

PRESS RELEASE

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**Serious about Sustainability:
KURA KURA BALI TWO STEPS CLOSER TO PROMISE OF CREATING
AN INNOVATIVE ISLAND OF SUSTAINABLE SOLUTIONS**

Bali, Indonesia

Tuesday 9th October 2018

Today marks two important milestones for Kura Kura Bali. Dubbed the “Island of Happiness” for its adoption of the ancient Balinese philosophy of Tri Hita Karana or three routes to happiness, this island on the southern tip of Bali is making global headlines again for its unique sustainable solutions.

The spirit of Kura Kura Bali is to inspire a generation of innovators, entrepreneurs and creative talents from all over the world. The vision is to be a space for testing inclusive new technologies and best practices for such sustainable practices as reducing energy use, water consumption and waste, and lowering carbon emissions.

Already recognized for its remarkable greening process, and for being the home of the United Nations Sustainable Development Solutions Network (SDSN) for South East Asia, this time the island is celebrating two significant milestones in its development.

The first is the finals of a global **Coastal Design Competition** they launched with SDSN and HeroX for a sustainable solution to a vertical seawall. Seeking something beyond a standard concrete wall, and keeping with their ecological principles, they sought a prototype in harmony with nature. The inspired idea was to launch an international competition to find the best minds to create a unique yet environmentally sound solution.

Kura Kura Bali boldly reached out to the world’s most innovative of competitions, the famous HeroX Prize, an offshoot of the X Prize, started by visionary Peter Diamandis. The partnership was a huge success. In the spirit of Better Business Better World, the competition was launched around the United Nations General Assembly by the International Chambers of Commerce Secretary General.

The result was a remarkable story of co-creation, of “crowd sourcing” a truly global collaboration and of creating the world’s first prototype of an ecological harmonious and environmentally sustainable seawall.



The 42 bold and innovative designs which poured in from teams around the world were highly technically sophisticated, and the international panel of judges decided on another surprising and effective twist to this challenge: they decided to pair innovators with different skill sets from across the globe to work together to further refine their ideas. This created a synergy not seen before, a process that has led to truly out-of-the-box solutions.

The Coastal Design Competition is the first in a series of sustainability initiatives planned for the Kura Kura Bali Island of Happiness. The competition provides an extraordinary opportunity to challenge and inspire engineers, architects, entrepreneurs and innovators from all around the world to develop new solutions for vertical seawalls.

Today, the two finalists from these global teams are currently in Bali to attend the THK Forum 2018 (10 – 11 October), and to find out who will win the final prize of US\$25,000 with the overall value of all prizes being over US\$200,000.

“We congratulate the final teams for their relentless effort in delivering their best ideas and inspiration to develop new solutions while supporting the SDGs through the approach of Tri Hita Kirana,” said Cherie Nursalim, Chairman of SDSN SEA. “We are also very excited with the launching of Tsinghua South East Asia Center and UN SDSN Southeast Asia. Their undoubted global recognition will be a strong foundation of our future programs and developments to extend our journey to collaborate with the South East Asia region.”

The second milestone is a signing ceremony with **Tsinghua University**, ranked as the leading University in Asia. This partnership with the island’s Creative Campus is historical, as Tsinghua is also one of the earliest Chinese institutions dedicated to environmental higher education and research. Tsinghua SEA at Kura Kura Bali in Indonesia is one of only three of its global locations after the United States and Italy. The signing will help further the vision of developing sustainable solutions on the island, and of encouraging unique green solutions and prototypes to inspire the rest of the region and the world.

I Gede Ardhika, President Director of Kura Kura Bali said, “Tsinghua’s SEA Center along with UN SDSN SEA demonstrate our commitment to sustainability. This will be the hub for innovation and incubation of technopreneurs, working in collaboration with various stakeholders.”

The center will inspire the island's co-creative learning process for humanity's sustainable common future.

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About the Island of Happiness Kura Kura Bali

Kura Kura Bali Island lies just 15 minutes' drive from Ngurah Rai International Airport, connected seamlessly to the main Bali island by a short bridge. Set against the dramatic backdrop of Bali's sacred Mount Agung on the horizon, Kura Kura Bali is within the realm of Bali's capital city of Denpasar, and easily accessible from prime resort destinations. The unique eco-development spanning 500 hectares with 3000m of coral reefs, 92 birds species invites world-class master-planners, architects and partners from diverse fields to co-create a World of Happiness in Bali. www.kurakurabali.com

About HeroX

Founded in 2013, HeroX exists at the intersection of crowdsourcing, competition, and collaboration. HeroX was created as a means to democratize the innovation model of the XPRIZE, founded by Peter Diamandis. The HeroX crowdsourcing platform brings together global communities of problem solvers to deliver breakthrough solutions to social, economic, and strategic challenges. www.herox.com

About the Tri Hita Karana Forum

The 2018 Tri Hita Karana Forum is held in conjunction with the World Bank / IMF Annual Meetings in Bali, and is endorsed by President Joko Widodo. This year's theme is on "Blended Finance and Innovation for Better Business Better World". The Forum is co-organized by the Coordinating Ministry for Maritime Affairs, the Coordinating Ministry for Economic Affairs and Ministry of Finance. Members of the Government Task Force include Financial Services Authority (OJK), Bank of Indonesia, Coordinating Board of Investment (BKPM), Ministry of Foreign Affairs, Ministry of National Development and Planning, Ministry of Communication and Informatics, Sarana Multi Infrastruktur (SMI), and Committee for Acceleration of Priority Infrastructure Delivery (KPPIP). Other technical Ministries which will participate include Ministry of Industry, Ministry of Public Works and Public Housing, and Ministry of Rural Development and Transmigration.

Other co-organizers include the United in Diversity (UID) Foundation (Co Chair), International Chamber of Commerce (ICC), the Blended Finance Taskforce, and the United Nations global initiative Sustainable Development Solutions Network (SDSN). The Tri Hita Karana Forum is also supported by partners including World Bank Group, IMF, China Development Bank, Asian Development Bank, World Economic Forum, OECD, Milken Institute, Tsinghua University, University of Indonesia, Udayana University, APINDO, and KADIN (Indonesia Chambers of Commerce), HSBC, Gajah Tunggal, GT, MAP, Starbucks and Unilever.