

2024

# Annual Report



Sisloff International

A Social Enterprise providing sustainability consulting, advocacy & education.

## **CONSULTING**

Sisloff International  
(Singapore UEN 53479910L)

Provides Consulting  
Services to Grow  
Purpose-focused  
Enterprises

## **ADVOCACY**

The Eco-Marketing  
Project  
([www.sisloff-intl.com](http://www.sisloff-intl.com))

A Directional Guide  
for Marketers wanting  
to be more Green

## **EDUCATION**

Sisloff International  
Foundation  
(USA EIN 99-0724920)

Supports Sustainability  
Education for  
Underprivileged Youth

**Sisloff International**



A close-up, soft-focus photograph of a pink rose serves as the background for the entire slide. The petals are layered and delicate, with a color gradient from light pink to a deeper magenta. In the top-left corner, there is a small black rectangle. The word 'Consulting' is written in white, sans-serif font inside a white-bordered rectangle that overlaps the black one.

## Consulting

Consulting services to social enterprises in 2024 included launching new strategies, solving critical issues and creating higher ROI through data-led systemic growth plans, with an ongoing focus on increasing sustainability and education.

This year's work included support of private & public companies, as well as professional organizations.

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Organization	Project or Engagement
Terra	Fractional CMO, built the 5-year go-to-market strategy, the supporting B2B & B2C marketing plan then supported team training & structure. (2H 2024). <a href="#">REFERENCE</a>
Buyamia	VP of Sustainability & Growth, focused on the launch new markets sustainably (1H 2024). <a href="#">REFERENCE</a>
Qlik.org	Content Creation contract. <a href="#">REFERENCE</a>
Green School	Board Member, developed the Local Scholar Program and budget.
The New Rules of Green Marketing	Social Media Lead, re-engaged the community.
Matcha Initiative	Member & Advisor, specialized in profitability, growth and eco-marketing.
International Advertising Association	Sustainability Council Member, specialized in event sustainability & advocacy.
ATOLYE's COP28 Side Event	Regenerative Workshop Lead.

## Consulting

*"In addition to developing a robust growth plan for this year, Leslie created practical, easy-to-use models and tools that will become the foundation for long-term growth and success, ensuring we (Terra) can execute with precision while remaining flexible in an ever-changing market landscape."*

*"Your ability to blend strategic foresight with actionable, data-driven tactics while being so empathetic, has helped us to navigate the complexities of sustainable growth and also set a new benchmark for excellence within our organization. Your impact on Buyamia will be felt for years to come. "*

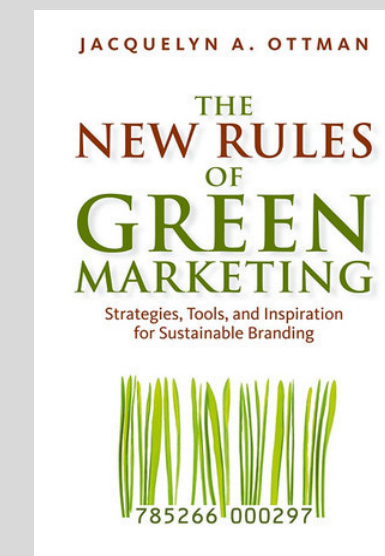
*"When Leslie sees an opportunity to make a positive impact on a sustainable future, she drives it forward."*



buyamia.COM

From local to global

Qlik.org<sup>SM</sup>



The Matcha Initiative

## Advocacy

As founder, Leslie Beckman took an active role in shaping the conversation about sustainability in 2024.

Leveraging her marketing background, she engaged a growing number of professionals to raise awareness & engagement.

This global advocacy included a multitude of in-person events, keynote speeches, networking & online content.

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## In-Person Keynote Presentations, Workshop Facilitation and Panel Moderation

Event	Presentation
Atoyle during COP28, UAE	<i>Regeneration Workshop</i>
Scale Climate Action, Indonesia	<i>Food &amp; Nature Systems Climate &amp; Social Impact Investment</i>
IAA World Congress, Malaysia	<i>Systemic Sustainability: The B2B Superpower</i>
Spikes Asia, Singapore	<i>Sustainability in Marketing: Accelerating Change for Creative Impact</i>
SPAN, Singapore	<i>Profitability Opportunities in Sustainability Reports</i>
Global Sustainability Conference: Race to NetZero, Malaysia	<i>Driving Sustainable Initiatives: Actions in Motion</i>
Sustain Xchange 2024, Malaysia	<i>Empowering Sustainability: Practical Steps for Meaningful Impact</i>
AKFI Actionable ESG Talk podcast	<i>From Marketing to Sustainability: A Leader's Journey with Leslie Beckman (Parts 1 &amp; 2)</i>
DigiMarcon SE Asia, Singapore	<i>The Power of Integration for Award-Winning Campaigns</i>
DigiBrancon SE Asia, Kuala Lumpur	<i>Sustainability &amp; Ethical Branding in the Digital Age</i>
PMI Webinar, Singapore	<i>Creating Positive Impacts: Embedding Sustainability in your Project Plan</i>



## Additional Engagements, Continuing Education & Networking

- COP28: Bloomberg (2 days)
- COP28: Women's Roundtable
- COP28: World Climate Foundation
- COP28 Green Zone presentations
- COP28: Elevation Barn w Sylvia Earle
- GreenTech Singapore
- Biodiversity-fresk
- FinTech Singapore Sustainability zone
- Singapore Business Circle
- Reimagining Consumer to Regenerate Our Planet
- Bloomberg at G20
- Bali Ocean Day
- Scale Climate Action x3
- Sustainability Conference by Buyer Foresight





### Online & Sustainability Development

- LinkedIn:
  - 1,978 New Followers, 400 New Contacts and 1,251 profile views
  - 76,504 Impressions increased 1.8k/month to 8.5k/month by 30<sup>th</sup> June, then 4k/month by end of year
  - Engagements increased from 200/month to 300/month by 30<sup>th</sup> June, totaling 2,601 engagements by end of year.
- Certification
  - GRI reporting standards professional
- Volunteering:
  - EAA event (USA), Mangrove cleaning & Regenerative rice planting (Indonesia)



## Education

The Eco-Marketing Project is a free, global, online directional guide for marketers wanting to be more green. It includes resources, research and a LinkedIn community as well as a thriving podcast and blog sharing the latest topics and connecting with rock star leaders in sustainability and marketing.

2024 was another amazing year for new content development, diving deeper into innovative topics with increased outreach and engagement.

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## The Eco-Marketing Podcast

### 10 New Podcasts

Episode	Title	Interview
25	Anti-greenwashing regulation	Susan Mizrahi
24	Gaming in sustainable marketing	Jude Ower
23	Getting Board Approval	Andy Last
22	Brave Leadership: Overcoming ESG objections	Trish Weener
31	Sustainability = Value creation	Andy Wilson
20	Decarbonizing your Media	Robin Phillips
19	Impact Through Audience Segmentation	Kate Wheble
18	AI's Role in Sustainable Marketing	Malur Narayan
17	Customizing Messaging to your Audience	Derek Maggs
16	Choosing Sustainable Destinations for Meetings	Michael Eskridge

# The Eco-Marketing Project

## 6 New Blogs

- [Sustainability & Ethical Branding in the Digital Age](#)
- [GRI Reporting Standards: What you want to know \(but afraid to ask\)](#)
- [Empowering Sustainability: Practical Steps for Meaningful Impact](#)
- [Case Study: Start & End with Data](#)
- [Empowering Marketers in Sustainability](#)
- [Systemic Sustainability is Business' Superpower](#)

1 New Resource: Green Events Package (in development)

1 New Research: Eco-Marketers Survey Results (in development)



## Education

Sisloff International Foundation continued supporting sustainability education for underprivileged youth in both Indonesia (for the 3<sup>rd</sup> year) & Kenya (for the 12<sup>th</sup> year).

In Q1 2024, Sisloff International Foundation registered as a U.S. nonprofit organization to allow for enhanced fundraising.  
(USA EIN 99-0724920)

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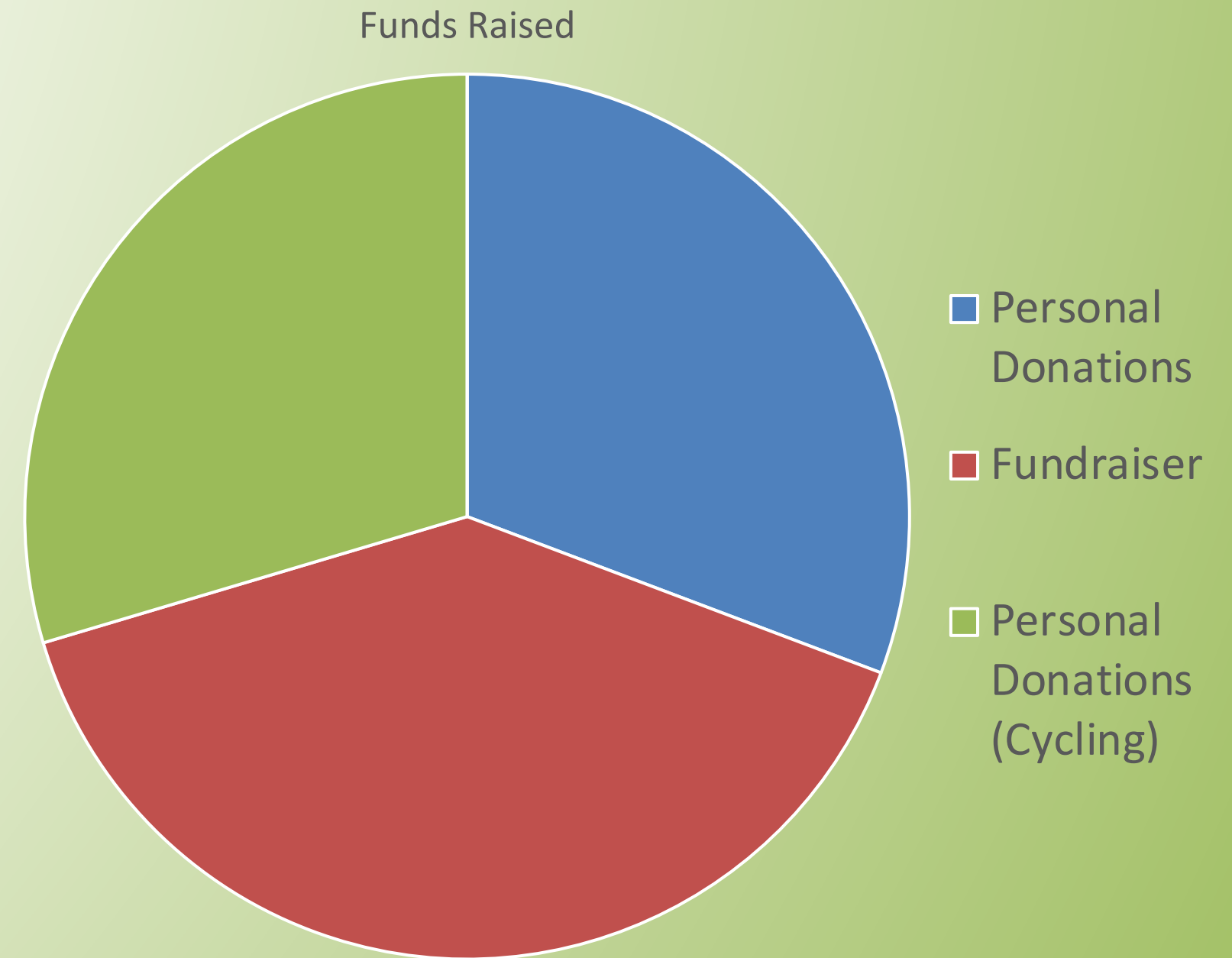
## Education

## Fundraising

In 2024, the foundation raised \$6765 USD in total.\*

The top fundraising activity was October's "Baja Delirium", provided by Baja Deli and sponsored by Black Cat, White Cat Music Productions. Proceeds were used exclusively to fund direct youth education in Indonesia.

*\* All donations go 100% to outreach activities, no admin fees are taken.*



Sources include:

\$2081 USD Personal donations from weekly cycling tours & bicycle sales

\$2684 USD Baja Delirium Fundraiser by Baja Deli

\$2000 USD Personal donation from Anonymous



## FUNdraiser Event



The event entertained over 100 attendees with 2 live music acts, followed by 2 DJs. Highlights included video projection on the unique DJ booth truck, black/white dress with cat ears for all attendees, hourly door prize drawings, themed Black Cat White Cat drinks and burger menu as well as a profitable silent auction. In addition to the event venue, food and music sponsors, 12 local vendors donated items for the door prize and silent auction.



### Outreach

It was also a record year for outreach! The foundation supported underprivileged children across 4 organizations with sustainability education; over 100 children in Bali, Indonesia and 150 preschoolers in Kitale, Kenya.

This year's outreach included:

- Bi-annual donations provided to The Sister Freda Foundation's Richard Robinson School for Preschool Development (June & November)<sup>1</sup>
- Student's Green School Education Fund
- Taman Permata Hati<sup>2</sup> donation
- Bali Street Mums<sup>3</sup> donation of unused and gently-used goods gathered during clothing and housewares drives.



Outreach

The foundation partnered with 4 local Indonesian charities, including a new local charity partner (Suwandi Foundation) to host 12 outreach events for youth in Bali.

30 Girls	Taman Permata Hati at Green Camp	March
24 Kids	Bali Street Mums at Astangkara Way	March
24 Kids	Bali Street Mums at Astangkara Way	May
20 Kids	Bali Street Mums at Coral Triangle Center	June
30 Kids	Bali Street Mums onsite games & crafts	June
	Bali Street Mums Donation: Linens, clothes, toys (6 boxes)	June
30 Kids	Taman Permata Hati at Astangkara	August
12 Boys	Taman Permata Hati at Green Camp	September
20 Kids	Bali Street Mums at Astangkara Way Rice Project launch	September
20 Kids	Suwandi Foundation <sup>4</sup> at Green Camp	December
20 Kids	Taman Permata Hati at Coral Triangle Center	December
20 Teens	Taman Permata Hati at Taman Usada	December





## Education

## Outreach

And the impact continues! Heading into 2025, Sisloff International Foundation has \$2,733 USD plus 2 bicycles left to auction for additional income. These funds will be utilized for the first half year donation for the Sister Freda Foundation (\$1000) and for 6-8 sustainability education outreach events for Balinese charities supporting underprivileged children.





## Supported Organizations

### Sister Freda Childcare Center

<sup>1</sup> Sister Freda Foundation's Richard Robinson Early Education Center, Kenya

[Sister Freda's ChildCare Center \(villagevolunteers.org\)](https://villagevolunteers.org)

Sisloff Foundation, in partnership with k.beckman design, Dr Alan Riley and Sister Freda, built the preschool building in 2014 to extend the current preschool feeding program capabilities and participants. This includes: play-based curriculum including ... as well as ongoing support of school uniforms and shoes. Medical support is provided by Sister Freda Medical Center and Food by the Sister Freda Foundation gardens. The school now supports 150 preschool children.

### Taman Permata Hati

<sup>2</sup> Taman Permata Hati

<https://www.baliorphan.com>

Sisloff Foundation organizes experiences focused on sustainability education. As an example, groups attended Green Camp for day trips and also an overnight. Activities included making vegetable-based dye, identifying local plants & animals and 'mepantigan', Bali's traditional mud-wrestling. Locally grown, organic meals are provided.

### Bali Street Mums

<sup>3</sup> Bali Street Mums

<https://www.balistreetmums.org>

Most recently, the children of Bali Street Mums attended day trips to Astangkara regenerative farm. Activities included making seed balls, engaging with the working farm ducks, making worm compost, and learning about soil nutrients. Locally grown, organic meals are provided. As a result of this connection, Astangkara is donating their entire January 2025 rice yield to the Bali Street Mum organization.

### Suwandi Foundation

<sup>4</sup> Suwandi Foundation

<https://suwandifoundation.org/>

As a result of the Q4 fundraiser, Sisloff International Foundation proudly adds new outreach with the children from Suwandi Foundation. To wrap up the year, the kids will enjoy an overnight at Green camp including sustainability education, campfire fun and local, organic meals.



"To say this has been an outstanding year is an understatement. Across Consultation, Advocacy and Education, Sisloff International has beaten all expectations across all 3 platforms: Sisloff International, Sisloff International Foundation & The Eco-Marketing Project.

I'm incredibly thankful for all of the supporters, both personal and professional, in these efforts. To my newer connections, I hope that you take this enthusiasm forward, inspired as a changemaker because truly, it is our collected efforts that will make the bigger difference.

I'm already looking forward to even bigger impact in 2025!"



Leslie Beckman, Founder