

EXECUTIVE SUMMARY

The Indonesian government has set a target to achieve net zero emissions by 2030. One of the industries contributing to greenhouse gas (GHG) emissions is the poultry industry. Livestock farming, especially broiler chickens, contributes 1.89% of the total GHG emissions produced in 2023. Public companies in the poultry industry are required to follow financial services authority regulations to have sustainability reports. Poultry industry company's report scope 1 sustainability reports which include GHG emissions produced directly by the company and scope 2 produced indirectly. To be able to reduce coverage 2, these companies need partnerships that implement sustainability, one of which is animal husbandry. However, the collaborating breeders do not have knowledge of sustainable practices that produce sustainable products.

Indonesian people are aware of sustainable products. This is supported by data from Statista (2023) that 79% of 11,099 Indonesian consumers are willing to pay more for sustainable products. To support this data, TERPADU conducted an online survey which showed that out of 55 respondents, 92.7% of consumers were willing to pay higher prices for broiler chickens raised using sustainable practices.

TERPADU is present as a pioneer of broiler chicken partnership farming which implements sustainable practices which are useful for partnership companies who want to reduce their coverage and help companies to meet the need for broiler chickens with sustainable practices. To run this business, initial capital of approximately twenty-two billion rupiah is required which will be fully funded by the four founders and external funds of twenty-three billion for business development in the third year. Based on the business feasibility analysis, the company's weighted average cost of capital is 11.73% in year six, the payback period is five years, the NPV is thirty-four billion rupiah, the IRR is 38.49%. Based on the analysis and calculations that have been carried out, it can be concluded that this business is worth running and can be useful for the country and the nation.