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für Internationale  
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Supported by:



Federal Ministry  
for the Environment, Nature Conservation,  
Nuclear Safety and Consumer Protection



based on a decision of  
the German Bundestag

# Allas

The first returnable packaging in Indonesia



# Introduction

## Allas, the first returnable packaging in Indonesia.

### Objective:

Enabling a reuse solution for Food & Beverage by exploring new business model, find product market fit and then provide learnings for the government as a recommendation for the regulation.

### Duration:

1 year pilot

### Partners:

Total of 17 restaurant partners

allas

HONU

THE  
ROOTS

BURGREENS

Nasa

kopikalyan

Hejo  
Eatery

MAD  
GRASS

Feel  
Good food

WASPEDA  
PELANGI



LOKA  
PADANG

EATH



TOODZ  
HOUSE

YES  
TER  
DAY  
BACKYARD CAFE





# Introduction

## What we do

allas

- Provide
- Collect
- Clean & Sanitize
- Tracking



Online Delivery  
& Catering

Resto/ Café (B2B)



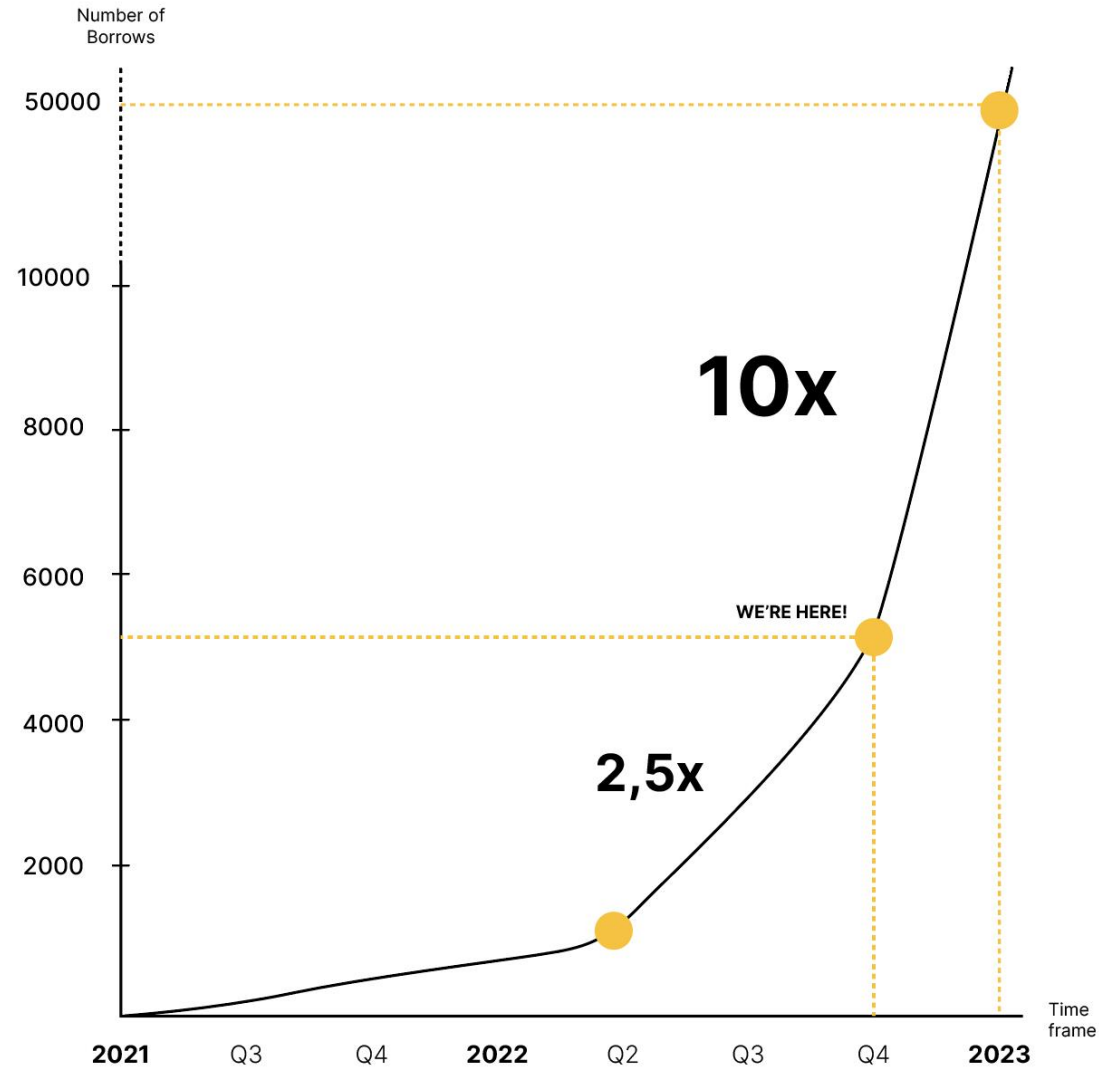
Corporate & Personal  
Events (Meal Organizer)

End Consumer (B2C)



# Introduction

## The results



94%

Return Rate

130 kgs

Single-use avoided





# CAP SEA's Pilot Project Activities



# *Project Implementation*

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**What are your main challenges in the pilot project implementation?**

1. Pricing challenge:  
Being compared to single-use packaging price  
High capex & ops cost at small scale
2. Willingness restaurant to adopt partner and cooperativeness of partner staff
3. Losses when exposed to non early adopter



# Project Implementation

## What works?

- 1. High adoption & packaging return rate**  
because we found our early adopter (already aware about environment)
- 2. Three sales channel defined**  
Each has different needs, service flow, type of customer, etc
  - A. Delivery
  - B. Events
  - C. Catering/ meal plans

## What are the lessons learnt?

- 1. Restaurants will join as partner if**
  - doesn't affect their operation significantly
  - similar price to single-use packaging
  - offer other benefit like new market potential
- 2. In an event, packaging return rate is affected by**
  - commitment of the event organizer
  - knowledge of the audience about Allas to be able to support
  - clear collaterals about what and how to do it





## *Next Step*

### Where is future action needed?

**1. Optimizing operations**

to have a sustainable business model and later can offer more value to future stakeholders or partners (easiness, low cost, less waste, etc)

**2. Promote Allas**

through campaign and promotion more actively to increase the awareness and adoption rate

**3. Growing team**

to be able to catch more opportunity and meet the goals of the company





# Contact



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