



PATA Gold Awards 2023: Sustainability & Social Responsibility

Category: Climate Change Initiative

Project Title Karmic Returns: Waterbom Bali's Sustainability Initiatives Program Leading the Way in Asia

Site Area Waterbom Bali — Jl. Kartika Plaza, Tuban, Kec. Kuta, Kabupaten Badung, Bali 80361

Implementation Status On-going Project

Project Summary

Introduction

Waterbom Bali is a popular water park located in Kuta, Bali, Indonesia. We are known as one of the best water parks in Asia and attract tourists from all over the world. Waterbom Bali is more than just a waterpark.

Beyond Waterbom Bali world-class slides and attractions, lies a carefully sanctuary of gardens and water features that proudly represent the beauty of Bali.

Since its opening in 1993, Waterbom Bali has focused on respecting the environment and incorporating the local Balinese philosophy of Tri Hita Karana (harmony between people, nature and spirituality) into our operations and team culture.

In particular, over the past 7 years, we have been committed to transforming our business and operations by implementing ambitious sustainability initiatives and goals. Our sustainability program, **Karmic Returns**, began in 2017 when we began working with sustainability consultants and our internal team to establish systems to measure, record, analyze, and review our operations and practices to make them more sustainable.

Through **Karmic Returns**, Waterbom follows several sustainability practices:

Waste Management

Our waste management system includes segregation at source, separation of waste materials on site, organic waste material composting, plus measurement and reporting.

To minimize the amount of waste ending up in landfill through separation at source of organic and nonorganic recyclables and onsite compost facilities — we have both organic and inorganic [trash bins](#) stored around the park for guests and staff to use and separate their waste — we hope this will also help to indirectly educate them on how to become responsible in disposing of waste.

First, our in-house green team sorts the organic and inorganic substance from the containers and measures it to gather information for our records. Next, the organic material undergoes shredding and is processed by the Forced Aeration System technique within our dedicated composting facility located on-site. Following a three-month processing period, the compost becomes suitable for utilization as a soil fertilizer in the gardens of our waterpark.

For our inorganic materials, we work with external parties on behalf of PT. Asri Karya to collect our pre-sorted inorganic recyclables on a daily basis. We have chosen PT. Asri Karya because of their adherence to our Good Governance Policy. Their commitment to transparency and accountability is demonstrated by their willingness to facilitate unannounced inspections and provide access to verify the recycling rate of the collected waste. This partnership ensures the implementation of efficient waste management practices that align with our sustainability goals. By maintaining an open and collaborative relationship with our waste hauler, we are able to



continually monitor and improve our recycling initiatives, thereby promoting responsible waste management and resource conservation.

By adhering to this waste management approach, we have achieved a recycling rate of 94% for the materials we generate. As a result, the amount of waste sent to landfill from our park has been significantly reduced to only 6%. In addition to implementing technical solutions to waste issues, starting in September 2022, we completely banned the use of all types of plastic bags inside our park and office. We hope that by eliminating plastic bags from our operations, we are actively working to minimize our environmental impact and contribute to the preservation of our planet.

Water Management

To reduce our water footprint, our water management system includes daily metering, a closed-loop filtration system, controlled faucet and shower flow rates, the installation of recharge wells, and wastewater treatment.

We ensure that all water used is measured through daily metering. From the data we collect, we can determine the water consumption rate of each area, identify anomalies, and develop an appropriate strategy to continually reduce water consumption. The closed-loop filtration system helps direct water from all the slides through the extensive filtration system to a single source, the Lazy River. This means that the water used on each slide is recirculated throughout the park instead of being discharged into the municipal sewer system from multiple filtration backwashes.

To regulate water consumption in our park, we have installed low-flow devices in our faucets and controlled the flow rate of our showers. In 2022, this has resulted in a 63% reduction compared to our 2016 baseline compared to using conventional fixtures. In addition, we have strategically placed 9 recharge wells throughout the park to capture rainwater and recharge the aquifer. We estimate that we are successfully returning over 36,459 m³ of water annually through this initiative. We have also installed a Sewage Treatment Plant (STP) to treat our wastewater and convert it into partially purified water suitable for irrigation purposes. By implementing this system, we save 1,305 m³ of water by the end of 2022. Finally, we ensure transparency by regularly measuring and disclosing our water consumption in our monthly report for public awareness.

Energy and Carbon Management

We have implemented several energy-saving measures, to significantly reduce our energy consumption and our carbon footprint, and promote sustainability throughout our operations.

To determine our energy usage, we take measurements to assess the consumption rates of various areas within our park. This includes analyzing the electricity consumption of water pumps and the gas consumption of our restaurants. With this data, we establish an energy consumption baseline and develop strategies to reduce our overall energy usage.

Since electricity is our primary energy source at Waterbom, we have installed solar panels throughout our park to generate clean and renewable energy. These panels currently account for 8% of our total electricity consumption. In addition, we enforce energy-saving practices such as limiting the use of air conditioning in our offices and setting a minimum temperature of 21°C to ensure efficient use. We have also replaced traditional light bulbs in both the park and offices with energy-saving LED bulbs, resulting in an average of 75% energy reduction in our lighting sectors.

To prevent power outages caused by faulty equipment, we regularly monitor and standardize refrigerators and freezers in our restaurants. Additionally, we have optimized the operation time of our pool water filters by introducing timers, resulting in potential energy savings of up to 14% from our pool water filters. Another step we have taken is to improve the efficiency of our water pumps by installing Variable Speed Drives (VSD) on our slide



pumps. This technology allows us to control the speed and torque of the pump motor, ultimately reducing our pump power consumption by at least 28%.

To ensure transparency, we generate a comprehensive monthly report showcasing our accomplishments. Annually, we measure our carbon footprint and fulfill our responsibility to mitigate carbon emissions by obtaining [Renewable Energy Certificates from PLN](#), the Indonesian Utility Company, which ensures a clean supply for our grid electricity consumption. Furthermore, we offset our carbon footprint through internationally recognized initiatives such as the UN Climate Neutral Now program, demonstrating our commitment to environmental preservation and playing our part in safeguarding the planet.

Education & Community

We have created a program called 'Seed of Thought' at Waterbom which is designed to inspire and educate youth about sustainability and environmental responsibility. Through this program, we aim to cultivate a sense of awareness and understanding among young individuals about the importance of preserving and protecting our planet. By providing an engaging and interactive platform for discussions, debates, and park walkthroughs, we encourage adolescents from schools, universities, and companies to actively participate in learning about our sustainability efforts. The program not only fosters knowledge but also promotes a deeper connection with nature and instills a sense of responsibility towards environmental conservation. Through Seed of Thought, we strive to empower the future generation to become advocates for sustainable practices and contribute to a more sustainable future.

CSR Support

Waterbom Bali's CSR program is designed with the objective of providing support to multiple programs on the island that are actively engaged in protecting and preserving the environment. Through our CSR activities, we seek to collaborate with and contribute to initiatives and organizations that prioritize environmental conservation, sustainability, and the well-being of the local ecosystem. By actively supporting these programs, Waterbom Bali demonstrates its commitment to being an environmentally responsible entity and actively participating in the collective effort to safeguard the natural beauty and resources of the island.

Staff Engagement and Awareness

Waterbom takes pride in its dedicated 'Green Team' of passionate individuals who lead by example and provide guidance and training to our employees. This team plays a vital role in implementing sustainable practices across our office areas, instilling the same values and principles within our workforce of nearly 300 individuals. Through their leadership, education, and consistent demonstration of sustainable practices, we aim to foster a culture of environmental consciousness and responsibility among our staff.

Accomplishments

Powering a Sustainable Future: Waterbom's Investment in PV Systems

Waterbom's commitment to minimizing its environmental impact goes beyond the transition to electric vehicles. A clear demonstration of this commitment is our investment in clean energy technologies, particularly photovoltaic (PV) systems. To date, we have committed \$136,459.53 to the implementation of solar power technology. The installation of our solar array was a transformative milestone, resulting in the avoidance of an astounding 175 tons of greenhouse gas emissions in a single year!

But we are not content to stop there. Our vision extends to further expanding our solar capacity, with plans to add an additional 200 kWp of power. This expansion represents an investment of \$343,232 and has the potential to eliminate up to 468 tons of greenhouse gas emissions annually. By making this significant investment in renewable energy, we are actively contributing to a cleaner and more sustainable future.

Carbon Avoidance and Waste Reduction: Waterbom's Composting and Recycling Success

Waterbom has achieved remarkable success in minimizing its carbon footprint and waste through effective composting and recycling practices. The waste management process begins with the separation of organic and non-organic materials at the source, with dedicated bins located throughout the park for each type of material. At the end of each day, the diligent landscaping team collects the materials, measures them, and records the data.

The organic waste undergoes a specialized composting process at our on-site facility, transforming it into 100% homemade organic fertilizer. This nutrient-rich fertilizer is then utilized throughout the park to support the growth of plants, fostering a sustainable ecosystem. On the other hand, the landscaping team carefully sorts the inorganic materials at the waste separation facility. These materials are then sent to PT. Asri Karya, a trusted third-party recycler, to ensure proper recycling. While there may be some residual materials that are challenging to recycle, in 2022 Waterbom has achieved an impressive composting rate 98% of our organic materials have been successfully composted, aside from that, 77% of our inorganic materials also being successfully recycled resulting in only a mere 6% from our total waste ends up in landfills.

These sustainable practices have yielded significant environmental benefits. Based on reputable publications such as "Greenhouse gas emission factors for recycling of source-segregated waste materials" by David A. Turner, MOE, and EPA, Waterbom's approach has resulted in the avoidance of approximately 161,665 kg CO₂e of greenhouse gas emissions. Moreover, the company's efforts have made a tangible impact on reducing pollution and landfill waste in the local community, contributing to a healthier and more sustainable environment.

Summary

At Waterbom, we strongly believe that integrating sustainability into our business model is crucial for the well-being of our planet and future generations. Our sustainability efforts have not only preserved the environment but have also yielded significant financial benefits through improved efficiency.

Based on our data, our energy conservation measures alone have the potential to save 833,700 kWh annually, amounting to IDR 723,437,239 in financial savings. Additionally, our water-saving initiatives have resulted in a remarkable 44,491 m³ groundwater reduction, with a corresponding financial savings value of IDR 79,943,921 per year. Moreover, by producing 147,698 kg of compost, we have saved IDR 295,396,000 that would have been spent on purchasing organic fertilizer. When all these savings are combined, the total financial gains from our sustainability initiatives amount to IDR 1,080,969,010 per year.

Furthermore, our investment in solar panels has the potential to save approximately IDR 15,000,000,000 (US\$1,016,988) over the 30-year lifespan of the panels.



By prioritizing the environment and embracing sustainable practices, we not only thrive as a business but also contribute to a healthier planet and a brighter future for generations to come. We aspire to serve as a source of inspiration for others within our industry to adopt similar practices.

Project Evolution Details

A selection of the significant Milestones within our sustainability journey are listed below:

2017:

- Waterbom established a new 'Green Team' and appointed an Eco-Champion within our organization and introduced the '**Karmic Returns**' program with our initiatives and goals.
- Supported Bali Water Protection Program, with the objective of conserving and protecting water resources in Bali.
- Waterbom Bali achieved carbon neutrality for the first time in 2017 and has remained consistent in maintaining this status until 2021. The ongoing efforts to track and reduce carbon emissions continued in 2022.

2018:

- Released Balancing The Waters - Documentary Film aimed to bring awareness and support to Bali's water crisis through engaging local community leaders and businesses (Follow up sequel planned for 2024)
- Installed photovoltaic (PV) systems to generate solar energy on our roof areas and office buildings.
- CSR program : Thousand Bamboo Planting — We initiated a bamboo planting project with the aim of planting one thousand bamboo trees. Bamboo plays a crucial role in avoiding the use of fossil fuels and mitigating deforestation. By promoting the growth of bamboo, we contribute to the reduction of fossil fuel dependency and the preservation of forested areas.

2019:

- From baby steps to giant leaps: Waterbom Bali reached a major sustainability milestone in November 2019, with a remarkable reduction in waste sent to landfill. In November 2019, only 8% of our waste ended up in landfills, compared to approximately 23% in 2018 and 67% a few years before that.

2020:

- In response to the challenges posed by the COVID-19 pandemic, we set up a permaculture and organic food garden in our park land to address food scarcity concerns. This initiative allowed us to cultivate a variety of healthy vegetables on-site during the pandemic, ensuring that our staff had access to nutritious food options. By adopting permaculture principles and organic farming methods, we promoted sustainable and environmentally-friendly practices in the company and supported our staff during difficult times.

2021:

- CSR program: we joined a forest reforestation program in the Jembrana region. Through this initiative, we are committed to restoring and replenishing the forested areas in Jembrana. By actively participating in reforestation efforts, we aim to enhance biodiversity, combat deforestation, and contribute to the overall environmental health of the region.

2022:

- Our climate change objectives have been approved by the Science Based Targets Initiative (SBTi). This validation from SBTi signifies the recognition of our efforts and commitment towards addressing climate change in a scientifically rigorous manner. By obtaining SBTi approval, we have demonstrated that our climate

targets are in line with the latest scientific standards and aligned with the global objective of limiting global warming.

- Banned the use of plastic bags in staff areas as a step to reduce plastic waste while encouraging our staff to adopt more eco-friendly practices. We provide staff with an alternative Waterbom reusable tote bag to help facilitate this and create awareness.
- CSR Program: Waterbom Bali's 29th anniversary marked a special occasion for our CSR initiatives, as we embarked on a coral planting project to contribute to the preservation of marine ecosystems. We organized a coral planting program in collaboration with local organization, Livingseas. This initiative aimed to restore and enhance coral reefs, promoting biodiversity and ensuring the long-term sustainability of our oceans and allowed us to contribute to protecting and nurturing the natural beauty of the marine environment surrounding Waterbom Bali.

2023:

- Successfully attained the lowest landfill waste percentage to date, reaching a record-low of 3.4%.
- Q1 - 2023 Karmic Returns: We saved 87,264 kWh of energy which is roughly the same amount used to light up the Ain Dubai Ferris wheel for 6 days. We composted 41,360 kg of organic waste material into fertilizer for our gardens, approximately the same weight as 38 Great White Sharks. We saved 4,289 m³ of water which is equivalent to the weight of 218 Lockheed Martin F-22 Raptor Fighter Jets.
- Established ambitious long-term objectives to achieve Net Zero emissions before the year 2050.
- Encouraged staff to switch to electric bikes as a sustainable transportation option, with a subsidy program and promoting a healthier environment and reducing their carbon footprint.

Project Technical Details — Conservation Technique

Waterbom Bali recognized the importance of monitoring as a crucial factor in assessing the effectiveness of our conservation efforts and identifying potential avenues for exploring technological advancements and innovative solutions.

We actively and consistently measure and analyze our park carbon footprint and environmental impact by tracking key metrics including energy consumption, waste reduction, and water conservation. By utilizing this data-driven approach, we can effectively assess our progress, identify areas for improvement, and make informed decisions to minimize our ecological footprint. Through transparent reporting, we aim to keep stakeholders informed about our environmental initiatives and ensure accountability in our sustainability efforts.

Through our continuous dedication to implementing sustainable initiatives, we achieved a significant milestone by becoming the first tourism operation in Bali to attain carbon neutrality. This achievement was realized through our participation in a Certified Emissions Reduction (CERs) Project, officially approved by the United Nations Framework Convention on Climate Change (UNFCCC).

Carbon Accounting and Offsetting Overview

At Waterbom, we prioritize transparency in our sustainability endeavors, including the process of carbon accounting and offsetting. To assess and minimize our environmental footprint, we conduct annual carbon accounting to accurately measure our carbon emissions. This begins by establishing PT Bali Ocean Magic as the reporting entity and operator of Waterbom, defining our greenhouse gas accounting boundary.

Our accounting boundary includes three scopes of emissions. Scope 1 encompasses direct emissions from sources under our control, such as LPG usage and refrigerants. Scope 2 includes indirect emissions from purchased electricity consumption. Scope 3 accounts for indirect emissions resulting from activities like employee

commuting and the procurement of goods and services.

To calculate emissions, we employ a standardized method that multiplies emission factors by activity data. This provides a clear measurement in kilograms of CO₂ equivalent per unit of activity data, such as liters, kilograms, or kilowatt hours.

Once we have gathered all the necessary information for the GHG accounting boundary, we proceed with the GHG inventory. This meticulous process involves tracking and measuring all greenhouse gas emissions produced by Waterbom Bali within the established boundary. By conducting this inventory, we gain a comprehensive understanding of our environmental impact, enabling us to develop effective strategies for emission reduction and enhance our sustainability initiatives.

Developing Strategies for GHG Reduction

Following the completion of our GHG inventory, we diligently analyze the data to devise effective strategies for improvement. Waterbom Bali is fully committed to upholding sustainability in all operational aspects, and as such, we have established ambitious targets for GHG emission reductions within Scope 2.

To accomplish these targets, we have identified several techniques to implement. These include enhancing equipment and operational efficiency to reduce electricity consumption by 5% by 2025 and 10% by 2030. Additionally, our aim is to replace 7% of our electricity consumption with renewable energy by 2020 and generate a minimum of 10% of our electricity from renewable sources by 2025. By increasing the utilization of renewable energy, we anticipate a 16% reduction in emissions from JAMALI's grid electricity. Based on our calculations, we project a 22% decrease in Scope 2 GHG emissions by 2025 and a 32% reduction by 2030, taking into consideration these key factors.

For Scopes 1 and 3, which encompass direct and indirect emissions from sources beyond our control, we have adopted the IEA roadmap. This roadmap outlines a 10% reduction over 10 years, aligning with our commitment to curbing environmental impact and fostering sustainable practices in our operations. Our goal is to achieve a 5% reduction in Scope 1&3 GHG emissions by 2025 and a 10% reduction by 2030, as part of our comprehensive sustainability efforts.

Waterbom Bali is dedicated to achieving sustainability goals by offsetting and mitigating greenhouse gas emissions. We participate in UNFCCC carbon offset projects, procuring Certified Emission Reductions (CERs) to offset our emissions. Additionally, we procure Renewable Energy Certificates (RECs) from PLN, supporting renewable energy development and reducing our reliance on fossil fuels.

Please see our GHG Accounting [HERE](#).

Fostering Collaborative Environment and Community Partnerships

Waterbom Bali is dedicated to collaborating with local organizations and government agencies to support the positive impact of sustainable tourism on the environment and the community. As part of our CSR programs, we have partnered with the NGO Yayasan ASRI to implement various initiatives that mitigate climate risk and promote sustainability.

One of its pillars focuses on providing essential healthcare services to the local community while prioritizing environmental health. Integrated clinics have been established, offering healthcare options that allow patients to pay for their medical services using tree seedlings and compost. This innovative approach fosters environmental responsibility within the community while contributing to reforestation efforts.

Reforestation plays a vital role in our program, specifically in the Gunung Palung region of Western Borneo. By replanting trees and restoring natural vegetation, we actively participate in restoring the hydrology cycle and



capturing carbon as well as supporting biodiversity.

Our CSR program includes a unique initiative called the "chainsaw buyback." Recognizing the reliance of local villagers on chainsaws for their livelihoods, which often leads to unsustainable practices like illegal logging, we have implemented a sustainable alternative. Through this program, we purchase chainsaws from villagers and provide them with education and training in alternative income-generating activities such as agriculture, livestock farming, and fisheries. This approach promotes sustainable practices and fosters a more balanced and sustainable way of living for the local community.

To support these initiatives, we are donating IDR 554,999,250 and collaborating closely with Yayasan ASRI for the monitoring and evaluation aspects of the projects. Our partnership and the implementation of our CSR program in the Gunung Palung region exemplify Waterbom Bali's unwavering commitment to environmental conservation, community development, and long-term sustainability.

Approval of Climate Change Objectives by the Science Based Targets Initiative

Our climate change objectives were approved by the Science Based Targets Initiative (SBTi). Our targets have undergone a streamlined validation process specifically tailored for small and medium-sized enterprises (SMEs). By 2030, our aim is to achieve a remarkable 46% reduction in greenhouse gas (GHG) emissions in Scope 1 and Scope 2, compared to our 2019 baseline. Additionally, we are dedicated to measuring and reducing our Scope 3 emissions. Looking ahead, our long-term objective is to decrease our overall emissions (Scope 1+2+3) by 90% by 2050, using the 2019 baseline as our reference point. These targets demonstrate our ambitious commitment to leading the way in sustainable tourism and minimizing our environmental impact.

The approval from SBTi signifies a significant milestone for us, as it represents the highest standard of validation for climate targets. SBTi provides a robust, science-based methodology that empowers companies, like ours, to establish and validate GHG reduction targets. Through verification from SBTi, we have ensured that our objectives align with the goals of the Paris Agreement, which aims to limit global warming to well below 1.5 degrees Celsius above pre-industrial levels.

We take great pride in being among the 45 tourism companies worldwide whose targets have received the endorsement of SBTi. This recognition underscores our unwavering dedication to being at the forefront of sustainable tourism and actively addressing the urgent issue of climate change.

| COMPANY/FINANCIAL INSTITUTION | TARGETS | | | ORGANIZATION TYPE | VIEW LESS |
|---|---|-----------|---|----------------------------|-----------|
| | NEAR TERM | LONG TERM | NET-ZERO | | |
| WATERBOM BALI Indonesia, Asia | 1.5°C | 1.5°C | COMMITTED | Small or Medium Enterprise | VIEW LESS |
| Date published/updated 2022 Sector Hotels, Restaurants and Leisure, and Tourism Services | Target summary Near term: 1.5°C by 2030 Long term: 1.5°C by 2050 Net zero: Committed | | Target This target was approved using a streamlined target validation route exclusive to small and medium-sized enterprises (SMEs). https://sciencebasedtargets.org/laqs-for-smes/ WATERBOM BALI commits to reduce scope 1 and scope 2 GHG emissions 46% by 2030 from a 2019 base year, and to measure and reduce its scope 3 emissions. WATERBOM BALI commits to reduce scope 1+2+3 emissions 90% by 2050 from a 2019 base year. | | |

Awareness of the Project

Empowering Employees with Low-Carbon Transportation with Financial Incentives for Electric Vehicle Purchases

Waterbom has made significant progress in promoting low-carbon transportation options for its employees by offering financial incentives for the purchase of electric vehicles. The challenge of reducing carbon emissions from local road transport, which accounts for 11% of global emissions, is being addressed. By switching from conventional bicycles to electric vehicles, such as electric scooters, Waterbom can achieve a significant reduction in carbon emissions. Considering that 95% of employees currently use motorcycles, with an average distance of 30 km per person, the total annual distance traveled is a staggering 1,182,636 km. By encouraging this shift to electric vehicles, Waterbom can potentially avoid up to 83 tons of CO₂e per year. The organization is committed to making a significant impact in mitigating the negative effects of short-distance road transport and is actively taking steps to support this cause.

Waterbom is proud to share the success stories of its employees who have switched to electric vehicles. Although the current number is 10 employees, their conscious decision to contribute to climate change mitigation is commendable and inspiring. Their commitment and awareness fuels our enthusiasm and motivates us to continue supporting their choice. We stand firmly behind them, confident that they will serve as role models and encourage others to follow their lead.

Promoting Sustainable Tourism through Engaging Events and Collaborations

Waterbom takes an active role in raising awareness about sustainable tourism practices through various events and collaborations that have a positive impact on society. One such initiative is our collaboration with Niu electric bike, where we host in-park activations to educate visitors about the importance of reducing carbon footprints. These events aim to increase public awareness and encourage environmentally friendly transportation choices.

Please see our In-Park Activation with Niu Electric Bike [HERE](#).

Please see our Electric Vehicles Impact Analysis with Niu Electric Bike [HERE](#).

Additionally, Waterbom sponsors events that align with our values and have a meaningful impact on both society and environment. By supporting such initiatives, we aim to contribute to positive change and inspire others to join us in our sustainability journey.

In our commitment to public awareness, Waterbom has developed a program called Seed of Thought. This edutainment program invites adolescents from schools, universities, orphanages, and companies to participate in debates and guided park walkthroughs. Through this program, participants can witness firsthand our sustainability efforts and gain valuable insights into environmental conservation. The day concludes with an exhilarating experience as participants enjoy the water slides in our park, combining education with entertainment.

By hosting these events and programs, Waterbom strives to create a platform for raising public awareness about sustainable practices and fostering a sense of environmental responsibility. Through these engaging activities, we aim to inspire individuals and organizations to make conscious choices that contribute to a more sustainable future.

Showcasing Sustainable Efforts by promoting Waterbom's Sustainability Initiatives

Emphasizing the significance of effectively communicating our sustainability initiatives, Waterbom takes great pride in highlighting these efforts on our [website](#) and in our marketing materials. We recognize the importance of informing and engaging not only our guests but also the broader public about the actions we are taking towards

environmental sustainability.

By featuring our sustainability initiatives prominently on our website, we provide a platform to educate visitors and potential guests about the various measures we have implemented to reduce our ecological footprint. This includes information about our waste management practices, recycling efforts, renewable energy investments, water conservation strategies, and other sustainable initiatives.

Additionally, we incorporate these sustainability initiatives into our marketing materials to create awareness and inspire others to join us in our journey towards a greener future. By transparently sharing our commitment to sustainability both online and offline (in-house TVC), we aim to encourage responsible tourism practices and foster a sense of environmental consciousness among our audience.

Waterbom recognizes that communicating our sustainability initiatives is not just about promoting our brand but also about making a positive impact on the environment. Through effective communication, we strive to inspire and empower individuals to make environmentally conscious choices, not only within our park but also in their daily lives. That is why we have always tried to get involved in sustainability events, even speaking on panels such as The Punch Sustainability Gala, etc.

Please see our Sustainability highlight section on our Instagram [HERE](#)

Please see our Recycled Ogoh-Ogoh Statue details here [HERE](#)

Please see the video of our Ogoh-ogoh on Instagram reels [HERE](#)

Specific responses:

1. Has your organization/destination increased its tourism business as a result of environmental initiatives?

We believe the return of tourists to Bali after the pandemic, brought a more conscious and compassionate type of tourist, grateful for the ability to travel again and appreciative of the world we live in.

We definitely have seen an increase in social media shares of our sustainability initiatives around the park, and an appreciation for the eco touch points that we communicate. It is hard to measure a direct increase in business, but from a sentiment point of view, we have seen it in our social and community engagement.

Waterbom Bali has received recognition as the #1 waterpark in Asia and #2 in the world on Tripadvisor for four consecutive years. We have also been nominated for prestigious awards such as the World Travel Awards, PATA Awards, National Geographic World Legacy Awards, and United Nations World Tourism Organization Innovation in Enterprise. These accolades serve as valuable tools for establishing and nurturing relationships with our guests.

We have found we have been getting more media enquiries related to sustainability as the topic becomes more prevalent and our CEO is conducting more interviews about the work we do at the park. The demand for more knowledge and transparency is there and it is a focus for us to continue to raise awareness and educate our audience through valued partnerships and relatable information.

Through our ongoing efforts in sustainability-focused communication, we have gained trust and loyalty from our guests but also started targeting a growing market interested in environmentally conscious experiences.

2. Have environmental issues been the focus of your organization's/destination's advertising and/or public relations campaigns within the past year? If so, please give details.

Yes, one of our corporate values is to inspire and drive change towards a more sustainable future for the tourism industry. All of our initiatives and programs are measured, recorded, and shared via our marketing

materials and distribution channels in the hope that others will aspire to this vision. To lead by example and demonstrate that the tourism industry can be an environmentally responsible business; reducing our impact on the environment and preserving the planet.

We regularly send out ‘Sustainability focused’ press releases to our media partners and as part of our park expansion a large focus is placed on our ESD within the design and construction which has been a leading communication point in advertising, social media content and media relations direction. We are working on an Annual Sustainability Impact Report which will be distributed with a release to all business, lifestyle and sustainability related media in Q3 2023 to drive the awareness of our sustainability initiatives and promote our results to our audience.

Please see below some past Editorial features with media:

- **NOW! Bali** : Editorial Team, N. B. (2023, January 10). Bigger, Better, Wetter - Waterbom Bali Reveals Exciting Expansion Plan for 2023 - NOW! Bali. NOW! Bali. <https://www.nowbali.co.id/bigger-better-wetter-waterbom-bali-reveals-exciting-expansion-plan-for-2023>
- **NOW! Bali** : Sjarief, B. (2022, March 14). Saving Waters: Tackling Bali’s Water Crisis - NOW! Bali. NOW! Bali. <https://www.nowbali.co.id/saving-waters-tackling-balis-water-crisis/>
- **Indonesia Expat Sustainability** : Pandjaitan, M. (2023, May 11). Slide through the Bewitching, Earthy Waterbom Bali with Sayan Gulino. Indonesia Expat. <https://indonesiaexpat.id/business-property/business-profile/slide-through-the-bewitching-earthly-water-bom-bali-with-sayan-gulino/>
- **Tatler** : Mukhopadhyay, S. (2023, April 21). From technology to plants: How Asia’s water parks are using less water and embracing sustainability. From Technology to Plants: How Asia’s Water Parks Are Using Less Water and Embracing Sustainability | Tatler Asia. <https://www.tatlerasia.com/power-purpose/sustainability/asia-water-parks-sustainability-water-saving>
- **WhiteWater** : Kirby, D. (2019, March 29). Waterbom Bali – the Heart of Sustainability. WhiteWater. <https://www.whitewaterwest.com/en/insights-and-events/news/waterbom-bali-leading-the-way-in-sustainability/>

Our CEO, Sayan spoke at a recent Bali community Sustainability event, ‘The Punch Sustainability Gala’ (April 5, 2023) and he highlighted Bali’s water crisis, to over 150 people and raised awareness about how groundwater reserves are being depleted at an alarming rate due to over-exploitation, causing a range of problems including saltwater intrusion and land subsidence.

Also earlier this year, as part of our Nyepi celebrations (a day respected by the island for Hindu New Year) (March 22), we created our own Ogoh-ogoh statue using recycled waste materials from our park and operations. (these statues are traditionally created by the community and usually by styrofoam or other non recyclable materials)

It provided members of our team from different departments a chance to work together, celebrating an important Balinese tradition and conserving our environment by showing how waste can be reinvented as art. The structure frame was made from steel and bamboo, old paper from printed entry tickets and cardboard make up the bodies of the creatures. Our yellow and blue sun lounge fabric and material from the green Boomerang tubes made up the fish scales. Old Waterbom towels covered the base, and damaged non-slip floor mats and locker wristbands were rolled to make the intricate carving-style decoration on the bottom. Our ogoh-ogoh was then displayed in our parking lot for a few weeks with a story behind it to help raise awareness to our guests and local community.

Our CEO is also taking part in an upcoming Waterparks & Sustainability Panel event in June in IAAPA Event in Singapore (details [HERE](#)) so we continue to focus on these opportunities to help spread awareness of sustainability and business.

3. Is there a senior person responsible for environmental concerns in your organization/destination?

Waterbom Bali is an ongoing passion project that leads by example. Our CEO Sayan Gulino, leads the way for our sustainability efforts and has been a driving force in our actions and Windu, our Sustainability Manager (Eco-Champion), is a key leader in implementing our initiatives and following up our sustainability program Karmic Returns.

Growing up in Bali, Sayan Gulino, CEO of Waterbom Bali, has always had a great respect for the environment, which has translated into what we do today in terms of sustainability and our park's environmental policy. Sayan believes that his experiences growing up in Bali forged the strong relationship he has with nature, allowing him to truly understand the importance of our environment and harmony with nature.

The idea of building a boutique tropical waterpark in Bali was originally conceived by Santo Gulino, Sayan's father, in 1989. Before any sustainability trends had come to light, Santo's first instruction as the park's founder in 1993 was to not cut down any trees on the land, but to build the slides around the existing landscape, this way we would not ruin the surrounding nature, but incorporate all the lush flora and greenery into the park's layout and activities.

That is how Sayan learned to protect nature at an early age, and it has definitely influenced the way he runs Waterbom today as CEO. We have consciously developed our park to complement the natural environment. To this day, we maintain more than 50% of our 3.8 hectare park as green space, including a number of native species now threatened by overdevelopment in the southern part of Bali.

Due to the beauty and natural resources of Bali, Waterbom has worked since its inception to minimize its impact on the environment by continuously implementing business practices to reduce waste and protect Bali's natural resources. In 2018, Sayan undertook a passion project documentary called "[Balancing The Waters](#)". Today, combined with the innovative elements of sustainability, we use technology and measurement to evaluate and implement our policies and sustainability initiatives across the company.

4. Does your organization/destination have a system in place for employees/stakeholders to make suggestions to help improve environmental standards?

Waterbom Bali has established a 'Green Team' which is led by an Eco-Champion (Sustainability Manager), who is responsible for strategizing, implementing and maximizing the implementation of all sustainability inside and outside the park. Our Waterbom Green Team has developed training, lectures, presentations and onboarding workshops for all Waterbomers (our employees). Any member of Waterbom Bali can suggest ideas to the Eco-Champion to improve our environmental standards. The ideas are then presented as a case study to be explored on a deeper level with our Green Team. This system ensures that employee suggestions are taken into consideration and that the park continues to evolve and adapt in its sustainability journey.

5. Does your organization/destination participate in or actively encourage community environmental programmes?

We have created an 'edutainment' program called the Seed of Thought – it's an intimate workshop conducted by Waterbom Bali. It is designed to share ideas and inspire a more sustainable way of life. We firmly believe

that children are the future agents of change, and therefore it is important to introduce sustainability issues to foster concern for the environment from an early age.

The strength of the Seed of Thought program lies not only in raising children's awareness of environmental issues, but also in encouraging these adolescents to think forward and seek a solution to the existing environmental problems through the debate activities carried out in this program. The initiatives taken by Waterbom Bali as an effort to reduce damage to nature are concrete evidence of change that can be clearly measured and is expected to be a driving force for the younger generations to influence people, even if only on the smallest scale of family and friends.

Protecting and nurturing Bali's environment for the benefit of future generations is a central pillar of Waterbom's corporate culture. We strongly believe that the adoption of sustainable business practices can deliver quantifiable results. The Seed of Thought invites companies, NGO, or students from institutions to participate in an open discussion on sustainability issues and see how Waterbom Bali is taking real action to protect the environment for future generations. As an act of giving back to the society, this program is free of charge and will include various activities such as debates, group visioning, park walkthrough and ending with sliding time in our park to end the day. We believe this is a great opportunity for the community to delve deeper into Bali's current environmental situation and cultivate their love for the benefit and harmony of future generations.

Please see our Seed of Thoughts initiative invitation [HERE](#)

Our Eco-Champion also works closely with our Human Resources team to organize [CSR initiatives](#) involving local communities and partners. In June 2021, we took part in a mangrove clean up for two weeks and then again in November and December to support the Sungai Watch movement (cleaning local rivers of rubbish in Bali). In 2022, we regularly arranged team beach clean-ups in our local area in Kuta, and also Sanur beach. Additionally, we've created recycled art competitions for staff and community awareness, sustainable house renovation for local charities and coral planting in Padang Bay 2022. Most recently, in February 2023, we participated in 'Bali's Biggest Beach Clean Up' and a large group of our team cleaned the local Kuta beach area.

6. What are the local communities' involvement and impact?

The local community is involved in Waterbom Bali's sustainability efforts through our CSR programs in collaboration with [ASRI](#) and [Livingseas](#). The reforestation of 30 hectares of forest in the Gunung Palung area and coral planting in the Padang Bay area not only reduce the park's environmental impact, but also contribute positively to the local community. In addition, Waterbom Bali's Seed of Thought program invites participants from businesses, schools, universities, and orphanages throughout Bali to participate and learn about sustainable living. The program aims to educate and empower the next generation of leaders and inspire a culture of environmental responsibility in the local community. Students participating in the program are also encouraged to share the knowledge they receive with their families and are expected to be agents of change in society in terms of waste management, water conservation and energy efficiency.

Please see our YPTH Project Assessment 2022 Report : [HERE](#).

Please see our LivingSeas Project Assessment 2022 Report : [HERE](#).

Waterbom Team Roles and Responsibilities

CEO : Setting the Vision and Strategy, Leadership and Culture, Board Engagement, Resource Allocation, Integration into Operations, Risk Management, Continuous Improvement and Innovation. Overall, our CEO plays a pivotal role in embedding sustainability into the core values and operations of the company, ensuring long-term success and positive impact for the organization and its stakeholders.

Eco-Champion (Sustainability Manager) : Developing and Implementing Sustainability Strategies, Raising Awareness and Educating Employees, Energy and Resource Conservation, Greenery and Facilities Management, Sustainable Events and Initiatives, Data Collection and Measurement and Reporting, Continuous Improvement.

Marketing & Creative team : Communication and Messaging – Raising Awareness, Branding and Positioning, Customer Education, Stakeholder Engagement, Market Research, Metrics and Reporting, Collaboration and Partnership, Content Creation and Management.

Human Resources team : Workforce Engagement – ensure all employees are engaged and educated about the company's sustainability goals and initiatives, Talent Acquisition and Management, Training and Development, Supply Chain and Vendor Management – Internally.

Results Generated / Supplementary materials:

Please see our Sustainability Program Update for 2023 : [HERE](#)

Please see our Waste, Water, Energy Report from Q1 - 2023 : [HERE](#)

Please see our Waste, Water, Energy Report from 2022 : [HERE](#)

Please see our TIGRs Certificate : [HERE](#)

Please see our Offset Certificate : [HERE](#)

Supporting Materials

Please see our Sustainability Park Map : [HERE](#)

Please see an example of our recent Sustainability Video : [HERE](#)