



Impact Report 2025

ASRI

(AKADEMI SEKOLAH LESTARI)

A Transformative Journey for a
Sustainable Future Starts Here

Scaling Impact through
Education & Innovation





01 FOREWORD

Leader's Message 4

EXECUTIVE SUMMARY (AT A GLANCE) & LIST OF CONTENT

ASRI transforms sustainability literacy into real action through education, school-based projects, and collaboration.



02 OUR JOURNEY

About ASRI 5
The Problems 6
The Solutions 7
ASRI 2024-2025 8

THIS REPORT HIGHLIGHTS
ASRI'S IMPACT IN 2024-2025
AND OUTLINES THE PATH WAY
TO SCALE IMPACT IN **ASRI 2026.**



03 OUR IMPACT

Impact Framework	9
Impact in Numbers	10
Impact Evidence	11
Impact Snapshot	12
Impact on Collaborator	13



04 ALL ABOUT #TEMAN ASRI

Teman ASRI Community	15
----------------------	----

ASRI 2026	16
From Crisis to Courage	17
Where Changes Takes Root	19
Grateful for the Journey, Stronger Together	24



05 SUSTAINABILITY EDUCATION IN ASRI 2026

LEADER'S MESSAGE

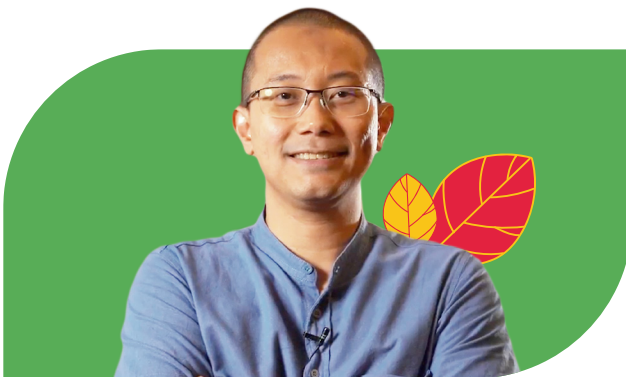
Behind every step of ASRI lies the vision and hope of leaders who believe that education is the key to lasting change.

Their perspectives guide thousands of students and teachers to continuously create innovations that grow in harmony with nature.

WISNU NUGROHO

VICE PRESIDENT SUSTAINABILITY, KG MEDIA

"Big change always begins with small actions carried out consistently."



ARKI SUDITO

HEAD OF SUSTAINABILITY OFFICE, KOMPAS GRAMEDIA

"ASRI is a sustainability education movement that starts at the school level, paving the way for greater change at every step."

MAYA TAMIMI

HEAD OF SUSTAINABLE ENVIRONMENT, UNILEVER INDONESIA FOUNDATION

"Sustainability is a collective movement that involves everyone. Let us invite, train, and nurture habits for a more sustainable future."



YULAIKA ERNAWATI

POLICY ANALYST, MINISTRY OF PRIMARY AND SECONDARY EDUCATION (KEMENDIKDASMEN)

"The real actions taken by teachers and students prove that intelligence in knowledge can grow into wisdom in protecting the environment."



ABOUT AKADEMI SEKOLAH LESTARI (ASRI)

ASRI was created to address environmental degradation by delivering practical sustainability education for Indonesia's younger generation.

Launched in collaboration with **Unilever Indonesia Foundation, IPB University** and other collaborators, ASRI bridges sustainability concepts with real action in schools through measurable, solution-driven learning. In 2025, ASRI evolved into a digital learning ecosystem via **lestariacademy.id**, expanding its reach beyond classrooms.

TODAY, ASRI ENGAGES THOUSANDS OF LEARNERS ACROSS INDONESIA,

focusing on lasting behavior change and collective action toward a more sustainable future.

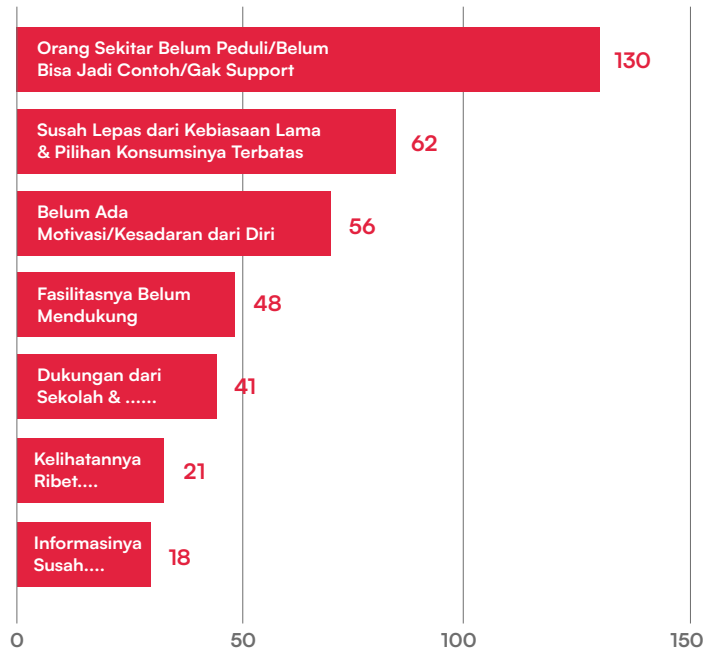
THE PROBLEMS

AWARENESS EXISTS. ACTION STILL FALLS SHORT.

Nationally, PISA highlights gaps in students' ability to apply knowledge to real-world problems—a critical skill for sustainability and climate action.

This is reflected on the ground. The ASRI Roadshow Research (2025), involving 427 students and teachers, shows that while sustainability awareness is high, consistent action remains limited.

Students are familiar with simple eco-habits, but participation drops when actions require deeper understanding, sustained commitment, or system support—such as waste management or long-term projects.



THREE KEY CHALLENGES IDENTIFIED



Limited Translation from Knowledge to Action



Weak Social & System Support



Sustainability Language Feels Distant & Complex

WHY A NEW APPROACH IS NEEDED

Closing the gap between awareness and action requires more than information. Students need learning experiences that strengthen how they think, act, and sustain behavior in real contexts.

THIS APPROACH MUST ENABLE:

Stronger thinking skills

— Learning that builds critical analysis, problem understanding, and decision-making—so sustainability can be understood.

Real-world action readiness

— Clear pathways to apply sustainability knowledge through structured actions, supported by everyday systems.

THE SOLUTIONS

OUR INTEGRATED SOLUTIONS

ASRI bridges environmental awareness and real-world action through an integrated youth learning ecosystem.

OUR LEARNING ECOSYSTEM



COURSES

Structured, practical sustainability learning that strengthens literacy, critical thinking, and action-oriented skills.

SDG 4- Quality Education



SCHOOL ACTIVATION

Hands-on programs that transform schools into living labs for sustainable behavior and climate action.

SDG 4- Quality Education

SDG 13 - Climate Action

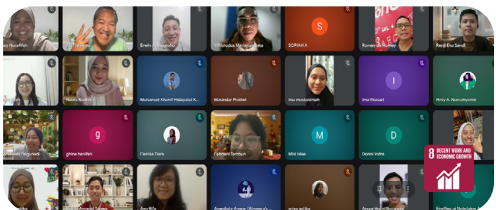


COMPETITION

A national challenge where students and teachers turn sustainability ideas into tested, real-world projects.

SDG 4- Quality Education

SDG 13 - Climate Action



MENTORING

Guided learning journeys with practitioners to turn ideas into measurable environmental initiatives.

SDG 8 - Decent Work & Skills for the Future



APPRECIATION

Recognition of impactful actions to sustain motivation and encourage continued sustainability efforts.

SDG 4- Quality Education

SDG 17 - Partnerships for the Goals



COMMUNITY & MEDIA

A digital ecosystem that amplifies youth voices, shares best practices, and sustains collective climate action.

SDG 11 - Sustainable Cities & Communities

SDG 17 - Partnerships for the Goals

ASRI 2024–2025 RECAP

A TWO-YEAR JOURNEY OF COLLECTIVE IMPACT

Over two years, ASRI has evolved into a collaborative sustainability education movement—uniting industry, government, schools, and communities to turn learning into real-world action.



1. GOVERNMENT



The government provides formal recognition and institutional support for the implementation of the ASRI Program.

KLHK

Kemendikdasmen

2. COMMUNITY



Communities actively support and drive on-the-ground activations of the ASRI Program.

WCI

Sebentala

3. BUSINESS



Business partners contribute by creating shared value to support the sustainability and impact of the ASRI Program.

Unilever

tiket.com

GEM

4. ACADEMIC



Academics and professionals contribute by developing learning modules, serving as mentors & jury members, and supporting recognition for program awardees.

IPB

UMN

5. MEDIA



Mass media plays a key role in amplifying the ASRI Program through broad public exposure to expand its reach and impact across Indonesia.

Kompas.com

Kompas TV

Natgeo

IMPACT FRAMEWORK AND TARGETS

ASRI applies an education-driven theory of change to translate sustainability knowledge into action. Our impact contributes to key Sustainable Development Goals (SDGs) through learning, school activation, and Action Oriented Competition.

IMPACTS

Driving generational behavior change by empowering schools as sustainability change agents—within a scalable, replicable education ecosystem that embeds sustainable practices into everyday life.

OUTCOMES

- Increased sustainability literacy and action readiness among students and teachers
- Stronger school capacity to implement environmental initiatives
- Increased sustainability literacy and action readiness among students and teachers
- Strengthened collaboration between education, community, and industry through empowerment

OUTPUT

- National visibility on sustainability education
- Practical sustainability courses and toolkits for schools
- Increased public awareness and community capacity to start participate in daily sustainable action.
- Projects and schools connected to industry, grants, and collaboration opportunities
- Student- and teacher-led sustainability projects

ACTIVITIES

- Co-created sustainability learning content
- Digital learning delivery via lestariacademy.id
- Mentorship for project development and execution
- School experiential learning to project implementation
- Community and media-based sustainability action

WHO

- Students
- Teachers
- Campus
- Collaborative Ecosystem (Community, Industry, Media)
- General Public
- Government

PILLARS

- Learning Community
- Collaborative Ecosystem
- Knowledge Building

IMPACT IN NUMBERS

Each number tells a story of collaboration and impact. Throughout 2024—2025, ASRI continued its journey to expand access to learning while fostering positive change for students and the environment.

3,789,992
MEDIA EXPOSURES & PUBLICATIONS

8,237
STUDENTS ENGAGED

6,128
UNIQUE PLATFORMS LEARNERS

332 IMPACT PROJECTS & IDEAS INITIATED

274 SCHOOLS COLLABORATED

45 COMMUNITIES REACHED

45 PRO-BONO EXPERT MENTORS (PRACTITIONERS & EDUCATORS)

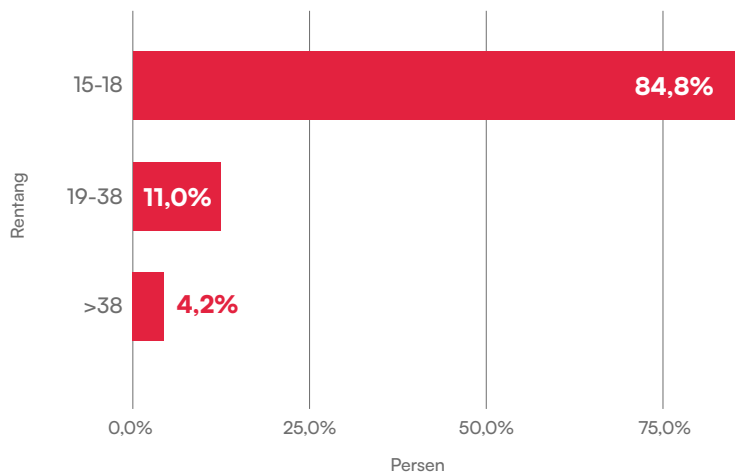
DIVERSITY ACROSS THE ASRI ECOSYSTEM

24 PROVINCIAS | **75** CITIES

64,3% FEMALE
 35,7% MALE

32,5%
OF ASRI PARTICIPANTS ARE EDUCATORS

● Age Distribution of Participants



Most ASRI participants are aged **15-18**, reflecting the program's **focus on senior high school students**, with additional involvement from educators and adult supporters.

IMPACT EVIDENCE

IMPACT THAT IS SEEN, FELT, AND RECOGNIZED

ASRI’s impact is reinforced through measurable learning outcomes, partner recognition, and voices from the field—reflecting trust, quality, and meaningful collaboration.

LEARNER SATISFACTION & COURSE PERFORMANCE



AVERAGE RATING:
4,95 / 5,00 ★★★★★

250+ PARTICIPANT REVIEWS

Consistently high ratings demonstrate that ASRI courses are practical, engaging, and relevant—supporting students and educators to move from awareness to action.

PARTNER RECOGNITION



BEST COLLABORATION AWARD BY WARRIORS CLEAN UP INDONESIA

This award highlights ASRI’s strength as a collaborative partner—successfully aligning education, youth engagement, and community-based environmental action.



VOICES FROM THE ASRI LEARNING JOURNEY

“ASRI taught us that research is not about being satisfied with results, but about continuously learning, responding to feedback, and creating solutions that benefit society and the environment.”

—Mohamad Zulfikar, Project Winner—



WINNER STORIES FROM IDEA TO IMPACT

“ASRI helped us develop EchoCrust into a more robust, scalable solution through product refinement, UMKM trials, and academic collaboration.”

—Aisyah Jihady, Idea Winner—

ENVIRONMENTAL & SOCIAL IMPACT SNAPSHOT

**143,880 KG OF
WASTE DIVERTED**

Waste redirected from landfills through student-driven waste management initiatives in 109 schools within one year.

**73,17 TCO₂EQ
EMISSIONS REDUCED**

Carbon reductions from collective improvements in plastic, paper, and food waste management.

**98,000+
STUDENTS ENGAGED**

Students actively adopting sustainable behaviors and influencing their school ecosystems.

**IDR 226 MILLION
IN VALUE CREATED**

Estimated Social Cost of Carbon avoided—highlighting the tangible social cost of unmanaged waste.

SOCIAL RETURN ON INVESTMENT (SROI)

SROI RATIO: 1,68

Every IDR 1 invested generated IDR 1,68 in social and economic value across the ASRI ecosystem.

**TOTAL SOCIAL VALUE CREATED:
IDR 2,98 BILLION**

Value generated through improved education access, capacity building, and partner brand impact.

STAKEHOLDER BENEFITS

- **Students & Teachers:** Over IDR 1,2 billion in academic and professional benefits
- **Partners & Corporations:** Strategic visibility and PR value as sustainability leaders

IMPACT ON COLLABORATOR

GROWING IMPACT THROUGH MEANINGFUL PARTNERSHIPS

ASRI collaborates with communities, academia, and grassroots movements to ensure sustainability education translates into real action—locally rooted, collectively amplified.

IPB UNIVERSITY

BRIDGING ACADEMIC KNOWLEDGE AND SCHOOL-BASED IMPACT

In partnership with IPB University, ASRI ensured scientific credibility and contextual relevance—strengthening curriculum design and grounding sustainability education in research-based practice.

IMPACT HIGHLIGHT:

- 6 EVIDENCE-INFORMED LEARNING MODULES



- ACADEMIC CREDIT SCHOLARSHIPS



- 9 ACADEMICIANS INVOLVED

as mentors, jurors, and curriculum contributors in ASRI Competition



Anne Carolina S.Si., M.Si.



Dr. Indra Refipal Sembiring, S.E., M.M.



dr. Naufal Muharam Nurdin, M.Si



Prof. Dr. Ir. Eka Intan Kumala Putri, M.Si



Aisyah Amanda Hanif



Lindawati Kartika



Brayen Ariel



Danang Pramudita



Rizaldi Muffih



COLLABORATOR VOICE:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

— IPB University Representative

MARI ISI ULANG AIR (MIU)

DRIVING EVERYDAY BEHAVIOR CHANGE

Together with Komunitas Mari Isi Ulang Air (MIU), ASRI transformed sustainability from awareness into daily practice. By promoting refill habits in schools, this collaboration reached young people at the moment where lifelong behaviors are shaped—turning simple actions into meaningful environmental commitment.

More than a campaign, this partnership created shared learning spaces where students, schools, and sustainability actors met directly.

COLLABORATOR VOICE:



“ASRI creates meaningful connections—linking students, communities, and collaborators into a growing sustainability ecosystem. By engaging directly with schools and young changemakers, this collaboration helps embed sustainable lifestyles where long-term impact truly begins: education.”

— Komunitas Mari Isi Ulang Air (MIU)

IMPACT HIGHLIGHT:



±525 SINGLE-USE PLASTIC BOTTLES AVOIDED

through refill culture 21 refill gallons × 15L during ASRI Roadshow activities (Jakarta, Bandung & Yogyakarta)



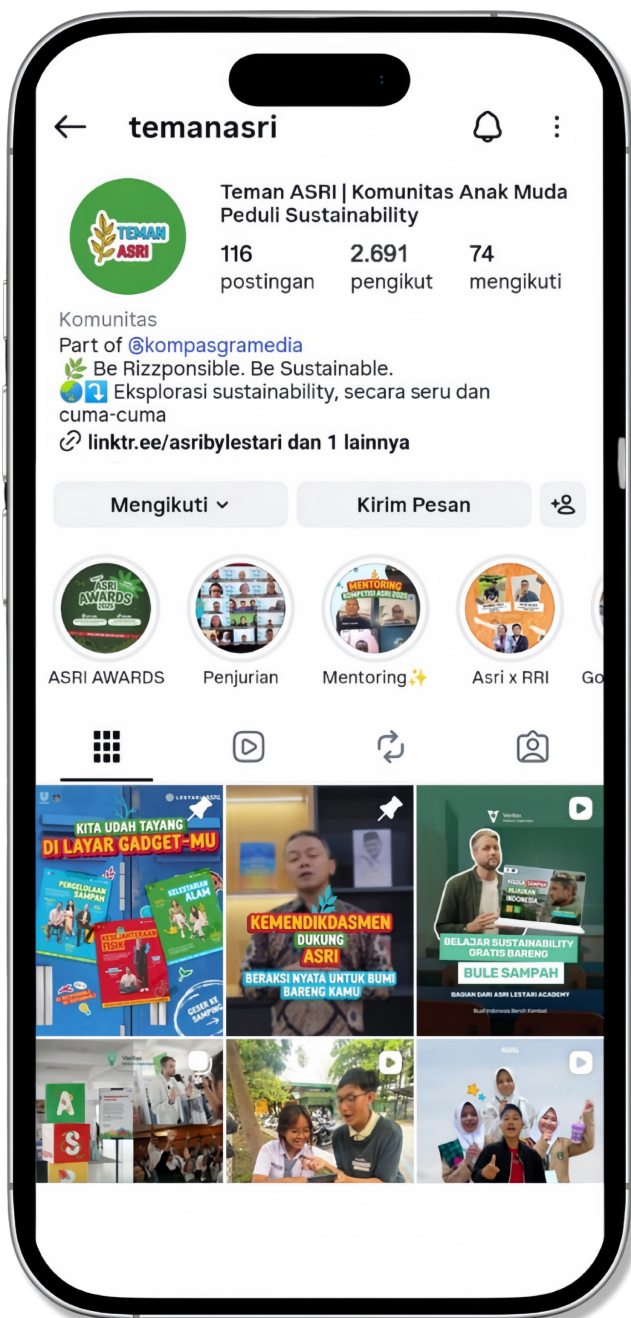
INTERACTIVE SUSTAINABILITY EDUCATION VIA ON-SITE BOOTHS

translating awareness into hands-on action and behavior change

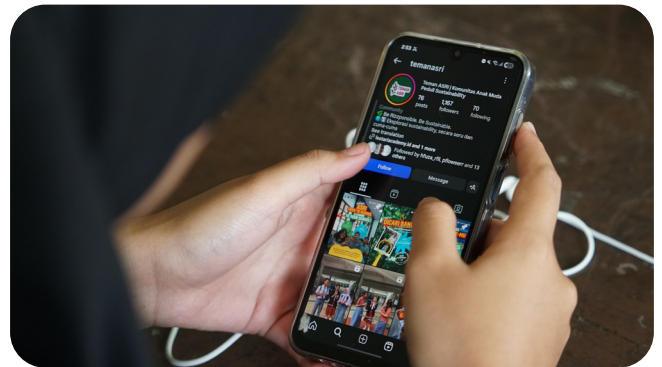
THESE PARTNERSHIPS REFLECT ASRI'S BELIEF THAT LASTING IMPACT IS BUILT THROUGH COLLABORATION—WHERE EDUCATION, COMMUNITY ACTION, AND SHARED VALUES COME TOGETHER.

TEMAN ASRI COMMUNITY

@temanasri has grown as a community-driven platform where young people, educators, and sustainability advocates come together to learn, share, and take action. Rooted in collective participation, ASRI functions not only as a digital presence but as a living community that invites individuals and organizations to join sustainability initiatives.



Through this community-based approach, **Temas ASRI** now reaches over **149,000+ monthly views**, while also attracting growing interest for collaborations from partners who see ASRI as an active and credible sustainability community.



2,963
AVERAGE
MONTHLY
INTERACTIONS

2,691
FOLLOWERS
ON
INSTAGRAM

1,789,992
AVERAGE ANNUAL VIEWS

ASRI 2026

SCALING WHAT WORKS. DEEPENING WHAT MATTERS.

In 2026, ASRI moves from proving concepts to expanding reach and strengthening long-term impact—by building on learning journeys that already work.

2026 STRATEGIC FOCUS



EXPANDING SCHOOL REACH

Extending ASRI’s learning ecosystem to 350+ schools—prioritizing access, inclusion, and regional diversity.



DEEPENING IMPACT

Moving beyond exposure by sustaining and connecting 200+ ongoing school projects, ensuring continuity, learning exchange, and real practice over the next year.



STRENGTHENING SCHOOL OWNERSHIP

Enabling schools, teachers, and students to lead, adapt, and continue sustainability initiatives independently beyond program cycles.

EQUIPPING YOUTH TO ACT — NOT JUST CARE



STRONG MIND (MENTAL RESILIENCE FOR ACTION)

Emotional resilience as the foundation of long-term climate action.

Focus: mental well-being • eco-anxiety • safe school culture



GREEN FUTURE (RENEWABLE ENERGY LITERACY)

From understanding energy systems to acting on climate solutions.

Focus: energy transition • applied climate learning • youth innovation



GREEN WORKFORCE PATHWAYS

(FUTURE SKILLS FOR A SUSTAINABLE ECONOMY)

Preparing students for real roles in Indonesia’s sustainability transition.

Focus: green jobs • emerging skills • career readiness



SPEAK UP FOR THE PLANET (COMMUNICATION THAT MOVES ACTION)

Turning sustainability ideas into messages that mobilize.

Focus: storytelling • digital ethics • collective action



FROM CRISIS TO COURAGE

ECO YOUTH TEAM — GAYO LUES, ACEH



“The disaster left us isolated without electricity, internet, or basic supplies. We pushed forward, traveling five to six hours to a neighboring district just to stay connected and take part in ASRI.”

—Said Idrus, Eco Youth Member

In the midst of crisis and uncertainty, the Eco Youth Team—one of ASRI’s participants from the westernmost edge of Indonesia—embodied a quiet act of resilience. Their journey reflected a deep belief that protecting the environment is worth fighting for, even when everything else is taken away.

This effort was never about winning a competition.

IT WAS ABOUT ENSURING THAT LOCAL SOLUTIONS FROM CRISIS-AFFECTED REGIONS WERE SEEN, HEARD, AND VALUED.



THE PROJECT

In Gayo Lues, essential oil production depends heavily on wood-fueled distillation that is contributing to deforestation and increasing pressure on surrounding forests. Despite the disruption, Eco Youth continued refining a water-based distillation solution to reduce wood use while sustaining local livelihoods.

IMPACT & SCALABILITY

Starting from a community-driven need, Eco Youth designed a solution that connects education, livelihoods, and forest protection. With an estimated IDR 29 million, the initiative enables:

- Deployment of 5 eco-distillation units
- Training for farmers and educators
- A school-based innovation hub to sustain and replicate impact



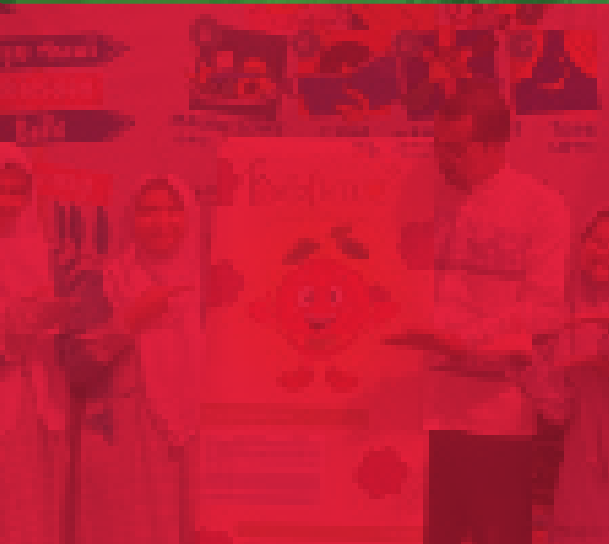
The model can reduce operational costs by up to 40% and is highly replicable across other essential-oil-producing regions in Indonesia.

ECO YOUTH SHOWS THAT SUSTAINABILITY DOES NOT START WITH PERFECT CONDITIONS; IT STARTS WITH PEOPLE WHO REFUSE TO STOP.

WHERE CHANGES TAKES ROOT

Born from real problems, driven by real courage to act.
Each concern becomes action, each idea becomes impact.

**WHAT COMES NEXT IS SIMPLE:
TO GROW THEM TOGETHER.**



KONSEP 3 AL UMANAA

Problem: Dormitories generate 250 kg of waste daily, driven by limited systems and behavior change gaps.

Solution: The Collective Eco Initiative (CEI)—an integrated dormitory waste management system.

Impact: ~90,000 waste bags reduced annually, fostering a culture of cleanliness and responsibility.

Scalability: Replicable across boarding schools through infrastructure, recycling units, and program expansion (IDR 530,581,000/year).

BETAPHOLUS

Problem: Adolescent girls face anemia and side effects from iron tablets.

Solution: Iron- and folic acid—rich biscuits as a school-friendly alternative.

Impact: Improved hemoglobin levels and better student health.

Scalability: 4,000 certified biscuit packs, scalable across schools (IDR 17,750,000/year).

OLEUM REDIVIVUS

Problem: Used cooking oil pollution threatens water quality and schools.

Solution: Upcycling waste oil into zero-VOC, termite-resistant wood coating.

Impact: Extended furniture lifespan and student—canteen engagement.

Scalability: Piloted through JEJAKA, strong waste-to-value potential.



TO THE BONE

Problem: Classroom noise and chicken bone waste disrupt learning.

Solution: Eco-friendly sound-absorbing panels from bone waste.

Impact: Noise reduced up to 6.7 dB, improving learning comfort.

Scalability: Pilot 9 × 3 m² panel developed (IDR 3,128,000).



NURLELA RAMADANI MARPAUNG

Problem: Organic waste accumulation and toxic battery pollution.

Solution: Simple bio-battery from fruit peels and recycled components.

Impact: Waste reduced up to 73% and energy literacy built.

Scalability: Prototype improvement and school expansion (IDR 3,340,000/year).



SRI WINDI AKUBA

Problem: Underused greenhouses limit productivity.

Solution: Liquid organic fertilizer from banana stem waste.

Impact: Organic waste converted into farmer-supporting fertilizer.

Scalability: Expandable to wider agricultural markets (IDR 49,000,000/year).



ACHMAD UZLUL ROZIK

Problem: High sugar consumption and low awareness.

Solution: Project-based learning for healthier habits.

Impact: Healthier choices adopted, supported by families.

Scalability: Expansion via materials, digital content, and tools (IDR 127,872,000/year).



SMANIKA MALVA

Problem: High water hardness affects health and costs.

Solution: Chemical-free distillation system.

Impact: Improved water quality and lower household expenses.

Scalability: Solar integration and mass production for wider adoption.



NAKOU

Problem: Lack of structured school health programs.

Solution: Holistic health initiative (hygiene, nutrition, mental health).

Impact: 60% less unhealthy snacking, 83% fitness participation.

Scalability: Ambassador training and Healthy Canteen certification.



MOOMENTUM

Problem: Livestock waste mismanagement among farmers.

Solution: CowFuel briquettes from cow waste.

Impact: Pollution reduced and farmer income increased.

Scalability: Expanded production and outreach.



SMART-GO

Problem: Limited waste bank access leads to open burning.

Solution: Digital waste bank platform with pickup and incentives.

Impact: Reduced roadside waste, local jobs created.

Scalability: Platform replication and partner expansion.



ECHO-CHEMISTRY

Problem: Marine pollution from plastic and seafood waste.

Solution: Biodegradable chitosan packaging.

Impact: Reduced marine plastic and SMEs support.

Scalability: Certification and pilot extraction facilities.



KELOMPOKLAPAN

Problem: Limited navigation tools for visually impaired users.

Solution: VisionRun Smart Glasses.

Impact: Greater independence, safety, and inclusion.

Scalability: R&D, trials, and certification-led mass production.



WARASCLUB

Problem: Low health literacy and stigma.

Solution: Peer counseling—based program.

Impact: 80% of students comfortable sharing concerns.

Scalability: Peer counselor training and facility strengthening (IDR 155,820,000/year).



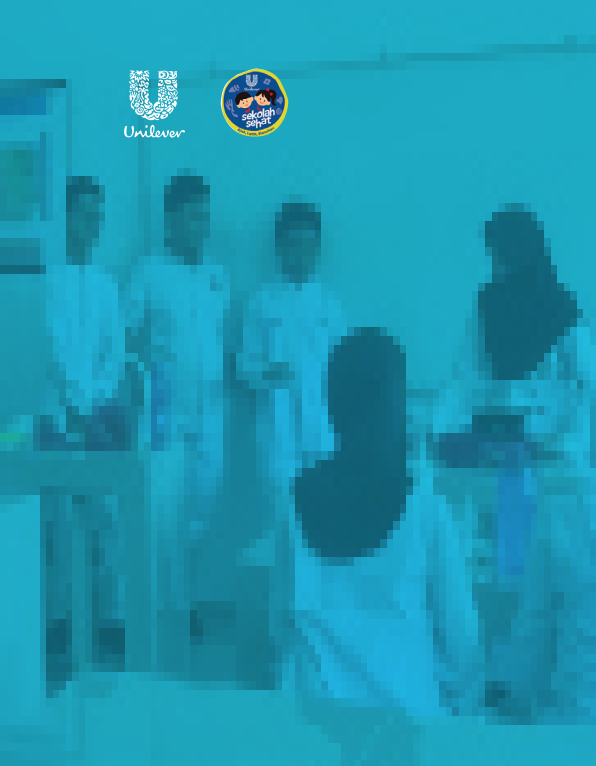
FANNY NADIA HARDJO

Problem: Mixed waste persists due to behavior reliance.

Solution: AI-powered automatic waste sorting.

Impact: 40% composted, emissions reduced, STEM learning supported.

Scalability: Mass production and AI optimization (IDR 11,220,000/year).



AAAAQ RESEARCH 19

Problem: Low-value plastic bag waste in schools.

Solution: Plastic reduction & ecobrick program.

Impact: Plastic waste decreased and shared commitment built.

Scalability: Reusable bag rollout and higher-value processing.

GREEN4CE

Problem: River pollution from unmanaged waste.

Solution: Passive-flow biohybrid rafts.

Impact: Pollutants reduced and ecosystems restored.

Scalability: Pilot testing and community partnerships.

VANGUARD

Problem: Organic waste buildup and low awareness.

Solution: Banana peel—based fertilizer + digital eco-education.

Impact: 91.6% knowledge increase, 68% tried POC at home.

Scalability: Simple tools and school—farmer outreach.

GRATEFUL FOR THE JOURNEY, STRONGER TOGETHER

Our deepest gratitude to every partner who has walked this journey with ASRI. Your trust, collaboration, and shared commitment have turned sustainability education into real, collective action.





Having witnessed the footprints and impact we have created together throughout 2024—2025, it is now time to look toward 2026 with even greater ambition. ASRI warmly welcomes corporations, educational institutions, non-profits, and local communities to synergize with us. We believe that by uniting our expertise and resources, we can accelerate the creation of a greener, more resilient ecosystem.

FORMS OF COLLABORATION

We offer various collaborative avenues tailored to your strategic mission:

- **EDUCATIONAL MODULE DEVELOPMENT:**
Creating relevant sustainability curricula for the younger generation.
- **COMMUNITY ACTIVATION PROGRAMS:**
Implementing concrete actions and campaigns directly at the grassroots level.
- **SPONSORSHIP & PARTNERSHIP:**
Supporting the continuity of educational programs at Lestari Academy.
- **IMPACT AMPLIFICATION:**
Supporting the continuity of educational programs at Lestari Academy.

ARE YOU READY TO BE PART OF ASRI 2026 AND SCALE IMPACT TOGETHER?



ASRI

IMPACT REPORT 2025

#BeRizzponsible #BeSustainable



081214237598



<https://asri.lestariacademy.id/>



@temanasri



lestariacademy@growthcenter.id