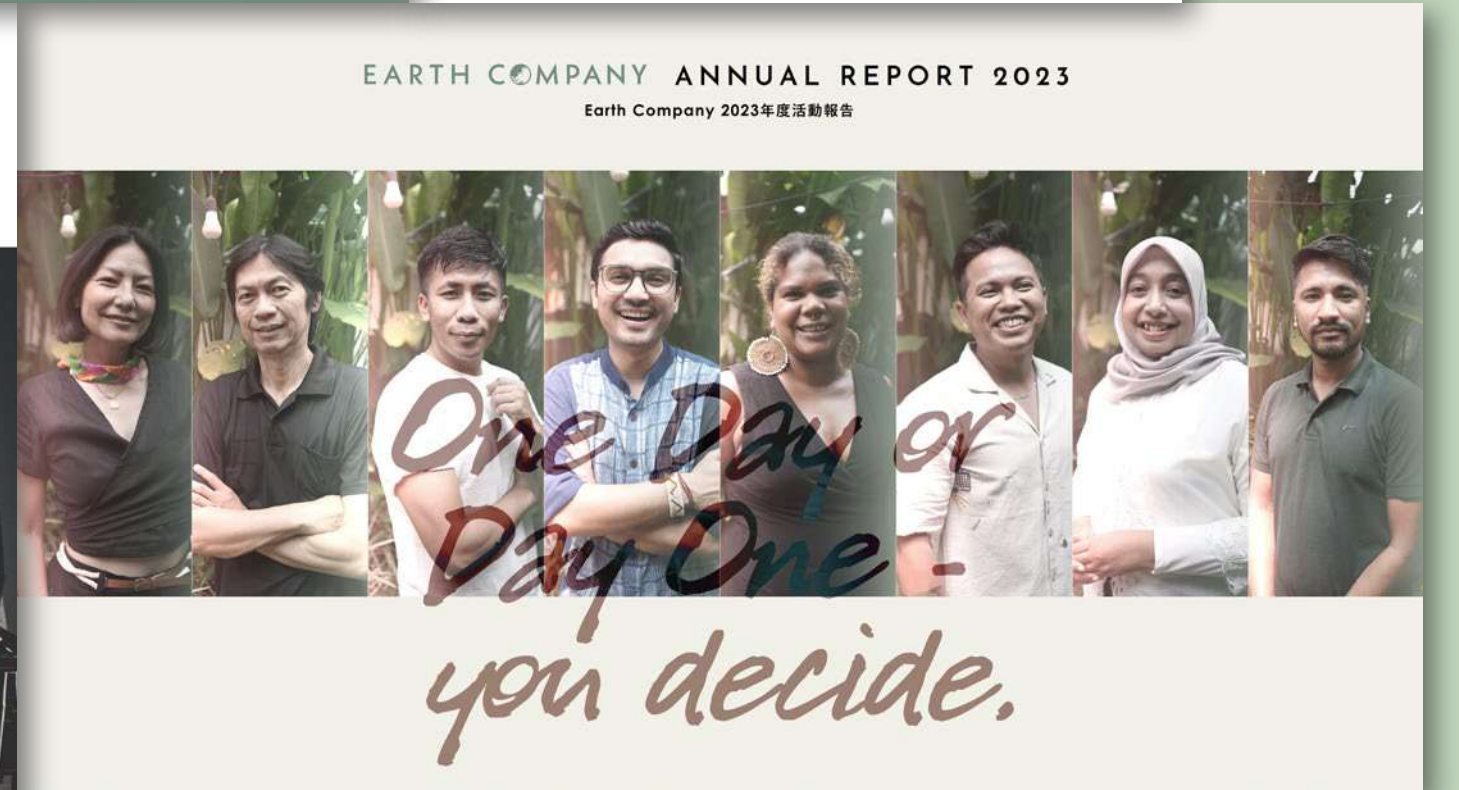
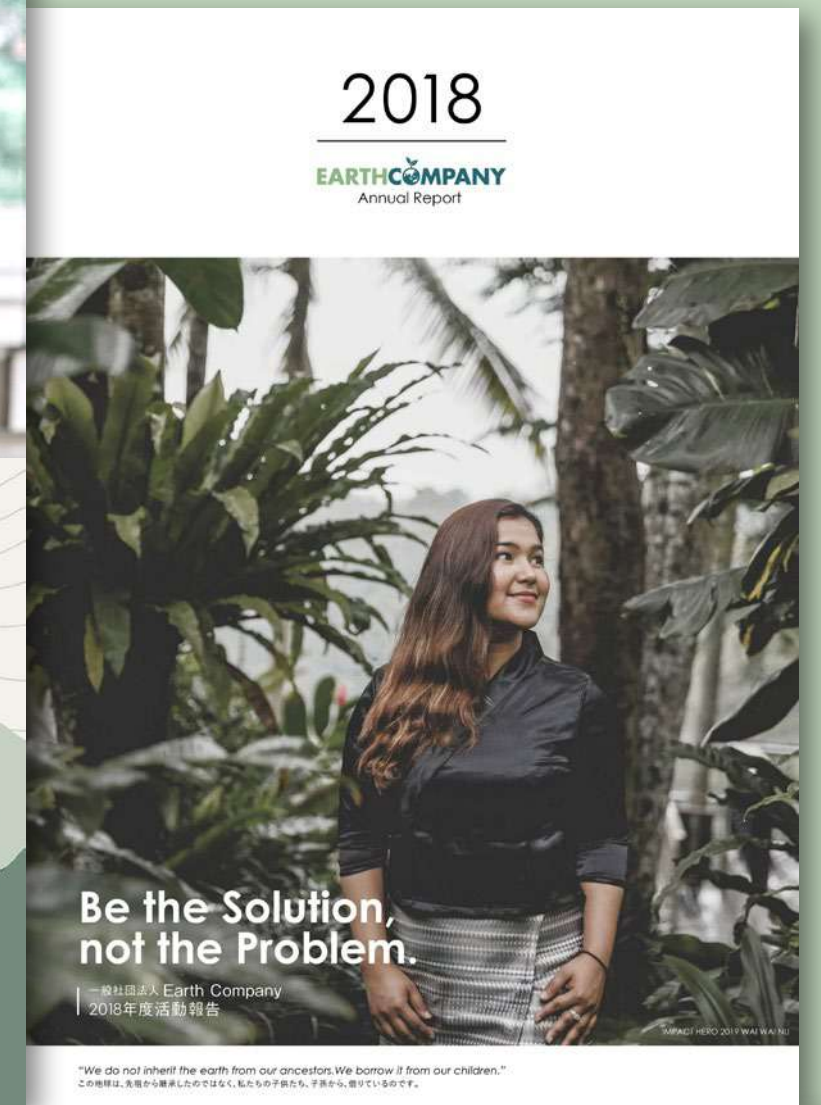
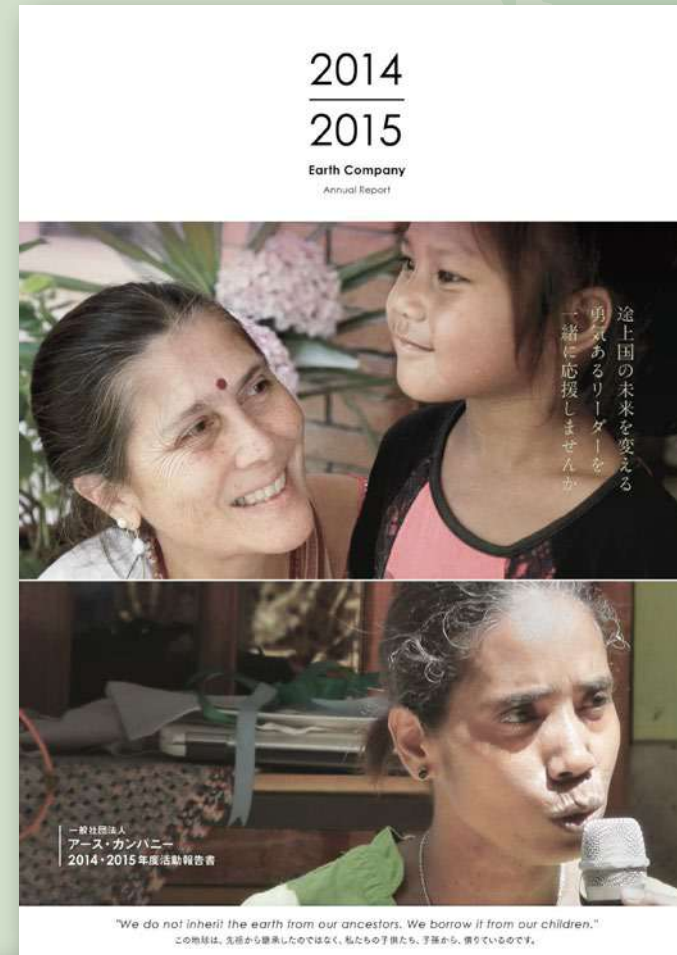


EARTH COMPANY

# ANNUAL REPORT 2024

Activities and Achievements in 2024



# EARTH COMPANY

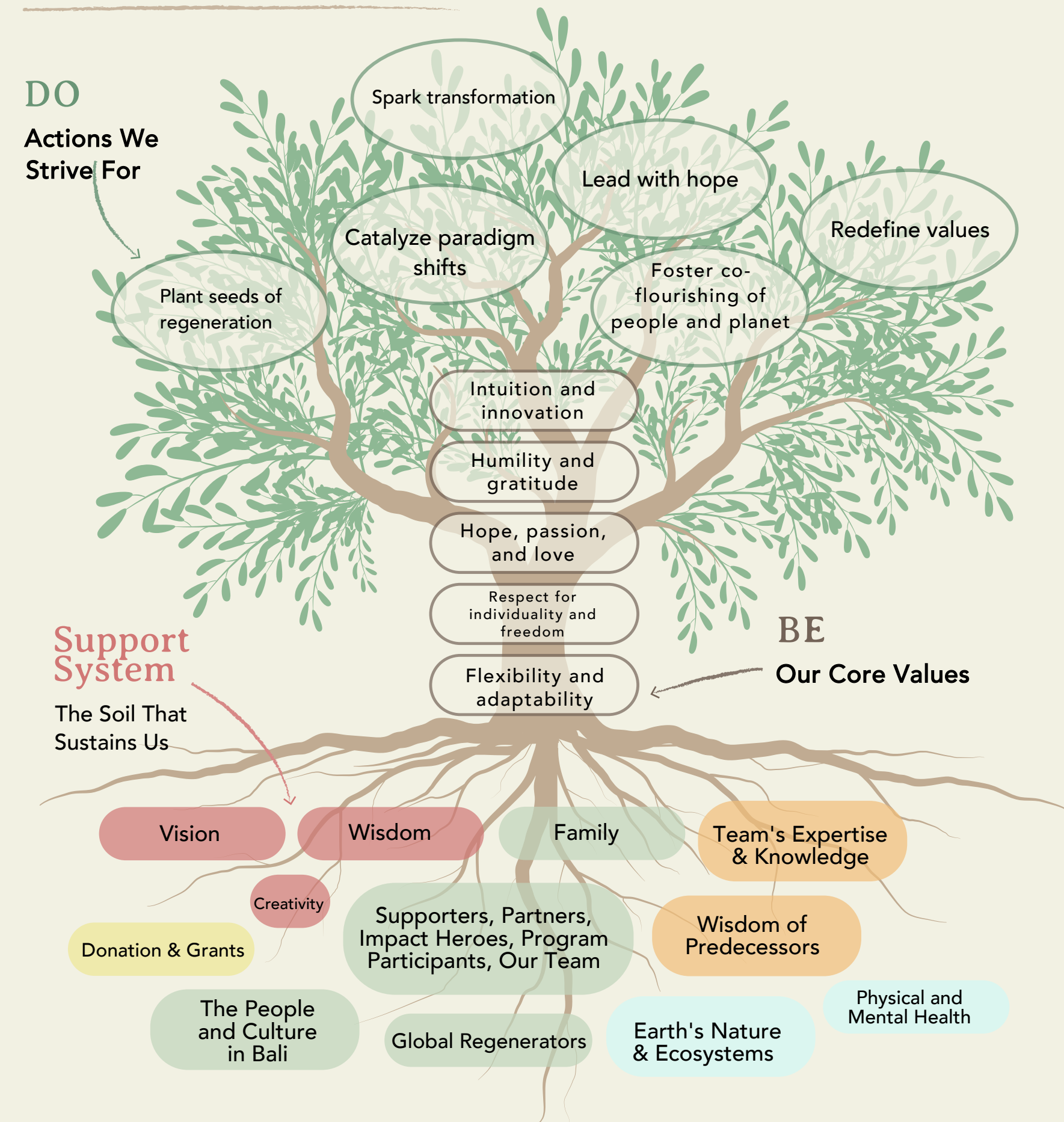
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# Reflections After 10 Years from the Co-Founders

Aska Hamakawa & Tomo Hamakawa,  
Co-Founders of Earth Company

## Earth Company's "My Tree"



To mark our 10th anniversary, our team created Earth Company's own "My Tree." This is a tool we often use in our Bali-based trainings: the soil represents the support systems that sustain us, the trunk reflects our core values and way of being (BE), and the leaves symbolize the actions we aspire to take (DO).

## Walking the Past 10 Years as if Guided

**Aska:** At the heart of regeneration is the simple truth that everything is connected. Our circle of support is not only donors, Impact Heroes, or our team. It stretches far beyond—to the forests and rivers, to producers across the globe, to our ancestors, and even to the Earth and the universe itself. The resonance and bonds within this vast web of connection are Earth Company's greatest treasure. Our journey has always unfolded organically, guided by listening deeply to the needs of the world. When a vision or intuition stirs within us, we shape it with reflection and logic. And almost magically, the right people, opportunities, and forces gather. Looking back, the past decade has been a tapestry of such moments—threads of resonance becoming real, weaving ripples of change that continue to grow.

**Tomohiro:** In our training sessions, we often talk about "BE (one's way of being)." There is the part that springs from within, and there is the part where we are guided by something greater than our own will.

**Aska:** Realizing our mission has always meant finding balance. A balance between head and heart, between intuition and logic, across how we manage, design projects, and nurture people.

**Tomo:** Going forward, I want us to remain free from fixed ideas, to honor that sense of being guided, and to continue growing with openness and freedom.

## Our Mission Ahead: Sharing the Felt Sense of Regeneration

**Tomo:** What we hope to bring forth in the years ahead is not only the knowledge of regeneration, but its felt sense. This is less about theory, and closer to the "way" (道) of tea ceremony — something lived and embodied. All of Earth Company's initiatives are designed so participants can experience what it feels like to live regeneratively, in body and spirit. To deepen and expand this way with those who resonate, and to spread it across society and the world, is our mission ahead.

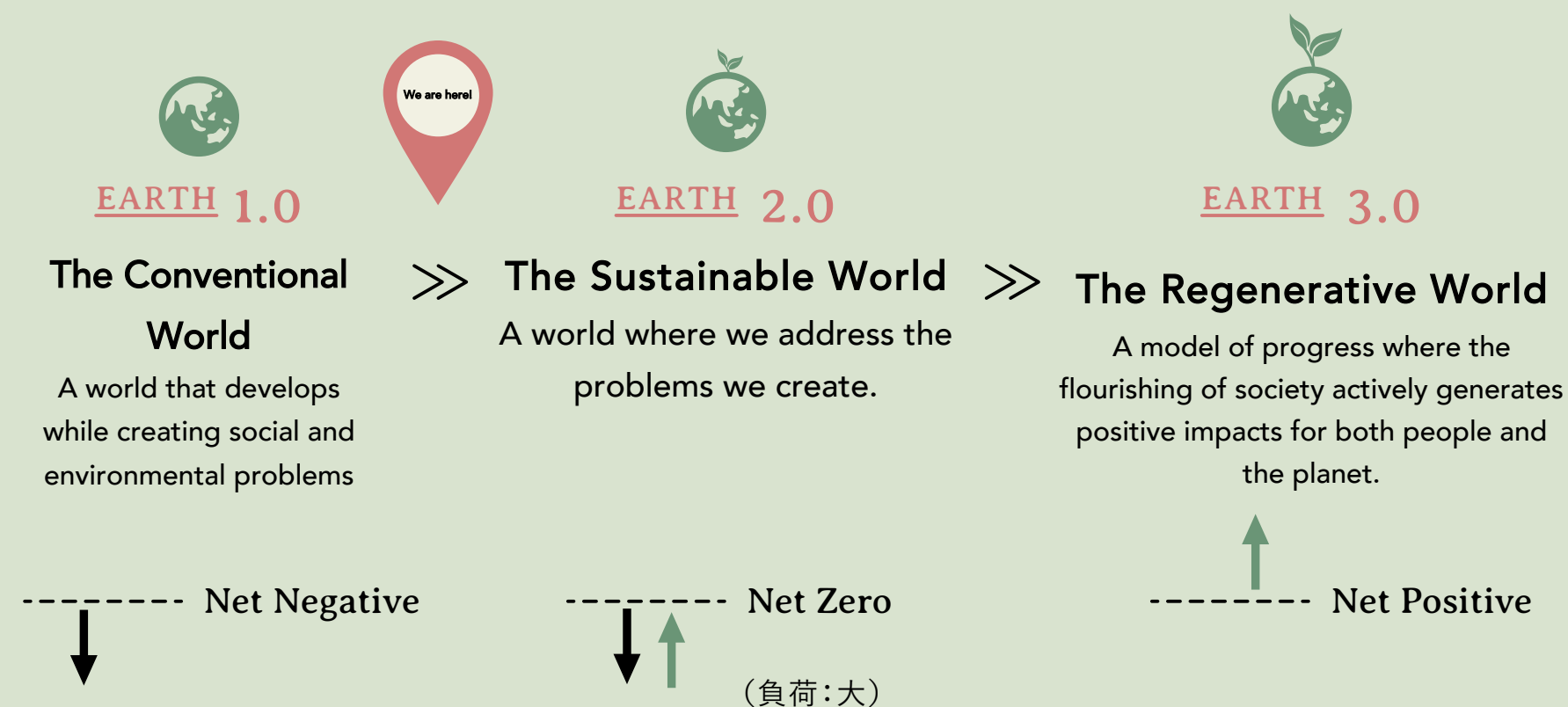
**Aska:** Sensitivity is everything. In today's world, efficiency often comes at the cost of dulling our deepest senses. Yet sensitivity is what makes us human—it's how we feel our place within the living Earth. And when we allow it to awaken, we naturally remember how to live in harmony, how to live regeneratively.

# OUR MISSION

Earth Company's mission is to pursue ways of being that nurture the co-flourishing of people, society, and nature, for the sake of the future we pass on to the next generation. Guided by this mission, we operate across three interconnected areas of work.

Our daily lives are deeply interwoven with the world. Sometimes without realizing, our choices can contribute to global challenges. But equally, through our actions, we can be part of their solutions. Earth Company envisions a future of planetary well-being, where the well-being of both people and the natural world advance hand-in-hand.

Earth Company sees the evolution of our world in three stages:



**02 Impact Academy**  
Nurturing future leaders by providing regenerative education programs for companies and schools.

**03 Mana Earthly Paradise**  
An award-winning next generation eco-villa in Ubud, Bali that embodies circularity and regeneration.



# IMPACT HEROES

Impact Hero Support Program



## Co-creating regenerative futures with changemakers of extraordinary transformative power

Each year, Earth Company identifies and supports up to ten outstanding changemakers across the Asia-Pacific who are tackling urgent social challenges. Through a rigorous selection process, these individuals are welcomed into a year-long program designed to strengthen their leadership and expand the reach of their work.

From this cohort, one visionary leader—demonstrating truly extraordinary transformative power—is named the Impact Hero of the Year. For this individual, we provide three full years of customized, hands-on support, closely aligned with their challenges and aspirations, to help maximize the impact of their mission.

Looking toward 2030, our ambition is to support 100 changemakers—empowering them to build regenerative futures for their communities and beyond.



Heroes supported

**53** person



raised in donations

**±US\$1,000,000**

# OUR SUPPORT TO HEROES

## OUR SUPPORT FOR HEROES

Life-changing three-year journey for the Impact Hero of the Year



Each June, we select one changemaker from the cohort to become the Impact Hero of the Year. From that moment, we walk alongside them for three years—providing highly tailored support designed to unlock their full potential.

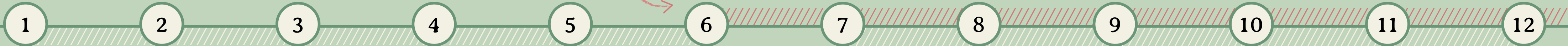
This support spans many areas—business development, organizational consulting, marketing, leadership coaching, and more. Among them, fundraising consistently emerges as the greatest need. Together, we co-create mid- to long-term strategies and explore ways to use funding to maximize their impact.



Aligning business plans and support



Visiting the frontline of the Hero's activities



## One-year regenerative leadership program

Since 2019, Earth Company has selected up to ten changemakers each year to participate in our Lead-to-Regenerate program—a year-long journey of mentoring, leadership training, and tailored opportunities.

### January–June: Online Seminars

Six monthly sessions introducing the principles of regeneration alongside practical skills such as organizational management, marketing, and fundraising.



### April: Heroes Bali Camp

A five-day immersive gathering in Ubud, Bali at Mana Earthly Paradise. Heroes take part in public events, mentoring sessions, and networking dinners, while also learning from and with one another.



### July–December: Individual Support

Based on each Hero's unique needs, we connect them with expert mentors and create new opportunities. Over six months, each Hero engages in two to three personalized mentoring sessions in areas ranging from business development to marketing.



# HEROES COLLECTIVE

By 2030, Earth Company aims to nurture and support 100 changemakers as regenerative leaders, creating a ripple effect of transformation across the Asia-Pacific region.

**2025**

Fresha Karim (Afghanistan) | Matcha Phornin (Afghanistan) | Mohammad Tamzid Rahman (Bangladesh) | Nida Yousaf Sheikh (Pakistan) | Richa Gupta (India) | Rukshana Kapali (Nepal) | Timothy Fijal (Indonesia) | Utkarsh Saxena (India)

**2024**

Ayesha Vera-Yu (Philippines) | Robert "Bobby" Chan (Philippines) | Deepak Ramola (India) | Lian Thangvung (India) | Sakdiyah Ma'ruf (Indonesia) | Scott Alfaz (Indonesia) | Millicent Barty (Solomon Islands)

**2023**

Benny Santoso (Indonesia) | Lastiana Yuliandari Utami (Indonesia) | Galuh Wandita (Indonesia & beyond) | Zeinorin Angkang (India) | Vinzealhar Nen (Papua New Guinea) | Cressida Kuala (Papua New Guinea) | Pashtana Durrani (Afghanistan)

**2022**

Maisha Lubaba (Bangladesh) | Hong Hoang (Vietnam) | Eugenio 'Ego' Lemos (Timor-Leste) | Gary Benchehib (Indonesia) | Aparna Bhatnagar Saxena (Indonesia) | Noryawati Mulyono (Indonesia)

**2021**

Saguftha Salma Janif (Fiji) | Kristin Kagetsu (India) | Nguyen Thi Van (Vietnam) | Somsak "Pai" Boonkam (Thailand) | Patima Tungpu chayakul (Thailand) | Aravinth Panch (Sri Lanka) | Muhammad Noor (Malaysia) | Randi Julian Miranda (Indonesia)

Support Completed

**IMPACT HERO 2022**  
**Samir Lakhani**  
(Cambodia, Nepal & beyond, Hygiene)

Support Completed

**IMPACT HERO 2019**  
**Wai Wai Nu**  
(Myanmar, Peacebuilding)

Support Completed

**IMPACT HERO 2021**  
**Arief Rabik**  
(Indonesia, Forest Regeneration)

Support On-Going

**IMPACT HERO 2024**  
**Surya Karki**  
(Nepal, Education)

Support Completed

**IMPACT HERO 2016**  
**Robin Lim**  
(Indonesia & Philippines, Healthcare)

Support Completed

**IMPACT HERO 2015**  
**Bella Galhos**  
(Timor-Leste, Environmental Education)

Support Completed

**IMPACT HERO 2017**  
**Kathy Jetñil-Kijiner**  
(Marshall Islands, Climate Change)

Support Completed

**IMPACT HERO 2023**  
**Oyungerel Tsedevdamba**  
(Mongolia, Sanitation)

Support On-Going

**IMPACT HERO 2025**  
**Support On-Going**

# OUR IMPACT MAP 2014-2024

Over the past 10 years since Earth Company was founded, with your support we have been able to carry out 32 projects across the Asia-Pacific, all aimed at shaping regenerative futures.

**32 projects across 11 Asia-Pacific countries**

8 facilities built and 7 disaster relief efforts

Total support provided:

**JPY 127.64 million**

Total beneficiaries:

**6.14 million people**

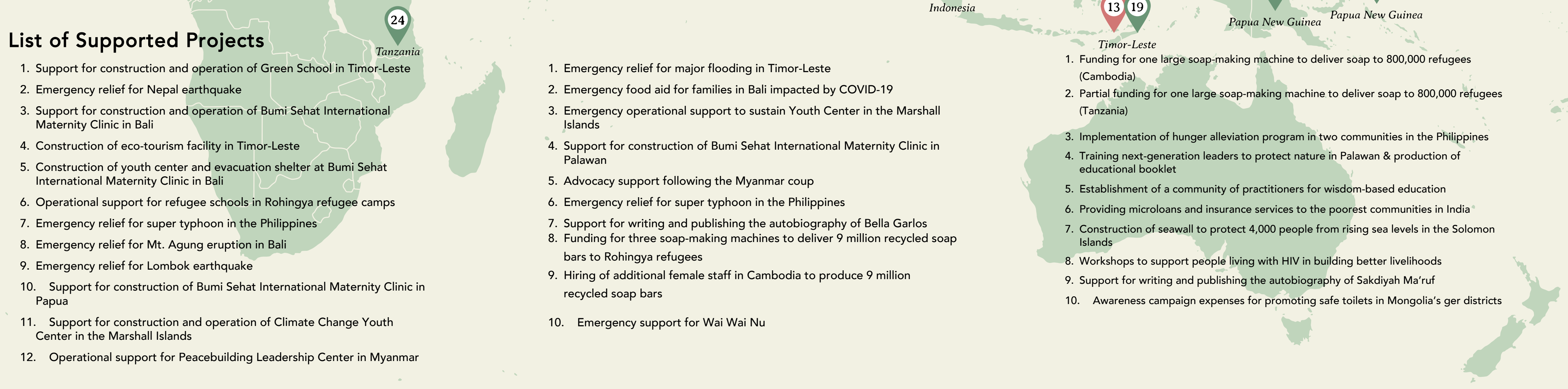
<p><b>1</b></p>  <p>Construction of Leublora Green School and Villas in Timor-Leste</p> <p>Supported Amount: JPY 10.5 million</p>	<p><b>3</b></p>  <p>Construction of Bumi Sehat Bali Clinic</p> <p>Supported Amount: JPY 15 million</p>	<p><b>9</b></p>  <p>Lombok Island Disaster Relief and Clinic Construction</p> <p>Supported Amount: JPY 7.5 million</p>
<p><b>10</b></p>  <p>Construction of Bumi Sehat Papua Clinic</p> <p>Supported Amount: JPY 9.5 million</p>	<p><b>11</b></p>  <p>Construction of Marshall Islands Climate Change Youth Center</p> <p>Supported Amount: JPY 10 million</p>	<p><b>16</b></p>  <p>Palawan Island Disaster Relief and Clinic Construction</p> <p>Supported Amount: JPY 1.5 million</p>
<p><b>17</b></p>  <p>Myanmar Pro-Democracy Advocacy Support</p> <p>Supported Amount: JPY 7 million</p>	<p><b>20</b></p>  <p>Delivering recycled soap to Rohingya refugees</p> <p>Supported Amount: JPY 8.06 million</p>	<p><b>23</b></p>  <p>Transforming 360 tons of waste into life-saving soap</p> <p>Supported Amount: JPY 9.7 million</p>

## List of Supported Projects

- Support for construction and operation of Green School in Timor-Leste
- Emergency relief for Nepal earthquake
- Support for construction and operation of Bumi Sehat International Maternity Clinic in Bali
- Construction of eco-tourism facility in Timor-Leste
- Construction of youth center and evacuation shelter at Bumi Sehat International Maternity Clinic in Bali
- Operational support for refugee schools in Rohingya refugee camps
- Emergency relief for super typhoon in the Philippines
- Emergency relief for Mt. Agung eruption in Bali
- Emergency relief for Lombok earthquake
- Support for construction of Bumi Sehat International Maternity Clinic in Papua
- Support for construction and operation of Climate Change Youth Center in the Marshall Islands
- Operational support for Peacebuilding Leadership Center in Myanmar

- Emergency relief for major flooding in Timor-Leste
- Emergency food aid for families in Bali impacted by COVID-19
- Emergency operational support to sustain Youth Center in the Marshall Islands
- Support for construction of Bumi Sehat International Maternity Clinic in Palawan
- Advocacy support following the Myanmar coup
- Emergency relief for super typhoon in the Philippines
- Support for writing and publishing the autobiography of Bella Garlos
- Funding for three soap-making machines to deliver 9 million recycled soap bars to Rohingya refugees
- Hiring of additional female staff in Cambodia to produce 9 million recycled soap bars
- Emergency support for Wai Wai Nu

- Funding for one large soap-making machine to deliver soap to 800,000 refugees (Cambodia)
- Partial funding for one large soap-making machine to deliver soap to 800,000 refugees (Tanzania)
- Implementation of hunger alleviation program in two communities in the Philippines
- Training next-generation leaders to protect nature in Palawan & production of educational booklet
- Establishment of a community of practitioners for wisdom-based education
- Providing microloans and insurance services to the poorest communities in India
- Construction of seawall to protect 4,000 people from rising sea levels in the Solomon Islands
- Workshops to support people living with HIV in building better livelihoods
- Support for writing and publishing the autobiography of Sakdiyah Ma'ruf
- Awareness campaign expenses for promoting safe toilets in Mongolia's ger districts



# IMPACT ACADEMY

## Training Programs

Impact Academy is designed to help participants not just learn about global challenges, but to feel their connection to those issues—emotionally and intellectually—through the lived experiences of Impact Heroes.

For many in Japan, the links between daily life and distant crises can feel invisible. But through this program, students, professionals, and leaders begin to see how their choices ripple outward, and more importantly, what role they can play in shaping a regenerative future where people and nature thrive together.

We believe that building a regenerative future—where people and nature thrive together—requires action across all generations. That is why Earth Company offers programs for middle and high school students, university communities, professionals, and corporate executives alike. Over the years, many participants have taken tangible steps toward a better future after joining these programs.

### For Schools



#### Global Changemaker Program

Online programs designed for inquiry-based learning or special intensive sessions. Students learn directly from the stories of Impact Heroes, linking issues like climate change to their own daily lives.



#### Overseas Training in Bali

Residential learning at Mana Earthly Paradise in Ubud, where students explore issues such as waste, poverty, and gender inequality through hands-on experience.



#### Project-based Training

Using local issues as a starting point, students learn the perspectives needed for a sustainable future and design their own actions to bring about change.

### For Companies



#### Future Talent Development

Programs that challenge employees and leaders to reconsider business-as-usual—moving from models that generate problems to those that enable the co-flourishing of people and planet.



#### Overseas Training in Bali

A deep immersion at Mana Earthly Paradise, where company teams experience first-hand the frontlines of social and environmental issues, and reflect on their roles as professionals and organizations. For Professionals

### For Professionals



#### Regenerative Futures Camp

A biannual program combining online and in-person sessions. Over eight modules, participants engage with cutting-edge frameworks for regenerative development and explore how to apply them in their own professional and personal lives.



mana  
earthly paradise • ubud

### Mana Earthly Paradise: A Next-Generation Eco-Hotel for Shared Prosperity

Mana Earthly Paradise in Ubud, Bali, was built as a living model of regeneration—where people, nature, and society thrive together. Powered partly by solar energy and sustained by rainwater harvesting, it integrates cycles of reuse and renewal into daily life. The hotel was constructed without cutting down a single new tree, using bamboo, reclaimed timber, and earthen walls.

These efforts have earned Mana numerous international awards, recognition as Southeast Asia’s first B Corp–certified hotel, and in 2023, selection as a best practice in sustainable tourism by Japan’s Tourism Agency.



Solar panels generate around 20% of the hotel’s electricity, reducing our footprint further.



Hosting events focused on more than 20 social issues.

Our restaurant serves heirloom vegetables grown directly in our gardens, embodying circular living.



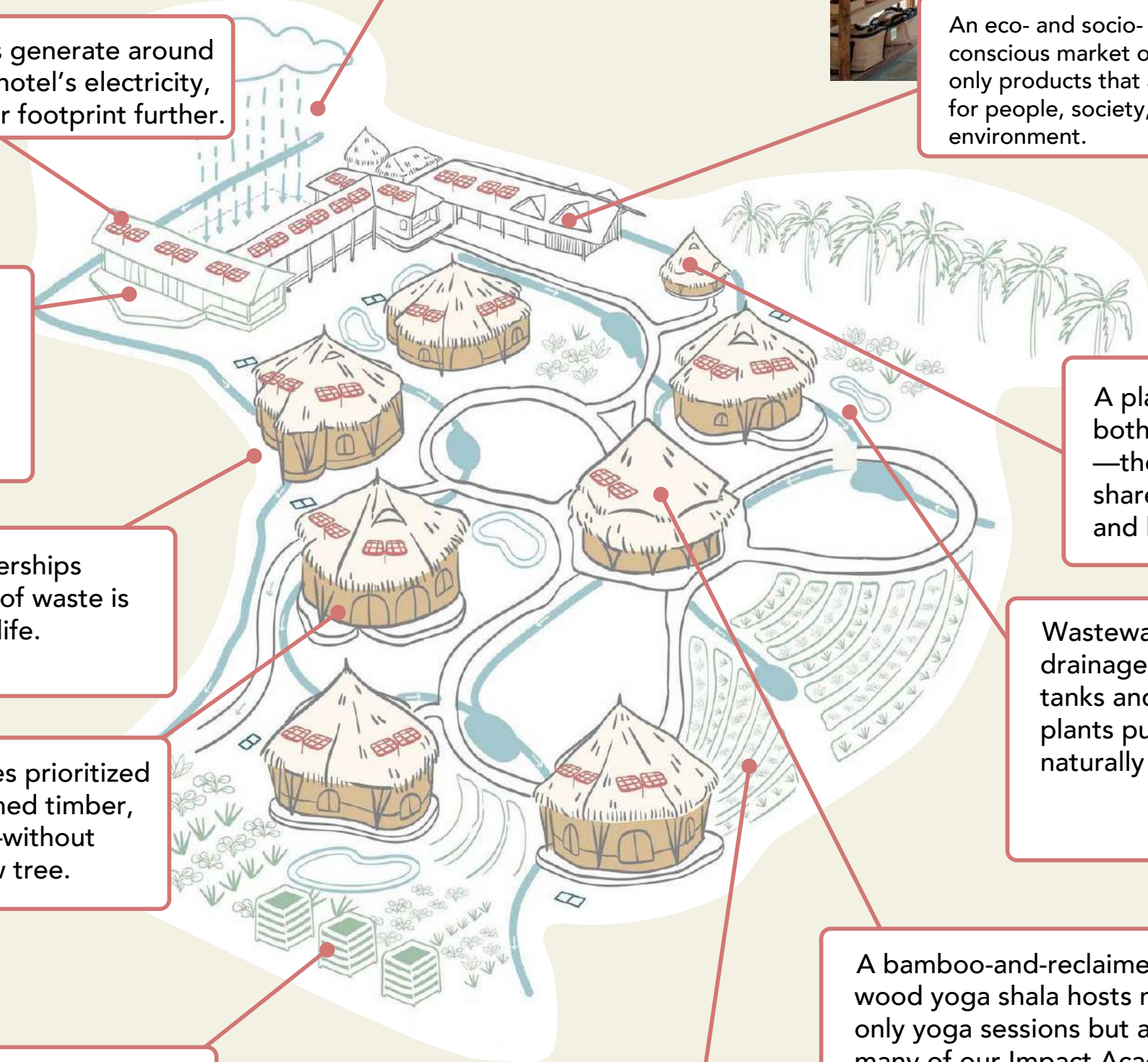
Recycling partnerships ensure 80–90% of waste is given a second life.

Construction choices prioritized scrap wood, reclaimed timber, and earthen walls—without cutting a single new tree.



Inside the villas, you’ll find eco-friendly toilets, eco-showers, and natural amenities!

Food waste is composted, enriching the soil and creating new life in a continuous cycle.



Rainwater harvesting provides up to 80% of our water needs during the rainy season, carefully collected, filtered, and reused.



An eco- and socio-conscious market offers only products that are good for people, society, and the environment.



A playground welcomes both children and adults—the stewards of our shared future—to play and learn side by side.

Wastewater systems filter drainage through septic tanks and gardens, where plants purify the water naturally as they grow.



A bamboo-and-reclaimed-wood yoga shala hosts not only yoga sessions but also many of our Impact Academy programs.

Permaculture gardens supply 35% of the vegetables used in our restaurant, closing the loop between soil and plate.



# Earth Company 10th Anniversary



## The Meaning Behind our 4 Re:'s

This year marks Earth Company's 10th anniversary—and it's thanks to you that we've come this far. Over the past decade, the world has shifted dramatically. Social and environmental challenges have only grown more complex. And yet, this moment reminds us that transformation is possible—if we dare to take a different path. For us, that path begins with four "Re"s:

**Redefine** — Rethinking the values we live by. Studies now show that endless growth and material abundance do not bring lasting happiness. Perhaps it is time to redefine what true prosperity and wellbeing mean. **Restore Hope** — In times of despair, we see light in the changemakers dedicating their lives to solutions, and in the participants of Impact Academy who discover their own capacity to act. Their courage restores hope—not just for themselves, but for all of us.

**Renew Action** — Hope calls for movement. Even small steps, taken where we stand, have the power to shift the future. **Regenerate Futures** — Beyond action lies possibility. A future where people, society, and nature thrive together—one that we build, not for ourselves alone, but for generations to come. As we celebrate ten years, we carry these four "Re"s with us, not just as words, but as guideposts. With your support, we will continue planting seeds of regeneration—one act, one relationship, one ripple at a time.



YEARS  
OF  
IMPACT

# 10th Anniversary Event Report

## Re:Earth

Sharing Prosperity Across the Entire Planet

### Toward a Future Beyond Boundaries

On October 6, 2024, we gathered in Tokyo to celebrate Earth Company's 10th Anniversary.

Two of our Impact Heroes joined us in person, alongside 132 participants. For three and a half hours, the room was alive—with inspiring talks from the Heroes, a thought-provoking panel with business leaders, and rich discussions on global trends and the meaning of wellbeing.

It was a day dedicated to the vision of "shared prosperity for the whole Earth."

After the sessions, guests enjoyed a special, one-day-only menu at Mana Earthly Paradise curated by Chef Yasuhiro Higa. Crafted under the theme "good for your body, good for the Earth," the dishes showcased organic, locally sourced ingredients.

What stood out most, however, was the spirit in the room: strangers connecting, conversations deepening, and smiles all around. The event radiated an energy of possibility—truly embodying the idea of "whole-earth shared prosperity."



Opening Talk  
(CEO Aska Hamakawa, Chief Exploration Officer Tomohiro Hamakawa)



Regenerative Business Panel  
(Takashi Inoue, Chairman & Representative Director, LIFULL Co., Masataka Kobayashi, Managing Executive Officer & CWO, Rakuten Group, Inc.; Tomomi Nagamasa, General Manager, HR Strategy Division, Suntory Holdings Limited)



Closing Session  
(Yoshiki Ishikawa, Preventive Medicine Researcher & Representative Director, Well-being for Planet Earth)



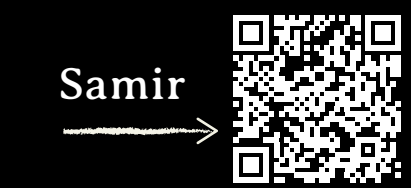
Heroes Talk ① (IMPACT HERO 2022, Samir Lakhani)



Heroes Talk ② (IMPACT HERO 2024, Surya Kalki)



Watch the full Heroes Talk sessions here.



# OUR 10 YEARS

Earth Company's 10-Year Journey



Total Support Provided:  
¥127.64 million



Total Beneficiaries:  
6.14 million people

## EARTH COMPANY

- Founded by Asuka and Tomo Hamakawa



- Established as a legal entity in Bali

## IMPACT HEROES

- First Impact Hero supported: Bella Galhos

- First crowdfunding campaign launched and completed, establishing Timor-Leste's first environmental school

- First Impact Hero trip to Japan
- Began open recruitment for Impact Heroes

- Celebrated our 5th Anniversary—four Impact Heroes visited Japan



- Major updates to our support programs



- Launched our year-long accelerator program and held the first Heroes' Bali Camp

- Our team grew to over 70 people

- Expanded impact to 32 projects across the Asia-Pacific region

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023

2024

2025

## IMPACT ACADEMY

- First training program in Bali: "Impact Bali Training Program" launched



- First English-language Bali training program for international participants

- Pandemic crisis struck: all Bali training programs canceled



- Rebuilt programs during the pandemic by creating online learning opportunities, and officially renamed as "Impact Academy"

- Opening of Mana Earthly Paradise in Ubud



- Pandemic crisis struck only within six months of opening

- Transformed crisis into opportunity: program redesigns and the creation of the Playground



- Surpassed 10,000 total program participants

- Achieved first-ever annual profitability

## MANA EARTHLY PARADISE

2024

# IMPACT HEROES

## The Impact Heroes Support Program in 2024

Earth Company's flagship program, the Impact Heroes support program—entered its 10th year in 2024. Thanks to the generosity of our donors, including more than ¥10 million raised through crowdfunding, we were able to directly deliver funds to the frontlines where the seven members of the Impact Heroes Class of 2024 are working to solve of the world's most pressing issues.

Total support delivered in 2024:  
**¥23.86** million

Total beneficiaries reached in 2024:  
**1.84** million people

**IMPACT HEROES CLASS of 2024**  
Each of the seven heroes received tailored grants and ongoing support.



**IMPACT HERO 2022**  
**Samir Lakhani**  
Crowdfunding campaign successfully achieved its funding goal.



**IMPACT HERO 2023**  
**Oyungerel Tsedevdamba**  
Received a direct grant of ¥4.7 million, strengthening her efforts to address Mongolia's sanitation crisis.

# SAMIR LAKHANI

IMPACT HERO 2022

**To deliver life-saving soap to those who need it most.**

Visiting a Cambodian village, Samir was shocked to see a mother washing her newborn with laundry detergent. Determined to prevent even one child's death from illnesses like diarrhea and infections in communities too poor to afford soap, he founded Eco-Soap Bank in 2014.

Every year, 250 million unused soap bars are discarded by factories. Samir saw potential: collect the waste, employ women in poverty to recycle it, and distribute it through NGOs and international organizations to families living in harsh sanitary conditions.

So far, Eco-Soap Bank has employed more than 175 women across five countries, recycled over 6,600 tons of soap, and reached more than 10.7 million people.great!



Earth Company's support (3 years):

**JPY 23.38 million**



Total number of donors/supporters:

**413 individuals and 3 corporations**

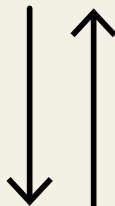


# Our Support to Samir over Three Years

## Support Needs from Samir



Samir's priorities were clear: connect with soap manufacturers willing to donate factory waste, expand production capacity to recycle discarded soap, and secure new sales channels for recycled products.



## Earth Company's Support



In response of his needs, we opened doors to networks with manufacturers and international organizations, securing funds for new machinery, and offering public relations and marketing support. At the same time, we worked with Samir to strengthen the organizational foundation of Eco-Soap Bank during this critical phase of growth.

## Completed Two Crowdfunding Campaigns

In April 2022 and again in September 2024, two crowdfunding campaigns together raised 17.76 million yen. This support enabled the installation of four soap-making machines at the Cambodia factory and delivered recycled soap to 1.4 million people.

For the second campaign, we stepped beyond Japan for the first time. With friends and partners amplifying the appeal globally, donations came from 11 countries—including Indonesia, the USA, Canada, Hong Kong, and Singapore. Soon after, Samir visited Japan for our 10th-anniversary event, personally thanking supporters who had backed his journey for three years.

At this milestone, Eco-Soap Bank had grown strong enough to recycle 10% of the world's discarded soap—a step toward the audacious goal of 100%.



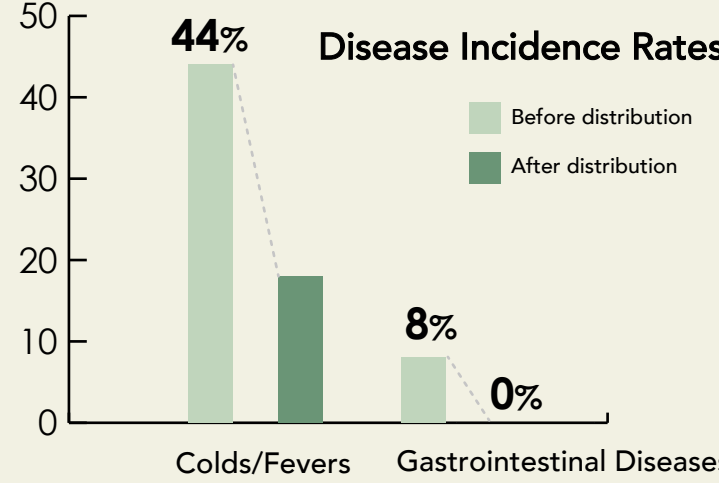
## The Impact of Our Support



## Improving Sanitation in Rohingya Refugee Camps

From July 2022 to December 2023, soap reached 586,000 people living in Rohingya refugee camps in Bangladesh. Alongside distribution, local NGOs ran hygiene workshops.

Surveys showed a dramatic drop in infectious diseases where soap was provided—turning numbers into lives saved.



## Expanding Production Capacity and Achieving Self-Sustainability

With four new machines installed, annual soap recycling jumped 4.5 times—from 420 tons to 1,880 tons. As production scaled, so did revenue, enabling Eco-Soap Bank to achieve self-sustaining operations ahead of schedule.



# OYUNGEREL TSEDEV DAMBA

IMPACT HERO 2023

## Transform 6,000 toilets in Mongolia into safe eco-toilets by 2030!

Oyungerel (Oyuna) grew up in a small rural town in Mongolia, her life deeply shaped by the legacy of Soviet communism. After the collapse of the Soviet Union, she became a democracy activist. From 2012 to 2016, she served as a member of parliament and held posts as Minister of Culture and Minister of Tourism, championing democracy and sustainable development. In 2017, she launched the “Let’s Change Our Toilets” campaign to shift mindsets and behaviors around sanitation. With a mission to improve hygiene and the environment through safe, eco-friendly toilets, she has led awareness and training efforts in rural areas without water infrastructure and in urban ger (mobile dwelling) districts—while also fostering collaboration with the private sector.

Total Support in 2024  
**JPY 4.7 million**



### 2024 Support Activities

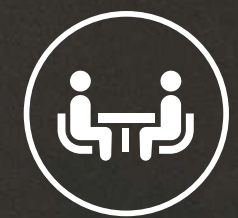
To elevate eco-toilets to a national policy, Oyuna took a bold step: leading her political party through both national and local elections in June and October, devoting herself fully to the campaign. At the same time, to sustain her grassroots push for eco-toilets, Earth Lovers provided a grant of ¥4.7 million funded by your donations. This support made possible the production of 3,600 pamphlets promoting eco-toilets, as well as training for 550 installers and users—building the foundation for lasting change in Mongolia’s sanitation landscape.

# SURYA KARKI

IMPACT HERO 2024

## Establish and operate 700 schools in Nepal—bringing education to 100,000 children—by 2030

Born to a single mother in a remote village where the walk to school took two and a half hours, Surya learned early that education was the only path to a better life. At just seven, his mother sent him to Kathmandu, where education opened doors he could never have imagined—eventually leading him to complete a master’s degree abroad. Yet in rural Nepal, opportunities remain scarce. In 2015, driven by the conviction that no child should be denied learning, Surya founded UWS Nepal. Since then, the organization has built and operated 82 schools, reaching over 14,000 children in some of Nepal’s most underserved communities. Under its programs, the completion rate of the eight-year basic education curriculum has reached an extraordinary 98%. Looking ahead, Surya aims to expand this model nationwide, working hand in hand with the government to eliminate educational disparities across Nepal.



Number of meetings during Japan visit

10



Number of schools confirmed for support

4



### 2024 Support Activities

In October, Surya traveled to Japan as a guest at Earth Company's 10th anniversary event. During his stay, he held 10 meetings with companies, schools, and foundations, opening new doors for collaboration. A private school in Tokyo committed to supporting two additional schools—on top of its ongoing support for the construction and operation of two others. Beyond that, his visit sparked numerous fresh opportunities, from developing new partner schools to forming partnerships with Japanese foundations. In just a short visit, Surya's mission captured many hearts—laying the groundwork for even greater expansion of education in rural Nepal.

Earth  
Company  
For the first  
time in  
History!

# The donations from our Earth Lovers monthly supporters reached the Impact Heroes Class of 2024!

Scan here for a more detailed report



For the past three years, Earth Company has selected around 10 heroes annually, offering a one-year regenerative leadership program. Yet, as we walked alongside them, we began to feel a deeper truth: if only we could provide direct funding to each hero, so much more change could be unlocked. With our own operations still fragile, this dream long felt out of reach.

But in 2024, thanks to strengthened operational support, it finally became possible. For the first time, we were able to directly deliver your contributions to all seven heroes of the Impact Heroes Class of 2024. A total of JPY 3,255,000 (approx. US\$26,500) was granted, with each hero receiving JPY 465,000 (approx. US\$3,875). These grants were directed toward projects that not only meet pressing needs but also hold the potential to ripple outward—strengthening communities and seeding future growth.

Please stay tuned for updates as these projects unfold.



**Ayesha Vera-Yu**

Expanding a five-week program addressing hunger into two additional communities.



**Bobby Chan**

Creating pamphlets to strengthen fundraising and empower the next generation of leaders protecting Palawan Island, "the Philippines' last frontier."



**Millicent Barty**

Constructing seawalls to protect 4,000 people from the rising sea.



**Lian Thangvung**

Providing microloans and insurance services to 47 households excluded from the financial system.



**Deepak Ramola**

Launching a community of wisdom-based education practitioners to pass knowledge across generations.



**Scott Alfaz**

Hosting online workshops to help people living with HIV rebuild confidence and shape better lives.



**Sakdiyah Ma'ruf**


Producing an autobiography to share her journey more widely and inspire change.

# Impact Heroes *class of* 2025

In 2025, we received 92 applications from 18 countries.

From this diverse pool, eight remarkable changemakers were selected—bringing many firsts for us. Among them: our youngest hero ever at just 17 years old, and three who are proud members of the LGBTQ community.

Each will join our year-long regenerative leadership development program. And from this cohort, one will be chosen as Impact Hero 2025, receiving an additional three years of tailored support to maximize their impact.

 **Matcha Phorn-In**

 **Richa Gupta**

 **Utkarsh Saxena**

 **Tim Fijal**

 **Rukshana Kapali**

 **Freshta Karim**

 **Mohammad Tamzid Rahman**

 **Nida Yousaf Sheikh**

Read more about the Impact Heroes Class of 2025 here.



# Impact Heroes: 2024 Updates

What are our Impact Heroes up to?

[Read the Palawan Island Report here](#)



IMPACT HERO  
2015  
**Bella Galhos**

## Building bridges between people and government

As Assistant to the President, Bella continues to contribute to policy-making while also running a free cafeteria within the Presidential Palace. This year, she facilitated the distribution of 3,000 pieces of unused clothing—donated by The Nippon Foundation Volunteer Center—to children living in poverty. Her work embodies her role as a vital link between government institutions and the people they serve.



IMPACT HERO  
2016  
**Robin Lim**

## A maternity clinic in the poorest region of the Philippines opens its doors

In 2024, the long-awaited opening ceremony was held for the maternity clinic on Palawan Island, built in 2020 with support from Japanese donors but delayed by the pandemic. Palawan is among the poorest regions in the Philippines, with many Indigenous women lacking access to nearby hospitals or the means to pay for care. Some

travel 2–3 hours by shared bus to reach the clinic. Despite hardships—including delayed subsidies that forced the director to work unpaid for 22 months—the staff persevered. Their dedication enabled 117 births at the clinic this year.

## Robin’s philosophy of “gentle birth” continues to spread.

In 2024, 681 babies were delivered across six clinics in two countries. At the Papua clinic established with Earth Company’s support in 2017, 78 mothers received care, alongside 8,445 meals provided to families in need. The spirit of compassionate maternity care is taking root across regions.



IMPACT HERO  
2017  
**Kathy Jetñil-Kijiner**

## Calling for accountability at the International Court of Justice

In December 2024, Kathy represented the Marshall Islands at the ICJ, delivering a powerful statement that made headlines across the Pacific. Speaking on behalf of nations long critical of non-binding climate commitments, she called for major greenhouse gas emitters to be held accountable under international law. Her intervention marked a historic moment in the global climate justice movement.



IMPACT HERO  
2019  
**Wai Wai Nu**

## Advocating for Rohingya refugees at the UN Security Council

Now a mother herself, Wai Wai continues to balance advocacy with family life. In October 2024, she addressed an open debate at the UN Security Council, drawing urgent attention to the worsening plight of Rohingya refugees amid escalating conflict in Myanmar. Over the year, she issued eight statements and three reports, amplifying the voices of her community to world leaders and international institutions.



IMPACT HERO  
2021  
**Arief Rabik**

## Scaling Bamboo Villages globally with UNEP

2024 was a breakthrough year for Arief. His persistence bore fruit with a formal collaboration with UNEP, paving the way for Bamboo Villages to expand globally. As an advisor, he is now supporting the establishment of 38 villages across 11 countries. By 2025, the initiative aims to restore 76,000 hectares of degraded land and support 30,000 farmers—including 18,000 women. Arief’s vision is now shaping landscapes far beyond Indonesia.



# mana

earthly paradise • ubud

An next generation eco-hotel where the comfort and joy of people, nature, and society thriving together can truly be felt.

The Earth holds "Mana"—a sacred energy, the soul that dwells in all things.

Five years ago, Mana Earthly Paradise was born to reimagine how we live on this planet: to rediscover reverence for the Earth and all life, and to shape a way of living in harmony with this Mana.

The journey since then has been anything but easy. Just months after opening in 2019, the COVID-19 pandemic struck—a crisis of unimaginable scale. Yet with the spirit of "turning crisis into opportunity," and through the dedication, tears, and unshakable bonds of our team, we not only survived but grew stronger.

Five years on, it still feels as though we are only "15% complete." The vision is far from finished, and the path ahead holds so much more. New initiatives are set to begin in 2025 and beyond. The journey continues.



Total Guests in 2024  
**3,581**

# 5-year Anniversary

## Mana's 5th Anniversary Event Report

27-31 August 2024 at Mana Earthly Paradise

To celebrate Mana's five-year journey, we curated "5 Days of Regeneration"—a week to renew body, mind, and soul.

Guests joined workshops rooted in Ubud's nature and wisdom: morning yoga, breathwork, natural dyeing, and an oxytocin dinner. Why? Because we believe that unless we begin by healing our own bodies and minds, we cannot hope to heal society or the Earth.

Surrounded by the vitality of all living things—and the Balinese principle of Tri Hita Karana (harmony between people, nature, and the divine)—we welcomed this new milestone for Mana with gratitude and joy.

The highlight of the five-day program was the final evening's Oxytocin Dinner. Every detail—the food, aromas, music, and décor—was carefully designed by Mana to stimulate oxytocin, the "love hormone," and nurture connection. Executive Chef Yasuhiro Higa traveled from Japan to Bali just for this occasion, preparing dishes filled with life and love from heirloom vegetables harvested in Mana's permaculture garden. Joining the dinner were Robin (Impact Hero 2016) and Alif (Impact Hero 2021), making it an evening that nourished both body and spirit—a celebration infused with Mana's essence.



Morning Hatha Yoga

Free every morning for 5 days!  
Align your energy at  
Mana's Yoga Shala



Breathwork

Guiding awareness through  
the breath  
to balance the body from  
within



Natural Dye & Eco-print

Creating unique plant dyes  
using ingredients grown at Mana



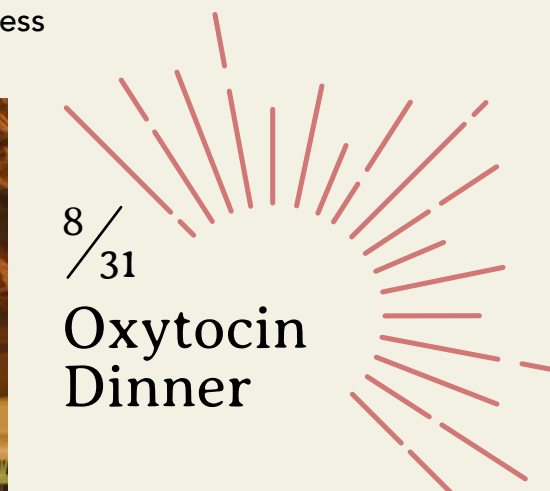
Morning Hatha Yoga

Cultivating inner peace  
through 8 practical  
methods  
developed by the founder  
of Mind Kindness



Natural Skincare

Listening to plants and your own body  
to create healing care products  
with nature's power



8/31  
Oxytocin  
Dinner



▲ Guests from around the world joined in, filling the space with Mana's spirit

◀ Words of gratitude from co-founders Aska & Tomo Hamakawa

# FINANCIAL HIGHLIGHTS

## Earth Company General Incorporated Association 2024 Fiscal Year Financial Report

### A Milestone Year!

In our 10th year since founding, Earth Company reached an important milestone—exceeding JPY 100 million in business scale for the first time. Thanks to your steadfast support, 2024 marked not only significant growth in revenue but also our second consecutive year of profitability. This progress represents a firm step toward stabilizing our financial foundation.

Total revenue reached JPY 126.35 million, an increase of JPY 51.2 million (68.1%) compared to the previous fiscal year. Key drivers of this growth included:

- **Corporate Training Programs:** Expanded offerings, generating JPY 72.9 million (+80% year-on-year).
- **Overseas Foundation Grant:** Securing a major grant from abroad.
- **Donations:** Increased contributions, especially through fundraising for Impact Hero support.

Total expenditures were JPY 118.62 million, a 61.9% increase year-on-year. Major areas included:

- **Grants:** Funding to Impact Hero 2022 Samir, monthly support of ¥6 million for the 7 members of the Impact Heroes Class of 2024, and additional funding for Impact Hero 2023 Oyuna.
- **Program Operations:** Costs grew in line with the expansion of Impact Academy.
- **Administrative & Operational Expenses:** Maintained stable levels, similar to FY2023.

As a result, net income for FY2024 was a positive JPY 7.73 million, significantly reducing the accumulated deficit.

The 2024 fiscal year was, without doubt, a turning point. With increased revenue and a stronger financial base, we took a major step toward realizing our long-held vision: ensuring that 100% of donations go directly to supporting Impact Heroes.

Moving forward, we will continue to expand sustainable fundraising, invest wisely in our programs, and pursue greater financial efficiency—always with the aim of amplifying our shared impact. We deeply appreciate your continued trust and support.

Statement of Changes in Net Assets (January 1, 2024 – December 31, 2024, tax included, unit: yen)

1 Changes in Net Assets			
	(1) Operating Revenues	Donations Received	28,928,930
		Grants Received	24,301,981
		Program Revenues	72,903,818
		Other Revenues	218,795
		Total Operating Revenues	126,353,524
	(2) Ordinary Expenses	Grants Paid	24,539,837
		Contract Services	65,345,356
		Officer Compensation	2,280,000
		Salaries and Allowances	9,317,000
		Statutory Welfare Expenses	1,776,197
		Welfare Benefit	24,082
		Advertising and Promotion	557,451
		Printing and Binding Expenses	221,538
		Meeting Expenses	1,634,763
		Travel and Transportation	6,806,578
		Communicationd	1,378,923
		Consumables Expenses	447,170
		Newspaper and Book Expenses	0
		Various Membership Fees	257,208
		Commission Expenses	2,571,049
Insurance Premiums	2,100		
Taxes and Public Dues	704,250		
Training Expenses	369,876		
Depreciation Expense	0		
Interest Expense	22,363		
Foreign Exchange Loss	158,184		
Miscellaneous Expenses	208,110		
Total Ordinary Expenses	118,622,035		
<b>Current Period Ordinary Income/Loss</b>		<b>7,731,489</b>	
Extraordinary Items	Non-recurring changes for the current period	0	
Increase/Decrease in General Net Assets Before Taxes for the Period		7,731,489	
Income Taxes, Resident Taxes, and Business Taxes		70,000	
Increase/Decrease in General Net Assets for the Period		7,661,489	
Opening Balance of General Net Assets		△ 10,561,540	
Closing Balance of General Net Assets		△ <b>2,900,051</b>	

# OUR SUPPORTERS

Companies and Organizations That Provided Support

## OUR SUPPORTERS

SUNTORY

SIGMAXYZ  
CREATE A BEAUTIFUL TOMORROW TOGETHER

DG BRIDGE

kyndryl.

地球愛祭り東京実行委員会



TERA Energy



地球環境基金  
Japan Fund for Global Environment

Worori

## OUR PARTNERS

Program Co-Hosts



CROSS FIELDS

Pro Bono Support

essence



Lively

Venue Provided

IGI

TAKI CORPORATION

## SPECIAL THANKS TO

[Regenerative Futures Camp]

牧野佑亮・戸澤依香子・瀧井智美

[Impact Academy Training Development]

近藤まいか

[Photography]

菅原幹人

[Impact Academy Editorial Planning]

荒川悦子

[10th Anniversary Event Volunteers]

明田季子、飯島百々葉、柏田 滉太、坂本亜希子、坂本絢悠、佐瀬佳奈美、内藤久美、仲原壮汰、比嘉星怜、広瀬結菜、福島祥子

# PROSPECTS

Earth Company in 2025



## *Impact Hero*

**2025 marks the final year of our three-year journey with Oyuna, IMPACT HERO 2023.**

This year, we are dedicating ourselves to amplifying the reach and impact of her toilet promotion project in Mongolia. Our support includes developing a mid- to long-term strategy for the NGO she leads, field visits to Mongolia, and hosting her in Japan for fundraising and networking opportunities.

At the same time, we are excited to strengthen our engagement with the newly selected Impact Heroes Class of 2025 and to deepen our field support for Surya, IMPACT HERO 2024, through site visits in Nepal. It will be a full and meaningful year for the support team.



## *Impact Academy*

**From “igniting the fire in the heart” to “guiding action.”**

In 2025, our Bali-based training programs will conduct around 40 sessions for companies, high schools, and universities—including programs for all second-year employees of Suntory Holdings Limited. While our work has often emphasized sparking conviction and passion, our next step is to provide the tools for how to take action.

We will be introducing fun, experiential, game-based trainings that nurture behavioral change, and will also release free teaching materials for schools—designed to inspire hands-on, community-based inquiry learning.



## *Mana Earthly Paradise*

**The “Earthly Paradise” Project Begins!**

Though we had secured land to expand Mana in 2025, unexpected government regulations have delayed new construction by two years—even for eco-friendly designs already in progress. Rather than pause, we are embracing this as an opportunity to rethink.

Instead of building, we will create an “Earthly Paradise” on the land that had been reserved for expansion—a living space dedicated to regeneration and harmony. The details will be shared in due course. Stay tuned as we enter this new chapter.



# LEADERSHIP EVOLUTION PLAN!!!

## Introducing Earth Company's Next Generation Leaders

When Earth Company was founded in 2014, Aska was 32 and I (Tomo) was 34. For the past decade, we have poured everything into running forward with passion. Especially in the early days, it was this energy that so many of you supported.

Now, as Earth Company marks 10 years of evolution, we are ready to share an important step: the appointment of our next generation of leaders who will guide our work in Japan and Indonesia into the future. This doesn't mean we're stepping aside (lol) — rather, we see it as a time to walk together, nurturing the next generation of leaders. Here's why this step matters to us:

**1** Succession is one of the greatest challenges for NGOs. Yet as long as there are pressing issues in the world, it is our responsibility as founders to build systems and structures that allow Earth Company to continue beyond us — this too is a form of love.

**2** Just as we once were, we want young people — sensitive to the times, driven by passion, and shining brightly — to take the reins and lead Earth Company into the future.

**3** By declaring this now, we hope they will step forward with a leadership mindset, learn through experience, and begin to grow into their roles with intention.

Of course, we ourselves are still learning and evolving. It is in this shared journey that daily growth takes place, and meaning is found in walking side by side. Together, we will share our knowledge and networks, and keep growing as one team. We ask for your continued support as Earth Company enters its next chapter!



### Shimada So

#### Self-Introduction

Impact Hero Support Project Manager. After a three-year internship during my time at Waseda University, I joined Earth Company as a full-time staff member upon graduation and relocated to Bali in 2021. My motto: Seize the day.

#### Motivation

When I was invited to become a core member shaping the future of the organization, I felt a deep thrill — and immediately said, "Absolutely!" Having spent seven years alongside Asuka and Tomo-san, I have seen countless people support them for being exactly who they are. This makes me acutely aware of the scale of the challenge ahead. Yet, I am already excited to take on this unprecedented journey. I refuse to limit myself and am determined to help lead a reborn Earth Company!

#### DeAndre's reflection on So

He is like a dependable brother — with deep passion, extraordinary drive, and will absolutely give 150% in everything he does. Truly a role model I respect!

### DeAndre Saroinsong

#### Self-Introduction

Director of Earth Company Bali. My motto: I am the shadow that allows the light to shine brighter. I take joy in being the shadow that supports heroes, enabling them to shine regenerative light on the world.

#### Motivation

To be honest, I began with great anxiety and fear. But a dear friend taught me about positive stress — the kind that fuels growth. That shift in perspective changed everything. There is so much to do, but I am blessed with a passionate team that shares the same vision, and with leaders who serve as role models. Supported by those around me, I want to keep growing as a leader with heart.

#### So's reflections on DeAndre

His attentiveness to even the smallest changes among staff, his blend of creativity, analysis, and language skills, and his grounded reliability — these make him an invaluable partner I deeply trust.



# HOW TO GET INVOLVED

## What You Can Do – For Individuals –

If you've ever thought, "I'd like to learn more about Earth Company" or "I'd love to get involved somehow"—here are some simple yet meaningful ways to walk alongside us. Each step, no matter how small, helps us shape a future where people and nature thrive together.

### 1

#### Share on Social Media




Your voice matters. If Earth Company's work resonates with you, please help us spread the word on Facebook and Instagram. Every share helps us reach new allies.

 **Earth Company**  
<https://www.facebook.com/EarthCompanyEN>

 **earthcompany.en** <https://www.instagram.com/earthcompany.en/>

 **manabud** <https://www.instagram.com/manabud/>

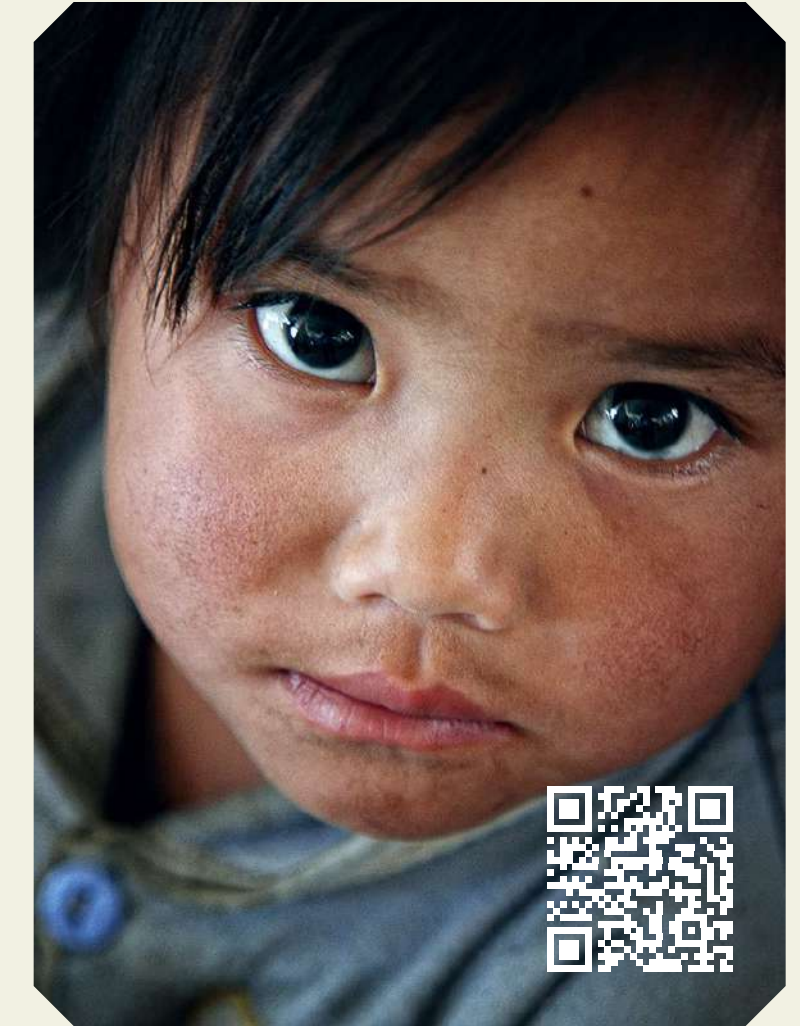
 **impactheroes.jp** <https://www.instagram.com/impactheroes.jp/>

NEW

### 2

#### Become a Monthly Supporter

Your recurring donations directly support the Impact Heroes who are tackling the world's most pressing social and environmental challenges. Together, we can strengthen their work and multiply their impact.



### 3

#### Host a Talk or Lecture

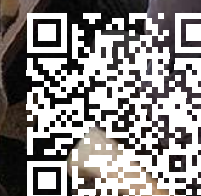
Invite us to speak at your school, workplace, or community. Through real stories from the frontlines, we share insights into global issues—and the ways we can all take part in solutions.



### 4

#### Join the Regenerative Futures Camp

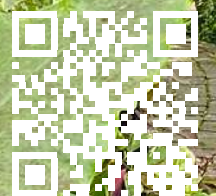
Held twice a year, in April and September. Come to Bali, immerse yourself in a space of regeneration, and meet companions who share your hopes for the future. These experiences often spark lifelong friendships.



### 5

#### Stay at Mana Earthly Paradise

When you stay at Mana, our ethical hotel in Ubud, Bali, 5% of your accommodation fee goes directly to support Impact Heroes. It's a chance to experience a lifestyle that is nourishing for your body and soul, while contributing to wider change.



# HOW TO GET INVOLVED

What We Can Do Together – For Businesses –

## Sharing a Vision, Taking Action Together

The social and environmental challenges we face today are complex and interwoven. Meeting them requires not just innovation but collaboration—more people and organizations stepping forward to act for the future.

At Earth Company, we support Impact Heroes who dedicate their lives to creating regenerative futures across the Asia-Pacific. We also nurture the next generation of changemakers in Japan through transformative education. Together with you, we can expand this impact and accelerate the shift toward a world where people, society, and nature thrive in harmony.

If your organization shares this vision, we warmly invite you to walk this path with us.

For details and inquiries, please visit the website below.  
<https://www.earthcompany.info/ja/corporate-partner/>



### 1 Supporting Membership

With annual contributions starting from ¥50,000 per share, your membership sustains the work of changemakers addressing urgent social and environmental issues in the Asia-Pacific.



### 2 Sponsorship

Beginning at JPY 200,000, sponsorship allows you to direct support—whether toward Asia-Pacific changemakers or offering free educational programs to junior and senior high schools in Japan.



### 3 Project-Based Donations

We design donation initiatives tailored to your goals, such as sales-linked donations or employee engagement programs.



### 4 Lectures & Training

Bring real-world perspectives into your workplace. Our talks and trainings connect employees with the realities of global issues and spark the mindset shifts needed to shape the future.



### 5 Pro Bono & Job Shadowing

Offer your employees the chance to learn from the frontlines of changemaking. From several months to a year, these immersive experiences cultivate fresh perspectives and personal growth.



### 6 Venue Provision

By providing company facilities for events, you not only make participation more accessible for employees but also showcase your organization's commitment to positive change. Together, we can move beyond business as usual—toward a future where growth strengthens both people and planet.



## EARTH COMPANY

[www.earthcompany.info](http://www.earthcompany.info)

We are creating futures that holistically enhance the planetary wellbeing. A future where people, society, and nature thrive together.

※ Earth Company is the collective name for two independent legal entities:

General Incorporated Association Earth Company in Japan,  
and PT Jalan 278 in Indonesia.

General Incorporated Association Earth Company  
FARO 1F, 2-15-5 Minami-Aoyama,  
Minato-ku, Tokyo  
Tel: 03-6403-7594

**PT Jalan 278**  
Banjar Mas, Sayan, Ubud, Gianyar,  
Bali, Indonesia  
Email [contact@earthcompany.info](mailto:contact@earthcompany.info)

 [www.facebook.com/EarthCompanyEN/](https://www.facebook.com/EarthCompanyEN/)

 [www.instagram.com/earthcompany.en/](https://www.instagram.com/earthcompany.en/)

Published: June 2025 (Japanese Version)

Edited by: General Incorporated Association Earth Company

Design: Mami Nomura

*"We do not inherit the earth from our ancestors. We borrow it from our children."* この地球は、先祖から継承したのではなく、私たちの子どもたち、子孫から借りているのです。