



giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

On behalf of:



of the Federal Republic of Germany

The Indonesia Plastic Bag Diet Movement (Jakarta)

**Raising Awareness and Creating an Enabling Environment for
Multi-Use Packaging Systems in Jakarta**



Jakarta Reuse Movement



Jakarta Reuse Movement is a program initiated by the Indonesia Plastic Bag Diet Movement (Gerakan Indonesia Diet Kantong Plastik - GIDKP) and Enviu to create an ecosystem that supports a reuse lifestyle in Jakarta. By taking an advocacy, collaboration, and education approach, GIDKP and Enviu have the ambition to reduce single-use plastic which prevalently pollutes the environment and are difficult to recycle. This program will involve government, businesses, and communities in a collaborative effort to reduce plastic waste in Jakarta through reuse solutions.

Objectives Jakarta Reuse Movement for CAP SEA Program :

- Raising awareness to gain support and buy in of target groups for the reusables pilot project and beyond
- Engage Jakarta City Government to endorse the pilot and create enabling conditions for scalability
- Engage Food and Drug Agency to endorse the pilot and clarify sanitization standards for reuse business models

Partner(s) :

- Jakarta's government (Environmental Agency)
- Allas as a provider of reusable packaging for food delivery
- GIZ Indonesia → we are a local grantee to implement pilot project „Introduction of Reusable Packaging as a Service in DKI Jakarta“ under The Collaborative Actions for Single Use Plastic Prevention in Southeast Asia (CAP SEA)



On behalf of:

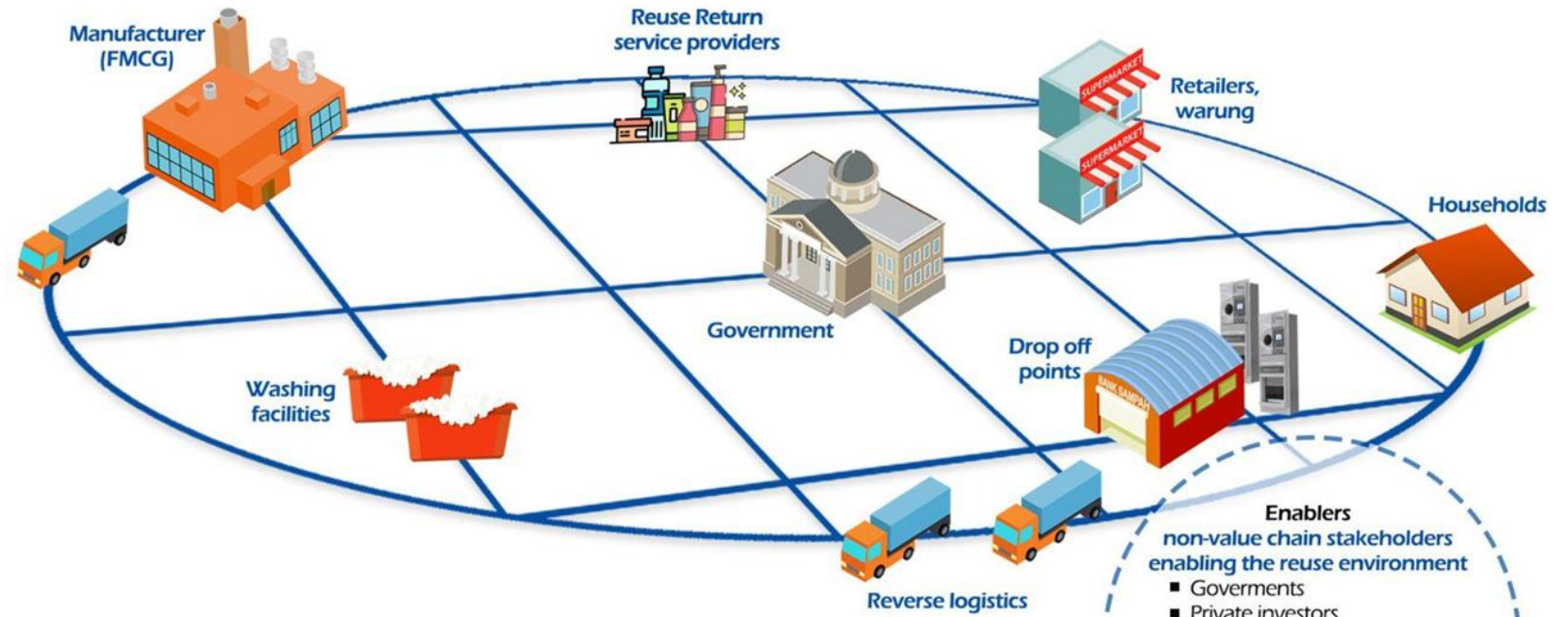


of the Federal Republic of Germany



At this moment, we were working with multistakeholder for development of reusable grid infrastructure

Jakarta Reuse Movement



On behalf of:
 Federal Ministry
 for the Environment, Nature Conservation,
 Nuclear Safety and Consumer Protection
 of the Federal Republic of Germany



Enablers non-value chain stakeholders enabling the reuse environment

- Governments
- Private investors
- NGOs, industry and international bodies
- Labour representatives
- Public, media and grassroots movements
- Standard-setting bodies and auditors

Project Implementation

Challenges in the pilot project implementation :

Reuse is not a new solution for Indonesian people. However, to apply this solution into online food delivery system is quite challenging.

- *For consumers*, they need to be convinced about the cleanliness of food containers.
- *For merchants*, they need to be reassured about the benefits of this system for their business.
- There is no specific regulation yet, for reuse system in food and beverage industry. The participation both from consumers and merchants is voluntary. General direction for reuse is mentioned in the Minister of Environment and Forestry Regulation No.75/2019 regarding The Roadmap of Waste Reduction by Producers.
- The providers of reuse solution for only food delivery is not much available (no other business similar to Allas)



Project Implementation

What works?

- Gaining support from the government for project implementation
- The potential stakeholders to join onboard (restaurants, cafes, online food delivery platform, etc)
- The collaborators for collaborative campaigns were excited to be involved in this program

What are the lessons learnt?

- Reuse is a part of waste prevention. In the other side, this reuse solution can be integrated with cleanliness and health issues.
- The comprehensive information of safety standards of the containers is highly needed to be available.
- The collaboration with online platform delivery need to be established more progressive, to support the movement





Next Step / Recommendation

- Safety standard of the reused containers, so that consumers get a guarantee regarding the existing health standards.
- To increase consumer involvement, hotels, restaurants and cafes also need to seek product prices that remain affordable for all people, or in other ways by providing special incentives for consumers.
- The government provides various facilities through regulations or policies regarding the use of reuse containers and incentives to business actors who use reuse containers.

- For service providers of reusable containers, such as Allas, treatment policies for containers that have reached the usage limit, as well as with control of container returns (quality, shape, damage, etc.).
- Provision of a special platform for user friendly container pickup, as well as door to door system initiatives to provide stock containers for reuse on a regular basis or take containers every day.
- The role of washing facilities to maintain the hygiene quality of the container when it arrives in the hands of consumers. The readiness of infrastructure and parties involved in the washing process can be developed with various innovations, such as involving waste banks in the regions as partners, inviting laundry businesses to do laundry, and collaborating with the sub-district to provide washing facilities per hamlet



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Jakarta Reuse Movement Project Activities

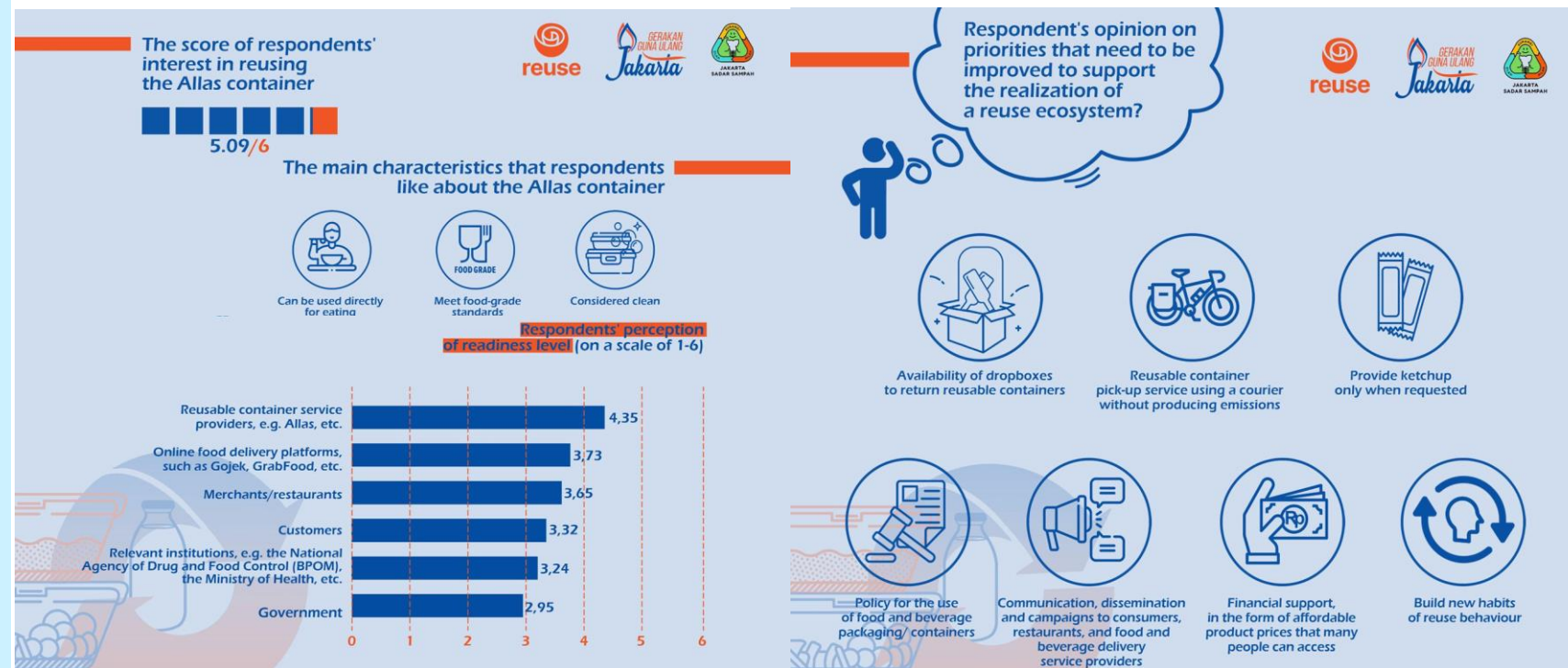
- Baseline Online Survey
- Public consultation with vendors, online marketplace/ delivery services, and consumers group
- Collaborative campaigns
- Monitoring and evaluation
- Qualitative assessment of potential BPOM reuse standards



Jakarta Reuse Movement Project Activities

Baseline Online Survey with Allas Users:

- Interest in reusing container
- Reuse service providers and food delivery platforms ready to adapt among others
- Priority recommendations: dropbox, pick-up, condiments on reusable containers

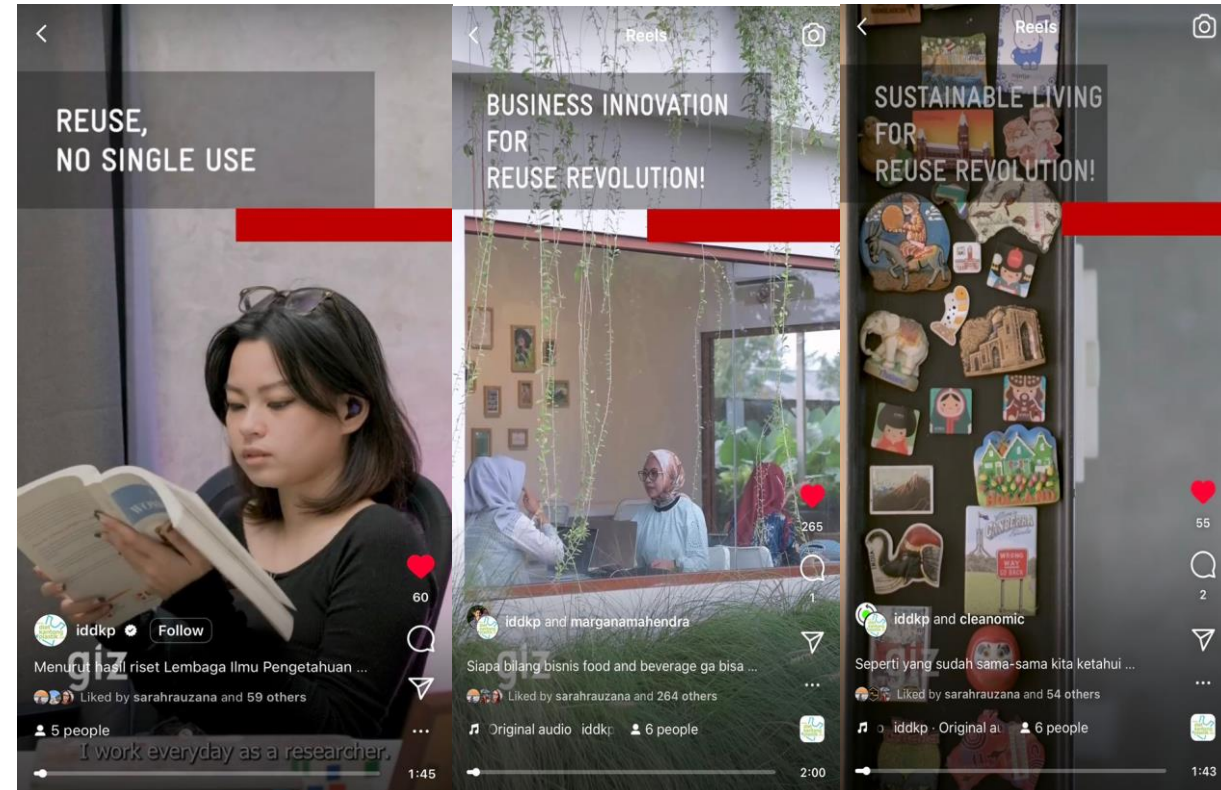




Jakarta Reuse Movement Project Activities

Collaborative Campaign

Social media campaign and video production of using the reuse solution





Jakarta Reuse Movement Project Activities

Risk Profiling Preliminary Study *(for reuse standards)*

- **The business of ready-to-eat processed food with reusable packaging** is increasingly needed and for that it is necessary to ensure its safety.
- The results of the preliminary study show that there are **5 types of materials commonly used in reusable packaging for ready-to-eat processed foods, namely: silicone rubber, PP, aluminum, stainless steel, and glass/pyrex.** Meanwhile, ready-to-eat processed food businesses that use reusable packaging are daily catering services and restaurants that serve delivery.
- There are also **reuse business partners who are providers of reusable packaging.** The reuse business partners operating in Jakarta are Allas, while those operating outside Jakarta are ReCIRCLE, barePack, and Pintos.