



Obviously
Sustainable

CONFIDENTIAL

Obviously Sustainable

*Catalyst for tangible progress to a sustainable
and shared prosperous future*

About Obviously Sustainable.

who we are.

A **socially-driven enterprise** passionate in delivering impact for the people and the planet.

Our organisation operates within **social enterprise principles**. Our core belief is driving business for good. We position ourselves as a bridge builder to channel and advocate for the positive impact of businesses to contribute in achieving the **Sustainable Development Goals (SDGs)**.

Our enterprise has for-profit services and non-profit impact programmes. Our services are grounded in the heart of giving for the betterment of our planet and our people. We strive to deliver positive change that fits everyone.



what we do.

Obviously Sustainable's positioning in the journey of building an inclusive and sustainable future is precise; we leverage SDG 17 — **partnership** — to help our partners reach their social missions that bring positive differences in the livelihoods of the world's ecosystem. **Our partners' missions are our missions too.** Our socially-driven firm is an **enabler** and **catalyst** between the impact actors.

Our team is equipped with the assured expertise and positive outcomes that organisations require. In addition, we put our values first with all engagements, from business development to social outcomes. Underlying the totality of the organization are clear requirements set out by our leadership at the firm.



We work alongside businesses and public institutions to advance **sustainability goals** and unlock **impactful policy outcomes**.



Policy Landscaping	360-Programme Management	Policy & Comms Narrative Development	Sustainability Diagnostics	ESG Strategy	Monitoring, Evaluation, and Learning and Impact Assessment
We help our partners conduct policy landscaping exercises to drive programme-to-policy agenda to make a programme felt by the beneficiaries sustainably and further create a long-lasting impact.	Our programme management service develops and executes a social impact programmes, along with local partners, whole are the key players and experts in the respective social causes that we contributing to.	We believe in inclusive programming through the power of effective communications messaging and storytelling — to inspire and reach out to a wider audience to join your movement.	We assist you in identifying your business's trajectory on the sustainability journey with our diagnostic tools. While disclosure can be challenging at first, it ultimately helps you earn reputation, respect, and trust from your stakeholders	Reporting may be essential to self-assess yourself initially, but to you will need a long-lasting strategy to maintain the change you drive. Don't worry; we can help you to build one!	Impact cannot be claimed if no evidence can be drawn, measured, or quantified. Our MEL & impact assessment services help to judge whether your programme success or fails and demonstrate the learning you'll need.

Our thoughtful proposition.

Our values are rooted in the **2030 Global Goals**. We believe that governments cannot rely on themselves to lead this sustainability agenda and that businesses will build a powerful force if they join this transformative movement.

Transformative

Our services are driven by impact and deeply rooted in the aspirations of bringing positive change. Our goal is centralised in bringing transformation, fulfilling 2030 Global Goals.

Driven by Expertise

Our work is generated by expertise and crafted carefully for society. We deep dive into the local context with our partners because they matter to our work.

Partnership Centred

We cannot deliver change alone. We work with our partners and join hands with local entities to ensure that the change we bring is scalable and sustainable. Our experts are certified in Partnership Broker by PBA.

Inventive

We explore, generate or regenerate solutions that are most appropriate and workable among stakeholders.



the milestones of 2023

Our dedication lies in regularly updating our progress, as we aim for transparency regarding our influence and to ensure self-accountability.

This practice allows us to sincerely contemplate our previous year's objectives, accomplishments, and areas requiring more attention in the future.

JANUARY 2023

Partnering with Smart Change Jakarta for Bangkok, Berlin, and Jakarta feasibility study on cross city actions.



APRIL 2023

Obviously Sustainable partnered with SMESCO Indonesia to kickstart landscape study on Small and Medium Enterprises (SMEs) in post-COVID19 pandemic.



JULY 2023

Launching partnership with UNDP Indonesia on Innovative Finance Mechanism on Migration in Indonesia.



SEPTEMBER 2023

Obviously Sustainable partnered with the Ministry of State Apparatus Utilization and Bureaucratic Reform (KEMENPAN-RB) to prepare Baseline Assessment on National Digital Transformation Law.



NOVEMBER 2023

Obviously Sustainable served as Knowledge Partner for Korea-Indonesia Startup Hup (KOIN) Assessment Workshop 2023 together with the Ministry of Cooperatives and SMEs (KemenKopUKM).



MARCH 2023

Obviously Sustainable launched Indonesia's first Female Founders Accelerator with Smart Change Jakarta and SMESCO Indonesia.



JUNE 2023

Obviously Sustainable took part at the Responsible Business and Human Rights Forum, Asia-Pacific in Bangkok, Thailand.



United Nations
Responsible Business
and Human Rights
Forum, Asia-Pacific

AUGUST 2023

Obviously Sustainable joined inclusive business movement at the 6th ASEAN Inclusive Business Summit in Bali, Indonesia.



OCTOBER 2023

Obviously Sustainable partnered with Berlin Government and EU Commission to evaluate the Smart Change Project.



DECEMBER 2023

Obviously Sustainable partnered with Konrad Adenauer Stiftung (KAS) for landscaping research on just energy transitions in Southeast Asia



the milestones of 2024

JANUARY 2024

Partnering with ASEAN Secretariat on inputs collection for the Post-2025 Vision



MAR 2024

Partnership kick-off with Riot Games on policy and social impact work to strengthening gaming industry in Indonesia



JUL 2024

Research collaboration with Nuffic Southeast Asia & DAAD on a baseline study for the EU-ASEAN Sustainable Connectivity Package - Higher Education Programme (SCOPE-HE)



SEPT 2024

Obviously Sustainable and Riot Games partnered in hosting the first ever VCT Ascension Valorant E-Sports tournament in Indonesia



NOVEMBER 2024

Obviously Sustainable & Grab Indonesia launched the inaugural Policy Forum on On-Demand Transportation Services



FEB 2024

Joined hands with the World Economic Forum (WEF), researching on the readiness of Digital Economy Framework Agreement (DEFA) implementation in ASEAN.



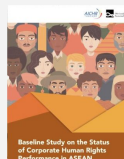
JUN 2024

Obviously Sustainable officiated partnership with Aksaramaya, Indonesia's digital library innovator, to improve literacy for development rate across the country.



SEPT 2024

In collaboration of the ASEAN Intergovernmental Commission on Human Rights (AICHR) Thailand, Obviously Sustainable launched a Baseline Study on Corporate Human Rights Performance in ASEAN at the Responsible Business and Human Rights Forum, Asia-Pacific in Bangkok, Thailand.



NOVEMBER 2024

Obviously Sustainable organised national FGDs on Tackling Illegal P2P Lending Platforms (Pinjol) in Indonesia



DECEMBER 2024

Obviously Sustainable partnered with the Ministry of Communications and Digital (KOMDIGI) to prepare a study on the impact of the international game publishing houses to the Indonesian economy.



Experts Profile.

Co-founder & Chief Executive Officer



Rezha B. O. Arief • Indonesia

Rezha, based in Indonesia, co-founded and currently serves as the CEO of Obviously Sustainable, where he leverages his expertise as a Public Policy and Social Entrepreneurship Specialist. With over a decade of professional experience obtained, his dedication is primarily channeled toward enhancing access to education for Indonesian youth, equipping them to thrive amid technological change. Rezha has worked with leading technology companies—including WhatsApp, Meta, and Amazon Web Services (AWS)—on tech policy, AI, and public-private partnerships. His roles have spanned both program development and advocacy, with a focus on advancing digital literacy, economic empowerment, and inclusive technology adoption in Indonesia.

Rezha is a certified partnership broker (PBA, 2021) and mentor for the National 1000 Startup Digital Movement. Since 2015, he has championed education and entrepreneurship. As founder of Obviously Sustainable, he advances corporate responsibility toward the SDGs. He holds an MSc in Social Innovation & Entrepreneurship from LSE.

SDGs at work:



Co-founder & Chief Strategy Officer



Dio Herdiawan Tobing • Indonesia

Dio is a Co-Founder and the Chief Strategy Officer of Obviously Sustainable. He advises the strategy development and engagement of the enterprise to key stakeholders. He is passionate about delivering social impact through inclusive and evidence-based policy advocacy to drive a sustainable and resilient future for everyone. A public policy and development professional, Dio has more than seven years of experience leading international development and policy programme management projects in Indonesia, ASEAN, and the wider Asia-Pacific region.

He has managed high-profile clients such as WhatsApp/Meta, UNDP, ASEAN Foundation, the International Organization for Migration (IOM), Dutch Embassy, Ministry of Cooperatives and SMEs of Indonesia, Ministry of Health of Indonesia, and Ministry of State Apparatus Utilization and Bureaucratic Reform of Indonesia. Dio holds a Master's degree in Public International Law from Leiden University and a Master's degree in Public Policy from the School of Government and Public Policy-Indonesia. He is a certified Partnership Broker from the Partnership Broker Association (PBA).

SDGs at work:



Head of Research



An Nisaa Yovani • Indonesia

An Nisaa Yovani, known as Yona, serves as the Head of Research at Obviously Sustainable. With over seven years of leadership in Monitoring, Evaluation, and Reporting (M&E+R), Yona has distinguished herself by executing comprehensive Gender Equality, Disability, and Social Inclusion (GEDSI) evaluations for a range of development initiatives funded by international donors and private entities, including USAID, Google.org, and Huawei.

Yona co-founded Samahita, a nonprofit dedicated to battling gender-based sexual violence in Indonesia. Additionally, she holds the position of SAFE-Asia M&E and Training Coordinator at IREX, overseeing vital security training for social communicators, human rights activists, and journalists as part of the SAFE-ASIA Program. Previously, from 2020 to 2022, Yona contributed her expertise to the ASEAN Foundation as a Programme Management Coordinator, spearheading the monitoring, evaluation, research, and learning components of the Foundation's projects.

SDGs at work:



Co-founder & Chief Operating Officer



Anton Villaluz • The Philippines 🇵🇭

Anton is Co-Founder and Chief Operating Officer at Obviously Sustainable. He holds more than 10+ years of working experience and his areas of expertise include program management and execution, stakeholder, and specifically government, engagement. Anton's background is in the public sector, where he held Deputy Chief of Staff and program coordinator roles in the Department of Budget and Management as well as working in the office of the Chief Justice of the Supreme Court.

Anton's experience spans the management of large teams, planning and implementation of complex initiatives and department-wide operations which included political, technical, and administrative responsibilities. In the past few years, Anton has been consulting for a global tech companies to implement policy programs for digital economy and digital literacy in the Philippines. Based in Manila (Makati City), Anton gets to skip the traffic and walks to work and in his spare time enjoys studying Japanese language and culture, watching anime and playing strategy and simulation games.

SDGs at work:



Senior Associate



Praise Ichthus Tampi • Indonesia

Praise Ichthus is a Senior Associate at Obviously Sustainable, bringing more than six years of experience in social impact and public policy within the technology sector in Indonesia. Before joining the team in 2024, Praise served as a Policy Advisor to the Secretary-General of the Ministry of Communications and Informatics (MCI) in Indonesia. Her responsibilities included overseeing various policy and flagship initiatives, notably coordinating the Industry Task Force Digital Economy Working Group (ITF-DEWG) during Indonesia's G20 Presidency in 2022.

She also played a key role in advising on Indonesia's position in the international digital economy forum, such as G20 Digital Economy Working Group, G7 Digital and Tech Ministers' Meeting, 29th ASEAN Telecommunications Regulators Council Meeting, UNCTAD E-Commerce Week covering critical areas such as digital inclusion, Artificial Intelligence (AI), emerging technologies and digitalization for development.

SDGs at work:



Portfolio.

Overview of project carried out by Obviously Sustainable (1/2)

Projects	Scope of Work	Clients	Timeline
ASEAN Annual Business Survey 2024	<ul style="list-style-type: none"> Survey platform development. 1.503 respondents quantitative data collection in 10 ASEAN Countries. Data management, cleansing, and processing. Mixed-method data analysis and report development. 	<ul style="list-style-type: none"> World Economic Forum 	April - May 2024
ASEAN Economic Community (AEC) Post-2025 Public Survey	<ul style="list-style-type: none"> 3.165 Quantitative data collection in 10 ASEAN Countries. Data management, cleansing, and processing. Mixed-method data analysis and report development. 	<ul style="list-style-type: none"> ASEAN Secretariat The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) 	January - April 2024
Research and Campaign on the Local Impact of Just Energy Transition in Southeast Asia	<ul style="list-style-type: none"> Research on The Local Impact of Just Energy Transition in Southeast Asia Policy brief development Comms strategy and implementation: op-ed, video explainers, infographics 	<ul style="list-style-type: none"> Konrad-Adenauer Stiftung 	January - Mei 2024
External Evaluation of Smart Change project in line with OECD/DAC guidelines	<ul style="list-style-type: none"> End-to-end mixed-method project evaluation. 71 samples of quantitative and 10 qualitative data collection (KII & FGDs) in Indonesia and Germany Data management, cleansing, and processing. Mixed-method data analysis and report development. 	<ul style="list-style-type: none"> Senate Department for Economic Affairs, Energy and Public Enterprise EU Commission 	July - September 2023
Meta-Evaluation of StuNed Scholarship Program (2000-2021)	<ul style="list-style-type: none"> End-to-end mixed-method project evaluation. 300+ samples of quantitative and 14 qualitative data collection (KII & FGDs) in Indonesia and the Netherlands Data management, cleansing, and processing Mixed-method data analysis and report development. 	<ul style="list-style-type: none"> Nuffic Southeast Asia Embassy of the Kingdom of the Netherlands 	July - November 2023
Baseline Study on ASEAN Youth Job Market and Skills Demand	<ul style="list-style-type: none"> End-to-end baseline study development 1.080 samples of quantitative and 144 qualitative data collection (KII & FGDs) in 10 ASEAN Countries Data management, cleansing, and processing. Mixed-method data analysis and report development. 	<ul style="list-style-type: none"> ASEAN Foundation Google.org 	October 2021 - June 2022

Overview of project carried out by Obviously Sustainable (2/2)

Projects	Scope of Work	Clients	Timeline
Korea-Indonesia Startup Hub (KOIN) Assessment Workshop 2023	<ul style="list-style-type: none"> • Development of workshop concept note and startups participants list. • Workshop management and building recommendations arising from the workshop • Development and deployment of pre- and post- workshop survey • Monitoring, evaluation, and learning (MEL) and reporting 	<ul style="list-style-type: none"> • Ministry of Cooperatives and SMEs, Indonesia 	October - November 2023
Feasibility Study on Innovative Finance for Migration in Indonesia	<ul style="list-style-type: none"> • End-to-end feasibility study development • Qualitative data collection in Central Java, West Nusa Tenggara, and South Sulawesi. • Data management, cleansing, processing, triangulation, and analysis • Final report and publication development 	<ul style="list-style-type: none"> • United Nations Development Programme (UNDP) 	July - December 2023
Post-Pandemic MSME Landscape Review	<ul style="list-style-type: none"> • Subject matter advisory and survey questionnaires development • Survey platform development. • 600 respondents quantitative data collection in Indonesia • Data management, cleansing, and processing. • Mixed-method data analysis and report development. 	<ul style="list-style-type: none"> • SMEs Corporation (SMESCO) Indonesia • Ministry of Cooperatives and SMEs, Indonesia 	February - November 2023
Riot Games Public Policy, External Affairs, and Stakeholder Engagement - Retainer Service	<ul style="list-style-type: none"> • Development of public policy strategy • Stakeholders engagement and outreach • Regulatory updates, analysis, and risk assessment • Public policy advisory, actions and recommendations 	<ul style="list-style-type: none"> • Riot Games 	March 2024 - Feb 2026
Smart Change Female Founders Accelerator 2023	<ul style="list-style-type: none"> • Accelerator concept development, management, and advisory • Participants outreach and selection • Partnership development with key stakeholders • Accelerator trainers and speakers outreach and invitation • Mixed-method data analysis and report development. 	<ul style="list-style-type: none"> • Senate Department for Economic Affairs, Energy and Public Enterprise • EU Commission 	July - September 2023
Impact Assessment of <i>SheMeansBusiness</i> Project	<ul style="list-style-type: none"> • End-to-end impact evaluation study • 740+ samples of quantitative and 20 qualitative data collection (KII & FGDs) in Argentina, Brazil, Colombia, Indonesia, Mexico and the Philippines. • Data management, cleansing, and processing • Mixed-method data analysis and report development. 	<ul style="list-style-type: none"> • Facebook (Meta) 	October 2020 - February 2021

Clients & Partners

We would like to thank our clients and partners for a strong and meaningful partnerships in driving business for good agenda that creates invaluable impact for our beneficiaries and stakeholders.

With their generous and supportive collaborations, we are able to live up to our goals in demonstrating businesses much-needed steadfastness in responding to what remains one of the toughest development and sustainability challenges of our times.





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