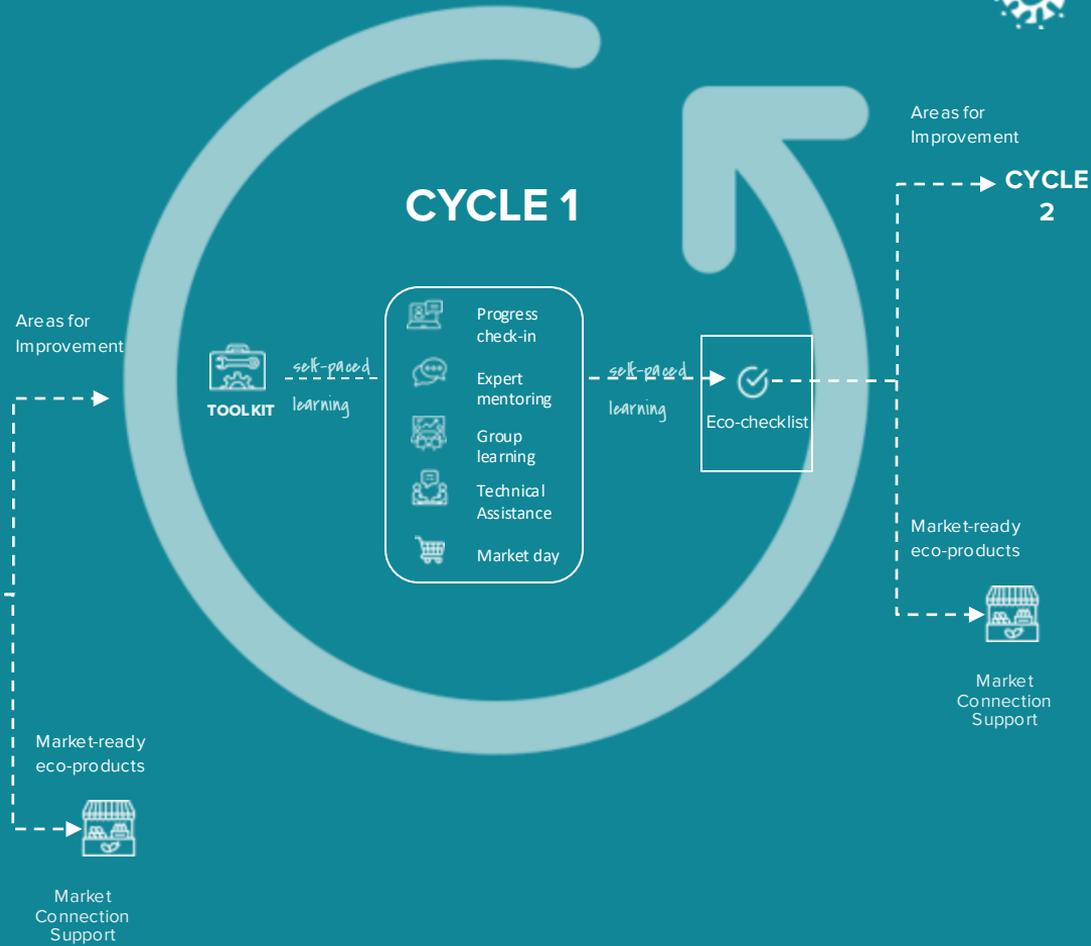
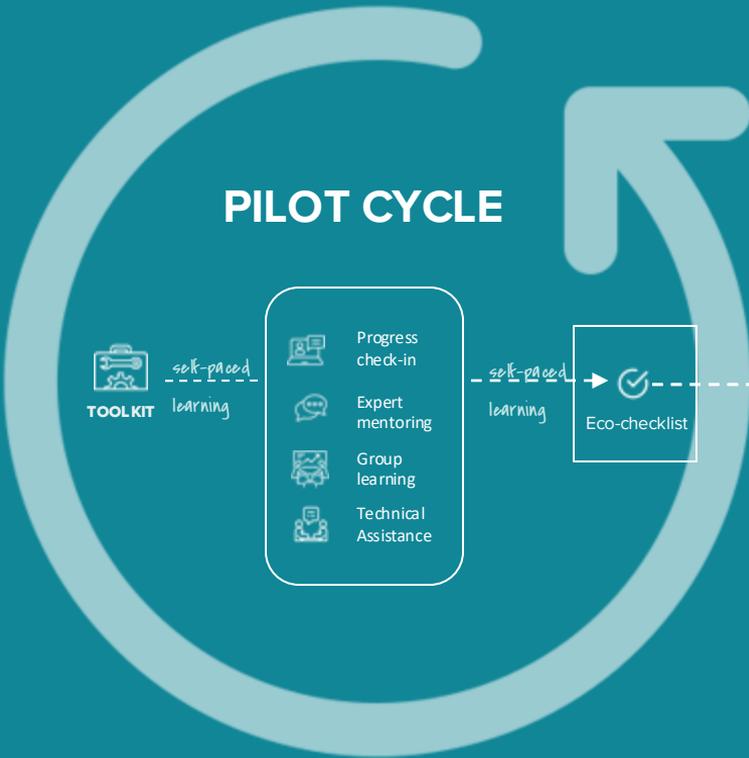

Ideation
 up to 4 cycle


In Growth
 up to 3 cycle


Ready to expand
 up to 2 cycle


Business
 1 cycle

How we do in cycle?





ECO-ENTREPRENEURSHIP TOOLKIT

Women's Earth Alliance Eco-entrepreneurship Toolkit Revision of Beta Version

It is the main tool used in this Women Ecopreneurs Lab. The beta version covers 12 tools related to sustainable entrepreneurship, ranging from product development to business growth planning.

Each tool comes with a description, steps for using the tool, examples, reading materials, and worksheets.

After pilot cycle we gather feedbacks and do revisions accordingly now we are **on progress visualizing 16 tools in Indonesian version**. In parallel we also do refinement for English version.





Economic: From Survival to Strategy

- Financial Turnaround: SABAI pivoted from a net loss to profitability, breaking the cycle of debt through financial literacy.
- Market Validation: Kriya Kite doubled monthly revenue in 3 months, proving high demand for well-positioned eco-products.
- Operational Resilience: Enterprises like Seratnusa established robust operational systems, preventing collapse during market volatility.



🤝 Social: Anchoring the "Ripple Effect"

- Inclusive Supply Chains: Martani's small shop (Warung Rempah) created a guaranteed market for low-chemical farmers, supporting 50+ direct beneficiaries.
- Empowered Labor: Seratnusa formalized casual-work for housewives into "articulated artisan income," shifting them from informal help to recognized economic contributors.
- Validation: Kriya Kite and Seratnusa joined business events and expos.



Environmental: From Vague to Measured

- Land Regeneration: SABAI expanded agroforestry management from a garden scale to Hectares of restored land.
- Critical Ecosystems: Giat doubled native tree planting initiatives with the community from the profit specifically to protect the fragile Karst ecosystem.
- Quantifiable Waste: Shifted from passive habits to measured waste sorting (organic vs. inorganic) across the business (Seratnusa, Kreuw Tangke, Kriya Kite).



Strategic Alignment

- **Government Alignment:** Aligns with Indonesia's National MSME "UMKM Naik Kelas" and Green Economy targets.
- **From Policy to Practice:** Operationalizes high-level goals into concrete grassroots action—equipping women leaders to formalize their businesses and represent the green economy at local and national business expos.
- **Support systems:**
 - **Implementing Partner:** Long standing partnership with Pratisara Bumi Foundation for program design, implementation and MEL.
 - **Supply Chain Logic:** Partnership with Supernova Ecosystem to instill professional supply chain resilience.
 - **Market-Fit Design:** Expert-led coaching on product design to meet modern consumer tastes (Kunang Jewellery & Made Tea).
 - **Real-World Benchmarks:** Comparative study visits to industry leaders like Tarum, Rumah Reina, Kopernik and Tempeman to visualize success.
 - **Data-Driven:** Independent market research to benchmark against existing eco-shops and competitors.



Thank You!

Looking forward to connect with you!

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WOMEN'S EARTH ALLIANCE