

# Connecting Geographical Indication (GI) and Sustainable Practices with Hindu Philosophy Tri Hita Karana in the Island of Bali

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## ABSTRACT

Balinese coffee growers are strongly committed to the cultivation of coffee in accordance with the principles of the Hindu philosophy of Tri Hita Karana. The Government of Indonesia also launched its ambitious Green Economy Index (GEI) Target aiming for a Net-Zero Emissions. Coop Coffee is a co-operative company with 1,214 coffee growers from the Kintamani Bali coffee Geographical Indication (GI) zone. Coop Coffee wants to reduce greenhouse gas emissions throughout the coffee chain.

**Keywords:** Geographical Indication, Coffee Chain, Island of Bali

## Methods

The project uses two complementary tools: a technology capable of estimating and reducing GHG emissions together with the GI certification scheme. A blockchain technology is being implemented.

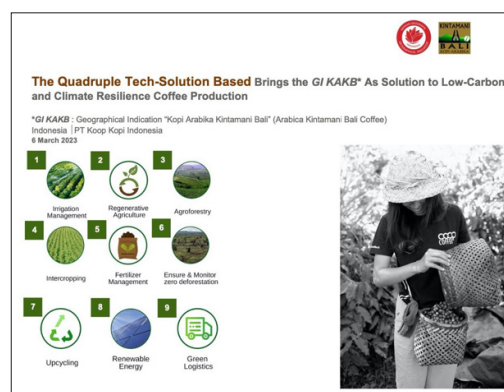
## Results

Preliminary research involving 10 producers succeeded in controlling two main sources of GHG emissions: the organic decomposition of wastewater and the coffee pulp. This effort is supported by Starbucks Company who installed a roasting plant in Bali.

## Perspectives

Coop Coffee's ambition is to develop carbon-smart agriculture to support innovation on carbon sequestration. The ultimate goal

is to comply with the Tri Hita Karana together with accessing to economic benefits such as 'carbon premiums'.



## References

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