

## NEWS RELEASE

### **Lestari Capital's Rimba Collective Helps Dove Advance Forest Protection and Restoration Goals**

*Collaboration demonstrates how leading consumer goods brands can make a lasting impact on the environment while advancing their business aims*

**21 July 2023, Singapore** – The Rimba Collective, an initiative by Lestari Capital, is working with Unilever's Dove brand to protect and restore 123,000 acres (49,776 hectares) of rainforest in Southeast Asia over five years. This collaboration forms part of the Dove Nature Regeneration Project announced this week and shows how the Rimba Collective is providing a reliable way for leading consumer goods manufacturers to make progress on their sustainability commitments.

Launched in 2021, the Rimba Collective aims to mobilize US\$1 billion to protect and restore 500,000 hectares of forest and improve the livelihoods of 32,000 people in Southeast Asia over 30 years. In its first year of operations, the Collective reached 102,000 hectares of contracted forest conservation and restoration projects and is on track to achieve 200,000 hectares by the end of 2023.

This momentum shows how the private sector can make a real, tangible impact on the environment and support the livelihoods of forest frontier communities. Initially focused on Indonesia, Rimba Collective projects have been chosen based on their potential to protect or restore large areas of natural ecosystems and habitats and ensure sustainable opportunities for local workforces.

"The imperative around forest protection and restoration is ever-growing and we're delighted to be collaborating with Dove to make progress in this critical area. Aligning conservation goals to supply chain market demands is a fundamental shift that we are working hard to verifiably achieve for major consumer goods companies, and we look forward to more and deeper collaborations in the future – the planet and its people can't wait," said Michal Zrust, CEO, Lestari Capital, the parent company of the Rimba Collective.

There are currently eight projects within the Rimba Collective that are managed by on-the-ground project operators working directly with NGOs, local communities and governments. Each project is designed to deliver positive ecosystem and livelihood outcomes over 30 years.

The Rimba Collective is a collaboration between leading consumer goods manufacturers. The four founding partners are Nestle, PepsiCo, Procter & Gamble, and Unilever. Through collective action, each company can deliver on its individual corporate sustainability commitments over the long term and at scale, protecting and restoring natural landscapes, and supporting people's livelihoods. Together however, we show how we can work towards the greater good and achieve transformative change.



“The Rimba Collective demonstrates the tremendous impact of collective corporate action. If more companies join together to finance conservation in their sourcing areas, the multiplier effect will be enormous. It’s time for companies to take credible action if they are to transform supply chains.” said Michal Zrust.

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### **About Lestari Capital**

Founded in 2017 in Southeast Asia, Lestari Capital is an impact-focused enterprise that designs and builds innovative mechanisms to address the chronic under-funding of conservation and restoration initiatives through integration with supply chain market demands. Working in partnership with industry leaders, Lestari Capital aims to change the narrative around conservation funding in Southeast Asia and worldwide by integrating the value of ecosystem services into the cost of commodities. Visit [www.lestaricapital.com](http://www.lestaricapital.com).

### **About The Rimba Collective**

The Rimba Collective is an innovative, long-term collaboration between consumer goods manufacturers, processors, traders and growers in the agricultural commodities industry. Through collective action, each company can deliver on its individual corporate sustainability objectives over the long term and at scale.

We are at the forefront of a movement leading the transformation to sustainable economies through programmes that protect and restore natural landscapes and support local communities. We partner with NGOs, governments and conservation experts to deliver positive ecosystem outcomes at scale over the next 30 years, and through our unique finance model and robust verification approach, we equitably link high-quality, credible ecosystem outcomes to the scale of companies’ contributions and their procurement of natural commodities. Learn more at: <https://rimbacollective.com/>.

### **Media Contact**

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