IMPACT HUB Jakarta

HARE 晴れ Initiatives

Holistic Agriculture for Regeneration and Empowerment

PROGRAM DECK

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Background

In the villages of South Sumatra, Indonesia, smallholder palm farmers face crippling production constraints, ranging from **poor agricultural sourcing, pest and disease outbreaks,** to **seasonal flooding**. Dependence on chemical agri inputs has degraded the soil health severely, reducing fresh fruit bunch (FFB) yields to **less than 50% of the national average**.

Unresolved, these issues also affects both **farmers** and **agri companies** operating in the area, sometimes pushing to unsustainable practices, such as deforestation. This threatens not only the survival but also the viability of the broader palm oil industry in the region.

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About HARE Initiatives

HARE Initiatives aims to **transform** the palm oil supply chain by bringing together **startups, companies,** and **farmers** to **co-create** and **scale** regenerative solutions; adapting the innovations for other sectors facing similar challenges.

Our Goals

Reducing FLAG GHG Emissions

Improving biodiversity in the area

Improving livelihood
of the smallholder farmers

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Target Applicants

We invite agri startups and companies worldwide with following criteria:

1. **Operational maturity**
   Minimum 5 years of operation
2. **Stage readiness**
   Growth stage (as defined by Basel 6 stages) with validated products & services in the market
3. **Proven customer base**
   Demonstrate an existing customer base, including evidence of customer acquisition and repeat usage or sales
4. **Financial track record**
   Be able to provide 2025 revenue and funding data
5. **Capacity to expand business to Indonesia**
   Have the resources and capability to capture sales and operate in new market

Rewards for Applicants

Funded hackathon & demo day trip to Indonesia

Sales and Business Development opportunities through matchmaking with Indonesia's agriculture ecosystem players

€75,000 worth of pilot support in the world's largest palm oil ecosystem

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Challenge 1 | Agricultural Inputs

For decades, smallholder and companies-owned farms have depended on conventional inputs, such as fertilizers, pesticides, and commercial seeds. Today, these inputs are becoming more expensive, and have contributed to declining soil health, reduced biodiversity, and ecosystem stress.

Your challenge is to propose effective alternatives to conventional agricultural inputs: lowering farmers' and companies' operational costs, boosting yields, and regenerating soil health.

Issues

- **Dependency** on **expensive** agricultural inputs, such as fertilizer, pesticide, and herbicide
- **Deteriorating** soil health
- Resources wasted on **misidentified** palm seedling gender

Goals

- **Reducing the dependency** on conventional agri-inputs
- Promoting regenerative practices
- **Healthier soil** and richer **biodiversity**
- Better livelihood
- **Applicable to non palm sectors**

Expected Outcomes

- **Reduced pesticide risk**
- **Increased soil health**
- **Minimized water pollution**
- **Increased cultivated biodiversity**
- **Increased financial benefits**

For suggested metric details, see: Climate, soil, water, biodiversity and socioeconomic chapters of Regenerative Agriculture Metrics from Business guidance for deeper regeneration

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Challenge 2 | Agritech for Climate Resiliency

Increasing floods and droughts, combined with degraded soils quality, are reducing the effectiveness of agricultural inputs and increasing pest and disease risks. These challenges lower farmers' productivity and income. Climate-resilient agriculture must enable farmers and companies to adapt to climate impacts, mitigate environmental stress, and prevent further degradation of land, water, and ecosystems.

Your challenge is to propose climate-resilient agricultural technologies and systems that help smallholder farmers and companies adapt to climate change, mitigate its impacts, and prevent further environmental degradation, while sustaining yields and livelihoods over time.

Issues

- **Natural and man-made disaster (e.g. annual big flood and draughts)** in the area causing disruption to the palm tree seedlings and young palm trees
- **Harvest logistic disruptions** during the big flood

Goals

- **Reducing the negative effects** of natural and man-made disaster
- Resilient ecosystem and business

Expected Outcomes

- **Effective resource management**
- **Early diagnosis and monitoring**
- Survivability and health of plants in nursery & mature plantation
- Farm net income (LCU)/ha/year

For details, see: Soil chapter of Regenerative Agriculture Metrics from Business guidance for deeper regeneration

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Challenge 3 | Community & Corporate Value Creation

Local communities don't have access to adequate waste management, including household and agricultural. These has contributed to pest and disease outbreak in the plantation area. Similarly, agri corporations, such as mills and refineries, continue to face inefficiencies due to underutilization of valuable byproducts and minimum value recovery from their waste streams.

Your challenge is to propose an innovative solution that helps local communities and agri-corporations unlock the hidden value in their waste and by-products and adopt better waste management. The solution should empower local communities to improve livelihoods and environment, and create sustainable revenue streams to agri-corporations

Issues

- **No existing** organic agriculture **waste processing facilities** in the area, leading to waste burning as solution and **triggers the growth of pests** and diseases
- **Limited income diversification** of the farmers (e.g. food stalls, civil servant) & choice of occupations for the local communities
- **Dependency** to middlemen/shark loans

Goals

- **Better quality of life** for the community (i.e. domestic waste processing) while at the same time providing additional income
- **Reducing farmer's dependency** on shark loans
- **Creating Value from Waste and bi-product**

Expected Outcomes

- **Creation of community based business**
- **Waste to value Infrastructure**
- **Farm net income**

For details, see: Socioeconomic chapter of Regenerative Agriculture Metrics from Business guidance for deeper regeneration

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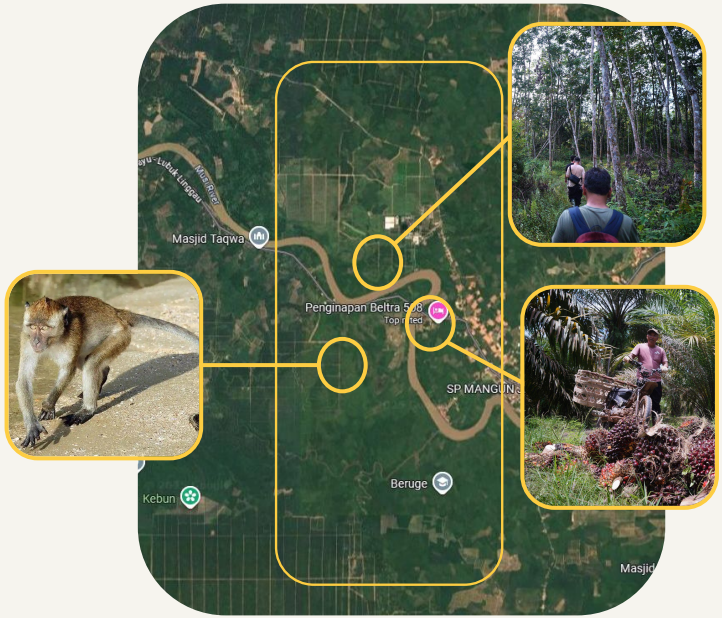
Pilot Location Characteristics

Three rural villages in South Sumatra are separated by the Musi River. Surrounded by protected forests, characterized by organosol and alluvial soils with pH 4–6, annual precipitation of 105–362 mm with major seasonal flooding, and average temperatures ranging from 27.5°C to 35.3°C.



Land Type	**Key Challenge (Main priority of the land)**	**Observed Condition (Main priority of the land)**
Land 1 (flood-prone)	**Poor access, soil degradation**	**Mixed drainage, erosion risk**
Land 2 (within Settlements area)	**High workload, dependency on chemical fertilizer**	**Family-managed, regular harvest**
Land 3 (forest-bounded)	**Unmanaged forest, lack of structure**	**Natural vegetation dense**
Collective Area	**Fragmented efforts**	**Lack of knowledge and sharing insights**

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HARE Initiatives Timeline

Proposal submission

16 Mar - 8 May

Applicants can download the **indicative questions list** to prepare their answers for the application form. Application is **open on a rolling basis**, early submission is encouraged!

Proposal screening

8 May - 5 Jun

The judging team will **assess the submitted solutions** based on the participant and evaluation criteria. We will shortlist the **Top 30 solutions** and invite **top 10** for the interview round.

Top 10 Interview

8 - 26 Jun

The **top 10 solutions** will be invited for a **1 on 1 interview** with the judging committee to validate their solutions and business. The result of the **selected solutions** will be announced via **email** and Impact Hub Jakarta's **social media**.

Co-creation

29 Jul - 28 Aug

This round will involve the **top 5 selected teams, farmers,** and **agri corporations.** They will **co-create** the integrated pilot implementation plans (incl. potential impact measurement) and business expansion plans to capture the potential Indonesian market.

Validation & Demo Day

16 - 23 Sept

The finalist teams will be invited for an **in-person demo day** in Indonesia (location TBD) to **pitch** the **co-created pilot proposals** to the **committee**, including the **corporates** and **farmers representatives.**

Pilot Project Preparation

24 Sept - end Dec

The groups can begin finalizing the necessities for the pilot project, such as supplies, logistics, and etc. This will help to ensure the smooth transition to the pilot project in the area.

Pilot Starts

~ Jan 2027

*Note: Dates are indicative

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Evaluation Criteria

Judging is based on **the relevance of the proposed solution** to the challenges and goals, whether single or multi-challenges, and how clearly this alignment is demonstrated in the business proposal.

Proposals are also **evaluated** based on their:

1. Long-term **viability**
2. **Practical** community-level **implementation**
3. Potential **value creation** for companies and solutions **replicability** to other companies
4. **SMART** (Specific, Measurable, Achievable, Relevant, Time-bound) quantitative potential **impact measurement** methods.

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Application Guideline

STEP 01

Go to HARE Initiatives website and click "**APPLY NOW**".

STEP 02

Check the indicative questions list to prepare your answers with the supporting data evidence.

STEP 03

Fill in the application form and upload supporting document/deck (maximum 10 pages).

Note: You can save the answering progress.

STEP 04

Submit your answers and stay tuned for the **Top 5** announcement in our social media!

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⏳ Apply before 8 May 2026

Contact us via:

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