GUIDELINE TO NAVIGATE AND REGISTER
IN THE LAND FINANCE HUB

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Table of Content

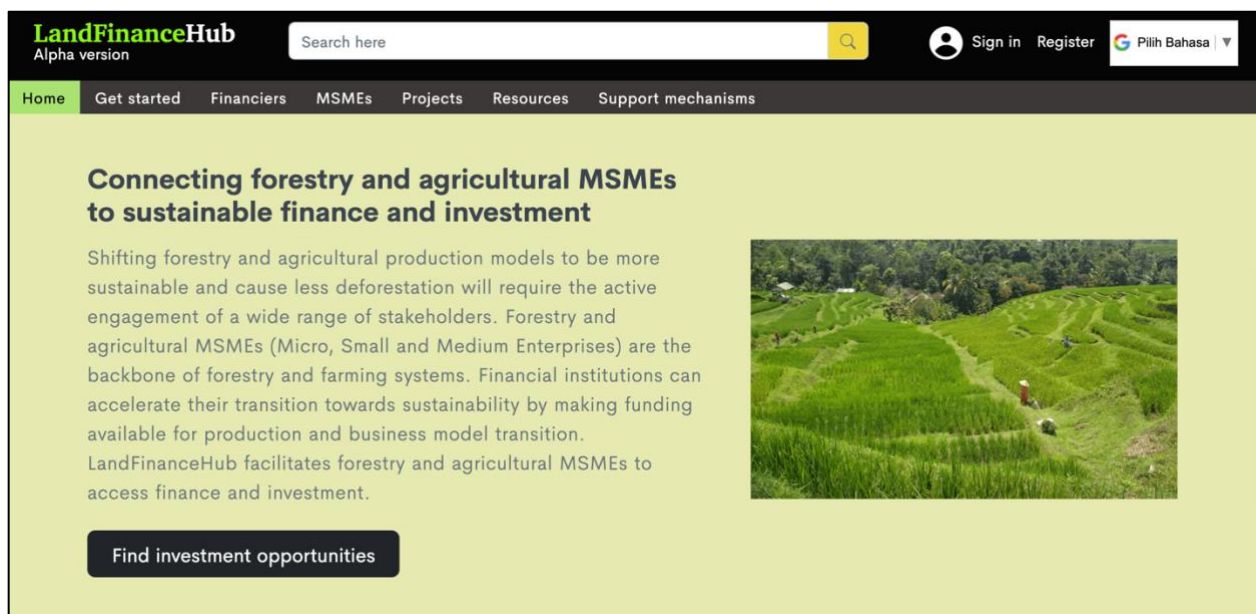# Guideline to Navigate and Register in the Land Finance Hub

About the Land Finance Hub[1]

The Land Finance Hub is a learning hub for knowledge products and tools, capacity development and a collaborative platform. The Hub aims to connect agriculture and forestry-based MSMEs with investor and financial institutions. It is intended to showcase MSMEs profiles and financing projects, advance MSMEs capacity and access to information and knowledge products on green finance and business. The Hub development is made possible through the Green Finance for Sustainable Landscapes (GF4SL) project where CIFOR is an implementing partner. The project and the Hub seek to address barriers to sustainable financing and support sustainability transitioning of commodity production and land use.

Navigate the Hub: Features in the Land Finance Hub
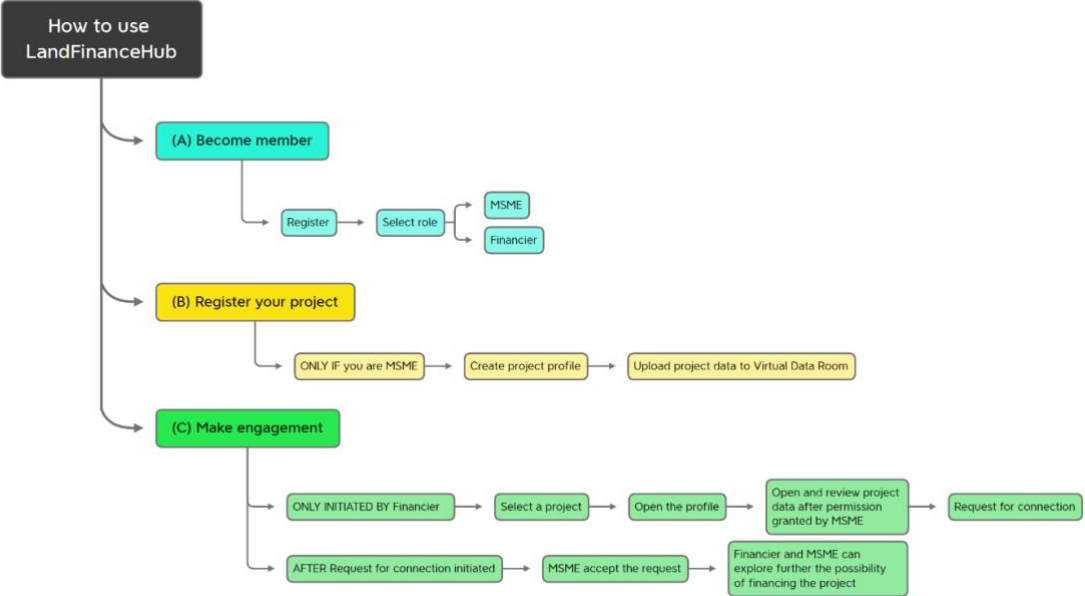

The Land Finance Hub comprises:

- **Financiers profile** It contains lists of financiers registered in the Hub and approved by the admin. The financiers profile provides a brief description of the financiers including the type of financing scheme offered, sectors, products and their geographies of interests.

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[1] **Disclaimer**: The Land Finance Hub role is to develop and maintain the Hub, make available knowledge products and toolkits, and showcase financiers, MSMEs and financing projects. The Hub **will not** be involved in any way in financing due diligence and negotiation between the MSMEs and financiers. It will also **not be involved** determining financing or acting as a guarantor for MSMEs (see our Terms and Conditions).

- **MSMEs profile** It contains lists of MSMEs registered in the Hub and approved by the admin. The MSMEs profile contains a brief description of the MSMEs business profile, certifications (management, legality and sustainability certification), brief self-declaration on deforestation and human exploitation in commodity production, and gender role in the MSMEs.
- **Projects** It contains lists of admin approved MSMEs financing projects that describes country, sector and product in which the project will focus, summary of the proposed financing project and expected funding types.
- **Resources** It contains a database of knowledge products, toolkits, and useful links to advance green finance, business and practices. Topics include principles for responsible banking, bankable business plans, sustainable sourcing guide, sustainable land management, competitive advantage and so forth.
- **Support mechanism** It provides contact forms for the user to request technical support and training assistance.
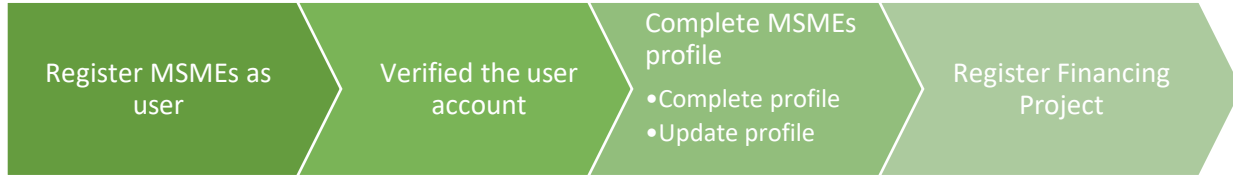
Joining the Hub

The Land Finance Hub is free to use without any membership fee. The hub is accessible and available to the public. To join the Hub, you need to become a member then register yourself (as Financier or MSMEs), then register your project and become engaged (see diagram below). Once your profile and your project have been approved by the platform administrator, it will be showcased in the Hub and made accessible to the public. Confidential information will not be disclosed and its use will be limited to data-sharing with the financier and Hub administrator (see our Terms and Conditions, Privacy Policy and Cookie Policy).

MSMEs Registration

The MSMEs Registration process comprise the following steps:

Register MSMEs as user	>	Verified the user account	>	Complete MSMEs profile •Complete profile •Update profile	>	Register Financing Project

Step 0: Getting started

Open your web browser and go to the Land Finance Hub website (https://landfinancehub.org). Then, adjust the language setting by clicking the translate feature **'Select Language'** or *'Pilih Bahasa'.*

Step 1: Register as a user

- Click '**Register**' and select role as '**Entrepreneur (MSME)**'.
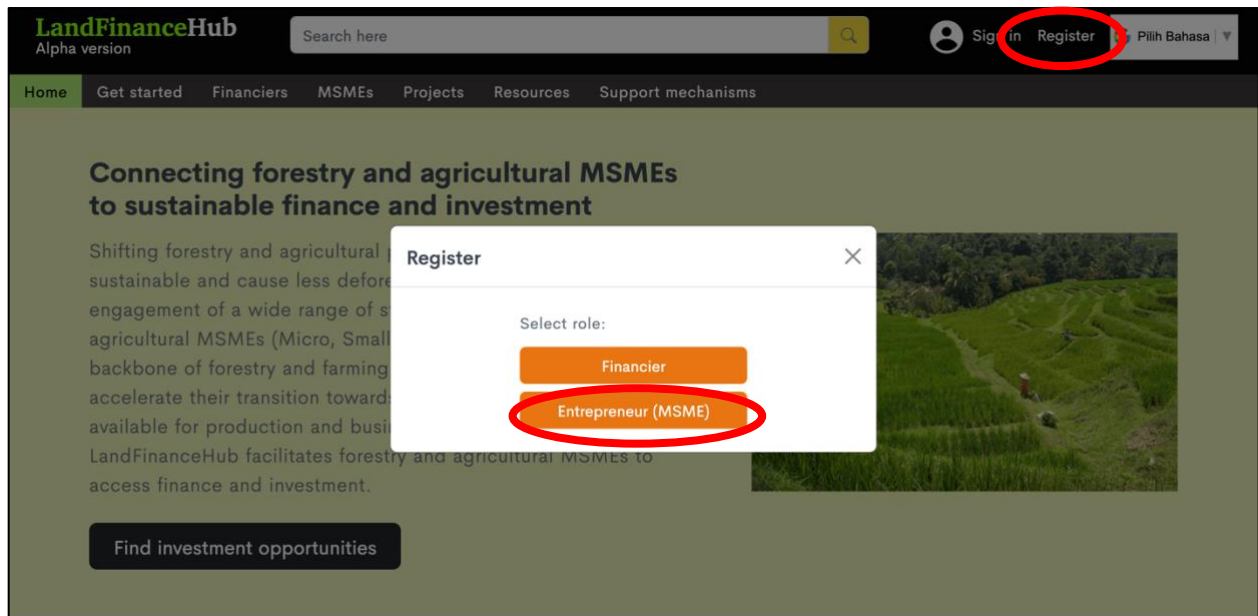
- Then, you will be directed to the MSMEs registration page. Register your **username, active mobile phone number, password** then **choose notification media**. Select 'WhatsApp' or 'SMS' to indicate the preferred methods for registration verification. Tick the check on **'Terms and Conditions'**, click **'Agree'** and then click **'Save'**.
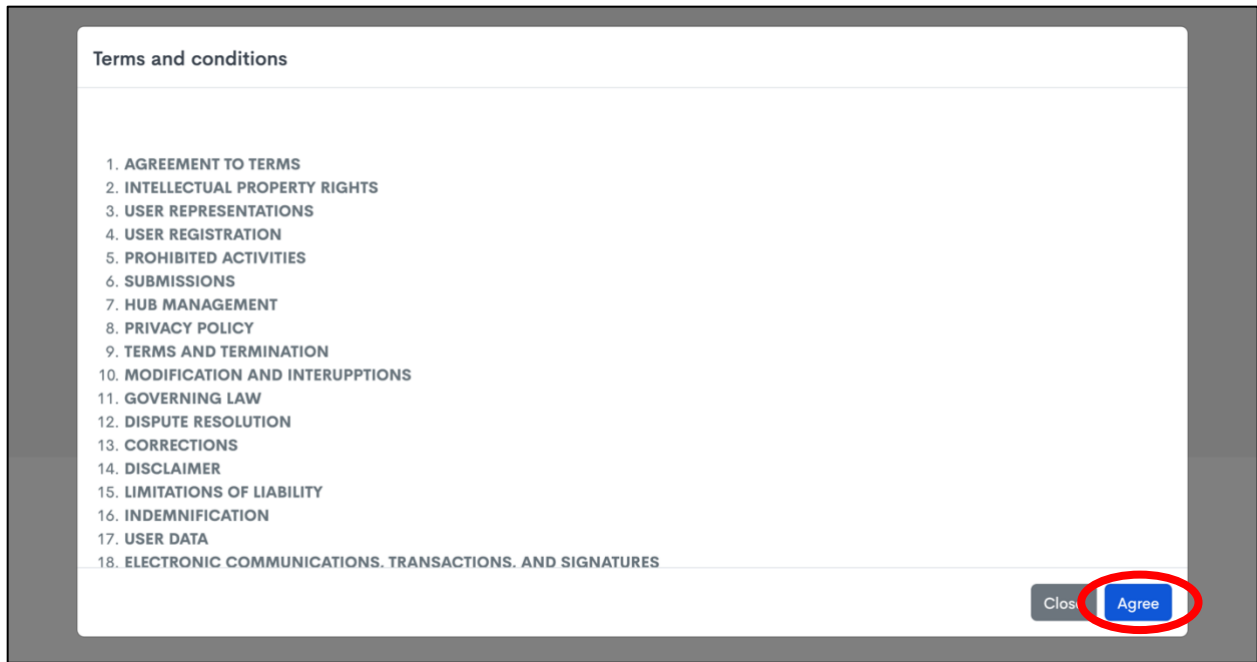
- Upon successful registration submission to the Hub. You will receive a verification number sent to your WhatsApp or via SMS. You need to fill in the verification code, then click '**Verify**'.
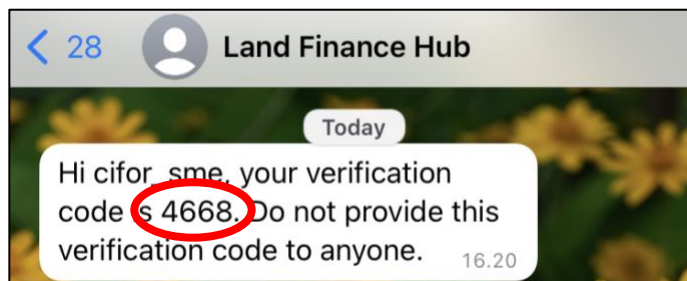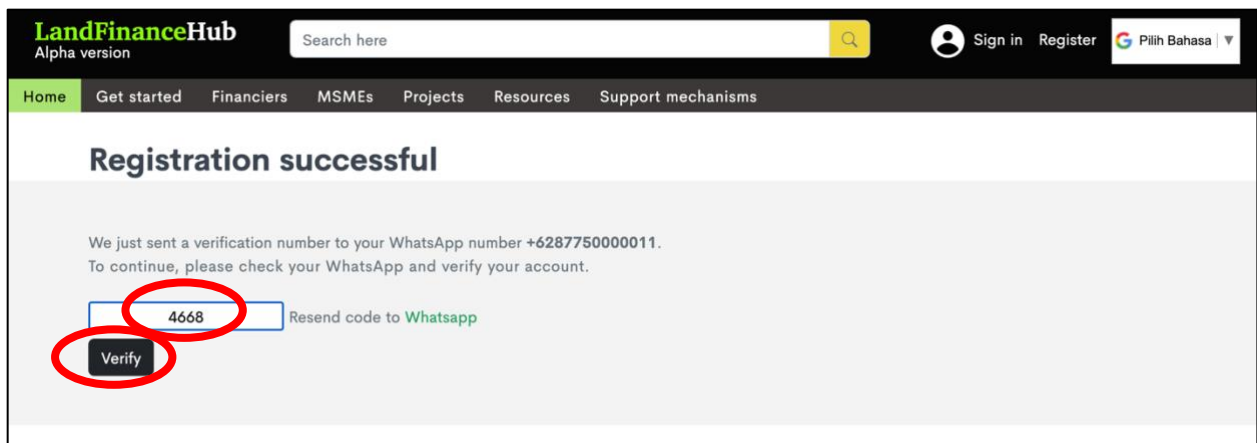
Example of registration verification number sent via WhatsApp

- Once your account has been verified, the web will direct you to sign in to the Hub. Fill in the username and password that you have registered to sign in to the Hub, then click '**Sign In**'.

Step 2A: Completing your profile

- Once you have been successfully signed-in, you will be directed to complete your MSME profile. The profile completion requires you to fill in:
  a. **MSME characteristics**: fill in the year of establishment, total number of employees, average of last 3 years annual sales, total assets and your value chain position. Identify whether you are producer, retailer/trader, processor, and/or others. This will help others understand the type of business and role you play in the commodity trade value chain.
  b. **Identity**: fill in the MSME name, MSME short description (see separate material on building an MSME business profile that we have developed), country of business and affiliation to local organization and associations such as business association. You will also need to upload your MSME logo.
  c. **Contact person**: fill in the full name of your MSME contact person, email address, full address of your office or workshop, mobile and/or office phone number, country of residence and profile photo of your contact person.
  d. **Certification**: in this section, indicate the management quality certification, legality certification, sustainability certification, and other types of certification your business has. This is to differentiate your business from other competitors, especially when seeking green finance, as sustainability certification will add value to your profile. This section also requires you to indicate if your business has a history of involvement in

deforestation[2] in the production of your commodity; and if your business involves exploitation[3] of child labor, local communities, or small-scale growers during the production processes.

   e. Gender role: in this section, specify the role of women in your MSMEs. You can select more than one if the women hold multiple roles in your MSMEs.

- You do not need to figure it all out at once when you first get started. You can always go back to your account and update your profile (see **Step 2B**).

- When you have completed all the information, click **'Submit'** and the page will notify you to '**Wait for Approval**'. Upon the Hub administrator approval, the profile will be showcased live in the Hub for public.

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[2] Deforestation according to FAO (2020) defined as *"The conversion of forest to other land use independently whether human-induced or not".*

[3] Labor exploitation according to ILO (n.d.) covers various indicators, such as deceptive and coercive recruitment process, recruitment by abuse of vulnerability, exploitation, coercion at destination, and abuse of vulnerability at destination. Learn more about the labor exploitation indicators here.

Gender role

What is the role of women in your MSME:
☐ Ownership ☐ Management ☐ Workers

Please type other women roles if any, seperate with comma if more than one

Submit

LandFinanceHub
Alpha version

Home | Get started | Financiers | MSMEs | Projects | Resources | Support mechanisms

You just submit your profile

Please wait for approval

- The following are examples of the MSMEs profile which have been approved by the Hub administrator.

MSMEs

Here are the list of MSME registered on this portal.

|		
Cadet Jaya Farmers Group	Cahaya galerry	CALM Indonesia
Chiken	Chiquel	CIFOR CIFOR SME
Citra Agung Furniture	CV AIDA FURNITURE	CV Bale Living
CV Jawahir Mandiri Sejahtera	CV Jepara Wood Furniture	CV Kibti Furniture
CV Mebelisa Design Indonesia	CV Nebula Craftwork	CV Pondok Daun
CV Rumah Cantik	CV Sinar Mas	CV. Blimbingsari Creative Craft

« Previous 1 2 3 **4** 5 6 ... 11 Next »
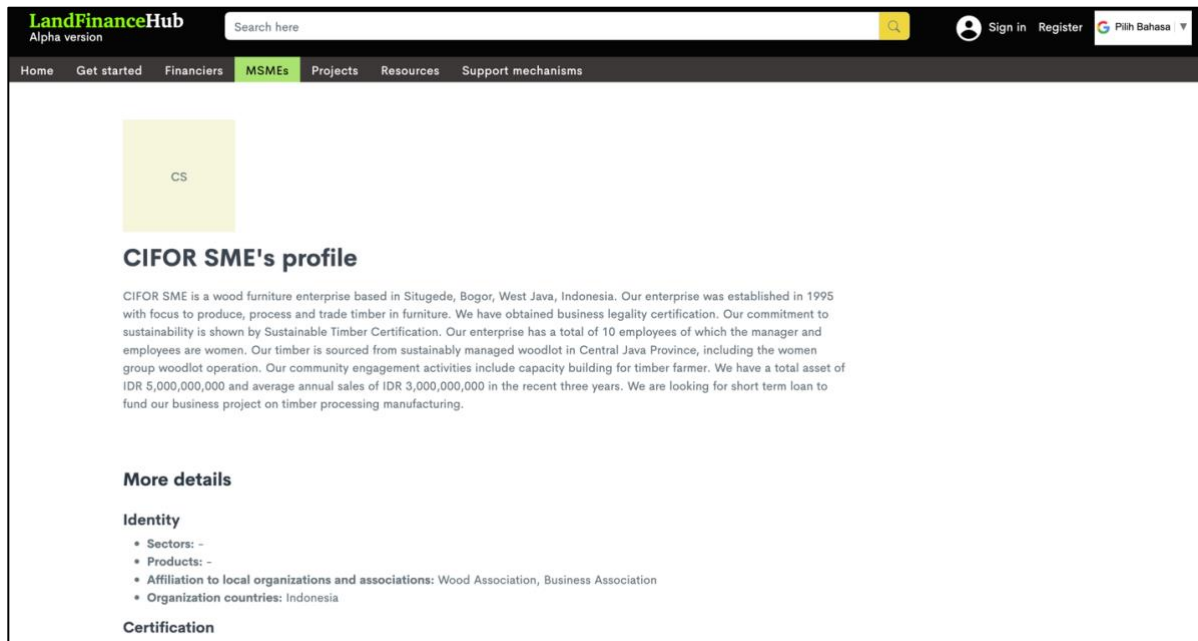
Step 2B: Updating your user account and MSME profile

- You can always go back to the Hub and update your profile when needed. Ensure that you remember the username and password you registered in the Hub. Or else, you can also use the '**Forgot Password**' feature that is embedded in the sign-in form.
- Once you have signed into the Hub, click '**Account**' then click '**User Profile**' to update your user account or '**MSME profile**' to update your MSME profile.
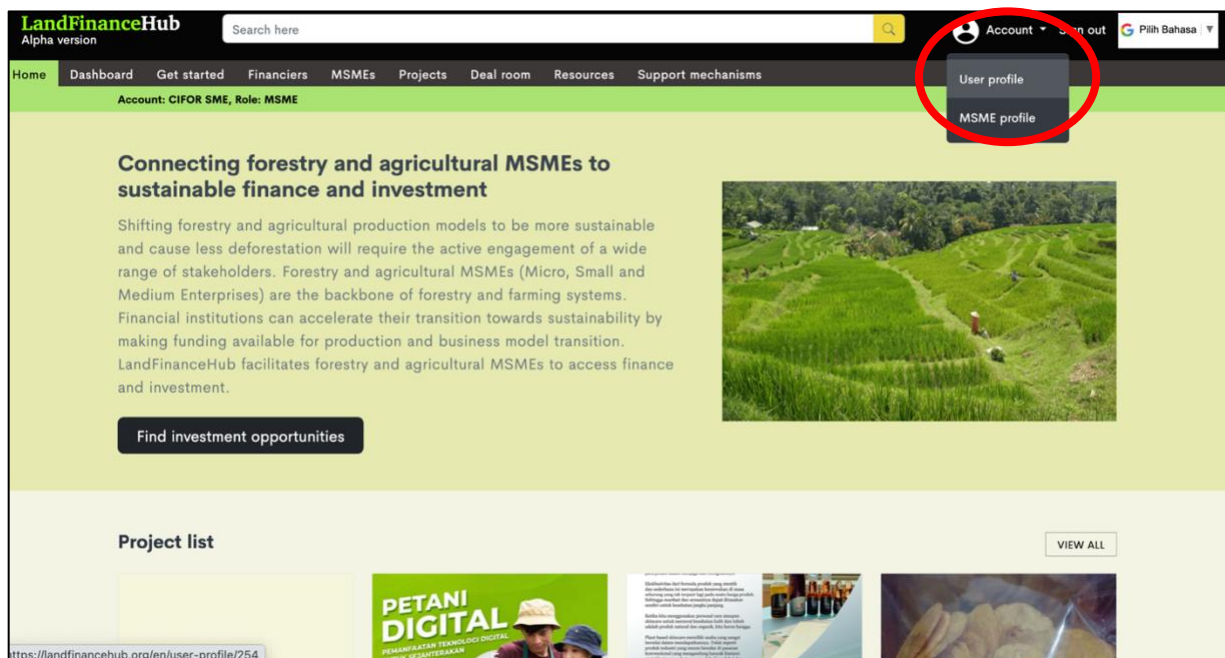
- **To update your user account**: user profile comprises of username, display name, phone number, password and notification language. Username and display name are not editable, but you can update the rest of the components (phone number, password, and notification language). To edit, click '**Edit**' then '**Update**'.

- To update your MSME profile: you will be directed to your profile. Click '**Edit**' and update profile components. Once you finish, click '**Submit**'.

MSMEs Project Registration

When you have a project in need of financing, you can register your project to be showcased in the Hub. This will help the financier to see which MSMEs are in need of financing, what kind of project they can fund and what type(s) of funding is needed/expected[4]. This section will guide you step by step in registering your project.

Register Financing Project > Complete indicative check list > Check the engaged financier
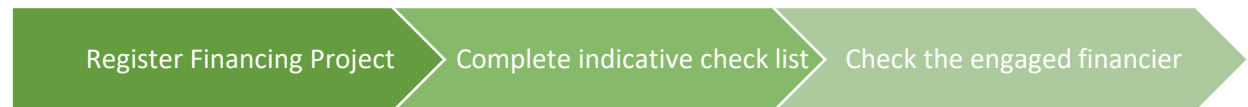
Step 1: Add project

- Click the '**Projects**' page and then select '**Add Projects**'. Then you will be directed to the '**Add new project**' page. In this section, complete your project title, country where the project will take place, sector, product, brief summary of the project, and specify the funding types you expected and the amount. Then, upload your business summary and indicate if you want to have more connections.
- Once you complete the information, click '**Submit**'.

Step 2: Complete the indicative check list

- When you have submitted your profile. The web will direct you to the '**My Projects**' page, which is a list of projects you have made. The project shown '**Waiting for Documents Upload**'. You need to click this yellow button to upload the indicative checklist documents.
- Should you wish to revise the summary of your project, click on the blue pencil button and click on the red trash can button if you want to delete your project.

- **About indicative checklist:** The indicative checklist contains a list of documents that MSMEs have to upload for the financier to see and assess the creditworthiness of the project. Although completeness cannot be treated as a guarantee that MSMEs will secure funding, this will allow the financier to have a better understanding of the credibility of the MSMEs/business and creditworthiness of the project which, subsequently, may increase the likelihood of obtaining a loan. Indicative checklist documents will not be available to the public. It will only be made available to the financier (by request) and Hub administrator.
- **Documents to be uploaded in the indicative checklist:**
  a. **Project description/business plan:** you can indicate and upload a document that describes your business, organization and management, financial condition of your enterprise, the nature of the project that requires funding, plan for loan repayment and collateral.
  b. **Permit and licenses**: you can indicate and upload permit & license documents as required by the regulation to run the business.
  c. **Certification**: you can indicate and upload the certification of management quality, legality and sustainability certification.
  d. **MSMEs credit rating report:** you can indicate and upload your credit rating report.
  e. **Copy of bank statement:** you can indicate and upload the most recent copy of your business bank statement in the last 6 months.
- You should also choose whether you allow registered financiers to view your project documents directly or with your permission. If with your permission, the interested financiers should make a connection request before viewing the project documents.

Do you allow interested registered financier to directly view your project documents?

○ Yes, I allow interested registered financier to directly view my project documents

○ No, I want the financier to make 'connection request' first before they can view my project documents. By selecting this option, I agree that it will require more time for the interested financier to view the project documents.

- After you complete the indicative checklist, click '**Submit**'. Then the Hub administrator will review the documents and alignment of the project with the Land Finance Hub theme (for example, green business, sustainable management, and practices), to assess the suitability with the green finance that the Hub wants to promote**.** Once the profile is complete and approved by the Hub administrator, it will be showcased in the Hub.

Add project gallery

To add project gallery, click 'Projects'. And then click 'My projects' in the sub menu of Projects. And then click one of your projects. In the submenu of that project detail, click 'Edit this project gallery'. You can also click 'Edit this project gallery' button in the bottom of project detail page. There, you can add the gallery of the projects.
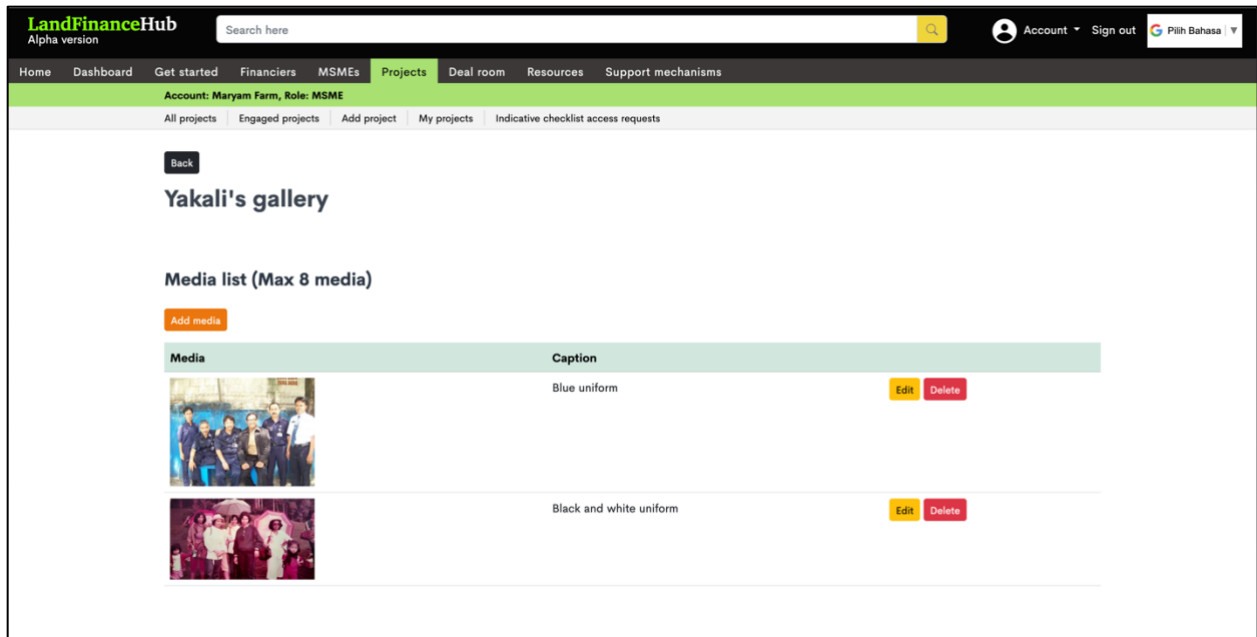
Check Indicative Checklist access requests from financiers

To check the Indicative Checklist access request, click 'Projects'. And then click 'Indicative checklist access request' in the sub menu of Projects. Here you can see the list of requests from financiers. You can change the status of the request by accepting it or refusing it. After you accept it, the financier can access/view your Indicative Checklist documents.
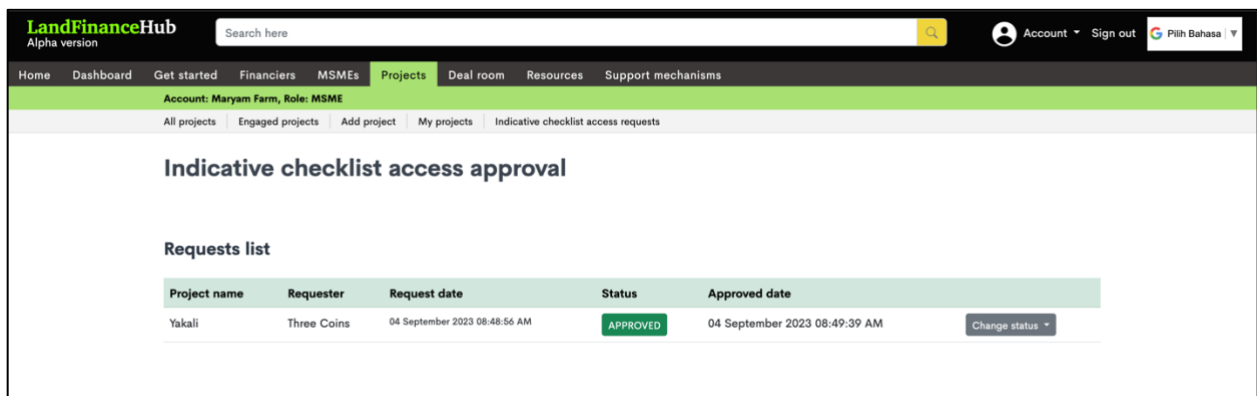
Check the status of engagement with financiers

To check the status of your engagement with the financier, click '**Dealroom**'. Here you can see how many of your projects that the financiers are interested in, the connected projects, and projects with pending and unsuccessful connections.

Search here

Account ▾   Sign out   G Pilih Bahasa ▾

Home   Dashboard   Get started   Financiers   MSMEs   Projects   Deal room   Resources   Support mechanisms

Account: CIFOR SME, Role: MSME

About   Engagement status

Engagement status

Summary

0	0	0	0
Projects that financiers are interested in	Connected projects	Pending connections	Rejected connections
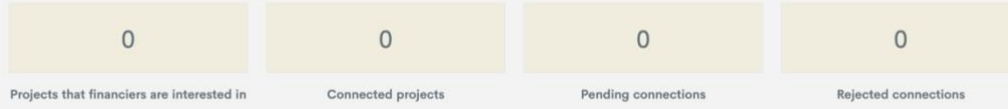
Conection status

Financiers	Projects	Status	Last update
		No data available	

Technical support contact

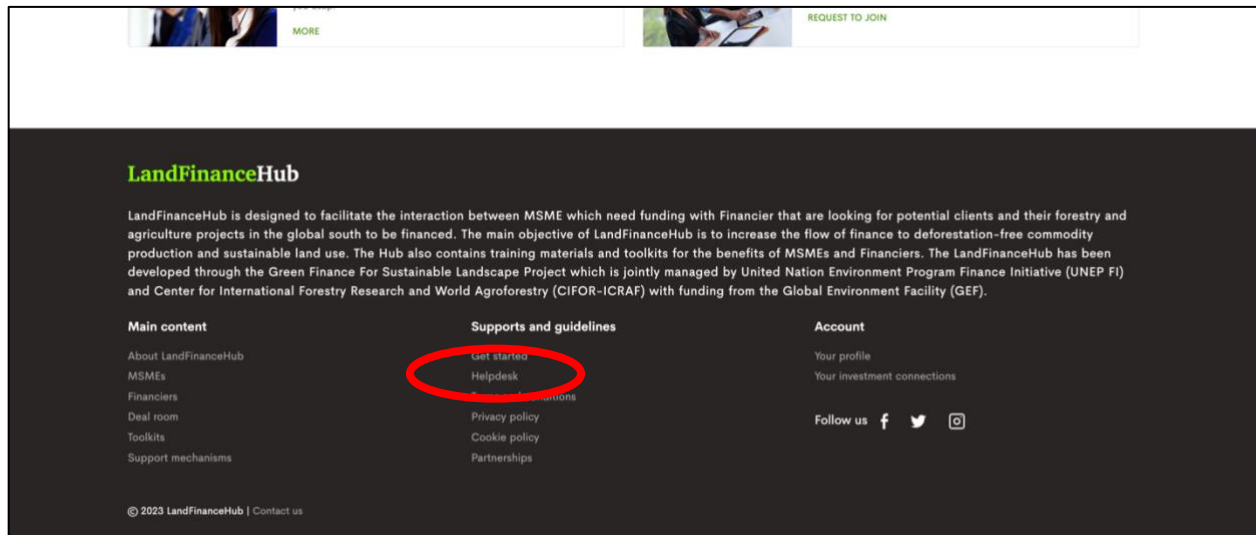There are several ways to request technical support:

- Email to **supports@landfinancehub.org**

- Click the '**Support Mechanism**' then '**Request for Technical Support**'. You will be directed to the contact form page, where you can describe the issues.
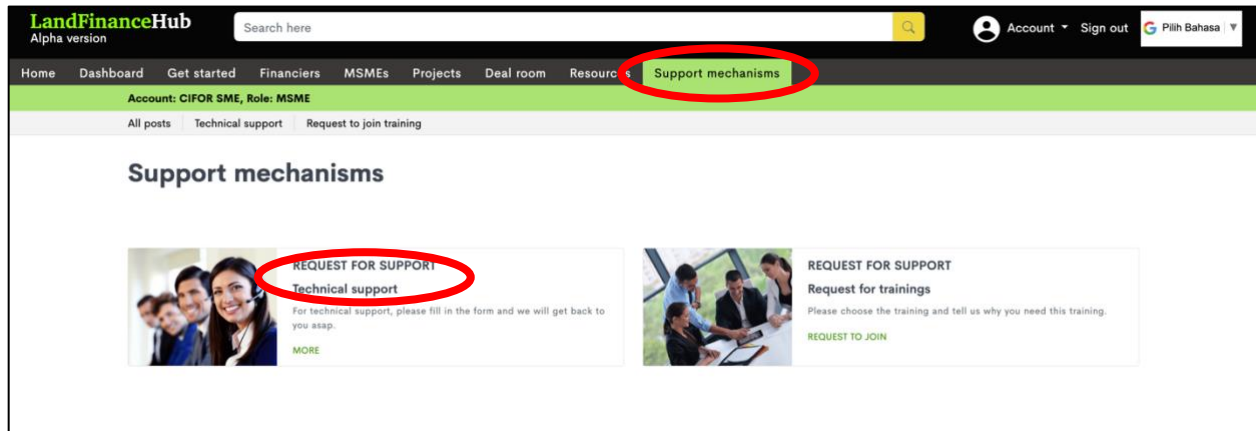
- Click the '**Helpdesk**' at the bottom of every page. This option will also direct you to the contact form.

References

FAO [Food and Agriculture Organization of the United Nations]. 2020. Global forest resources assessment 2020. Rome: FAO. Accessed from: https://www.fao.org/3/I8661EN/i8661en.pdf (25 August 2023)

ILO [International Labour Organization]. n.d. Details of indicators for labour exploitation. Accessed from: https://www.ilo.org/wcmsp5/groups/public/---ed_norm/---declaration/documents/publication/wcms_105035.pdf (25 August 2023s