potato head

Cultivating Progress:
Sustainability Report 2025

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a message from the founder



In 2025, we celebrated fifteen years in Bali. This island is our home, and when there's a problem in our backyard, we want to do something about it. For us, that started with waste, and today only 0.48% of ours goes to landfill. Once we understood where our waste goes, we wanted to understand what comes in, starting with our food.

Food is culture here. It is how we gather, how we celebrate good times and how we share this island with our guests. It is also where much of our footprint begins. The food we buy is our biggest source of emissions, and kitchen waste is the biggest thing we throw away. How food is grown shapes the soil, the water, and the lives of the farmers on this island.

So we went deeper into our supply chain, to understand who grows our food and how. We now work with 535 farmers on 454 hectares across Bali. On 80 hectares they already grow naturally, without chemicals, and another 374 hectares are converting. We wanted 75% of our produce to come from these farms and reached 57%. What gives me the most hope are the people leading this: young farmers like Gede at Gema Farm and the women of Sari Tani.

In this report we share our progress, our solutions and what is still hard. We hope someone finds it useful, or wants to help us do better.

Ronald Akili

01

desa potato head bali

our mission

we create places, products and experiences that bring creativity, culture, and purpose together.





our brand existence

what is our mantra?

Good Times, Do Good

what is Potato Head?

Potato Head is a way of life where creativity, culture, and care for the planet come together.

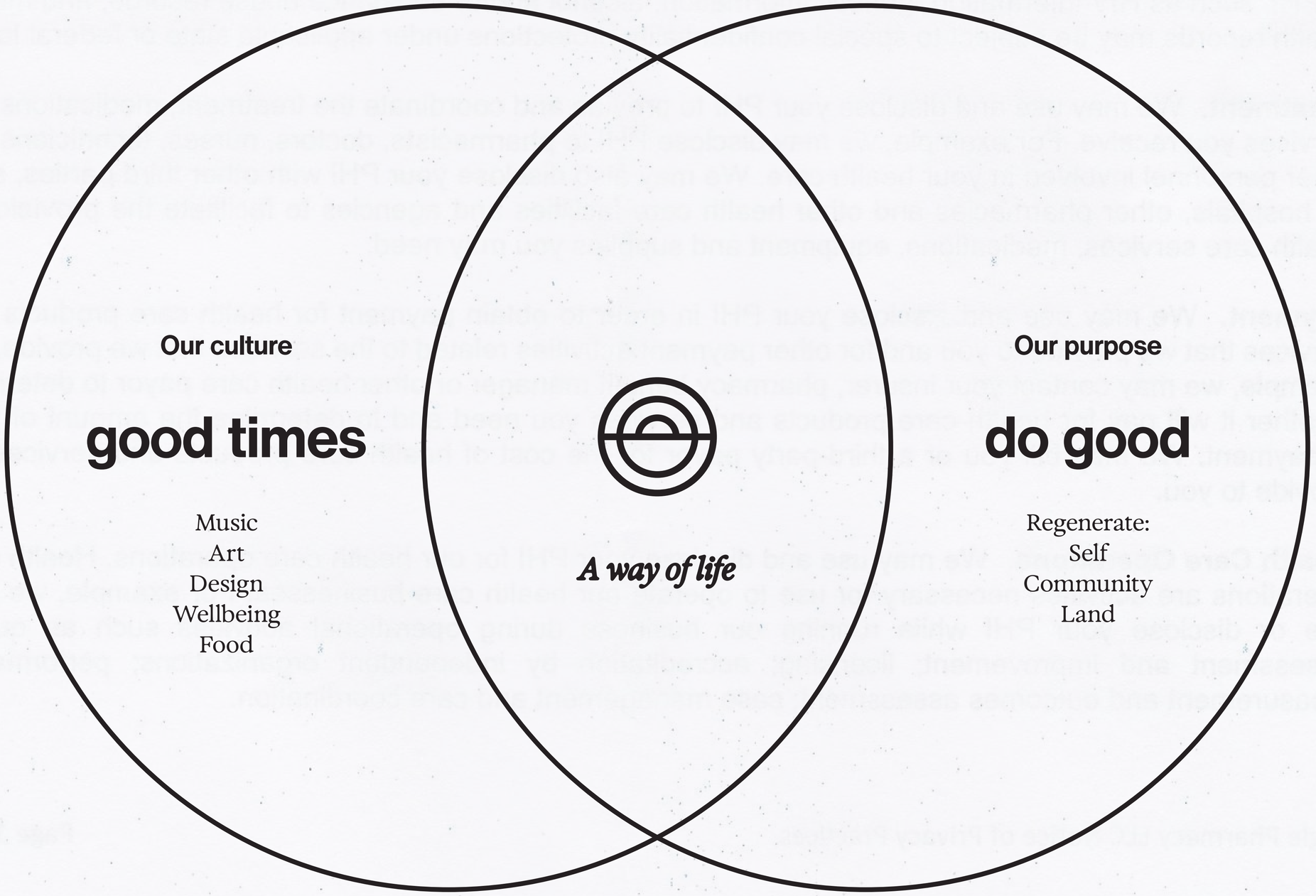
what is Desa Potato Head Bali?

Desa Potato Head Bali is our pioneering creative village.

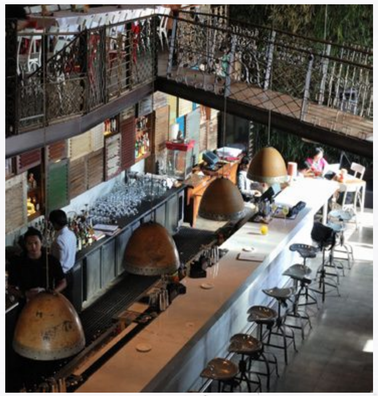
what is our vision?

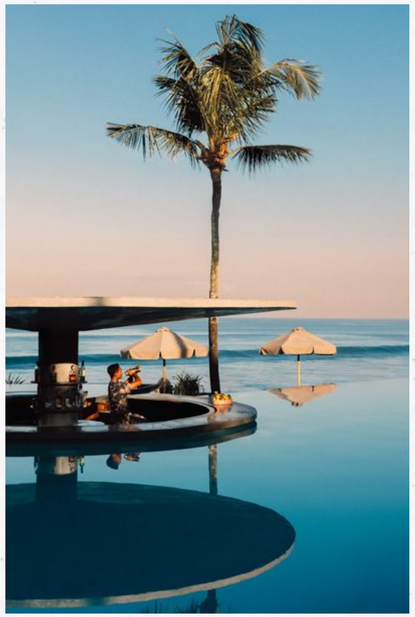
To inspire and enable people to live a better way of life.

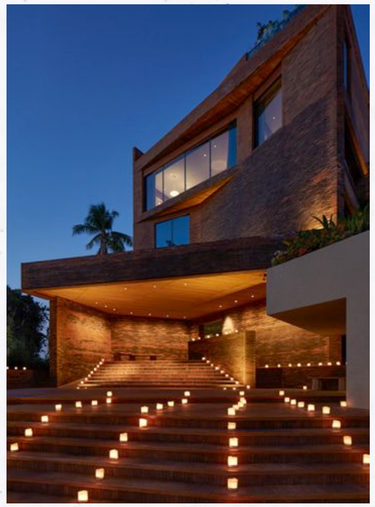
our mantra


Our culture
good times
Music
Art
Design
Wellbeing
Food
A way of life
Our purpose
do good
Regenerate:
Self
Community
Land

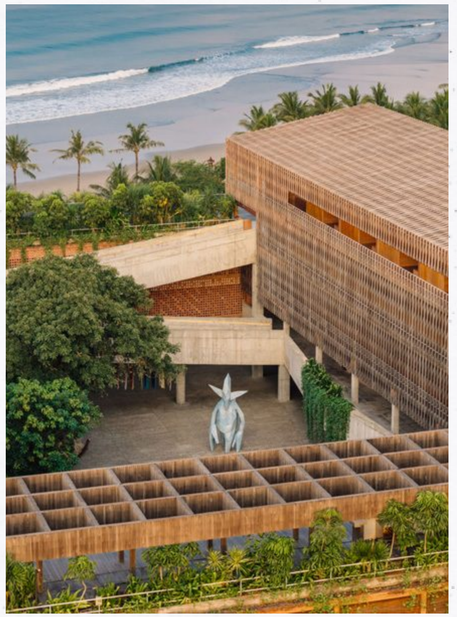
our story











2009
Potato Head Eatery Jakarta

Long before the Desa you know today, our journey began in Jakarta with a simple idea: to create a casual restaurant with great food and drinks, never taking ourselves too seriously.

2010
Potato Head Beach Club Bali

One year later, we opened our second space—a new home in Bali taking the same ethos we cultivated in Jakarta and transporting it to Petitenget Beach.

2017
AM House

A natural extension of the warm welcome that has always been at the heart of Potato Head, in 2017 we opened our first AM House—a place to rest, regenerate and truly absorb the unparalleled local atmosphere.

2019
OMA House

With the doors to our AM House open, our OMA House soon followed, further opening up our community to like-minded people in search of new and authentic experiences.

2021
Desa Potato Head Bali

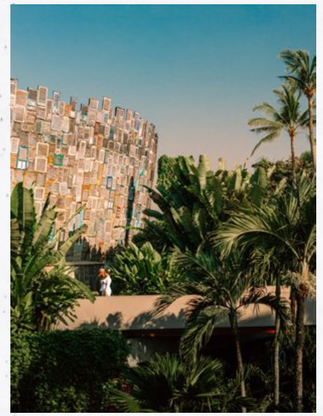
We grew into a Desa—a creative village built for cultural exchange, bringing together art, design, music, food, wellbeing, and environmental innovation.

journey to zero waste

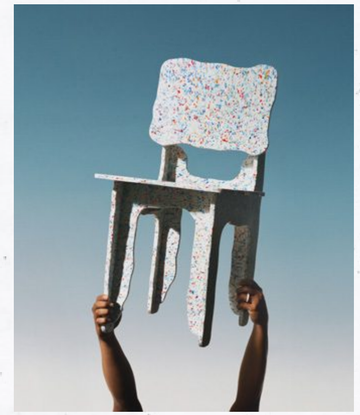












2017
Waste management

Kickstarting our journey in 2017, we first looked into the root of the problem: managing our own waste. With a new system of separation and sorting, we laid the foundation for our present-day project and the philosophy at the heart of Desa Potato Head Bali.

2019
Zero waste & regeneration

In 2019, we renewed our commitment—not just working to better manage our waste, but working toward a goal of eliminating it entirely with self-sustaining, regenerative practices.

2020
Do Good

2020 marked the launch of our Yayasan Sweet Potato Project and Nasi Bungkus food distribution programme that focuses on feeding the communities that need it the most.

2023
B Corp & 50 Best

With a B Corp certification at our helm, Desa Potato Head Bali earned a spot on the list of the world's 50 best hotels—proof that hospitality and sustainability can and must go hand in hand.

2024
Closer to zero waste

On the heels of our recent B Corp certification, we took the initiative and stepped up our waste game. And, with a 0.5% waste-to-landfill rate to show for our efforts, we're proud of what we've done.

But we're not done yet.

We're using the following research, results and initiatives as a moment to refresh and to keep pushing forward.

2025
Wasted by Potato Head

Our ever-evolving effort to strive for zero waste came to life in 2025 with the debut of Wasted's first homeware line. In close collaboration with Max Lamb, Wasted reinterprets overlooked materials from our hotel into products for contemporary living with genuine sentimental and functional value.

eight years in the making

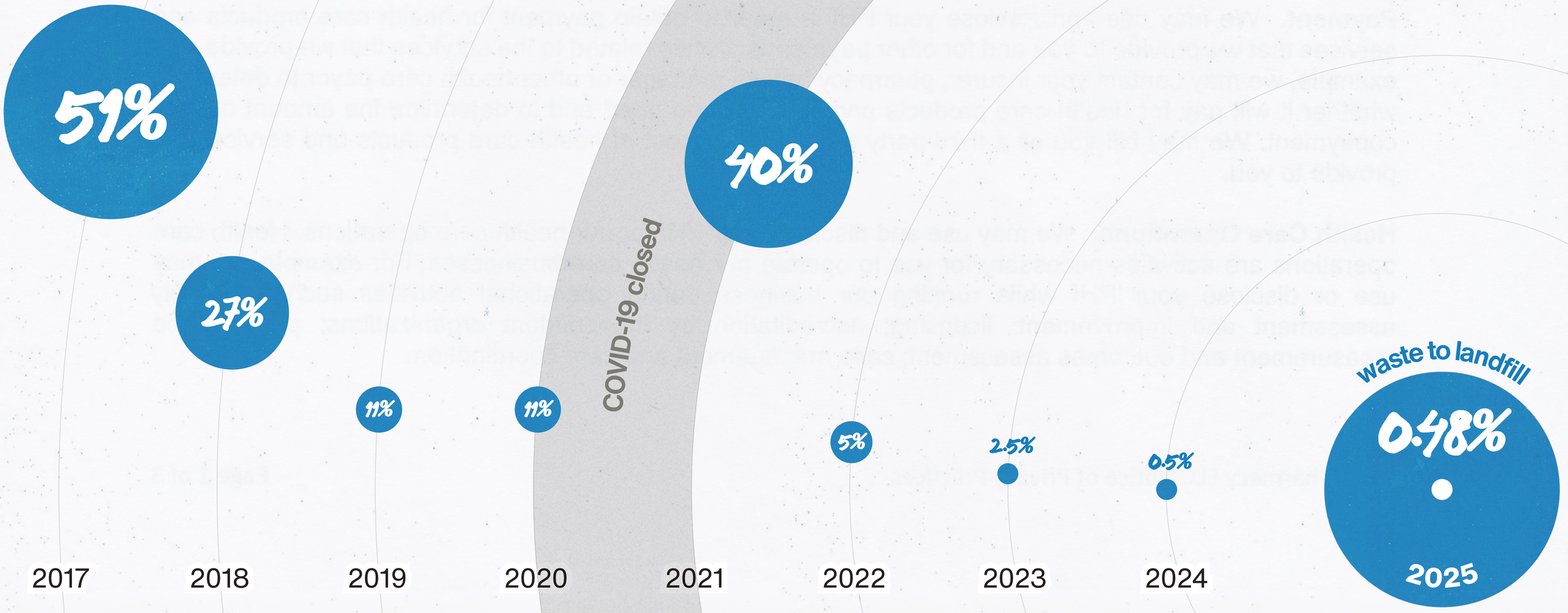
From 51% to 0.48%.

That’s eight years of daily discipline, care, and dedication.

Every day, across every kitchen, bar, and back-of-house in the Desa, someone is making a decision about where something goes. That daily habit, multiplied by a thousand people across an entire year, is what real progress looks like.

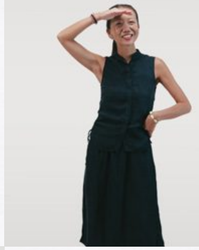
In 2025, we generated 705,281 kg of waste and diverted 99.52% of it from landfill, independently verified by Eco Mantra.

We’re not done yet, but we know the way.



our family





























By the end of 2025, our family had grown to **1,053.**

We're overwhelmingly Indonesian **(98%)**, and we span four generations—a near-even split of **Gen Z (49%)** and **Millennials (45%)**, with **Gen X (6%)** and a few **Boomers (<1%)** alongside them.

Our gender balance sits at **74% male** to **26% female**—a gap we're aware of, and one we're working to close as we grow. Making this a more diverse place to work is part of the mission, and it's on us to keep striving for better.

our family

Employee breakdown by nationality

American 2

Australian 2

Brazilian 1

British 3

Canadian 1

Chinese 1

Dutch 1



French 1

Japanese 2

Singaporean 1

South African 2

South Korean 1

Spanish 1

01

self path forward: 2025’s defining lessons

our key takeaways

Water

A self-sufficient supply

Overall water consumption decreased by 4.38%, in line with fewer guests across the Desa. But the more meaningful shift happened internally: drinking water production increased by 64.19%, allowing us to rely far more on our own in-house systems and reduce dependence on external resources.

Waste

Community Waste Project

In 2025, the Community Waste Project turned shared commitment into consistent collective action. Eight hospitality partners actively separated, recycled, reduced, and reused waste—processing up to 6 tonnes at our facility together. What began as an idea has become a working model.

Mangrove

Planting the seeds

Since launching in October 2023, our mangrove conservation project has grown—literally. This year, guests and team members joined us on canoe rides through the mangroves, planting saplings and collecting waste along the way. Together, we planted 1,058 seeds. With a 53% survival rate, 566 new trees have taken root.

Organic supply chain

Closer to home

This year, our supply chain grew closer to home. We began producing two of our highest-demand ingredients (watermelon and bell peppers) in-house, and supported 374 hectares of farmland as it moved toward organic, regenerative methods. What gives us most hope is who's carrying it forward: a growing number of Gen Z and Millennial farmers, and the women of Kelompok Wanita Tani, choosing to make this work their own.

Emissions

Knowing our footprints

In 2025, overall emissions decreased by 19%, in line with fewer guest visits. The largest contributors remain electricity (Scope 2) and purchased goods and services (Scope 3)—though Scope 3's share improved from 54% in 2024 to 45% in 2025, driven by closer engagement with how and where we source. There's more to do, and we know it.

Energy

Room for improvement

Total energy consumption decreased by 1.7%, reaching 9,322 MWh—a modest drop against a 19% decline in guest visits. Read against that, energy use per guest rose by 21%, which tells us plainly where the work lies: improving operational efficiency, independent of occupancy.

01

self
key numbers

key numbers

2025 — VS 2024

Emissions highlights

Scope 1	**3,179 tCO_2e** (15%)	-5%
Scope 2	**8,334 tCO_2e** (39.5%)	-2%
Scope 3	**9,611 tCO_2e** (45.5%)	-32%
Total	**21,124 tCO_2e**	-19%

Waste highlights

Waste generated	**705,281 kg**	-8%
Waste to landfill	**0.48%**	-0.02%
Waste managed	**99.52%**	+0.02%
Waste separation compliance (Potato Head Beach Club, AM House, OMA House and staff area)	**96%**	+1%

2025 — VS 2024

Water highlights

Water consumed	**213,757 m^3** (201,734 m^3 SWRO[1] + 12,023 m^3 PDAM[2])	-4%
Water treated	**46,275 m^3** (22% of water consumed)	-5%
Drinking water produced	**170,349 L / 170,349 btls** (1 L)	+64%

Energy highlights

Electricity consumed	**9,321 MWh**	-2%
Gas consumed	**109.9 tonnes**	-8%

(1) SWRO refers to Seawater Reverse Osmosis—a technology that desalinates seawater, allowing it to be consumed as clean water.

(2) PDAM refers to Perusahaan Daerah Air Minum—the Regional Water Utility Company of Indonesia, whose primary supply source stems from groundwater.

key numbers

Guest statistics

2025 — VS 2024

Total guests
756,872 -19%

Beach Club
452,640 -17%

OMA House
260,217 -18%

AM House
44,015 -38%

Consumption per guest

2025 — VS 2024

Emissions
0.028 tCO_2e -0.07%

Waste
0.93 kg +14%

Water
0.28 m^3 +18%

Energy
12 kWh +21%

key numbers

Total square metres

6,356.2 m²

Consumption per square metre

2025 — vs 2024

Emissions
3.32 tCO_2e -19%

Waste
110.96 kg -8%

Water
33.63 m^3 -4%

Energy
1.47 MWh -2%

01

self
circular creations

circular creations

Since 2017, every piece of waste generated at the Desa has been an opportunity: to divert it from landfill and to bring it back into the life of this place as something useful and made with care.

In 2025, our Waste Lab continued that work. Some outputs were lower than the year before, reflecting fewer guests and less source material moving through the Desa. Others grew, a sign of the programme finding its stride.

circular creations

Of the 705,281 kg of waste generated across the Desa in 2025, some was given a second life through our upcycling efforts. This year, the team made:



9,383
bio-candles
from used cooking oil

(-19% vs. 2024)



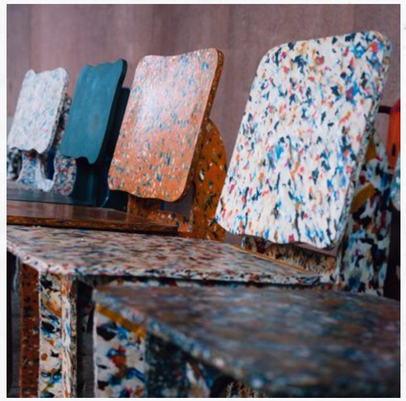
524
candle casings
from wine bottles

(-77% vs. 2024)



1,403
Styroshell products
from styrofoam

(+19% vs. 2024)



110,869
HDPE plastic products:
tumbler caps, bracelets, coasters, beverage tokens, keychains, menu boards, notepads, and room chairs

(-6% vs. 2024)



1,648
products
from tie-dye and used linen

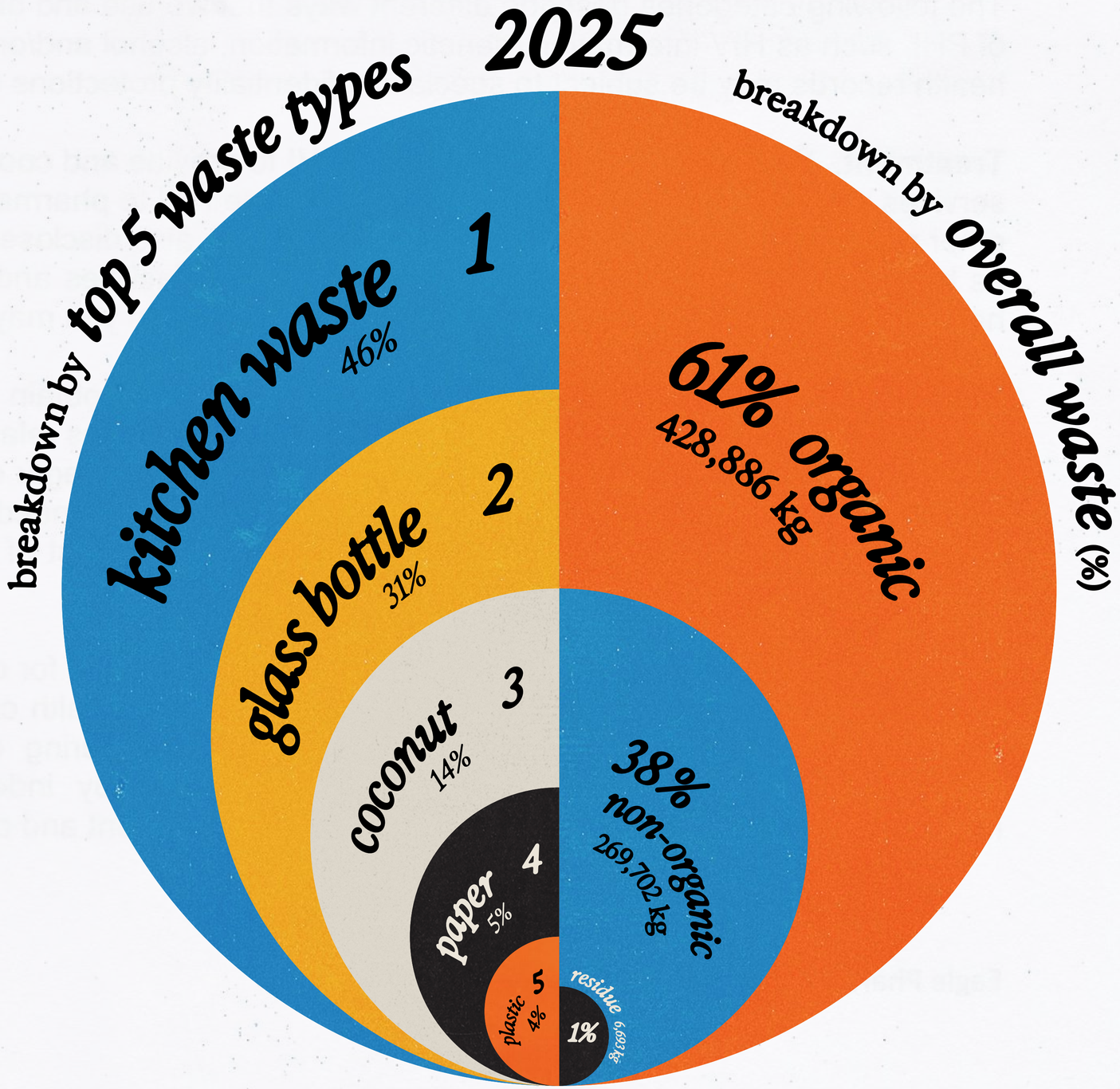
(+25% vs. 2024)

For more information on our circular creations, check out our website: potatohead.co

01

self
environmental impacts

environmental impacts: waste



Recycling solves a problem—it isn't the goal. It's one step along a longer journey to zero waste.

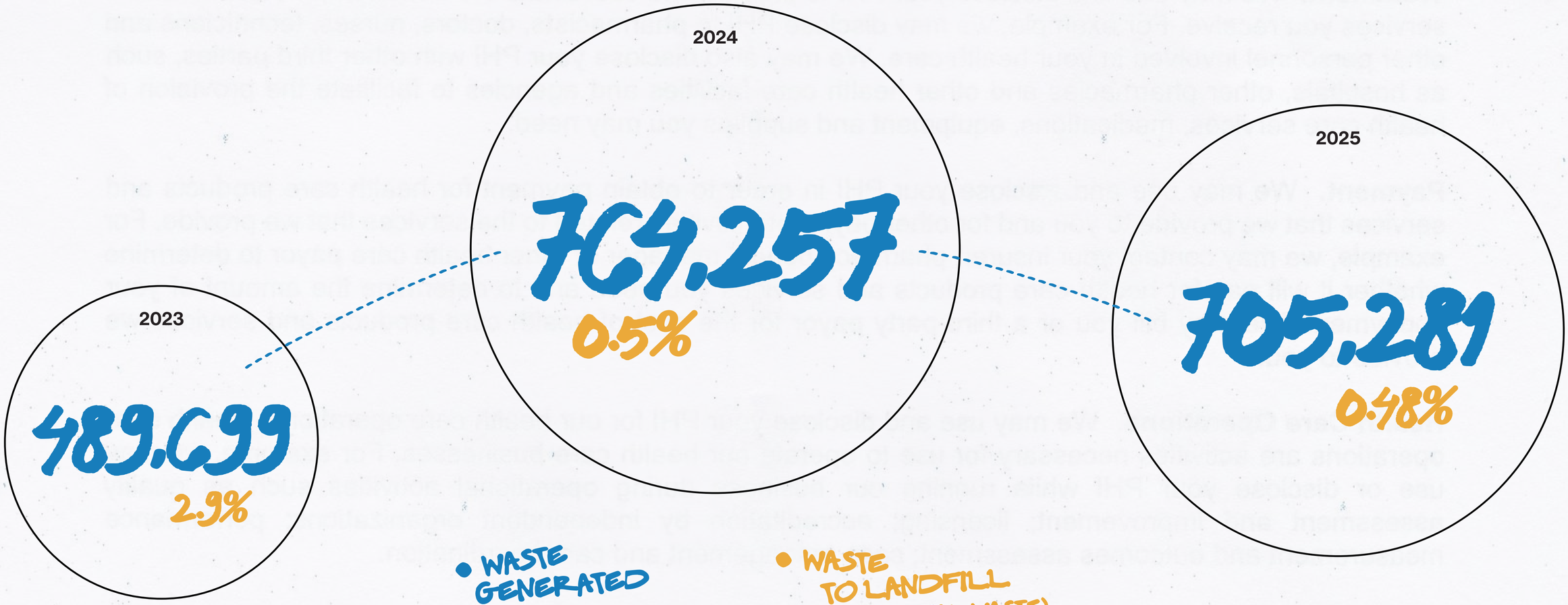
So our attention has shifted to the harder question: more than just what we recycle, but how much waste we make in the first place, and how we bring that down over time. It starts at the source, where waste is separated at every point of operation and regularly checked—reaching an average separation compliance of 96% in 2025.

That closer look also drew our eyes to one of our most stubborn challenges: kitchen waste. As our largest waste stream, food waste asks the most of us. 2025 taught us that real reduction takes time, patience, and steady research and development.

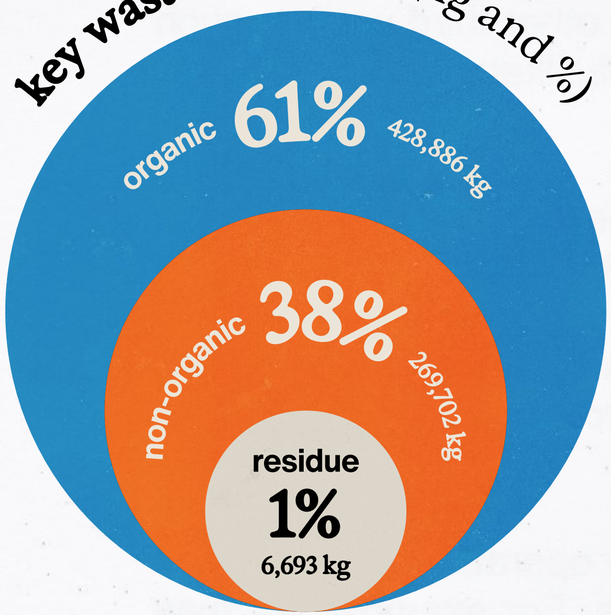
That work took us upstream, into the daily detail of how a kitchen runs. À la carte breakfast has long been part of that: cooking to order keeps portions in check, so less food goes to waste. Newer steps sit alongside it: AI-enabled kitchen scales and continued investment in our Zero Waste Kitchen R&D. Each step is helping us see more clearly where the next improvement lies.

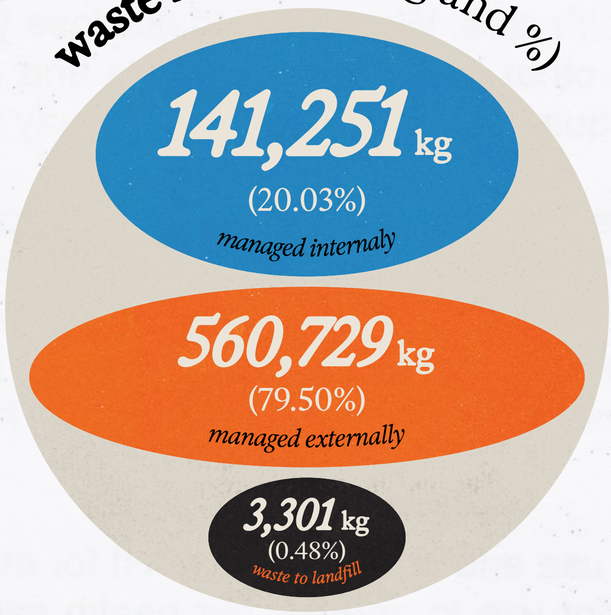
environmental impacts: waste

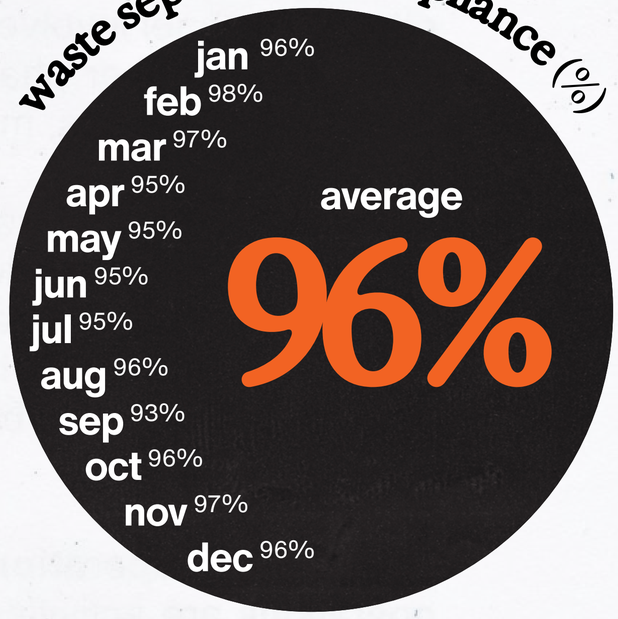
WASTE VOLUME & WASTE TO LANDFILL OVER THE YEARS



environmental impacts: waste management







To summarise some key indicators, 61% of the total consists of organic waste, 20% is managed internally, 79% is managed externally and 0.48% goes to the landfill.

environmental impacts: water

Looking after Bali's freshwater sources has been a quiet daily habit of ours since 2017, and in 2025, our internal systems found an even healthier rhythm.

Across the year, our Sewage Treatment Plant recycled 46,275 m^3 of water, meeting 22% of our total needs. Our drinking water bottling setup, powered by our SWRO system, expanded by 64% to deliver an extra 66,596 litres compared to the previous year.

That growth meant keeping 5,110 kg of plastic bottles out of circulation, an 84% jump from 2024.

Through it all, guest water use stayed balanced and light, averaging 0.28 m^3 per person in 2025.





Seawater reverse osmosis system (SWRO)

213,757 m^3 water consumed in 2025

213,757 m^3 = 201,734 m^3 (SWRO) + 12,023 m^3 (PDAM groundwater)

Simply put, only 5.62% of the total water consumed is sourced from PDAM's groundwater source

Sewage treatment plant (STP)

46,275 m^3 water treated and saved in 2025,

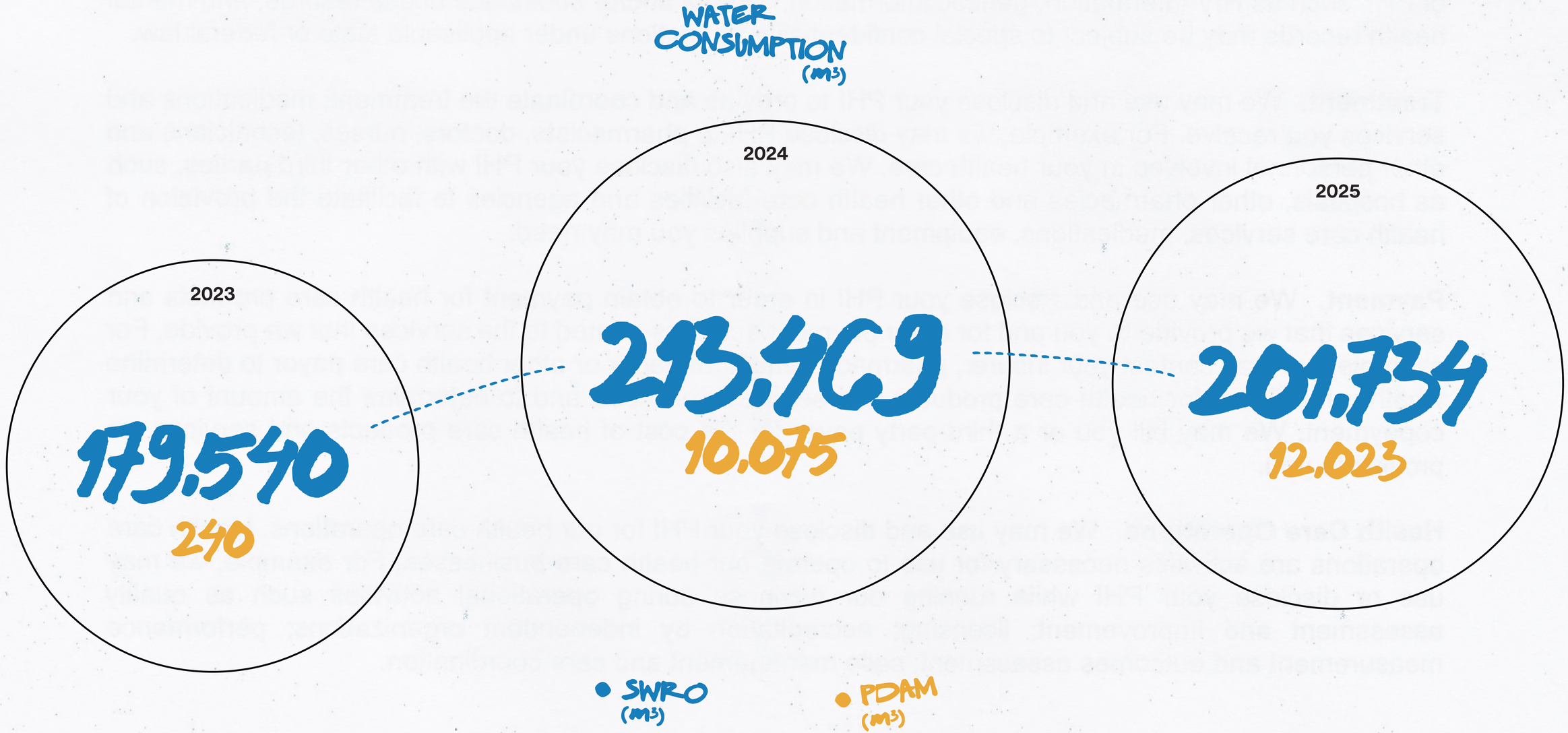
which is 22% of the overall water consumed

Drinking water bottling system

1 L water bottles produced: 170,349 bottles of drinking water

Plastic bottles diverted due to water bottling production: 5,110 kg

environmental impacts: water

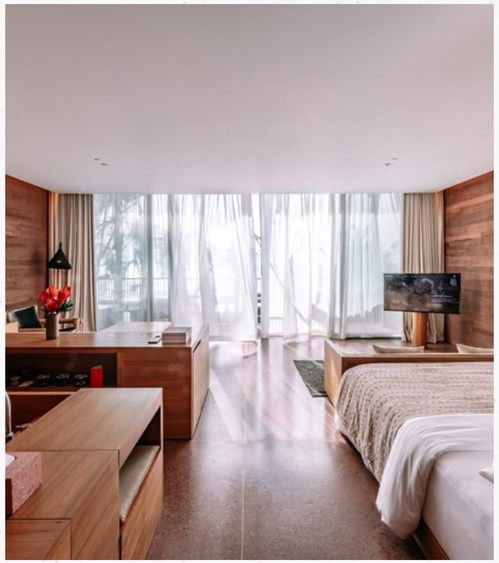


environmental impacts: energy

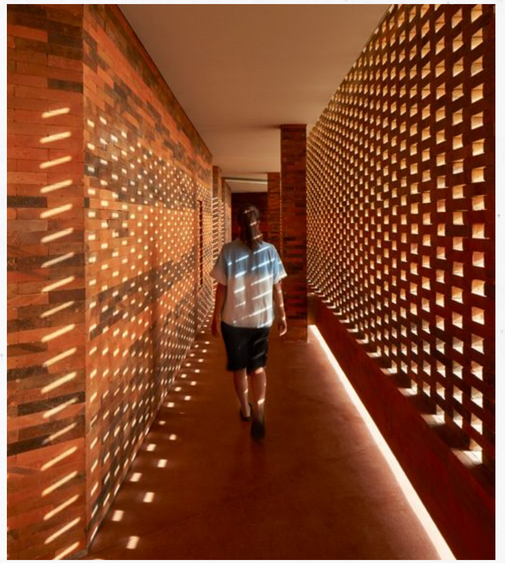
Reducing energy consumption starts long before our guests arrive. Our Beach Club, AM House, and OMA House were all designed with this in mind from the very beginning—natural light, cross-ventilation, green roofs, automated ACs, and LED lighting built into the architecture itself.

In 2025, guest visits declined by 19%, and our energy followed.

Total electricity consumption eased by 1.7%, reaching 9,322 MWh, and gas fell 7.6% to 109.9 tonnes. But when measured per guest, energy use increased by 21%—a clear signal of where our focus needs to go next. It tells us plainly where the work lies: on efficiency itself, using less per guest whatever the occupancy, and leaning further on cleaner sources.



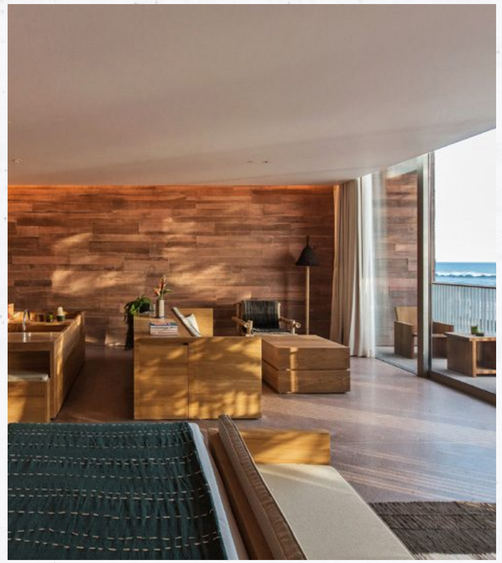
Natural light architecture



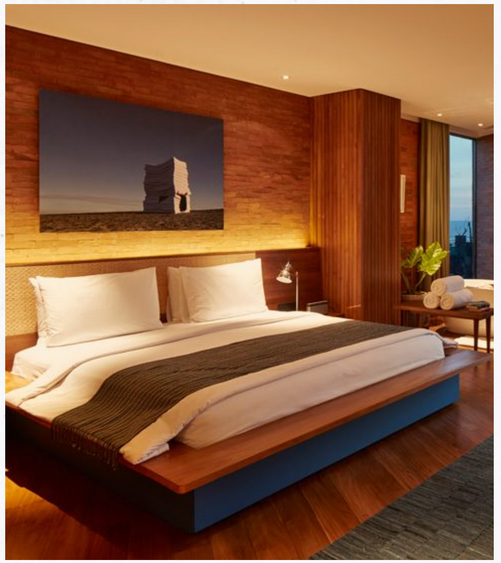
Cross-ventilation architecture



Green roof architecture



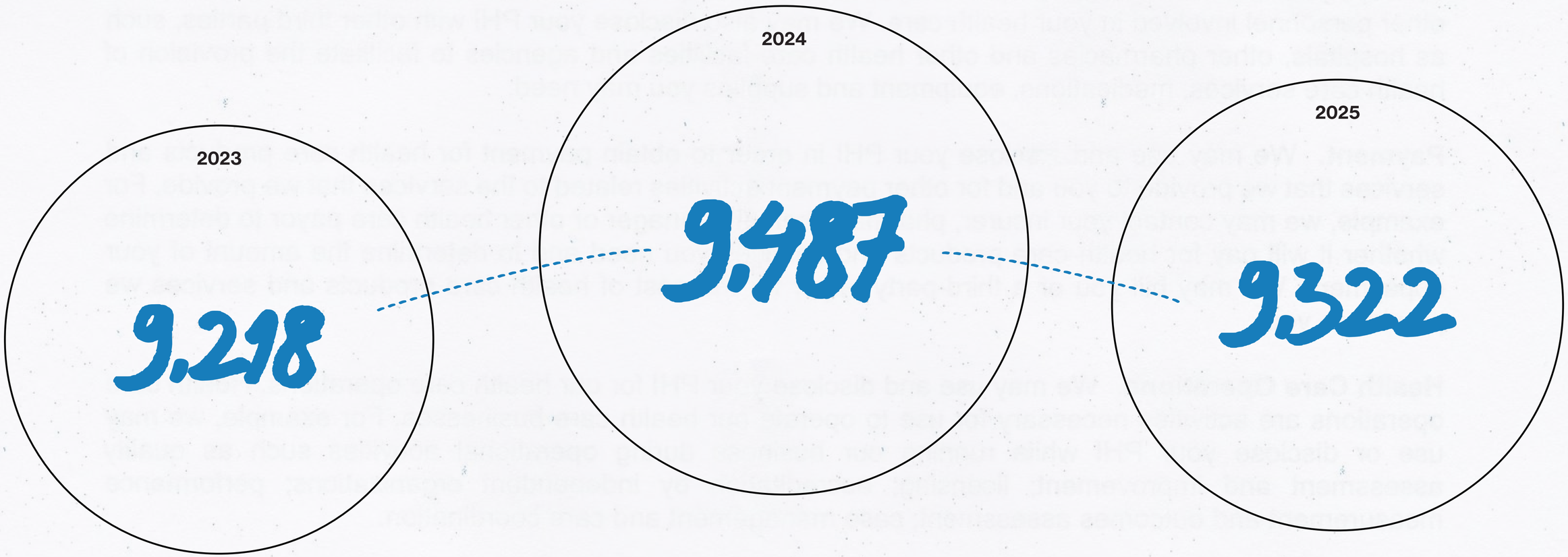
Automated ACs in rooms



LED lights

environmental impacts: energy

ELECTRICITY CONSUMPTION OVER THE YEARS (MWA)



environmental impacts: emissions

In 2017, we became the first hospitality company in Indonesia to go carbon neutral, investing in UNFCCC-certified carbon-reducing projects across Asia. Measuring our emissions is how we stay accountable to that commitment—understanding where they come from, and where we can do better.

We track our emissions across three categories:

Scope 1

3,179 tco_2e — **15%**

Direct emissions from our own operations: refrigerants, ACs, and the use of LPG, firewood, and charcoal for cooking.

Scope 2

8,334 tco_2e — **39.5%**

Indirect emissions from the energy we purchase and consume.

Scope 3

9,611 tco_2e — **45.5%**

All other indirect emissions, including purchased goods and services, capital goods, employee commuting, business travel, and waste generation.

SIGNIFICANTLY DECREASED FROM 2024. FROM 54% IN 2024 TO 45% IN 2025.

7,354	**34.8%**	Category 1: Purchased Goods and Services
1,293	**6.1%**	Category 2: Capital Goods
3	**0.0%**	Category 3: Fuel and Energy not included in Scope 1 or 2
129	**0.6%**	Category 5: Waste Generated in Operations
25	**0.1%**	Category 6: Business Travel
806	**3.8%**	Category 7: Employee Commuting

Total

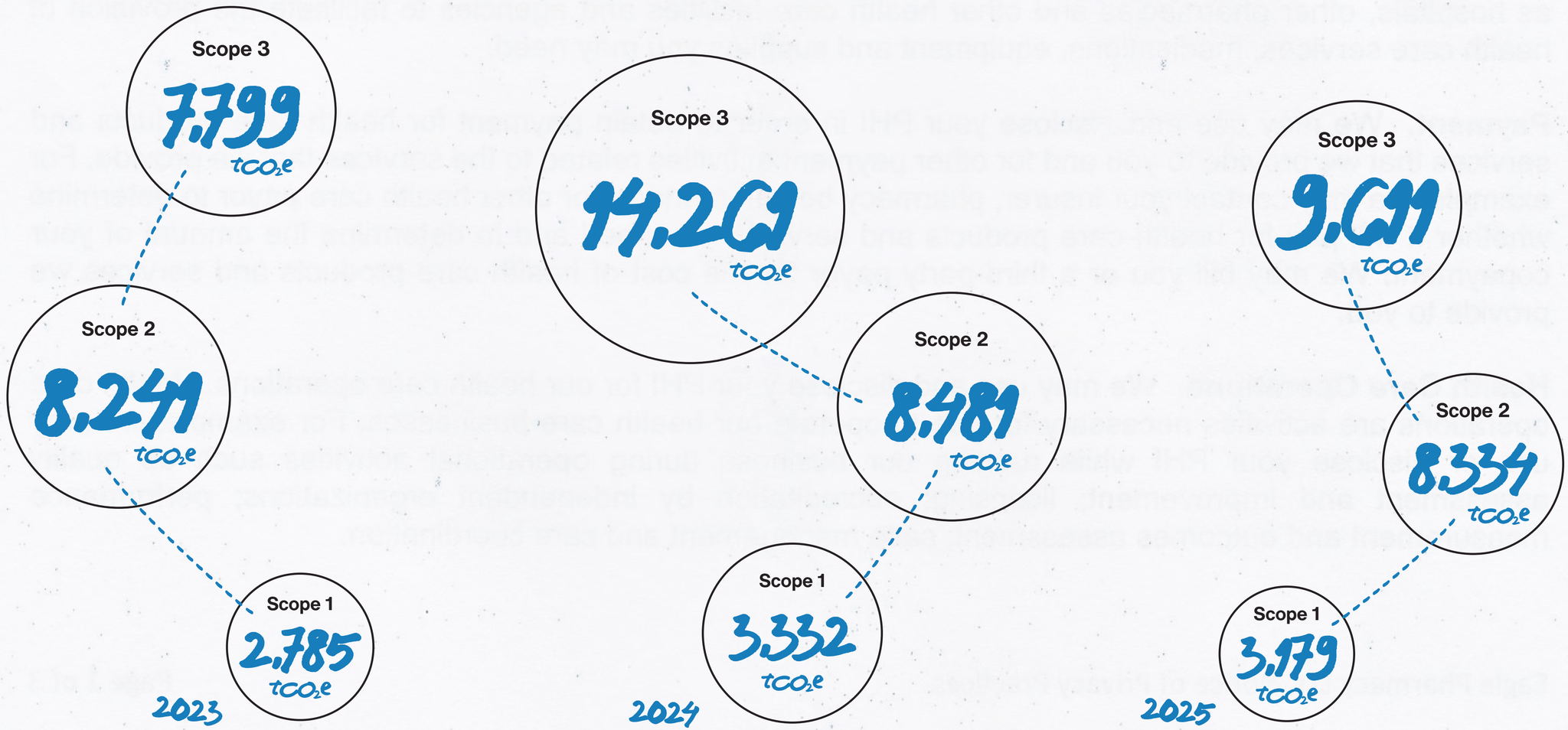
21,124 tco_2e

environmental impacts: emissions

In 2025, the Desa produced 21,124 tCO_2e: down 19% from 2024, moving in step with fewer guest visits.

Scope 3 remains our largest share at 45.5%, but it's shifting in the right direction: down from 54% a year ago, driven by a 34% reduction across purchased goods, services, and capital goods—the result of paying closer attention to how and where we source.

Scope 2 is where the real challenge sits. Guest visits fell 19%, yet electricity use eased only 1.7%—a gap that tells us most of our energy is tied to the daily running of the Desa, not to how full it is. That's the harder thing to change, and where our attention now goes. Scope 1, meanwhile, fell 4.6%, its biggest improvement coming from fugitive sources like refrigerants and wastewater—down 27%.



environmental impacts

Offset your stay, with Fairatmos

Through our partnership with Fairatmos, a climate technology provider, guests can offset the carbon emissions of their stay. Taking part is simple: guests contribute to a verified carbon offset project, and at the end of their stay they receive a personalised certificate—a record of exactly how much CO_2e their contribution offset.

In 2025, participation grew significantly: guests offset a total of 39.52 tonnes of CO_2e through the Katingan Mentaya Project, up from 11 tonnes in 2024.

The Katingan Mentaya Project

The Katingan Mentaya Project is a 157,800-ha peatland protection and restoration project in Central Kalimantan, Indonesia, created in collaboration with local communities. It's the largest programme of its kind—generating an average of 7.5 million triple gold-certified carbon credits annually through activities aligned with the UN Sustainable Development Goals.







01

self

family first

employee engagement

Hospitality is the business of looking after people. For us, that care doesn't stop with our guests—it reaches the people who make the Desa what it is: our family.

Wellbeing

With the launch of the Family Yoga programme in 2024, we brought a sharper focus to our collective wellbeing. Throughout 2025, 1,319 family members took part in 429 sessions of stretching, breathing, and flexibility work—space to pause and reset, and to hold focus through the working day.



Participating family members: **1,319**

Yoga sessions: **429 sessions**

Training

In 2025, we ran 58,719 hours of training for all 1,053 of our family members—an average of 56 hours each. Across 794 courses (+3% vs '24), the programme spanned professional and personal development: leadership, supervision, orientation, safety, Balinese culture, and foreign languages.



Total training hours: **58,719 hours** (+8C% vs '24)

Average training hours per employee: **56 hours** (+93% vs '24)

Volunteering

930 family members joined our "Do Good" activities in 2025, giving 1,626 hours of their time. From Nasi Bungkus and mangrove conservation to Care for Our Home, beach clean-ups, and rice planting and harvesting.



Total family members participating: **930**

Volunteering hours: **1,626 hours**

2 Zero Hunger *3* Good Health and Wellbeing *4* Quality Education *8* Decent Work and Economic Growth *15* Life on Land

employee testimonials





“Joining the Yoga programme makes me excited to come to work. I can be more focused and strong.”

Yunita, Tanaman Waitress





“The Do Good activities such as beach clean up and bungkus nasi made me realise that consistency matters. Small actions, done together, can create real impact while bringing us closer as a team.”

Aang, Front Office

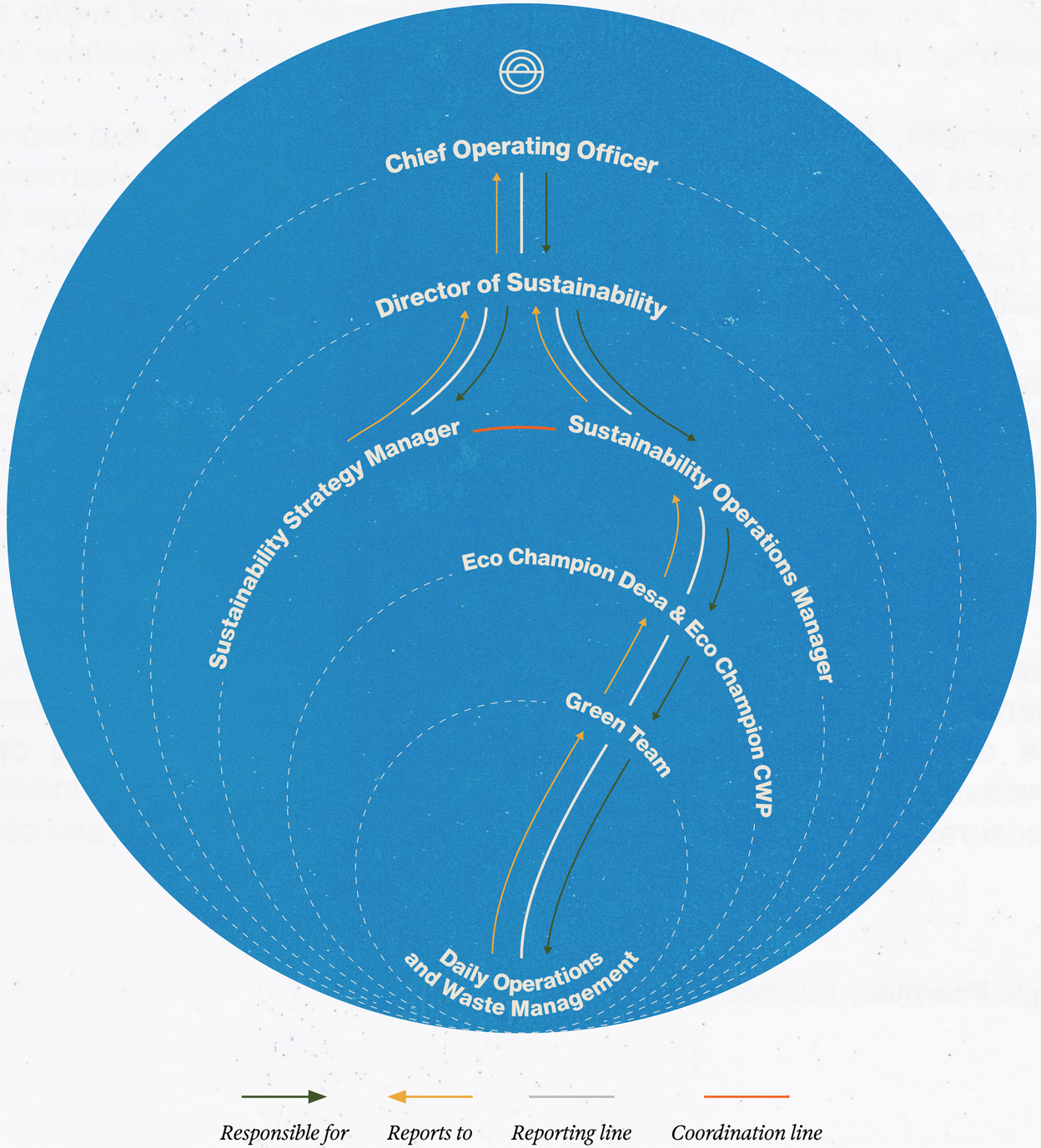
01

self
sustainability governance

sustainability governance

Making good on our commitments requires both intention and structure. Our Sustainability Governance System is built around two functions: planning and operations, kept deliberately separate so each can go deep, while staying closely connected.

Leading that effort is our Director of Sustainability, supported by a Sustainability Strategy Manager and a Sustainability Operations Manager. On the ground, two Eco Champions (one focused on the Desa, one on the Community Waste Project) oversee day-to-day implementation, backed by a Green Team with representatives from every department. Our sustainability, architecture, and development teams work closely together, because we see design as one of the most powerful tools for driving change.



audits and certifications



TIME 100 Climate Defender

In 2025, Potato Head founder Ronald Akili was named one of TIME magazine's 100 Climate Leaders, in recognition of his commitment to proving that hospitality and tourism can be a genuine force for good. For Ronald, whose family has worked in the travel industry for more than sixty years, the award speaks to something he has long believed: that pleasure and purpose don't have to be at odds. That the same industry which opens hearts and connects cultures can, and must, take responsibility for the planet that makes it all possible.

Read Ronald's full feature on TIME.

THE WORLD'S 50 BEST HOTELS 2025

The World's 50 Best Hotels

In 2025, Desa Potato Head Bali earned a place on The World's 50 Best Hotels list for the third consecutive year.

Read more.

That same year, we were awarded the Best Eco Hotel Award. This is recognition that hospitality built around people, place, and purpose continues to resonate on a global stage.

Read about the eco-hotel award.

audits and certifications

Certified

B

Corporation



B Corp Certification

81.7 Overall B Impact Score

In November 2023, we completed our B Corp audit and received a score of 81.7—well above the 80 required for certification, and significantly ahead of the 50.9 median for ordinary businesses. It's a score we are proud of, and one we take seriously. But that audit was also a learning moment. It gave us a clearer picture of where our systems are strong and where there's still room to grow.

Since then, we've focused on strengthening the way we work across the board so that when our next audit comes in 2026, the score reflects not just where we started, but how far we've come.

Zero Waste Certificate

Zero Waste to Landfill Certification

The B Corp certification reflects how we operate as a business. The Zero Waste to Landfill Certification from Eco Mantra reflects what that looks like in practice, specifically: in every bin, every kitchen, and every back-of-house across the Desa. Awarded following a full independent audit in February 2026, the certification verified a 98.26% recycling rate and a 0.48% waste-to-landfill rate across all waste streams—from source separation and handling through to recycling and final disposal. It's an external confirmation of eight years of daily work.

further recognition

Tatler Best 100 Hotels Asia-Pacific:
Best Design

In 2025, Desa Potato Head Bali was named one of Tatler's Best 100 Hotels in Asia-Pacific, and received the Best in Class Award for Best Design.

Read more.

Travel + Leisure Luxury Awards Asia Pacific:
Icon Award

At the Travel + Leisure Luxury Awards Asia Pacific 2025 in Bangkok, Ronald Akili received the first-ever Icon Award, an acknowledgement of his contribution to shaping a more considered approach to hospitality across the region.

Read more.

Condé Nast Traveller:
9th Best Hotel in Southeast Asia

At the Condé Nast Traveller Readers' Choice Awards, Desa Potato Head Bali was named the 9th best hotel in Southeast Asia, voted for by travellers who experienced Desa first-hand.

Read more.

01

self

causes for change



causes for change

Bali isn’t just somewhere we happen to find ourselves; it’s part of who we are. We have deep roots on this island and a deep sense of connection to our community, as well as to the land we share. At Desa Potato Head Bali, everything we do has Bali at the very core—its traditions, cultures and people are our model for everything we do. This isn’t our location: it’s our home.

open source



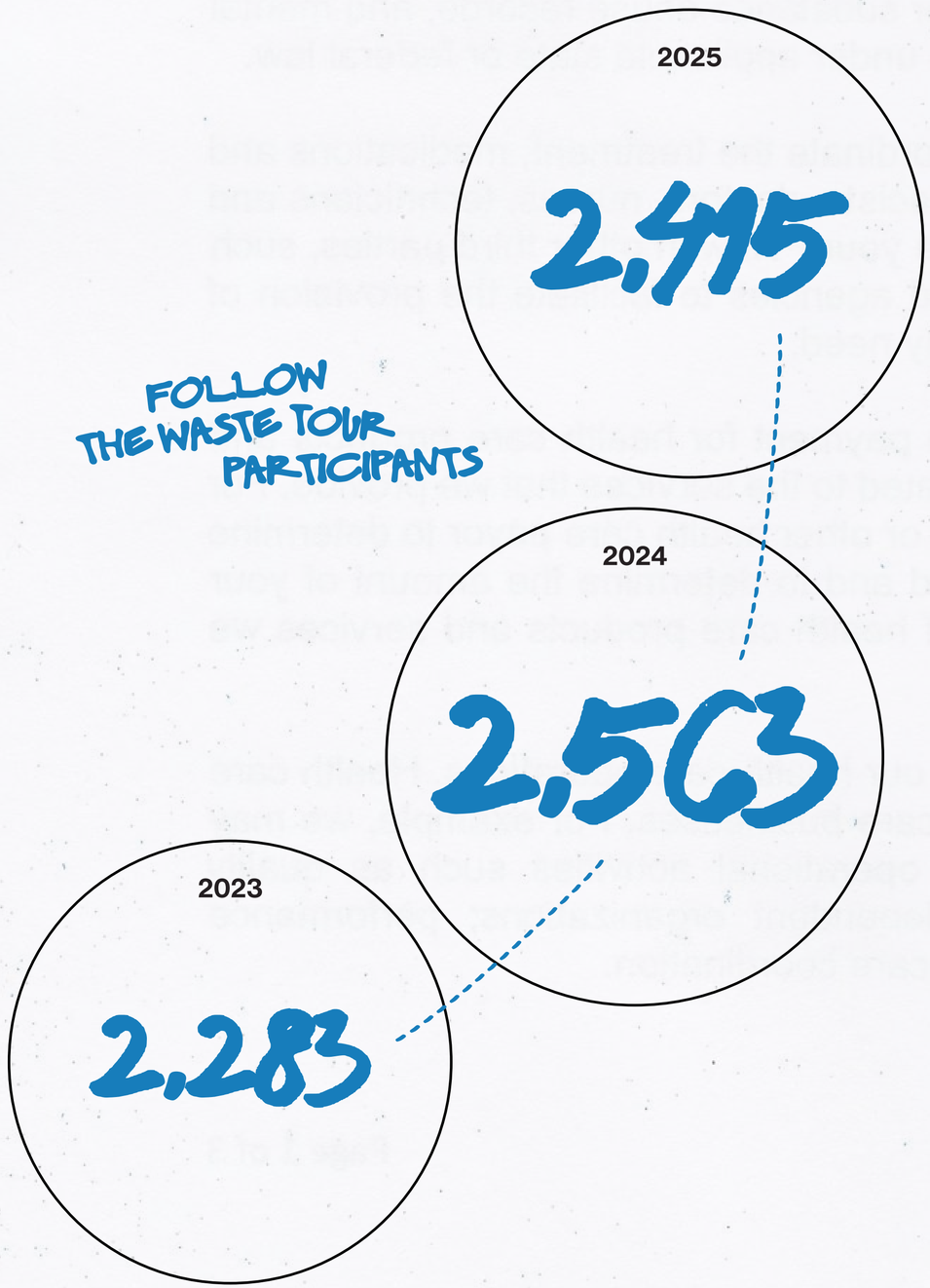
Our entrance tunnel

The Womb exhibits our sustainability journey

—inviting our guests to deep-dive through updated facts and figures.

4 Quality Education *11* Sustainable Cities and Communities *12* Responsible Consumption and Production

follow the waste tour



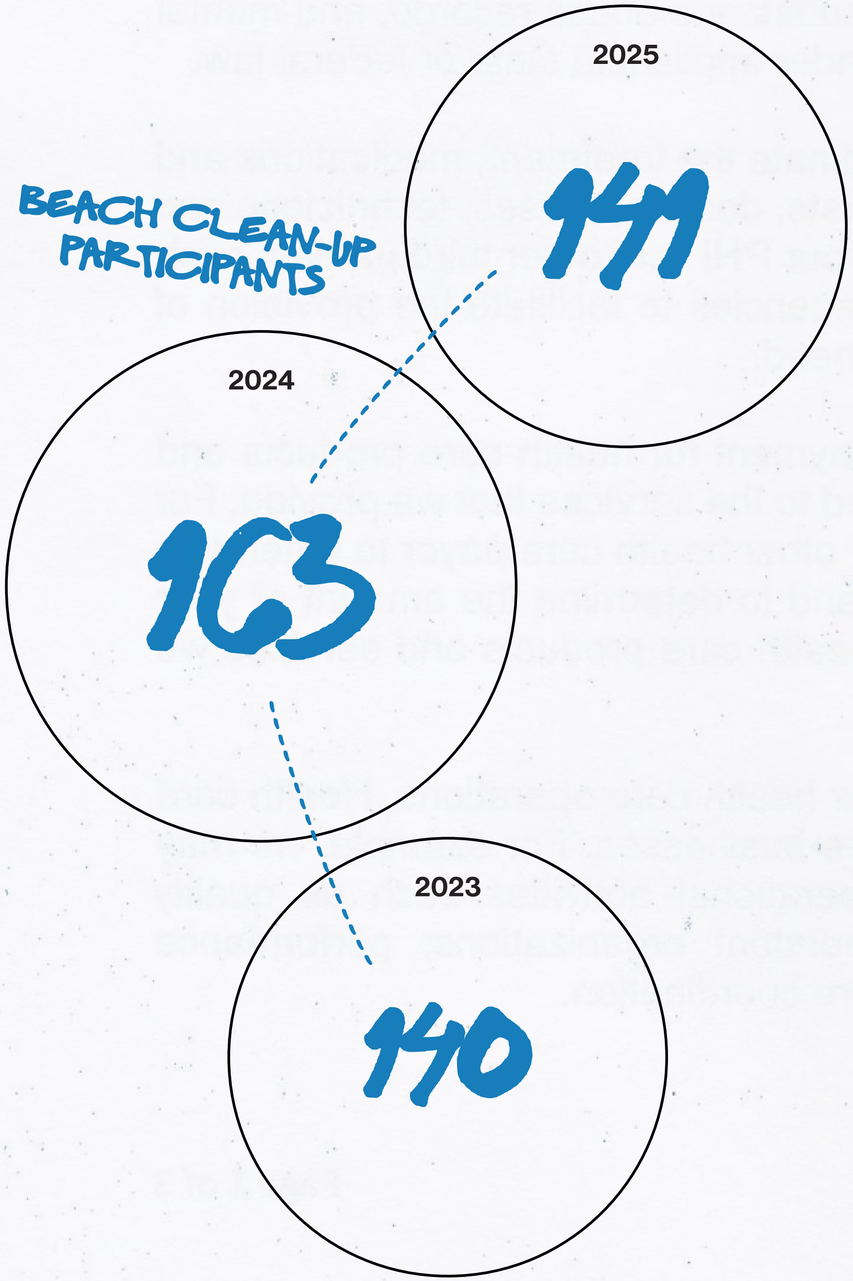


Offered daily at 11am, this guided experience reveals how we process, separate and repurpose our waste.

2,415 participants

(vs '24)
(-6%)

beach clean-up





Guests joined us every Friday morning or Thursday at sunset for a mindful clean-up of our Petitenget Beach.

141 participants (vs '24) (-14%)

307 kg waste collected (+14%)

mangrove conservation

Our weekly excursion takes us to the mangrove forests of south-west Bali, where we pick up waste and plant mangroves to help restore our carbon-absorbing ecosystems.

247 participants **810 kg waste collected**

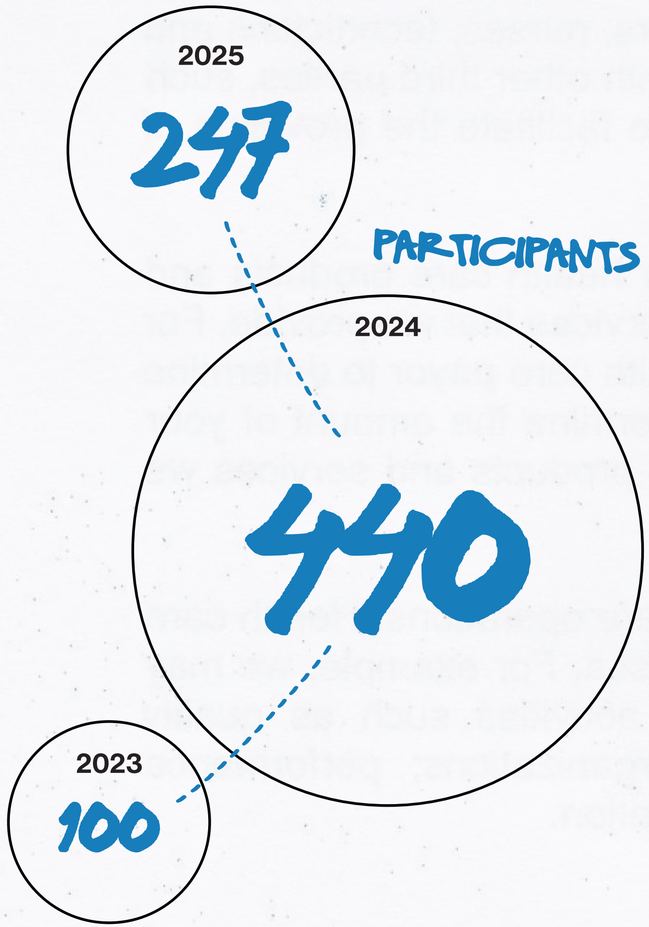
1.058 mangrove seedlings planted **500 seedlings survived**

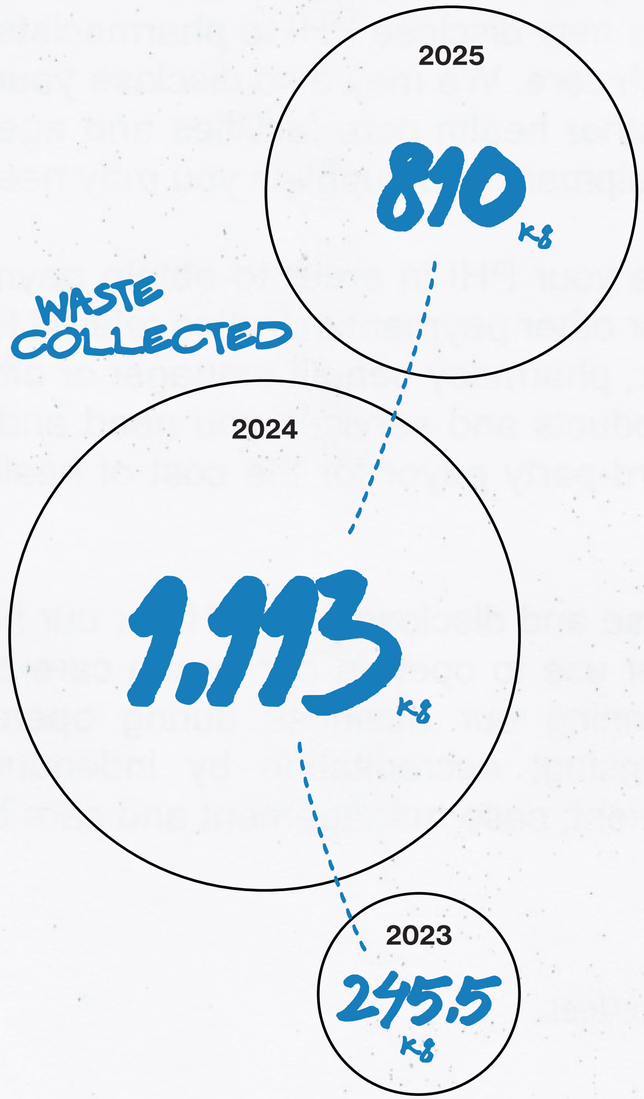


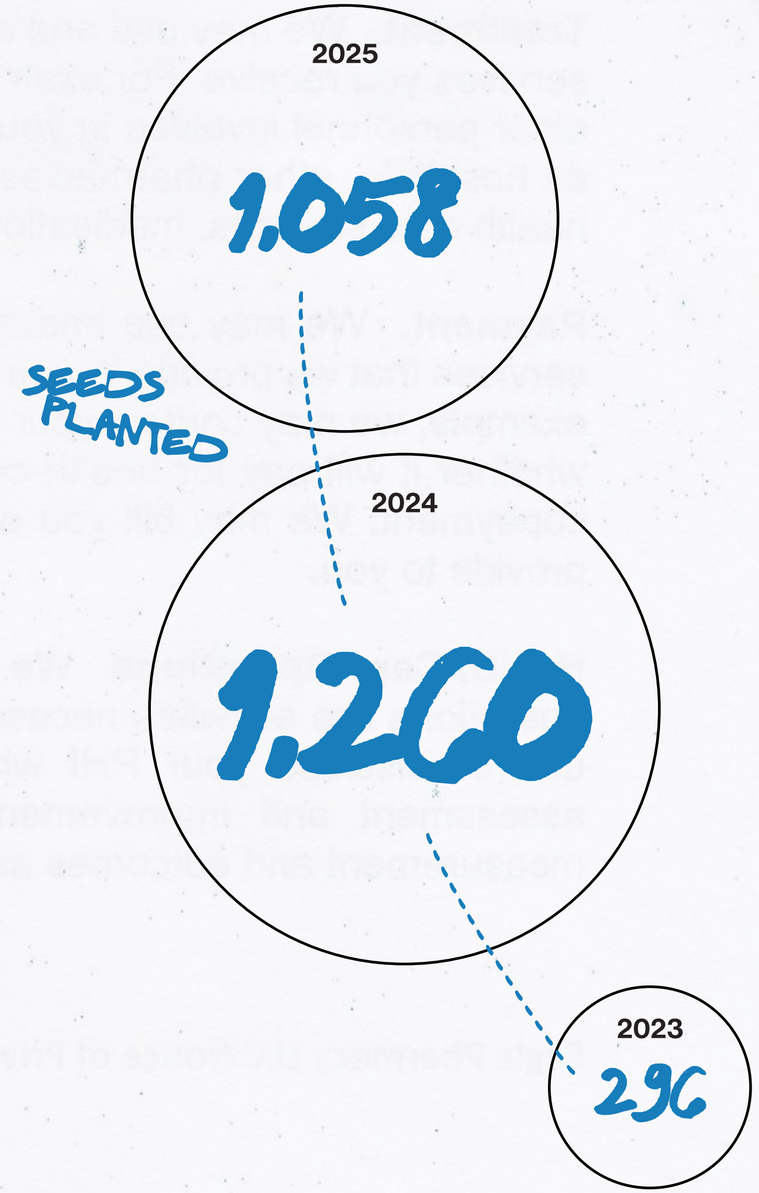
mangrove conservation

Since October 2023, we've returned to Taman Hutan Raya Ngurah Rai every week, planting around 20 seedlings at a time and steadily growing something that will absorb carbon for years to come. It's a process rooted in learning by doing—testing, adapting, and identifying which species, like *Rhizophora mucronata*, are best suited to thrive here.

This work is carried out in close collaboration with Kelompok Usaha Bersama Simbar Segara, whose expertise continues to guide and strengthen the restoration process.

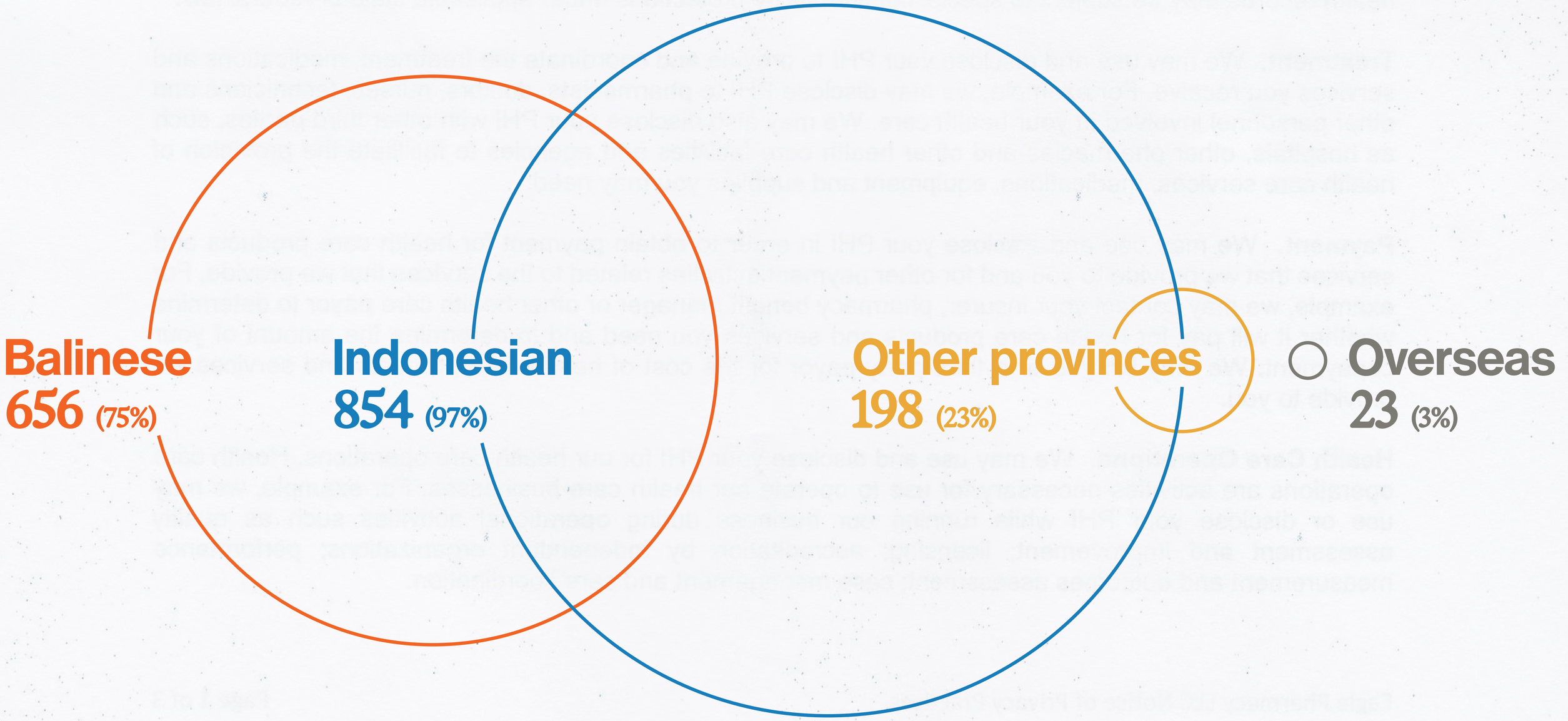






supply chain

In 2025, we expanded our supply chain to 877 partners across operations, projects, arts, and performances, while continuing to strengthen our local network this year.



Sustainability guidelines

Before working with suppliers and other partners, we share our sustainability guidelines with them to make sure that our standards are aligned.

organic supply chain sourcing

Since 2024, we've steadily increased the share of organic produce in our overall consumption. This progress has been supported by our network of organic farmers in Bali, bringing together farmers already practicing organic methods and those transitioning from conventional farming. In 2025, we set out to source 75% of our produce from these farms. We reached 57%—meaningful progress, with more still to do.

The chart below shows how that progress unfolded month by month across rice, vegetables, and fruit.

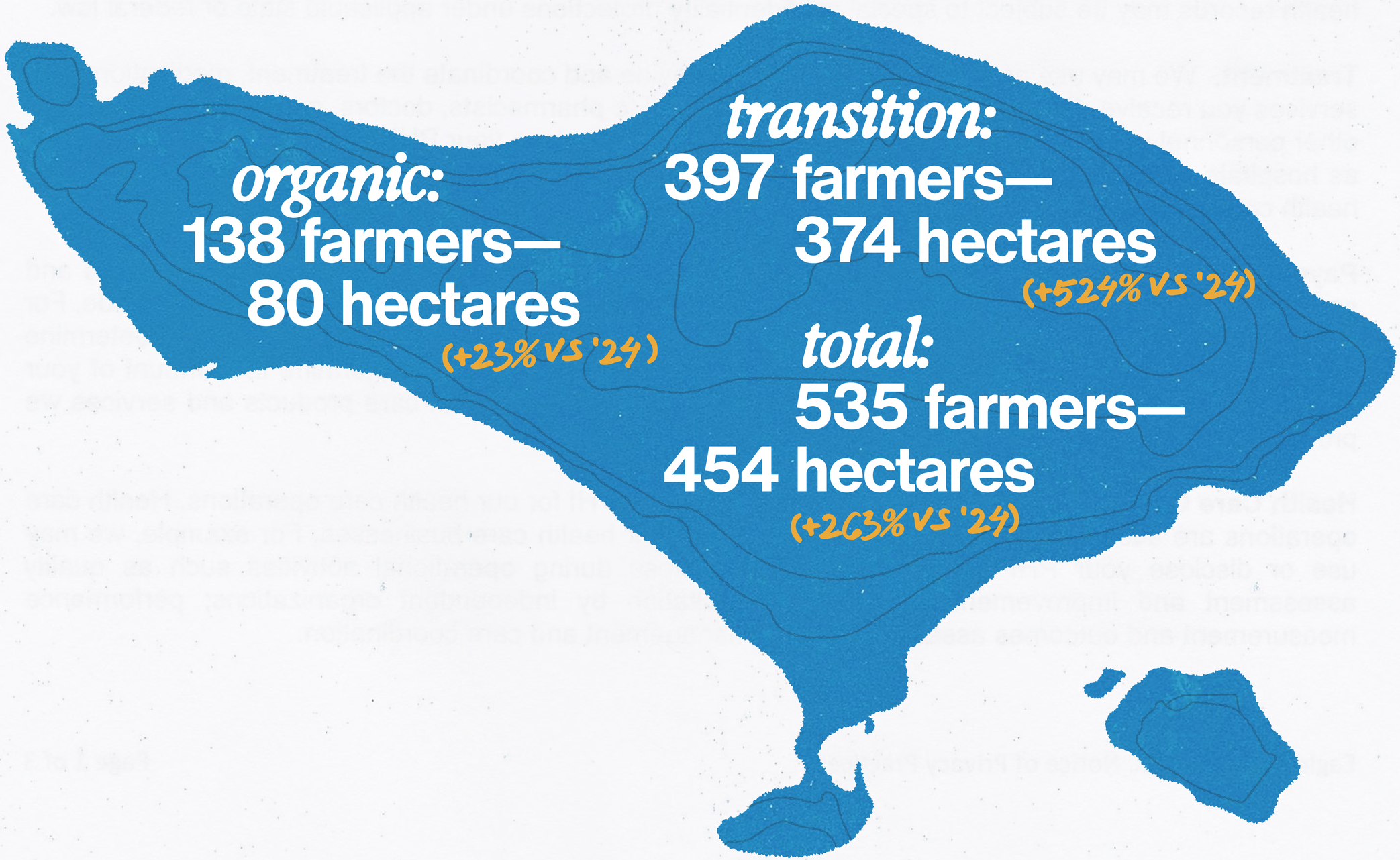
Fruit remains our slowest-moving category. While we've increased our intake of organic options (young coconuts, red watermelon, dragonfruit, mangoes, and pineapples), availability hasn't yet matched our needs. Still, the shift from 2% to 37% shows real momentum.

Organic & transition produce (% of total consumption)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Rice	99%	100%	99%	99%	99%	99%	99%	99%	99%	99%	99%	98%
Vegetables	34%	31%	36%	40%	45%	38%	40%	40%	49%	53%	60%	72%
Fruit	25%	26%	25%	31%	38%	46%	39%	43%	43%	45%	48%	43%
Total	32%	33%	34%	37%	43%	46%	43%	45%	48%	51%	56%	57%

Organic & transition animal protein (% of total consumption)												
Free-range / cage-free	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Organic / humanely raised beef	1%	7%	25%	46%	22%	55%	55%	51%	60%	68%	33%	67%

organic supply chain transition

Over 80 hectares of our partner farms are now growing organic produce. Another 374 hectares have committed to making the switch from conventional to organic farming. This means 454 hectares of land across Bali are currently in transition. It's still early, but the direction we're headed is clear.



organic supply chain

Regenerating the next generation

The future of organic farming depends not only on the land, but on the people who choose to care for it. That's why we partnered with Gema Farm, led by Gede, a young farmer carrying forward his family's agricultural roots. Together, we developed a greenhouse to cultivate organic bell peppers, recognising that supporting the next generation of farmers is just as important as growing the crops themselves. What was once abandoned land now holds new potential, shaped by a shared commitment to regeneration and long-term stewardship.

Growing together

Fruit remains one of the more challenging categories to transition, with watermelon standing out as both one of our most widely consumed crops and one of the hardest to source organically at the scale we need. To better understand the crop and support future supply, we began growing organic watermelon at our farm, producing an average of one tonne each month. The farm has become a space for experimentation and learning, helping us understand what works and share those insights with our network of farmers.

Cultivating confidence

Our partnership with Sari Tani, a women farmers' collective (Kelompok Wanita Tani), continued to flourish throughout 2025. As one of our key produce suppliers, the collective plays an important role in our organic sourcing journey. Transitioning to organic takes more than a change in practice—it takes confidence that the demand will be there for what you grow. By offering consistent access to the market, we hope to give farmers the stability to keep investing in the shift.



beyond the desa

We believe real change starts with togetherness, which is why in 2025, we took part in 17 events, talks, and partnerships to share what we've learned and amplify our awareness.

Among them was a collaboration with Banjar Petitenget to help our neighbourhood manage its used cooking oil waste through the TUKR programme—deepening our partnership with the community right at our doorstep.

Another collaboration was with IDN Research Institute, where Amanda Marcella, our Sustainability Director, contributed to a study exploring the travel preferences of Millennials and Gen Z. The research found that more than 60% of respondents prioritise rest and recovery over sightseeing, part of a broader shift toward travel rooted in culture, purpose, and meaningful experience rather than escape.

It's a shift that resonates with the path we've been on for years. Since 2017, the Desa has leaned into a regenerative approach—from diverting waste and designing spaces that encourage more conscious behaviour, to co-creating community initiatives beyond our beach club.

"Hospitality is about how you make people feel like they're part of the community. We want the impact to go beyond Potato Head. Whether it's co-founding a local waste facility or rethinking how we grow and serve food, we're focused on making regeneration work in real life."

— Amanda Marcella







11 Sustainable Cities and Communities

17 Partnerships for the Goals

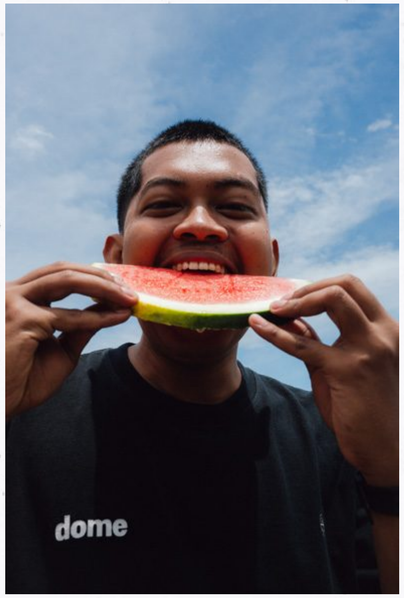
pardon my waste

To understand how zero-waste thinking takes hold at a personal level, we sat down with Muhammad Akbar Yusuf, our young Bar Supervisor. For Akbar, it started with simple curiosity—and grew into something more deliberate: teaching himself, exploring further, and working zero-waste techniques into his craft behind the bar.

“Committing to zero waste has completely reshaped how I approach beverage R&D. I now see every ingredient, from peels and stems to pulp, as part of a full ecosystem. Using infusion, fermentation, and cordials, I upcycle leftovers into new homemade ingredients for cocktails and mocktails. Every ‘waste’ now supports another drink.”

“One day, I noticed how much fruit pulp was left over from pressed juices and thought, I need to do something with this. That moment sparked my curiosity, and from that point on, my mindset changed completely. I committed to zero waste and working in harmony with the ingredients.”

— Muhammad Akbar Yusuf, Bar Supervisor











a hub for culture

Potato Head was built as a hub to celebrate Balinese culture, and for the global communities who share our love of art, design, music, and creativity. In 2025, that spirit came to life through moments both intimate and large-scale.

NYE 2025

The stage design was carefully curated to mirror a portal, marking new beginnings for 2026. Parts of the structure were built using traditional Balinese bamboo weaving techniques.

Ogoh-ogoh Celebration

Each year, our family members build their own mini ogoh-ogoh, paraded through the Desa and displayed in the courtyard for guests to learn more about the Balinese traditions of Nyepi. In keeping with real Balinese practice, each ogoh-ogoh is built entirely from office materials that would otherwise go to waste, turning leftovers into works of art.

Rainbow Disco Club

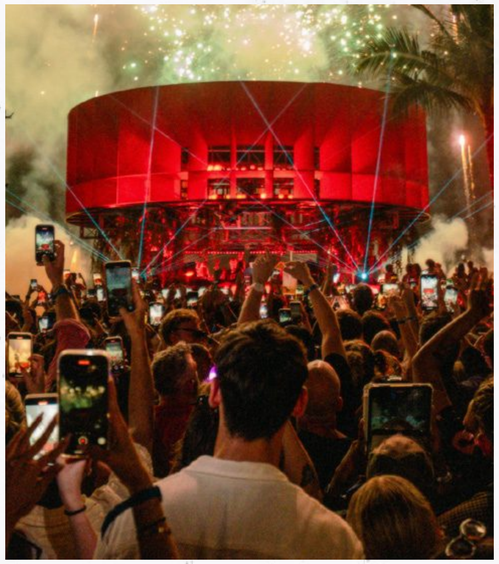
Another year of celebrating artists and music curated from the original festival in Japan, bringing two cultures together on Bali soil.

Potato Head Beach Club 15-Year Anniversary

A milestone year for Potato Head, celebrated with a line-up featuring Haruomi Hosono, SORE, and Kiko & Yuka Mizuhara.

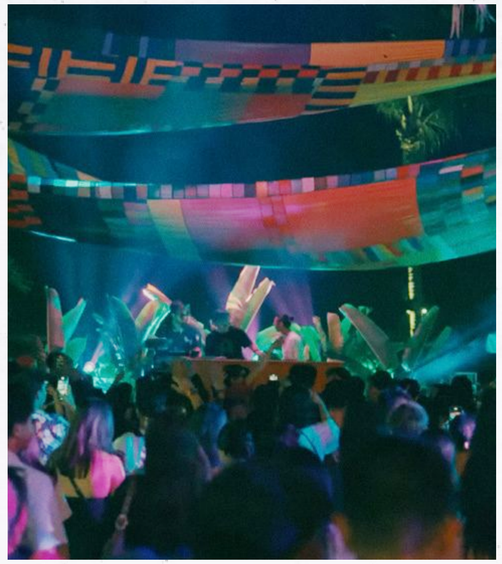
WASTED Collection 001 Launch

The debut of WASTED, a five-year collaboration with British designer Max Lamb, launched on 8 August 2025. Handmade in Bali by local artisans, Collection 001 transforms eight local waste streams, from used cooking oil to retired hotel linen, into functional, one-of-a-kind homeware.











desa potato head bali esg roadmap



Years of experimentation, learning, and action have shaped the way we approach sustainability at Desa Potato Head Bali. As these efforts continue to grow, so does the need for clearer direction and stronger accountability around what comes next.

With this in mind, we worked alongside ERM to help shape our ESG roadmap, recognising that long-term resilience is built through both internal commitment and external perspective. Through ESG landscape assessment, materiality assessment, sustainability target setting, and roadmap formulation, we translated our ambitions into operational KPIs for the mid and long term.

This work unfolded throughout 2025 and was finalised in May 2026, marking an important step in bringing greater structure and clarity to the journey ahead.

02

community

a closer look



a closer look

Our “Good Times, Do Good” mantra is a reminder that care and hospitality can reach beyond our walls and create value beyond ourselves. From supporting communities and restoring ecosystems to creating spaces for shared learning and action, these projects reflect our commitment to growing alongside the people and places around us.

Here, we take a closer look at the initiatives shaping that journey.

sweet potato project farm

We've developed two farms using syntropic farming—a method of farming that mimics the natural layers of a forest, building richer soil with every season. These farms nurture the land while providing nutritious food, fresh produce, jobs, and positive energy for the local community.

2025 — VS 2024

5,050 kg
crops harvested in 2025
+4%

4,113 kg (81% of total)
used at Desa Potato Head Bali
+0.35%

43,691 pcs
nasi bungkus delivered
+14%

16 communities
11 orphanages &
5 community organisations
+4 COMMUNITIES

2025 — VS 2024

67 variants
types of crops harvested in 2025
-6%

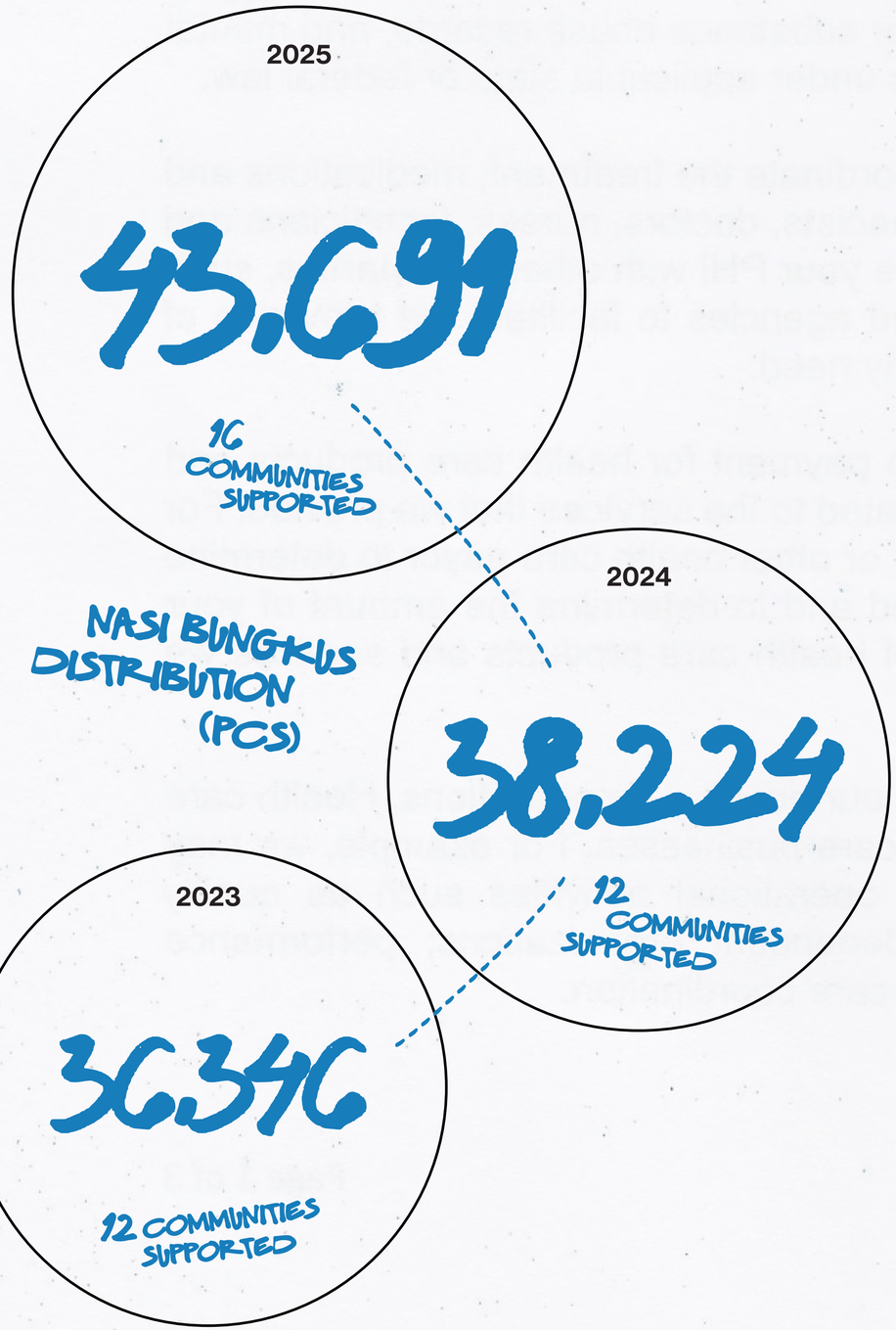
980 kg
chemical-free white rice
-13%

580 kg
sugarcane
+288%

291 kg
turmeric
-58%

2 Zero Hunger *11* Sustainable Cities and Communities *12* Responsible Consumption and Production *15* Life on Land

nasi bungkus



Every week, we give meals grown on our farm to families and communities who need them most. The plant-based food portions are wrapped in biodegradable banana leaves using a traditional form of packaging (“bungkus”). What began as a response during the COVID-19 pandemic has continued ever since.



(VS '24)

43,691 pcs donated (+14%)

16 communities +4 COMMUNITIES

11 orphanages, 5 community organisations

composting

In 2025, we implemented two composting methods at Sweet Potato Farm to process our organic waste. The majority (food scraps, brown tissue, and coffee grounds) was treated through hot composting, producing organic fertiliser that was returned to the farm. The remainder was processed using the black soldier fly (BSF) method.



Organic waste
2,368 kg

(vs '24)
(+43%)

Processed through:

Hot composting	**2,038 kg**
Black soldier fly	**330 kg**

community waste project

Change doesn't happen in a vacuum, and Desa Potato Head Bali isn't an island of its own. As part of the greater community, we have both the opportunity and the responsibility to share what we've learned with our neighbours.

Reaching a 0.48% waste-to-landfill rate at the Desa taught us what works at scale. The Community Waste Project (CWP) takes that knowledge and puts it to work beyond our walls—combining infrastructure and initiative to expand our impact across the island.

Founded by Potato Head, Mexicola Group, and Total Bangun Persada, the project has since grown into a mission-driven coalition including FINNS, KYND, Peppers Seminyak, Brunch Club, and Lemongrass. In 2025, we welcomed Da Maria to join the collective effort toward zero waste in Bali.

Community Waste Project

potato head

Motel Mexicola 1962

TOTAL BANGUN PERSADA

FINNS BALI

KYND

PEPPERS SEMINYAK BALI

BRUNCH CLUB -BALI-

ตะไคร้ LEMONGRASS EST. 2002

DA MARIA



community waste project

With the fundamental framework in place, 2025 saw the Community Waste Project focus on optimising and refining its operations. Always looking to make the biggest impact possible, we dedicated time to understanding best practices for operating the facility and identifying areas for improvement.

In 2025, CWP processed 1,592 tonnes of waste from participating members, with the capacity of processing 6 tonnes daily. Broken down, that represents 1,047 tonnes of organic waste and 545 tonnes that fall in the non-organic category. Of the former, 83% was successfully converted to compost and 17% into pig feed. In terms of the latter, 0.11% was turned directly into products and the remainder went to partners in the programme.

More than just about waste, the CWP also directly created 28 jobs, impacting the local community in further positive ways.

1,592 tonnes waste processed

1,047 tonnes organic (66%)

869 tonnes to compost (83%)

178 tonnes to pig feed (17%)

545 tonnes non-organic (34%)

0.575 tonnes to products (0.11%)

544 tonnes to partners (99.8%)

28 jobs created

potato head goods

wasted

Wasted by Potato Head transforms discarded materials into purposeful design, reimagining waste not as a by-product but as the raw material of the future. Each piece is built around distinct waste streams, with the material itself shaping the design rather than the other way around:

01



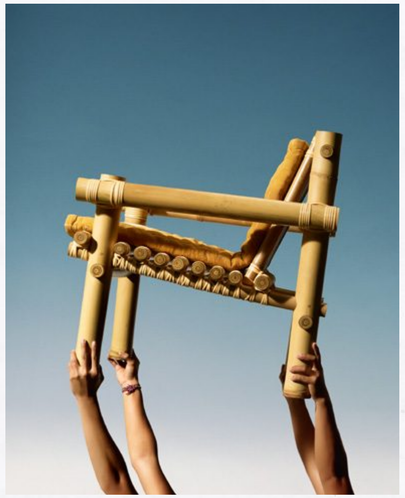
02



03



04



05





06



07

01 Recycled HDPE plastic, shredded, pressed, and CNC-cut into furniture and homeware.

02 Used bed linen, re-dyed using natural dye.

03 Broken glassware, crushed and repurposed into 100% recycled glass pieces.

04 Organically treated bamboo, shaped into furniture and homeware.

05 Broken ceramics, crushed, glazed, and repurposed using recycled glass and Bali clay.

06 Waste cooking oil, filtered and reused.

07 Styrofoam and seashell waste, shredded, mixed, and moulded into Styroshell.

wasted

Wasted products produced in the Waste Lab from upcycled materials in 2025

Styroshell Amenities Tray	**170** pcs	**Upcycled Plastic Coaster**	**1,734** pcs
Styroshell Trash Bin	**38** pcs	**Upcycled Plastic Notepad**	**78** pcs
Styroshell Flower Vase	**214** pcs	**Bio Candle**	**30** pcs
Styroshell Soap Dispenser	**67** pcs		
Styroshell Tissue Box	**39** pcs		
Styroshell Toothbrush Holder	**84** pcs		

Bio Candle



Styroshell Products



04

future

what’s next?



what’s next?

Cultivating progress lives in everything that we do at the Desa. It’s in the soil at our Sweet Potato Project farm, now backed by 1% for the Planet’s global network. It’s in the space DJ Harvey built for sound, now home to Klymax’s full week of listening and live performance. It’s in our upcoming Good Times General Store, where materials get a second and third life. And it’s in the Sanggar, where centuries of performance and tradition meet a contemporary approach. What comes next builds on what’s already in progress.

1% for the planet

Sweet Potato Project (SPP) is now an in-network environmental partner of 1% for the Planet. It started with a cornerstone commitment from Desa Potato Head Bali, which has pledged 1% of revenue to support SPP's mission. It is a one-hectare regenerative farm in West Bali supplying produce daily to Desa Potato Head Bali's kitchens and twice weekly to orphanages and community groups. Its waste facility helps local businesses manage organic and non-organic waste and converts food waste into compost. Joining 1% for the Planet opens this work to a global community of donors and to the resources and infrastructure to take it further.







good times general store
craft centre



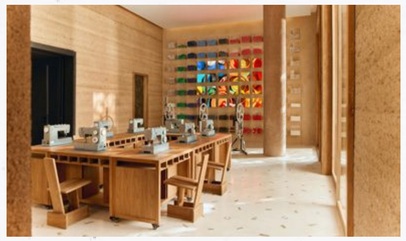
At the heart of Desa Potato Head Bali's Creative Village, Good Times General Store (GTGS) will be our immersive craft centre. We envision a place where the village's commitment to making, remaking, and experimentation comes to life. Across a series of interconnected spaces, visitors move through the lifecycle of materials. From objects and apparel to waste transformed into new forms. Interactive workshops include plant-based dyeing, plastic moulding, weaving, and intimate special guest sessions with visiting creatives.













klymax
sound centre



Klymax began as a discotheque, built from the ground up with DJ Harvey with over 40 years of dance-floor knowledge channelled into a room engineered for sound above all. Moving forward, that same precision became the foundation for something broader—a centre for sound. Alongside its weekend programme of headline and resident DJs, the room now holds a wider range of experiences through the week: listening sessions built around personal record collections, breath and sound immersions that turn the space toward stillness, and Live at Klymax, which brings performers with full instrumentation. What hasn't changed is the principle DJ Harvey set from the start: a room built to serve the music first.









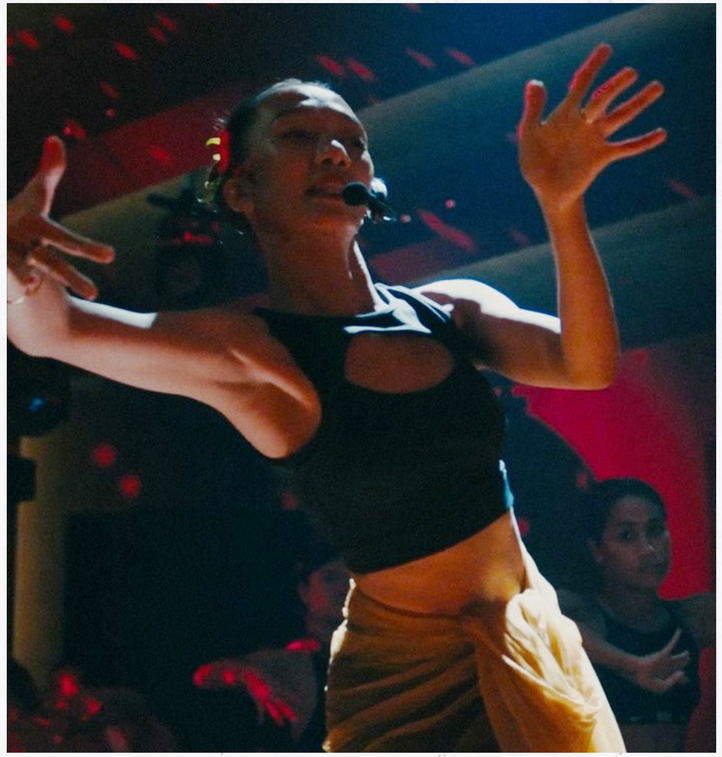




sanggar
dance centre

Bali trains its artists in traditions that stretch back centuries. The Sanggar is one way for us at Potato Head to honour those traditions that define our home island. Six days a week, we will invite practitioners to work here in the open. Our long-time collaborators Bumi Bajra lead traditional-to-contemporary dance, while Putu Septa and Nata Swara run gamelan selonding workshops with seven players and seven instruments. Ubud dance company Kerta Art stages wayang performances and morning dance sessions. The Sanggar honours Balinese performing arts tradition while holding the door open for contemporary expression.







Thank you for being a part of our journey.
Let's keep doing the good work and keep the good times coming.

Love,
All of us at the Desa

05

appendix

sustainable development goals covered

1 No Poverty

2 Zero Hunger

3 Good Health and Wellbeing

4 Quality Education

5 Gender Equality

6 Clean Water and Sanitation

7 Affordable and Clean Energy

8 Decent Work and Economic Growth

9 Industry, Innovation and Infrastructure

10 Reduced Inequalities

11 Sustainable Cities and Communities

12 Responsible Consumption and Production

13 Climate Action

14 Life Below Water

15 Life on Land

16 Peace, Justice and Strong Institutions

17 Partnerships for the Goals

environmental performance

Emissions	unit	2025	2024	2023
Total emissions	tCO_2e	21,124	26,029	18,825
Scope 1	tCO_2e	3,179	3,179	2,785
	%	15%	13%	15%
Scope 2	tCO_2e	8,334	8,481	8,241
	%	39%	33%	44%
Scope 3	tCO_2e	9,611	14,216	7,799
	%	45.50%	54.60%	41%

Energy	unit	2025	2024	2023
Total energy consumed	MWh	9,322	9,487	9,218
Per square metre	kWh	1,467	1,492	392
Per guest	kWh	12,320	10	11

Waste	unit	2025	2024	2023
Waste generation	kg	705,281	764,257	489,699
Organic	kg	428,886	453,969	317,955
	%	61%	59%	65%
Inorganic	kg	269,702	302,646	166,830
	%	38%	40%	34%
Residue	kg	6,693	7,643	4,914
	%	0.95%	1%	1%
Waste generation per guest	kg	0.93	0.80	0.5
Waste managed internally	kg	141,251	300,329	190,982
	%	20%	39%	39%
Waste managed externally	kg	560,645	463,928	298,717
	%	79%	61%	61%
Waste incinerated	kg	6,458	8,407	new
	%	0.92%	1.1%	
Diverted	kg	701,896	760,436	475,440
	%	99.5%	99.5%	97.10%
Waste to landfill	kg	3,385	3,821	14,259
	%	0.48%	0.50%	2.90%

Water	unit	2025	2024	2023
Total water consumed	m^3	213,757	223,544	179,780
Consumed per square metre	m^3	33.63	35.00	7.60
Total water treated	m^3	46,275	60,313	44,871
Treated per square metre	m^3	7.28	9.00	1.90

Gas	unit	2025	2024	2023
Gas (LPG) consumption	tonnes	110	120	116
Per square metre	kg	17	19	4.6
Per guest	kg	0.15	0.13	0.14

material r&d performance

HDPE plastic waste	unit	2025	2024	2023
HDPE plastic waste	kg	3,425	6,250	2,671
HDPE plastic stored by Waste Lab	kg %	1,893 55%	4,466 72%	1,526 57%
HDPE plastic utilised by Waste Lab	kg %	1,532 45%	1,532 29%	1,145 43%

Seashell waste	unit	2025	2024	2023
Seashells waste	kg	1,046	7,917	8,411
Seashells stored by Waste Lab	kg %	52 5%	6,955 88%	5,892 70%
Seashells composted	kg %	0 0%	205 2.6%	1,555 18%
Seashells utilised by Waste Lab	kg %	994 95%	757 10%	965 12%

Styrofoam waste	unit	2025	2024	2023
Styrofoam waste	kg	162	815	59
Styrofoam utilised by Waste Lab	kg %	155 96%	154 19%	59 100%
Styrofoam stored by Waste Lab	kg %	7 4%	661 81%	0 0%

Used cooking oil (UCO) waste	unit	2025	2024	2023
Used cooking oil (UCO) waste	kg	20,961	25,537	17,408
UCO recycled by partner	kg %	20,285 97%	24,701 97%	16,188 93%
UCO utilised by partner	kg %	676 3%	836 3%	1,220 7%

Glass bottle waste	unit	2025	2024	2023
Glass bottle waste	kg	196,190	206,603	112,432
Glass bottles recycled by partner	kg %	195,901 100%	205,296 99%	111,310 99%
Glass bottles utilised by Waste Lab	kg %	289 0%	1,307 60%	537 0.5%



good times, do good.