



KEMENTERIAN KOORDINATOR
BIDANG KEMARITIMAN
REPUBLIK INDONESIA

SORTING & RECYCLING

A roadmap for creating your behaviour change
campaign



Kebersihan
Sebagian Dari Iman
Kebersihan
Dari Iman



INTRODUCTION

What is the Behaviour Change Strategy and Playbook about?

Building on the principles of behaviour change theory, the goal of this report and the Playbook is to provide a strategic approach to behaviour change efforts aimed at reducing marine plastic pollution in Indonesia. Using insights from existing initiatives, key opinion leaders, site studies and cultural insights, the Playbook is intended to be a guide for which campaigns can be launched from - either as part of a larger waste management/ marine debris initiative or as a singular effort.

Who might find this playbook useful?

The intention of this playbook is to create a starting point for various stakeholders: national and local governments, private enterprises, NGOs and multilateral institutions looking to create an impact in Indonesia. The playbook outlines key considerations for designing a behaviour change campaign focussing on marine plastics.

Stakeholders who have experience in promoting previous behaviour change initiatives, as well as the less experienced, will benefit from the methodology and resources provided in this playbook.

Why three behaviours?

The three behaviours of Littering, Excessive Usage of Single-Use Plastics and Mixed Disposal are the most prominent causes of marine plastics leaking into the environment. Consequently prompting the main target behaviours of **STOP LITTERING, REDUCED USAGE** and **SORTING AND RECYCLING**. Each of these main target behaviours has distinct approaches and distinct barriers that must be examined and addressed.



GERAKAN INDONESIA BERSIH

@gerakanindonesiabersih



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Gerakan Indonesia Bersih (GIB), the national identity for all clean-up and waste management initiatives. Is, in essence, the frame of reference in which the playbooks stand.

Vision

As part of the government efforts and commitment in reducing the negative effects of Marine Debris, the Gerakan Indonesia Bersih (GIB), is positioned as the National Identity to encourage clean and healthy living behaviours among the Indonesians, and improve the perception towards waste management.

Objectives

- ❑ To establish a clean and healthy lifestyle, and friendly environment.
- ❑ To develop behaviours reflecting waste-free lifestyles.
- ❑ To increase public participation in supporting clean and healthy living behaviours.
- ❑ To increase the implementation of integrated waste management through 4Rs (Reduce, Reuse, Recycle, Replace).
- ❑ To improve the provision and implementation of laws and regulations related to clean and healthy living behaviours, and in the cleaning and health sectors.
- ❑ To improve provision and implementation of licensing regulations that make it easier for businesses and institutions in managing waste.



PHILOSOPHY BEHIND GERAKAN INDONESIA BERSIH

Being one of the largest archipelagic countries, Indonesia has many potential marine and fisheries resources including tourism potential which makes Indonesia a world tourist destination. The myriad of potentials that Indonesia has can certainly be used to improve the country's economy. On the other hand, Indonesia is also dealing with the problem of plastic waste that is polluting the sea and damaging the ecosystem. After being claimed as the second largest waste-producer after China, the Government of the Republic of Indonesia feels the need for changes in behavior and mental/mindset development of the Indonesians in treating the environment. Thus, Indonesia can maximize its natural resources for a long term.

A revolution of Indonesians' mental improvement has become priority commitment for Indonesia as a nation, planned through the Presidential Instruction No. 12 of 2016. This Presidential Instruction regulates the implementation of the nation's character revolution, or more known as the National Movement for Mental Revolution (Gerakan Nasional Revolusi Mental/GNRM). Overall, the GRNM consists of five agenda focuses, and Gerakan Indonesia Bersih is one of its focus agenda to influence behaviour change specifically with regards to Indonesians' perception and responsibility towards waste management and the problematic of plastics marine debris.



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THE BIG KEY MESSAGES IN GERAKAN INDONESIA BERSIH



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GIB brings across two key messages to encourage clean and healthy living behaviours among Indonesians, and to improve their perceptions towards waste management. The two key messages are as follows:

“Let’s care to save Indonesia’s ocean and ecosystem from waste”

Plastic waste has been a personal threat for sustainability living, especially for 400 million populations whose supplies depend on marine life (fishes, snails, oyster, and others) and Indonesia is #2 largest waste producer in the ocean.

“Be the agent of change for Indonesia Bersih”

It’s never too late to change our behaviour. Start by taking a small step to make your environment clean.



VISUAL COMMUNICATION MATERIALS OF GERAKAN INDONESIA BERSIH



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Logo

Gerakan Indonesia Bersih



Amboi

A beautiful and tidy shrimp character, who can clean any waste that comes near her sight.

Amboi is a cleanliness symbol, which can be used to accompany persuading/ inviting communication messages, such as trivia or user-generated content.



Meta

A loving and caring butterflyfish figure who has no hesitation to keep the ocean clean and she is the most stylish one.

Along with Amboi, Meta is also a cleanliness symbol which can be used to accompany persuading/ inviting communication messages, such as trivia or user-generated content.



Gurano

A friendly whale shark and a guardian of the other two characters. He is an active boy and has a generous gigantic smile.

Gurano is positioned as a communicator to share the big picture message about oceans, marine debris, and ocean ecosystem.



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THE SORTING & RECYCLING PLAYBOOK

Why Sorting & Recycling?

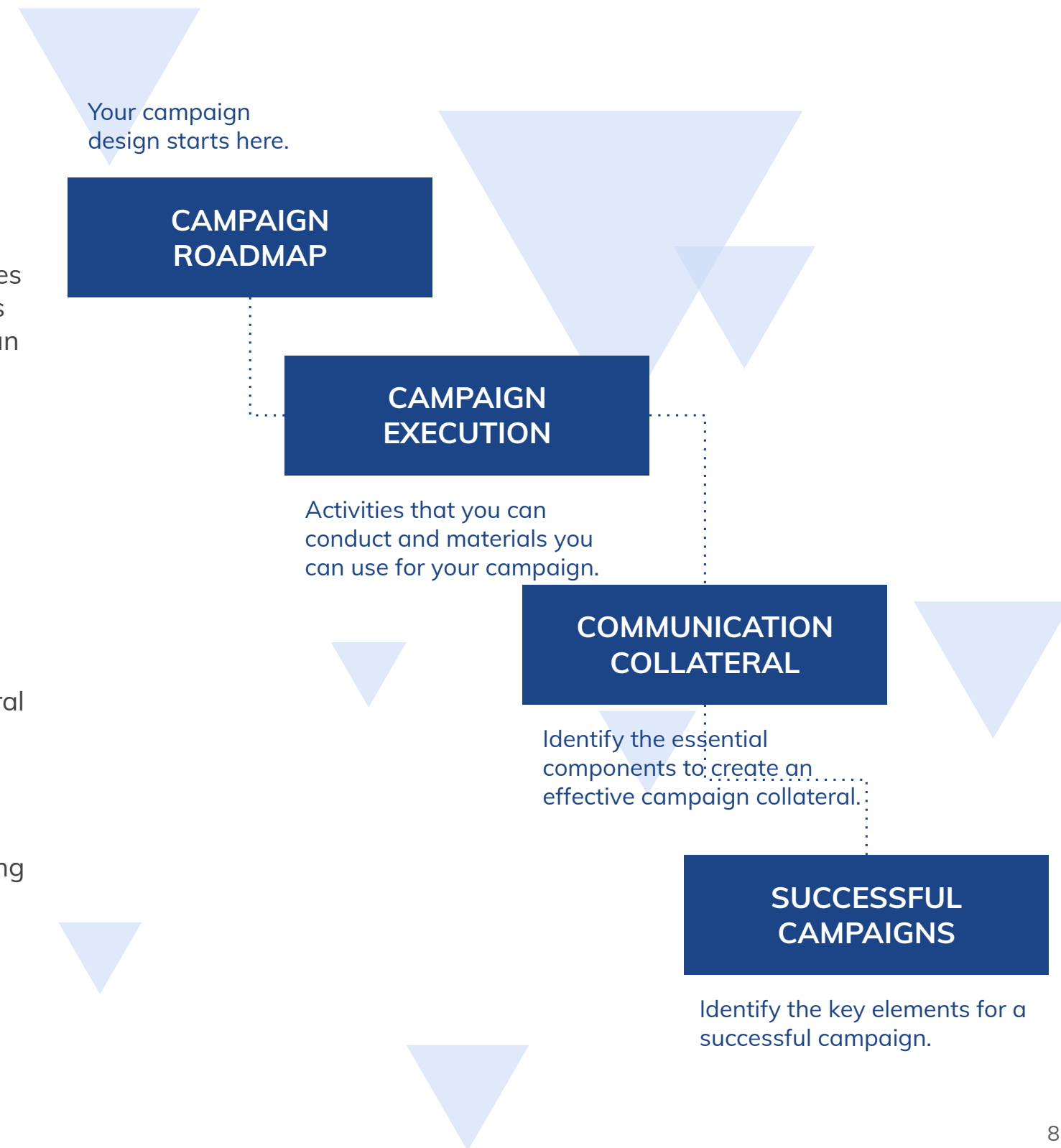
Mixed disposal and lack of sorting & recycling are one of the most prominent causes of marine plastics leaking into the environment. Sorting & recycling is necessary as high-value recyclables which can be recycled and processed into new products, can be collected separate from municipal solid waste, and be recovered for recycling, instead of getting landfilled or leaked into the environment.

The lack of sorting & recycling arises from the lack of understanding of what materials can be recycled, and the complex and unstandardised waste categories and sorting methods. The lack of interest in sorting & recycling is also due to perceptions that recycling does not bring any personal or economic benefit.

What is the Sorting & Recycling Behaviour Change Strategy and Playbook about?

Using insights from existing initiatives, key opinion leaders, case studies and cultural insights, particularly in **Sorting & Recycling Behaviour**, this section is intended to provide a platform from which to launch campaigns - either as part of a larger waste management/ marine debris initiative or as a singular effort.

It presents the key elements an initiator would need to consider in creating a Sorting & Recycling initiative, all the way from identifying and selecting the appropriate target audience, addressing the key perceptions and the challenges that keep the audience from behaviour change, choosing the right stakeholders to support the initiative, knowing the key considerations in creating and designing the messages and campaign materials, outlining the communication plan, and setting the adequate tools to measure the effectiveness of the effort and identify future improvements.



THE SORTING AND RECYCLING PLAYBOOK



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Key Messages for Sorting & Recycling in Gerakan Indonesia Bersih

Specific key messages related to sorting and recycling within the Gerakan Indonesia Bersih framework is as follows:

“Be the agent of change for a sustainable waste management”

Marine Debris is real and it is produced by the plastic materials we discard in an inappropriate way. Only a selected group in the plastics category can be recycled while others cannot. Take a real actions by sorting and recycling your waste and minimise environmental pollution. Be the agent of change and create a sustainable way to manage your waste.

“Be a responsible waste producer”

Our human activities produce waste, making us responsible for the impacts we generate in our environment when is not well managed. Relying on waste management services solely is not enough to save the environment from waste. Thus we need to take part in by managing the waste we generate in the safest way possible starting with sort and recycle the waste we generate.

“Be the next generation of social communicators to promoting better practices for waste management”

There is a necessity to change our mindset towards waste management through social interaction where people learn more about how we sort and recycle our waste, the economic value of the different materials we consume and discard, and how a proper waste management will lead to a healthy and clean lifestyle.



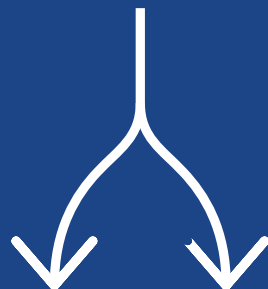
SUMMARY OF INSIGHTS

What informs this playbook?

Previous efforts were made to derive the guidelines in this playbook. The mapping of existing initiatives provided the main characteristics of a successful campaign.

The Key opinion leaders insights provided the common perceptions and barriers people face in practising sorting & recycling behaviour.

The cultural insights provided local context and the tools to create more accurate and compelling messages.



Mapping Of Existing Initiatives

What are the characteristics of Sorting & Recycling Campaigns?

- Sorting and recycling initiatives tend to be localised as these efforts would often require a change in the waste management system or improvements in the waste disposal process,
- Including specific supporting infrastructure through the provision of sorting and recycling facilities, accompanied by educational activities and materials on how to sort and recycle are necessary to increase the levels of recycling in Indonesia.
- Initiatives which promote sorting and recycling of a brand-specific packaging are useful in driving awareness but are harder to scale and/or replicate and have a small impact on other forms of packaging.
- Upcycling initiatives should be engaged as part of larger sorting and recycling efforts, as they are useful for empowering the community in managing their plastic waste.

Key Opinion Leader Insights

What do key opinion leaders think about sorting & recycling behaviour?

- In general, people do not sort & recycle because they are unclear about what materials can be recycled and the sorting methods as categorisation of waste are still complicated and not standardised.
- People perceive that recycling does not bring any personal or economic benefit and thus lack interest in sorting & recycling.
- The top three types of information that would help people recycle better are (1) the type of materials that can be recycled, (2) the economic value and potential of recycling, and (3) the location of recycling points.
- Households and offices are considered as top priority areas for sorting & recycling behaviour change efforts.
- Government and industry support is required, in terms of provision of infrastructure, standardisation of separation categories, collaborations with players within the recycling sector (waste banks and the informal sector).

Cultural Insights

What are the messaging content themes that connect with the audiences that should be considered for a successful campaign?

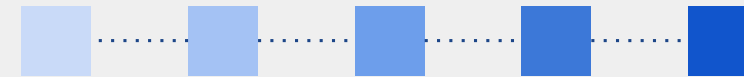
- Engaging messages that invoke moral values and noble ideas
- Empowering people to become agents of change.

In designing campaign material, the following content features can be applied:

- Use simple and truthful pictures that highlight integration with the local community.
- Visuals using traditional colours and infographics that express the Indonesian culture.
- Support visuals with textual content. The most popular social media content is characterized by familiar visuals and significant text that promote discussions and debates among the participants.

PREPARE YOUR **CAMPAIGN ROADMAP**

Five easy steps to kickoff your campaign



CAMPAIGN ROADMAP

Create your own initiative with these 5 simple steps.

Creating a successful campaign for Sorting & Recycling should be easy and intuitive. Follow these five steps and start your campaign!

01

TARGET AUDIENCE

How do you identify your target audience?

Identify the **target audiences** for Sorting & Recycling campaigns:

- Primary audience (consumers, households)
- Secondary audience (workers within the waste management sector)

02

KEY BEHAVIOUR AND BARRIERS

What are the common barriers to change littering behaviour?

Review the **general behavioural and structural barriers** identified in the playbook.

03

STAKEHOLDER ENGAGEMENT

Who are the supporters of your initiative?

Identify **stakeholders** who have the best access to your community/ target audience, and the stakeholders who have influence/ leadership/ authority/ are strong positive examples. **Engage them** through initial awareness and **generate ownership** by making them part of the initiative.

04

MESSAGE AND CHANNEL

What types of messaging and design would appeal to the audience?

Identify the type of message according to the Target Audience and the Key Behaviour. Consider the **types of messaging that would resonate** with the audience and the **design styles that would appeal** to the target audience. Choose the **appropriate channel** for the initiative.

05

MONITORING AND EVALUATION

How do you know if your campaign effort was successful?

Track the **progress** of the campaign and the outcomes/ impacts of the promoted behaviour. **Set monitoring parameters** according to the desired behaviour and the focus of the campaign/ type of activities.

HOW DO YOU IDENTIFY YOUR TARGET AUDIENCE?

Primary Audience (Households)

This group of audience refers to individuals, and the general public, particularly households in non-public areas. Households are considered to be the primary environment where sorting and recycling behaviour will have a significant influence on people's behaviour, especially in youth and children whose decisions and behaviour are influenced by their parents.



©GA Circular

Households located along riverbanks have limited access to waste collection systems and available infrastructure for sorting and recycling practices.



©GA Circular

Secondary Audience (Workers within the Waste Management Sector)

Referring to the workers within the waste management sector, either formal and informal sector including waste collectors, material pickers, recycling collectors, and staff in junk shops and waste banks.

This audience plays an important role in the recycling process of plastics and with good integration, they can become important allies in influencing behaviour change towards sorting and recycling within the primary audience.



©GA Circular

Recyclables Collectors go door-to-door to buy segregated and sorted recyclables from households, offices, or establishments.



©GA Circular

Material Pickers (Scavengers) pick up recyclables from along the streets or in landfills.

WHAT ARE COMMON BARRIERS TO SORTING & RECYCLING BEHAVIOUR?

Prevailing General Behavioural Barriers

I don't know what can be recycled.

I don't know where/ who to send/ give my recyclables to.

I don't know what can be recycled. People are unaware of what types of material or plastic can be recycled, and are thus not motivated to recycle.

I don't know where/ who to send/ give my recyclables to. The lack of information on the location of recycling points, dropboxes, recycling facilities also hinders people from recycling as they do not know what to do with the recyclables even if they have segregated the recyclables.

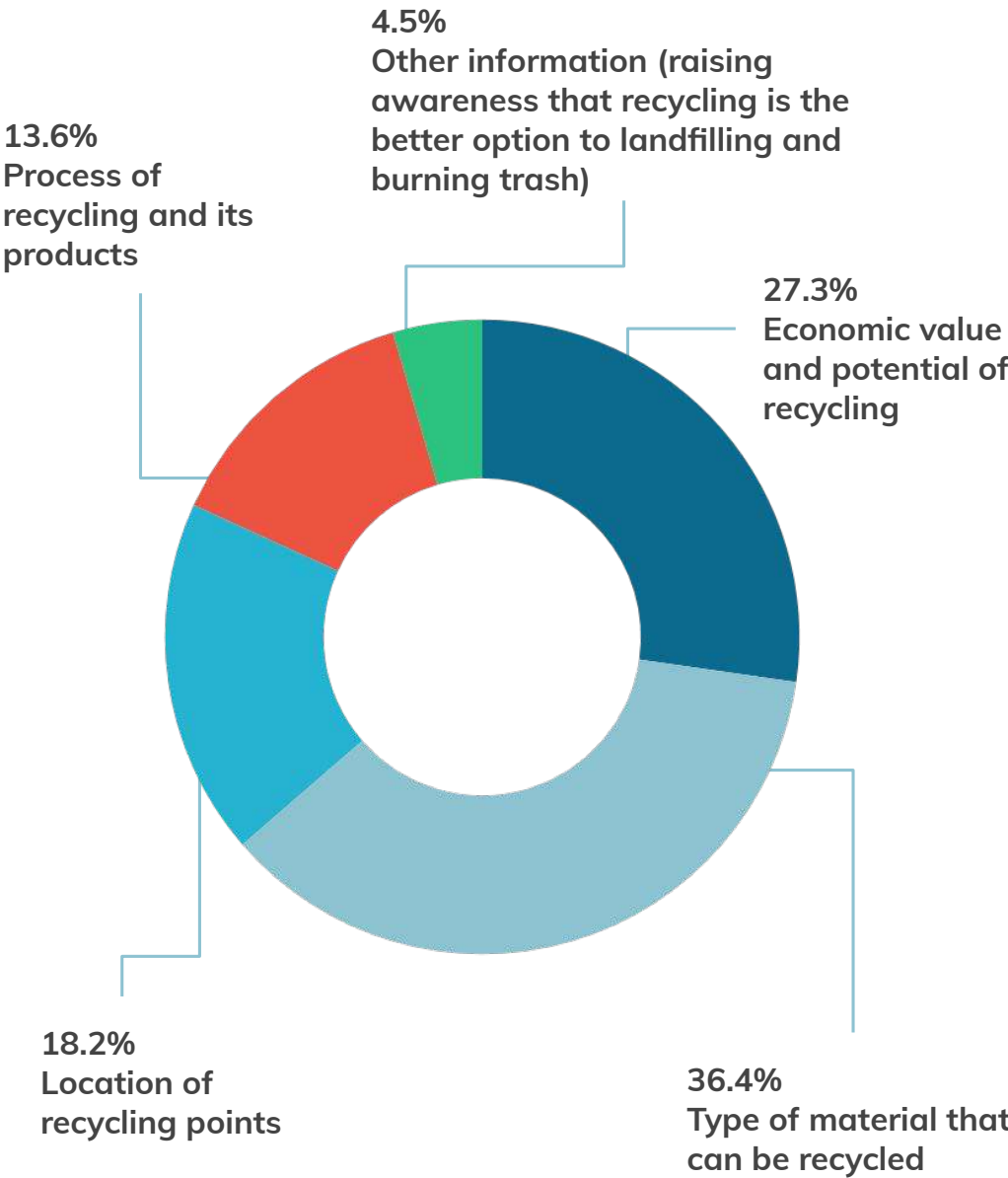
Sorting & recycling does not bring any benefits.

Sorting & recycling are not practical and is time-consuming.

Sorting & recycling does not bring any benefits. "It is more interesting for the society to join recycling practice when they gain benefit from it", Ria Ismaria, Coordinator of Kawasan Bebas Sampah initiative. Many are not aware of the economic value and potential of recycling, and they also do not know nor understand the recycling process and its importance.

Sorting and recycling are not practical and is time-consuming. "People do not want to participate (in sorting & recycling), they only want to get their waste managed," Primaningtyas, Secretary of DLH Jawa Barat.

What information are people lacking?



WHAT ARE COMMON BARRIERS TO SORTING & RECYCLING BEHAVIOUR?

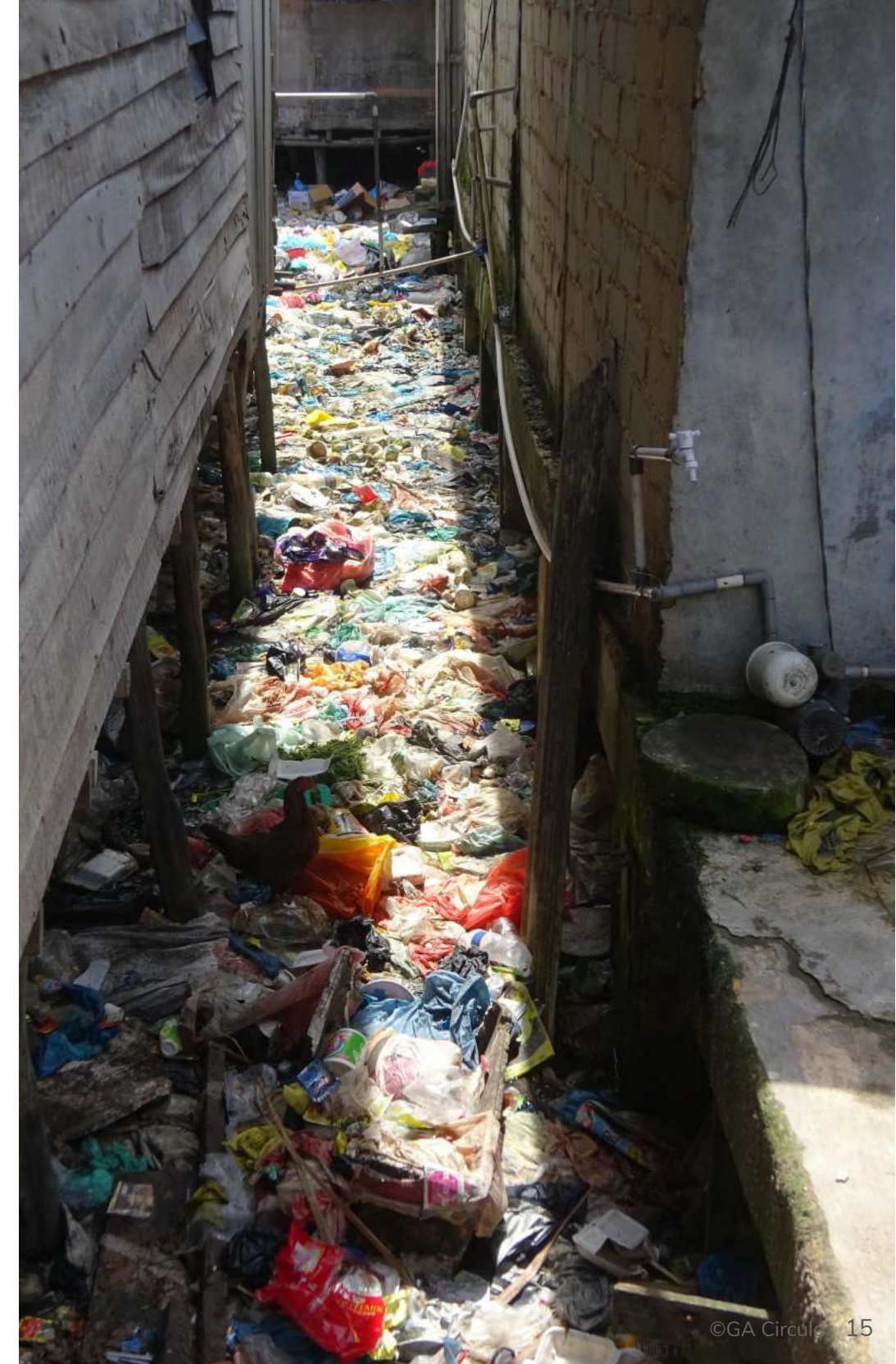
General Structural Barriers

Lack of recycling points and supporting infrastructure.

Lack of recycling points and supporting infrastructure. “The number of recycling/ rubbish bins is still lacking, because not every place has one, including remote places and public spaces,” Sinta Kaniawati, Person-in-charge, PRAISE Indonesia. Additionally, there is a lack of supporting infrastructure for sorting, in terms of lack of differentiated waste collection and transportation. “Currently the recycling bins are in place but the waste inside is mixed, and it will be collected mixed. So the most important infrastructure is a sorted collection,” Primaningtyas, Secretary of Jawa Barat Environmental Agency.

Inconvenient and non-standardised separation.

Inconvenient and non-standardised separation method. "There are still problems in the sorting method. The categorisation is still quite complicated, unclear, not simultaneous, such that many people do not know and are confused about what type of waste they have," Adi Wibowo, Founder, Lab Tanya.



WHO ARE THE STAKEHOLDERS YOU SHOULD ENGAGE?

There are two types of stakeholders that you can engage to support your initiative.

A. Stakeholders that have Leadership/ Authority

These stakeholders are key to addressing the structural barriers hindering the community from practising sorting & recycling, through regulations, setting up standard operating procedures (SOP), and the provision of infrastructure that would facilitate sorting & recycling behaviour.

Government
/ Agencies

Industry /
Retailers

B. Stakeholders that can Influence Individuals/ Provide Strong Positive Examples/ Provide Community Access

These stakeholders are usually those who work closely with the community and have established relationships with the community or are members of the community that can influence the rest of the community. Influencers that share the same cultural background and set of beliefs and values, and are in constant interaction with the audience can also support the initiative by setting positive examples for the audience.

NGOs

Community
Groups

Influencers

Family role
models

A. STAKEHOLDERS THAT HAVE LEADERSHIP/ AUTHORITY

The following are examples of such stakeholders. There may be other forms of stakeholders with similar roles that can support your sorting & recycling initiative.

Government/Agencies have the authority to provide infrastructure, regulations and standardisation of waste sorting methods to facilitate sorting & recycling behaviour. Local government agencies can also be engaged as they have leadership and authority to implement the necessary infrastructure for sorting & recycling for more localised areas and communities. Existing systems such as Bank Sampah and the Adiwiyata school program that have been implemented by these government/ agencies can be leveraged to support your initiative.



Bandung government in a focus group discussion to discuss regulation on reducing the usage of plastic bags.

Industry/ Retailers play an important role in supporting sorting & recycling behaviour through ensuring their packaging can be easily recycled (in terms of product design) and setting up drop boxes or recycling points for consumers to easily return or put their recyclable packaging into.



The Body Shop invites customers to return their empty plastic bottles through their Bring Back Our Bottles (BBOB) initiative.



PRAISE a Coalition for Sustainable Packagings, which set up drop boxes for consumers to put their recyclables into.

B. STAKEHOLDERS THAT HAVE INFLUENCE/ CAN PROVIDE STRONG POSITIVE EXAMPLES/ PROVIDE COMMUNITY ACCESS

The following are examples of such stakeholders. There may be other forms of stakeholders with similar roles that can support your sorting & recycling initiative.

Influencers that are relevant to the community can be engaged to support your initiative. By sharing their own experiences with sorting & recycling, people will be motivated to practise their behaviour and see it as common practice.



Gede Robi, from Pulau Plastik, and **Suzy Hutomo**, Chairperson of The Body Shop Indonesia.

Community leaders and groups would support new initiatives and incorporate practices that will benefit their local community. By gaining their support, the rest of the community can be more easily engaged.



Ibu PKK, a community group consisting of housewives, available in every RW. They conduct educational programs related to family education and environmental issues.

Family role models can set positive examples to other family members on how to properly sort & recycle. Family is the place where new behaviour is easier to implement and with positive examples within the households, individuals may be more engaged.



Domestic helpers or pembantu rumah tangga (PRT) are also key actors within households, who can support sustainability of efforts.

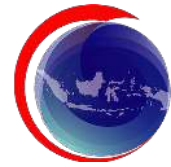
NGOs usually work closely with the community to influence their behaviour and understand their needs. They can provide consistent community guidance through educational programs and engagement activities that can influence their behaviour.



LIST OF STAKEHOLDERS

These are some examples of stakeholders that you may engage for your initiative.

National Government



Kementerian Koordinator Bidang Kemaritiman

Website: maritim.go.id
Instagram: @kemenkomaritim
Twitter: @kemaritiman
Facebook: KemenkoMaritim



Kementerian Pendidikan dan Kebudayaan

Website: kemdikbud.go.id/
Instagram: @kemdikbud.ri
Twitter: @Kemdikbud_RI
Facebook: Kemdikbud.RI



Kementerian Lingkungan Hidup dan Kehutanan (KLHK)

Website: menlhk.go.id
Instagram: @kementerianlhk
Twitter: @kementerianlhk
Facebook: HumasKemenLHK



Kementerian Pekerjaan Umum dan Perumahan Rakyat (PUPR)

Website: pu.go.id
Instagram: @kemenpupr
Twitter: @kemenpu
Facebook: KemenPUPR



Kementerian Kelautan dan Perikanan (KKP)

Website: kkp.go.id
Instagram: @kkpgoid
Twitter: @kkpgoid
Facebook: Kementerian Kelautan dan Perikanan RI

Local Government

Dinas Lingkungan Hidup (DLH)/ Local Environmental Agency



DLH Jakarta

Website: lingkunganhidup.jakarta.go.id
Instagram: @dinaslhdk
Twitter: @dinaslhdk
Facebook: Dinas Lingkungan Hidup DKI Jakarta



DLH Bandung

Website: dlhk.bandung.go.id
Instagram: @dlhk_kotabandung
Twitter: @dlhk_kotabdg
Email: dlhkkota@bandung.go.id



DLH Jawa Barat

Website: dlh.jabarprov.go.id
Instagram: @dlh_jabar
Twitter: @dlhjabar
Facebook: Dinas Lingkungan Hidup Jawa Barat

Community Groups

Heads of RTRW

These are community leaders who have influence/ leadership/ can provide strong positive examples to the community members.



Tim Penggerak Pemberdayaan Dan Kesejahteraan Keluarga (PKK) of your city/ PKK within your RW

Website: tppkk-pusat.org

Tim Penggerak PKK DKI Jakarta

Instagram: @pkkjakarta
Facebook: PKK Jakarta

Tim Penggerak PKK DKI Bandung

Website: tppkk.bandung.go.id
Instagram: @tp_pkk_kota_bandung
Twitter: @pkk_kotabdg
Facebook: PKK Kota Bandung 2018 - 2013



Karung Taruna

Group of youth (17 - 35 year olds) in the community who helps manages RT/RW events and activities

LIST OF STAKEHOLDERS

These are some examples of stakeholders that you may engage for your initiative.

NGOs



Divers Clean Action

Website: diverscleanaction.org
 Instagram: @iymds2019
 Twitter: @IYMDS
 Facebook: IYMDS



EcoRanger

Website: ecoranger.id
 Instagram: @ecorangerid
 Twitter: #ecoranger
 Facebook: ecorrangerid



Maritim Muda

Website: maritimuda.id
 Instagram: @maritimuda.id
 Twitter: @MaritimMuda.id
 Facebook: MaritimMudaID



Misool Foundation

Website: misoolfoundation.org
 Instagram: @miso0l.foundation



Waste4Change

Website: waste4change.com
 Instagram: @Waste4Change
 Facebook: Waste4Change



XSProject

Website: xsproject-id.org
 Instagram: @xsproject_id
 Twitter: @XSProjectID
 Facebook: xsprojectind

Industry



Danone-AQUA

Website: bijakberplastik.aqua.co.id
 Instagram: @bijak.berplastik
 Facebook: SehatAqua



The Body Shop

Website: thebodyshop.com.id
 Instagram: @thebodyshopindo
 Twitter: @ShopTheBodyShop



Tetra Pak

Website: tetrapak.com
 Instagram: @tetrapakid
 Twitter: @TetraPak_ID
 Facebook: One Pack One Act Bali



Coca-Cola

Website: plasticreborn.id/
 Instagram: @plasticreborn
 Facebook: Plastic Reborn



PRAISE - An alliance consisting of Coca-Cola Indonesia, Indofood Sukses Makmur, Nestlé Indonesia, Tetra Pak Indonesia, Tirta Investama (Danone-AQUA) and Unilever Foundation

HOW TO APPROACH/ INVOLVE THE STAKEHOLDERS?

Here are simple steps on how you can approach and engage the relevant stakeholders from the beginning of planning your campaigns:

1

Send a **collaboration letter** to the institution. (Some institutions might require you to send a proposal of the campaign attached with the letter).

2

Follow up with the contact person in the institution for updates on approval for collaboration. You may be required to schedule a meeting with them to discuss your proposal and objectives of your collaboration.

Tips: After submitting your letter/proposal, keep in contact with the person in charge/ contact person regularly to follow-up on your collaboration proposal. Sometimes, it takes persistent effort to nail your collaboration intention.

3

When you have received the green light to collaborate, create a **Memorandum of Understanding (MoU)** of your collaboration, in which you can define the roles of the stakeholders that you have engaged.

4

Involve the stakeholders throughout the planning and execution of the campaign. Invite them to join in the activities. Conduct monitoring and evaluation throughout the project, and send them regular progress reports to give them updates of the project.

5

Provide a final report of your activities/ or campaign to the stakeholders, including the evaluation points for future improvements, to wrap-up the project and to thank them for their involvement and support.



HOW TO APPROACH/ INVOLVE THE STAKEHOLDERS?

Here are samples of the letters and MoU that you can refer to for inspiration:

Collaboration letter

Waste4Change
Alun-alun Utara
Bumipala Vida Bekasi
Mustika Jaya – Padurenan
Bekasi Timur 17156 Jawa Barat
Indonesia
+62 21 2937 2308 | www.waste4change.com



Number : 013-ADM-1-KLR-VI-2019
Subject : 3R School Innovation Program Cooperation Offer
Attachments : 1 Proposal Bundle

Dear,
Mr / Mrs Principal
Jakarta 28 Public High School

The majority of waste management systems currently only move waste that is not disaggregated from the source, directly to the landfill site. When viewed from the short term the system is indeed easier for us, but in the long run the waste disposal system has potential that is harmful to life. This system is easy and fast, but actually saves a lot of potential problems. We believe that waste is not the final product. Thus, the application of the 3R principle (Reduce, Reuse, Recycle) is important to extend the material life cycle. Therefore, our goal is to change the waste system, which is usually directly disposed of to a landfill, into a more responsible waste system.

Waste4Change as a social entrepreneurship engaged in environmental issues initiated the 3R School Innovation Program. Supported by the **Gerakan Indonesia Bersih** as one of the government programs that support behavior change in managing waste. Wise Management of Waste Management is designed as a step to increase student awareness of the importance of responsible waste management. Also, it forms the wise behavior of waste management for each student.

Through this letter, we offer Jakarta 28 Public High Schools to register their schools and participate in the 3R School Innovation Program which will be held in August - December 2019 on the following link: bit.ly/3RS_Innovation.

The **3R School Innovation Program** is one of the mentoring activities for students in raising awareness to change student behavior about **student's littering habit** in school and daily life, and also learn to manage waste responsibly. Students will also gain training experience with a multidisciplinary approach to aspects such as Science, Technology, Environment and Mathematics in solving waste problems in the school environment.

For more information about the program, please contact Ms. Bilqis Rulista Al-Zahra as Project Executive at number 0812-xxxx-xxxx and email: bilqis.rulista@waste4change.com.

Bekasi, Juli 25, 2019
PT Waste4change Alam Indonesia

M. Bijaksana Junerosano
Managing Director PT Waste4Change Alam Indonesia

Memorandum of Understanding

COOPERATION AGREEMENT

3R SCHOOL INNOVATION PROGRAM BETWEEN PT WASTE4CHANGE NATURAL INDONESIA WITH SMAN / SMKN

No: 029-ADM-5-KLR-VII-2019

The 3R School Innovation Program Agreement was signed on Thursday, 01-08-2019 by and between:

1. Name : Ridho Malik Ibrahim
Name of Agency : PT Waste4Change Alam Indonesia
Address : Gedung SUB, Jalan Alun-alun utara Bumipala Vida Bekasi Kel. Padurenan Kec. Mustika Jaya Bekasi Timur, Jawa Barat
Position : Strategic Service Manager
Phone Number : 021 2937 2308

(In this case representing the agency and hereinafter referred to as the FIRST PARTY)

2. Name : Tri Wuryanti, S.Pd
Name of Agency : SMA NEGERI 41 JAKARTA
Address : Jl. Marsatwa Raya no 18 Jakarta
Position : Student Representative
Phone Number : 08xxxxxxxxxx

(In this case representing the agency and hereinafter referred to as the SECOND PARTY)

Based on the parties mentioned above, the parties hereby agree to bind themselves in a 3R School Innovation Program cooperation agreement with the following terms and conditions:

General requirements

- a. 3R School Innovation Program
The 3R School Innovation Program is a program designed to introduce and provide understanding to school students in managing the 3R principle of waste (Reduce, Reuse, Recycle).
- b. Program Objectives
The program aims to increase school community awareness of the importance of responsible waste management so that school residents are able to implement 3Rs in the surrounding environment.
- c. Program Activities
This program consists of 2 phases, namely:
 - Phase 1: Wise Wise Education (EDUBIS), Wise Wise Academy (AKABIS) and Volunteer Day
 - Phase 2: Design Thinking Training and Science Project Festival.
- d. Program Duration
The program will take place in the range of August 2019 - December 2019.

First Party Scope

- a. The First Party is obliged to provide training and mentoring sessions consisting of main program activities such as: AKABIS, EDUBIS, Task Force Formation, Volunteer Day, Design Thinking Training, and Science Project Festival.
- b. The First Party is entitled to get full support from the Second Party while running the program.

Second Party Scope

- a. The Second Party is obliged to follow the entire series of 3R School Innovation Program that has been scheduled by the First Party and is committed to following the program to completion.
- b. The Second Party is obliged to support the First Party in carrying out the 3R School Innovation Program.
- c. The Second Party is entitled to get assistance and facilities from the First Party during the program.
- d. Every activity posted via social media must include the hashtag #DOW3RSchool #BijakKelolaSampah #RecycleMoreWasteLess #IndonesiaBersihSampah2025

Other Provisions

- a. Schools that participate in the 3R School Innovation Program are free of charge.
- b. The First Party and Second Party must follow and carry out the program to the end by carrying out their respective roles as described in the points above.

Cover

Thus this cooperation agreement was made and is known by each of the FIRST PARTY and SECOND PARTY.

FIRST PARTY
Strategic Service Manager
Waste4Change

SECOND PARTY
Personnel in Charge
SMKN 41 Jakarta

Ridho Malik Ibrahim

Tri Wuryanti, S.Pd

WHAT INFORMATION SHOULD YOU PROVIDE?

The following diagram is an outline of messages and types of information that you can include in your campaign materials and provide to your target audience. These messages and information address the key behavioural barriers outlined in the earlier section of the playbook.

Provide information about:

- ❑ **Types of waste and the materials that can be recycled**
- ❑ **How to sort the waste**

You can refer to **Kawasan Bebas Sampah (KBS)** initiative to find out more information on the types of categories that are considered and alternatives to manage your waste like composting food and vegetable waste.

Explain in simple steps how the recyclable materials should be given for recycling:

1. Remove the labels.



©Bottle Your Brand

2. Remove any remaining food or liquid



3. Clean & Dry



I don't know what can be recycled.

1

Who should I give segregated waste to?

3

In what condition should I give the materials for recycling?

???

Recycling Collectors

They go door-to-door to collect segregated and sorted recyclables, which they typically pay a certain amount per kg.



Material Pickers

In different areas of Indonesia, people pick recyclable materials either from the streets or landfills as a way of earning an income.



Dropboxes/ Recycling Points, Waste Banks

You can also check the Bebas Sampah.ID to find out waste management facilities in your targeted area to complement your initiative.



Donations

The Yayasan Buddha Tzu Chi centre and Kertabumi Klinik Sampah are examples of organisations which receive material donations.



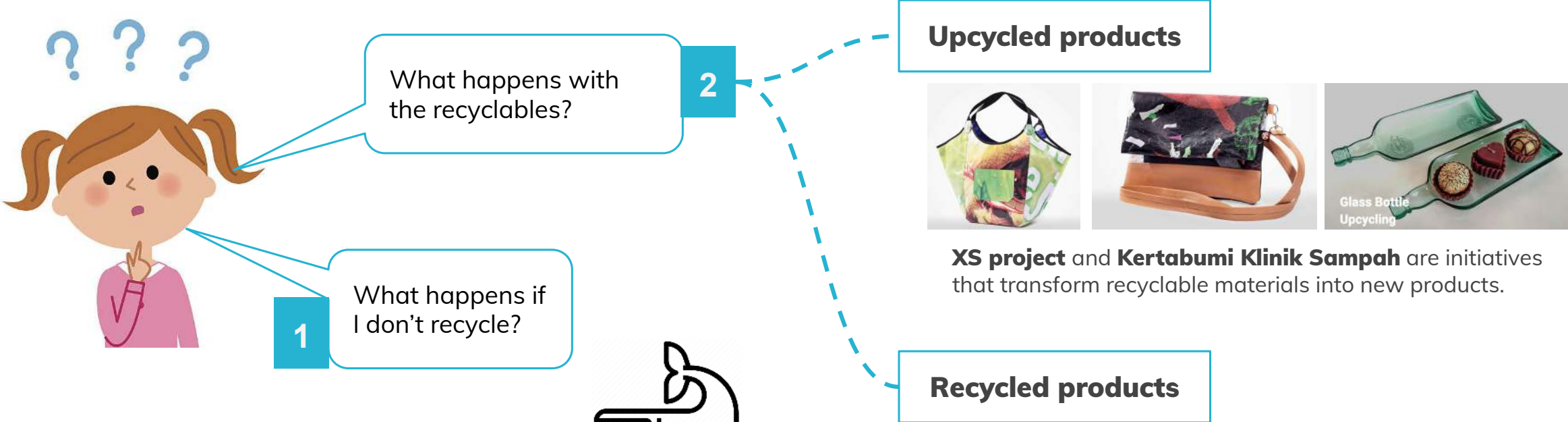
©Tzu Chi Centre



©Kertabumi Klinik Sampah

WHAT INFORMATION SHOULD YOU PROVIDE?

The following diagram is an outline of messages and types of information that you can include in your campaign materials and provide to your target audience. These messages and information addresses the key behavioural barriers outlined in the earlier section of the playbook.



Present information about the impacts of not recycling:

Resources are further depleted.

- ❑ Landfill capacity is compromised.
- ❑ More natural resources are needed to produce new materials, instead of tapping on valuable materials that could have been recycled.



Environmental leakage to the ocean causing “Marine Debris”, which can harm marine life which mistakes these items like food or gets entangled in the larger items such as fishnets.



Give examples of initiatives like **Plastic Reborn, Coca-Cola, One Pack One Act, Danone** and **#Bijak Berplastik, Danone AQUA** that incorporate recycled plastic in their manufacturing process for their packaging.

WHAT MESSAGING TYPES AND DESIGN STYLES TO APPLY TO YOUR INITIATIVE?

Prior analysis of content that is created and consumed in some Indonesian markets across social media platforms and searches were conducted. From this study, cultural insights, common messaging types and design styles that are appealing were identified.

Messaging that would resonate with your audience

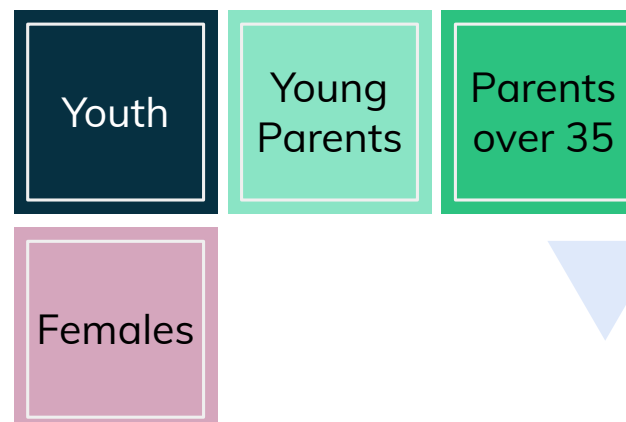
When crafting the messaging for your campaign based on the identified target audience and behavioural barriers, the popular content themes identified from the cultural insights can be applied to your initiative to ensure that messages would engage the audience.

Design styles that would appeal to your audience

When designing the campaign material, the appealing design styles identified from the cultural insights can be applied to ensure that the design of the material would attract the audience to notice and be excited to participate in the initiative.

Audience Skews

Some messaging types and design styles are especially relevant to certain groups of people (right). Take note of these audience skews to tailor your messaging even more to these groups and engage them effectively.



CULTURAL CUES THAT COULD BE USED IN MESSAGES



©Waste4Change

Empower people to become agents of change.

A currently common theme in Indonesian movies features a heroic journey of restoring order after a disruption in daily lives (e.g. illness, crimes), motivating people to become agents of change within their community.

Initiatives can showcase the impacts of not recycling valuable recyclable items, accumulation of single-use plastics or waste, and the state of landfills, and empower people to rescue their recyclable items and adopt the sorting & recycling behaviour.

Youth

Young
Parents



©Ngaji Plastik

Values drawn from religious teachings are engaging.

Content with acknowledgements of meaning and purpose drawn from religious teachings, not directly referencing religious verses, have high engagement amongst the audience.

Initiatives can highlight the individual's role in protecting the planet as being good stewards of the Earth, and that the sorting & recycling behaviour is a responsibility that every individual should fulfil.

Females

Parents
over 35

DESIGN STYLES THAT WOULD APPEAL TO YOUR AUDIENCE



©Kang Pisman

Truthful content highlighting integration within the community is more appealing to the masses.

Everyday users of digital medium do not directly aspire the influencers' lifestyles and prefer to highlight their integration with the community.

Images or posts showcasing groups of individuals sorting and recycling are favourable and can engage other audiences to identify the behaviour as common practice.

Youth



©Bring Back Our Bottles

Visuals have to be heavily supported by textual content.

Images that are accompanied by textual content (facts, debate, dialogue) are highly appealing to the Indonesian audience, as it promotes discussion and debates around the particular theme.

Textual content and conversations around the problems and impacts of not recycling, or information on how to sort and recycle, could be applied to the campaign material.

Orang tua muda

Orang tua di atas 35



©Kang Pisman

Traditional aesthetics and literary style such as wayang, pantun, and folklore should be integrated into the visuals.

Colours and traditional aesthetics and styles that reflect Indonesian cultural expressions are widely used in popular content.

Campaign material can adopt or can be designed using traditional styles that would suit the Indonesian audience's taste. Traditional literary styles such as pantuns, and can be applied to the design of the message.

Youth

IDENTIFY SUCCESSES AND AREAS FOR IMPROVEMENT

Now that the campaign is running, **how do we determine whether the campaign is successful in achieving the desired sorting & recycling behaviour?**

Behaviour change takes time and constant effort, thus learnings from regular monitoring & evaluation of the campaigns would help keep the campaign sustainable and relevant. Consider the following parameters to measure the success of your campaign. Feel free to set other parameters that may be more appropriate for your context.



EVALUATION

Assess the performance of your initiative once it is executed.



People involved
participants/
volunteers



Areas involved
villages/ cities



**Kg / Tons of
recyclables collected**
In waste banks/ other
recycling facilities
before and after the
initiative



**Kg / Tons of
recyclables collected**
Compare this data
across the months

Are there new
chapters started in
other cities /
villages?

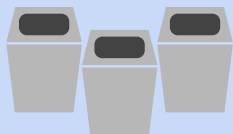
Was the initiative
incorporated into a
bigger effort / a
government action
plan?

Stakeholders involved

NGO's, community
leaders, local
government,
influencers, etc.



**Social Media
outreach**
Followers, Retweets,
Video views



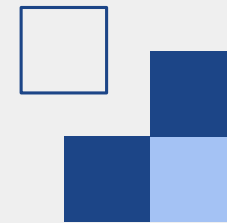
**Recycling points/
infrastructure
implemented**
before and after the
initiative

Identify improvements to the state of existing
infrastructure (e.g. monitoring of Bank
Sampah, or frequency of waste pick-up)/ the
establishment of new infrastructure

Are there any forms
of local or national
intervention (e.g. in
terms of
regulations)
implemented after
the initiative?

CAMPAIGN **EXECUTION**

Long-Term and Short-Term Activities that you can
conduct and materials you can use for your campaign.



LONG-TERM INITIATIVE

Sorting & recycling campaigns that target audiences in non-public areas such as villages along the riverbank, often require longer terms of engagement and involve setting up waste management systems and facilities for the community.

Steps for conducting a long-term initiative requiring community assistance:

1. Approach community leader and engage the **Community Leader** in your initiative. He will be the first person you need to engage to have access to the community. Ask for his permission and involvement in your initiative.
2. Establish a **Green Team** in the community by selecting a group of people or volunteers.
3. Conduct a baseline with the Green Team to understand the current realities or level of awareness in the community, and review learnings from other successful campaigns/ other Green Teams to identify success factors of campaigns.
4. Prepare a meeting with the community and share with them the findings from the baseline.
5. Train the Green Team through capacity building and raising their awareness levels of the waste problem. Discuss and outline a work plan for the community in terms of timelines, activities to engage the community and waste management systems.
6. Present your work plan to the community and implement the work plan according to the discussed timeline.
7. Monitor and evaluate your work plan and initiative throughout the weeks. Gather feedback from the community through regular community meetings to constantly improve the initiative.
8. At the end of the initiative, conduct an end-line study for a final assessment of the effectiveness of the initiative.

The **Green Team** is essential for the success of your long-term initiative as they are the front-lines of your campaign. Take note of the following tips to ensure your initiative is communicated well.

1. The green team should be patient in communicating with the community members.
2. Their status as The Green Team should be known legally.
3. To encourage sustainability, change of Green Team members over a period of time should be limited.
4. Ensure that the community understands that the Green Team's role is to help in the community's development, and not to provide gifts/ money for the community.
5. Be flexible to adjust the initiative to the community's needs as the initiative progresses.



Images from Project Stop which works with communities to reduce littering and improve their waste management.

LONG-TERM INITIATIVE

Sorting & recycling campaigns that target audiences in non-public areas such as villages along the riverbank, often require longer terms of engagement and involve setting up waste management systems and facilities for the community.

The following are some points of discussion that you and the Green Team can consider when outlining the work plan:

1. Provision of supporting infrastructure that would facilitate sorting & recycling behaviour. The infrastructure should be attractive for the audience and easy to use. Additionally, you can consider tapping on existing initiatives that provide facilities and dropboxes such as in the PRAISE Dropbox initiative.
2. Waste collection and management structure - Discuss how the segregated waste would be collected and work with the waste collectors (cartman) to collect the segregated waste. This may involve educating these waste collectors to not mix the waste that has been segregated by the households. Additionally, payment of the waste collection service may need to be discussed to ensure households are paying for the waste collectors to collect their waste.
3. Consider discussing with the government on implementing and enforcing a sorting regulation for the community to be more driven to sort and recycle.
4. Conducting door-to-door engagement to teach each household directly how to sort

Information you can consider including within your messaging:

1. Current state and impacts of waste generation
2. Current recycling rates of the community
3. Types of materials that can be recycled
4. Convenient methods of sorting
5. Where to send recyclables to or who to give/ sell recyclables to
6. Comparisons on how are other locations/ areas/ economic sectors are doing in terms of Sorting & Recycling activities - to motivate the community to achieve similar recycling rates



©Stop ocean plastics

Project Stop, in Muncar, West Java, works with local communities such as fishermen and households teaching them how to separate and recycle their waste.

PIS

Pisahkan ;

Di rumahnya, Kang Pisman membagi tempat sampah menjadi 3 jenis berbeda

Jenis 1 : Sampah sisa makanan & tumbuhan, ditempatkan pada ember tertutup.

Jenis 2 : Kertas, kaleng, gelas & botol plastik, ditempatkan pada kotak kardus.

Jenis 3 : Sampah lainnya ditempatkan pada tong sampah.

MAN

Manfaatkan ;

Sampah yang sudah dipisahkan, dimanfaatkan sesuai dengan jenisnya.

Sampah jenis 1 diolah kedalam biopori, komposter, takakura, bata terawang, biodigester, magot BSF, serta menjadi makanan ternak dan kascing.

Sampah jenis 2 dapat dijadikan sedekah sampah ataupun diberikan kepada bank sampah terdekat.

Sampah jenis 3 Dibawa ke Tempat Penampungan Sementara (TPS) untuk diangkut ke Tempat Pemrosesan Akhir (TPA) oleh PD Kebersihan.

Mulai gerakan **#KangPisMan** dengan aksi **#BandungPisahkanSampah**

©Kang Pisman

SHORT-TERM ACTIVITIES

These activities include one-time events or brief activities that can be repeated on a regular basis in different locations. Below are some short-term activities / one-time events that you can conduct to complement your campaign.

Learning journeys/ tours

Bringing the audience on learning journeys to or tours at waste management sites such as landfills, transfer stations (TPS), material recovery facilities is useful as a way of raising awareness and educating them on: the process of recycling, how waste banks, recycling facilities and landfills work, and the importance of segregating and encourage people to improve recycling. Through the first-hand experience gained, they may be more motivated to take action and be agents of change.



AKABIS bring participants to material recovery facility and TPS, to show them what happens to the materials after they recycle and how to improve their process.



Diver's Clean Action promotes Eco trips to create awareness on the problematic on plastics.

Exhibitions

Exhibitions, which can be conducted in malls or other locations with high public access, are effective platforms to attract wider audiences. These exhibitions can be conducted along with the launch of dropboxes to educate consumers on how to use the dropboxes, what can be recycled, and engage them on the importance of recycling.



Plastic Reborn, a Coca-Cola initiative to promote awareness on the importance of recycling, has exhibitions in events such as marathons.



Bijak Berplastik, an initiative by Danone-AQUA, focused on education, product packaging innovation and development of waste collection infrastructure.

SHORT-TERM ACTIVITIES

These activities include one-time events or brief activities that can be repeated on a regular basis in different locations. Below are some short-term activities / one-time events that you can conduct to complement your campaign.

Gerakan Sekolah Bersih Roadshow Program

Gerakan Sekolah Bersih (Clean School Movement in english) is a roadshow program targeted to school students. It will involve the participation of school stakeholders including school committees, nearby Community Health Centers (Puskesmas), and surrounding related communities.

A roadshow program provides a closer approach method where children can have a personal connection to the program. This program teaches students to be aware of the waste issue, and take real action in sorting waste. The program can include provision of infrastructure, publicity banners, and storytelling sessions.

For further details on how to engage a school for a school recycling campaign and other activities to conduct with schools, refer to the *MAKE YOUR SCHOOL A RECYCLING HUB* guide below and the *COMMUNICATION COLLATERAL GUIDELINE* for some campaign materials that you can use for this program.



SHORT-TERM ACTIVITIES

These activities include one-time events or brief activities that can be repeated on a regular basis in different locations. Below are some short-term activities / one-time events that you can conduct to complement your campaign.

School Waste Bank

Another program that can be conducted with schools is the implementation of a waste bank. This is a program conducted by the government in collaboration with waste bank organizations, private sectors, or waste collector NGOs to support waste management within schools. Refer to the *COMMUNICATION COLLATERAL GUIDELINE* for campaign materials (such as the one on the right) to promote this program.

How to activate a school waste bank:

- ❑ Government to launch the school waste bank as a pilot project in school waste management and provide training for school committees on how to activate it.
- ❑ Collaborate with Dinas Lingkungan Hidup, Dinas Pendidikan, private waste bank organizations.
- ❑ Schools activate the school waste bank .
- ❑ Collaborate school canteen to exchange their clean wastes with foods.
- ❑ Form a school division for the waste bank where every student from higher grades will get a schedule to manage the waste bank once a month.
- ❑ The school waste bank has committee members.
- ❑ The canteen school exchanges their gathered wastes to the waste banks.
- ❑ The waste bank committees are from physical education teachers and guidance counsellors (BK).
- ❑ The school waste bank provides biopori holes.
- ❑ The students manage planted biopori holes.
- ❑ Once a year the waste bank can hold a collaborated bazaar with a waste cash transaction.
- ❑ Government to appreciate the effort by granting awards.



SHORT-TERM ACTIVITIES

These activities include one-time events or brief activities that can be repeated on a regular basis in different locations. Below are some short-term activities / one-time events that you can conduct to complement your campaign.

Workshops

Workshops are one form of educational program that can be conducted. These workshops can address any or all of the following:

- ❑ How to upcycle recyclables into new products such as bags. Kertabumi Klinik Sampah conducts such workshops and they can be engaged to assist you in your workshops. Such workshops teach the audience the value of the waste and can also support the informal sectors which are involved in collecting recyclables.
- ❑ Types of materials that can be recycled.
- ❑ Importance of recycling, or impacts of high waste generations and not sorting & recycling.

These workshops can be conducted in schools such as those conducted by Maritim Muda, or in the form of storytelling sessions with Trash Hero storybook, or in the form of sermons on waste by Nahdlatul Ulama.



School programs, like those conducted by **Maritim Muda** and **Plastic Reborn**



Story-telling sessions with [Trash Hero](#)'s children's storybook



Sermons on Waste by **Nahdlatul Ulama**



Workshops on recycling and upcycling such as [Kertabumi Clinical Waste](#).



XS Project transforms the recyclable waste into functional products such as wallets, purses, and basket and sells these products around the world to support and improve the lives of the informal waste collectors.

SHORT-TERM ACTIVITIES

These activities include one-time events or brief activities that can be repeated on a regular basis in different locations. Below are some short-term activities / one-time events that you can conduct to complement your campaign.

Workshops Community Workshop

Workshops can be conducted for the community, as one of the activities within the long-term initiative. Community members can be taught how to sort and recycle within households, how to make upcycled products to sell for extra income, or how to gain incentives by giving their well-sorted waste to waste banks.

How to activate a community workshop:

- ❑ Work with Ibu-Ibu PKK, Ibu-Ibu Pengajian, Ibu-Ibu Arisan (a community group consisting of housewives, available in every RT/RW) to gain access to the housewives in the community.
- ❑ Collaborate with waste banks/ other related waste collectors for collection and drop-off of sorted waste, and to provide incentives to the audience.
- ❑ Teach the audience how to sort their waste, and conduct activities on how to upcycle waste into other products (e.g. bags).



©Gerakan Bank Sampah Bersih

MATERIALS FOR YOUR CAMPAIGN

The following are resources that you can use, take inspiration from or apply to your own Reduced Usage campaign materials. Refer to the COMMUNICATION COLLATERAL GUIDELINE and start to prepare the materials for your campaign!

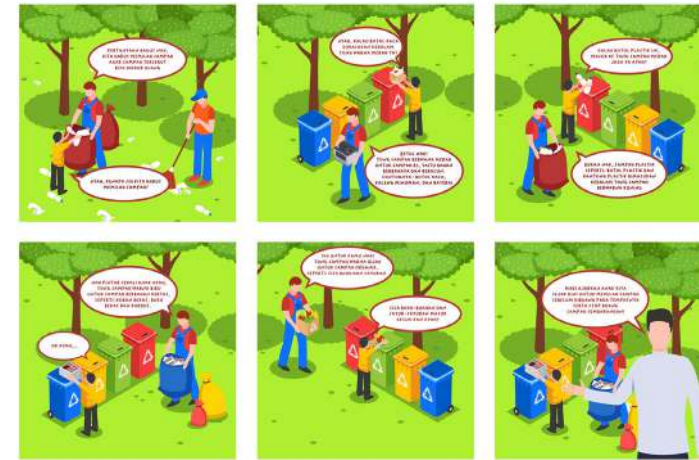
Logos

Gerakan Indonesia Bersih is the umbrella of all behaviour change campaigns. The umbrella logo should be added to your posters. Add the logo of your organisation, and other stakeholders that you have engaged (such as governmental organisations) to your campaign materials.



Public Signage Bins

Design your public signage bins to familiarise your audience with the four (4) categories in which the waste should be sorted in order to be recycled. Give examples of the types of materials that should go into each bin.



Public Service Advertisement

A public service advertisement can be aired through television, in cinemas, and indoor and outdoor videotron. Get inspiration from the sample storyboard provided in the Communication Collateral Guideline section.

Sorting Game

A didactic alternative to educate children youths and adults in how waste is sorted. Include examples of common and frequent generated materials and ask your audience to select the correct bin for each example.

Social Media Promotion

Create your Instagram posts with messages on how to sort the waste and the correct bins where the materials should be disposed of. You can use this material as a posted to be displayed in open public spaces such as sports stadiums, offices, trains and bus terminals.

MATERIALS FOR YOUR CAMPAIGN

The following are resources that you can use, take inspiration from or apply to your own Sorting & Recycling campaign materials.

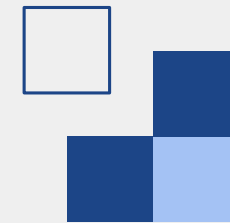
List Of Informative Facts

Add these informative facts related to sorting & recycling to your communication materials to raise your target audience's awareness of the issue.

- ❑ 48% jumlah sampah di Indonesia berasal dari lingkungan rumah tangga (Kementerian Lingkungan Hidup dan Kehutanan, 2013).
- ❑ Menurut penelitian Jenna Jambeck, Indonesia merupakan negara kedua terbesar penyumbang sampah plastik di laut yaitu sebesar 187,2 juta ton (Jambeck, 2015). Angka ini setara dengan 215 ribu ekor gajah jantan afrika dewasa berbobot 6 ton (National Geographic Indonesia, 2018).
- ❑ Kementerian Lingkungan Hidup dan Kehutanan menyatakan timbulan sampah nasional diperkirakan sudah mencapai 175.000 ton per hari atau setara 64 juta ton per tahun, dan diperkirakan 3,2 juta ton per tahun sampah plastik yang dibuang ke laut (Kementerian Lingkungan Hidup dan Kehutanan, 2014).
- ❑ 80% sampah di laut berasal dari daratan (Li dkk., 2016)
- ❑ 8 juta ton plastik dibuang ke laut setiap tahunnya (Jambeck, 2015), ini sama dengan jumlah satu truk sampah per menit (World Economic Forum, 2016).
- ❑ Antara 4.8 – 12.7 juta metrik ton limbah plastik masuk ke lautan dunia per tahun (ScienceMag, 2015)
- ❑ Di Indonesia, penggunaan plastik mencapai 11 juta kilogram per hari, sedangkan 9 juta kilogram sampah plastik tak terkelola dengan baik (Mongabay, 2019).
- ❑ Tingkat daur ulang sampah plastik di Indonesia masih rendah, hanya sekitar 10% (Sustainable Waste Indonesia, 2019).
- ❑ Data Sustainable Waste Indonesia (2019) menunjukkan kurang dari 10% sampah plastik terdaur ulang dan lebih dari 50% berakhir di TPA.
- ❑ British Plastics Federation (BPF), lembaga perdagangan plastik, mengakui bahwa membuat botol dari 100% plastik daur ulang menggunakan 75% energi lebih sedikit daripada membuat botol plastik dari material virgin.
- ❑ Saat ini 81% sampah di Indonesia tidak dipilah, membuatnya sulit untuk di daur ulang (Badan Pusat Statistik, 2018), menyebabkan lebih banyak plastik menumpuk di TPA atau bocor ke laut.
- ❑ Dengan mendaurulang 1 ton sampah plastik, sudah menghemat 2000 galon bensin.
- ❑ Aktivitas daur ulang melalui bank sampah pada tahun 2018 baru berkontribusi mengurangi 2,37% sampah nasional (Media Indonesia, 2019).
- ❑ Berdasarkan data Asosiasi Pengusaha Daur Ulang Plastik Indonesia (APDUPI) tahun 2016, jumlah produksi produk daur ulang dari sampah plastik yaitu sebanyak 1.600.000/tahun
- ❑ Pada 2018, nilai ekonomi yang diperoleh oleh 7.488 bank sampah di seluruh Indonesia dari pemulihan sampah daur ulang yaitu Rp 2.508.618.485/bulan.
- ❑ Nilai perputaran ekonomi yang dihasilkan dari sampah plastik bernilai sekitar Rp 6,5 miliar. Ada sekitar 50.000 orang yang mendapatkan penghasilan dari sampah plastik (Indonesian Plastics Recyclers, 2019).
- ❑ Botol plastik dapat di daur ulang menjadi material tekstil. Berdasarkan kerjasama Danone dan Asosiasi Daur Ulang Plastik Indonesia (ADUPI), dari daur ulang 24 botol plastik dapat dihasilkan satu buah bantal dan dari 2 botol plastik dapat dihasilkan satu tas belanja yang dapat diguna-ulang. (Danone dan Adupi, 2017)
- ❑ Jika diolah dengan baik, sampah plastik daur ulang dapat menghasilkan keuntungan sebesar Rp 16.379.472 per bulan dari produksi 48 ton sampah plastik (Institut Pertanian Bogor, 2018)

DESIGN YOUR **COMMUNICATIONS COLLATERAL**

Essential components you need to create your campaign material.



COMMUNICATION COLLATERAL GUIDELINE

Support the message you want to communicate to your audience by using this collateral guideline.

01 Public Service Advertisement



02 Sorting Game



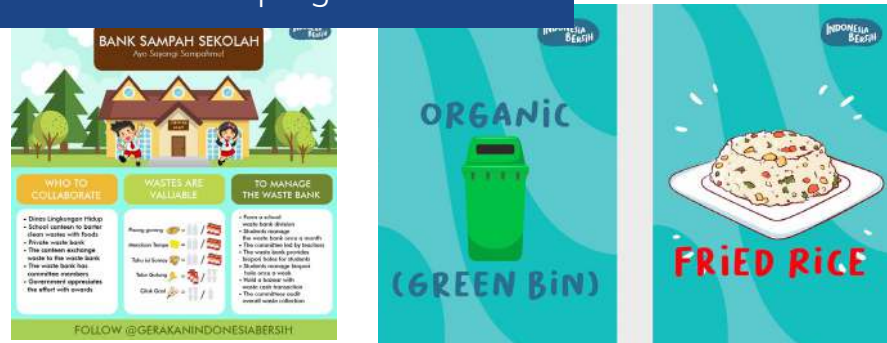
03 Public Signage Bins



04 Posters



05 School Campaign Collaterals



Umbrella logo

Gerakan Indonesia Bersih's logo.

Initiative Logo

Display your campaign logo so that people can associate with your campaign.

Informative Facts

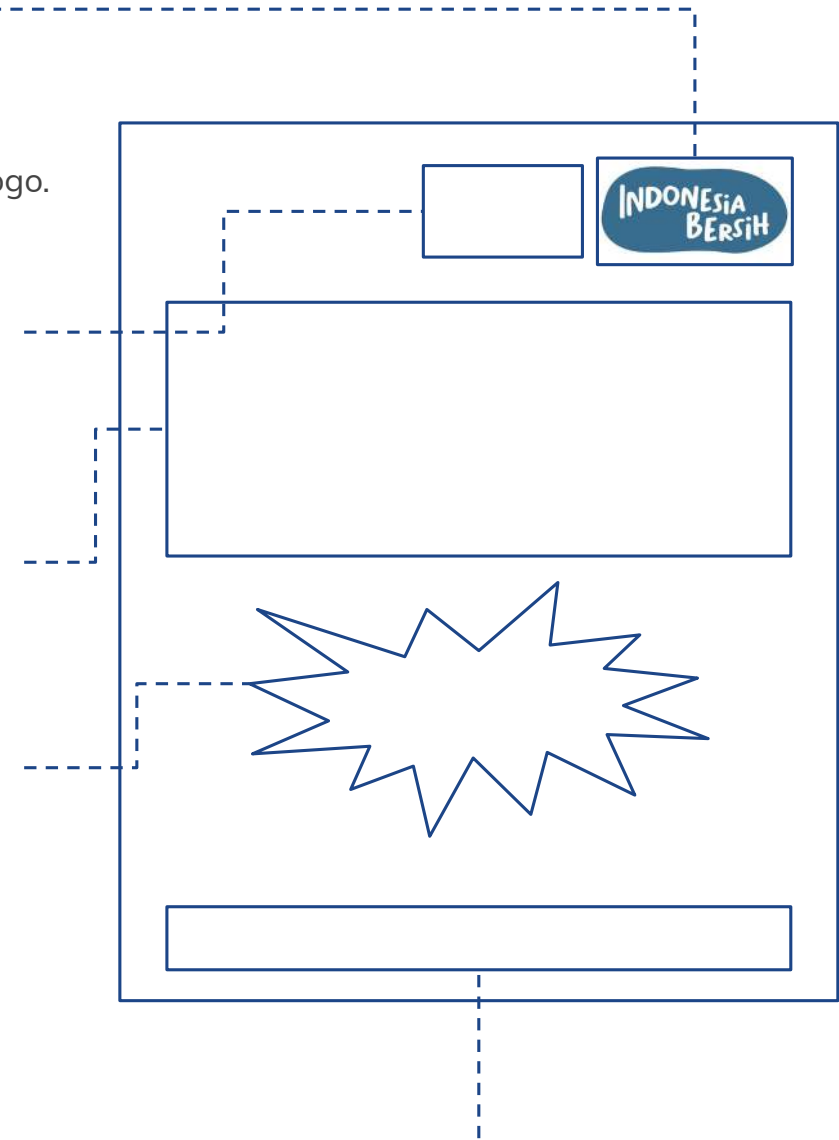
Display information that raise your target audience's awareness of the issue.

Persuading Message

Include a message that would engage and resonate with your target audience.

Call-to-Action hashtag

This is the main driving force behind your campaign.



01 Public Service Advertisement

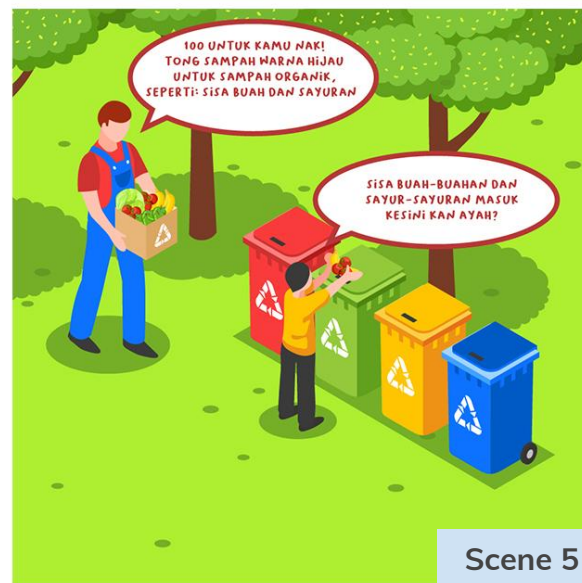
This storyboard is a storyline guideline for stakeholders who aim to create sorting and recycling campaign using a storytelling approach. This interactive media sequence can be highly attractive to children within families and become a medium for parents to educate their children and ease the duty of secondary audiences. While for new waste pickers, it is simple information to understand waste materials from different rubbish bins.

Key Characteristics

- Target audience: Primary Audience (Children, Youth, Parents, Families), Secondary Audience (Waste collectors).
- Key Behavioral Barrier: I don't know what can be recycled.
- Above the Line (TVC, Cinema Ad-Placement, Indoor or Outdoor Video-tron).



01 Public Service Advertisement



Scene Description

Scene 1: (A child and his father in a park and the child asked his father) Why they should sort waste? (Then, the father told him) We need to sort waste materials so that the waste can be recycled

Scene 2: (The child asked the father) Is it right to put a glass bottle in the red bin? (The father answered) Yes, correct, son! The Red bin is for hazardous and toxic materials, such as glass bottle, drink can, battery, etc

Scene 3: (The child asked another question) Is it right to put a plastic bottle in the red bin (because the child thought it's the same bottle and the father answered) No son, plastic waste materials such as plastic bottles, plastic bags should be put into the yellow bin

Scene 4: (The child was about to put paper waste into the blue bin and the father appreciated him by saying) Yes son, good job. You put the old paper rightly in the blue bin, because it is for paper waste materials such as paper bags, cardboard, used newspaper, old books, other related paper waste

Scene 5: (The child is about to put organic waste into the green bin) Fruit and vegetable waste should go into the green bin yes daddy? (the father said) Yes, that is absolutely right. Green bin is for organic waste such as fruit and vegetable waste

Scene 6: (This is where persuading and call to action messages are stated in easy communication, to sum up, all the scenes by stating) Let's teach our children how to sort and put waste in the right bins so that recycling can be done.

02 Sorting Game

The objective of the game is to learn how waste is sorted and which waste materials produced in daily life belong to the right provided rubbish bins through a digital platform.

Key Characteristics

- Target audience: Primary Audience (Children, Youth, Adults, Families), Secondary Audience (Waste collectors)
- Key Behavioral Barrier: I don't know what can be recycled.
- Below the Line (in supermarkets, malls, museums, library, open public places with access to electricity etc).

Colour Palette:

This colour tone was chosen because the game aims to be displayed in attractive and striking colours to ease the sorting activities and to be easily remembered.



Typography:

Lithos Pro

This font type was chosen because it is suitable and clear for the application.



02 Sorting Game

How to activate the game:

- ❑ Download [here](#) and install Adobe Flash Player to an all-in-one PC touch screen.
- ❑ The player with the highest score can be rewarded with gifts such as bags, tumblers, stainless straws, etc.
- ❑ To be installed in supermarkets, malls, museums, library, other open public places with access to electricity.

How to play the game:

- ❑ Select the game: PILAH PILIH SAMPAH.
- ❑ Click/tap the start button: MULAI.
- ❑ The gameplay is for 2 minutes.
- ❑ A correct answer will give the player +50 points, while a wrong answer will cost the player - 20 points.
- ❑ The total score is shown at the end of the game.



Green bin: organic waste.
 Blue bin: paper waste.
 Yellow bin: plastic waste.
 Red bin: hazardous and toxic waste.

03 Public Signage Bins

Many separation bins have already been provided in public areas, yet, many people are still not putting their waste in right the bin. By having installed an attractive and informative public signage bin, it is expected that people will be more aware of each bin function to ease recycling players to get them well-recycled.

Key Characteristics

- Target audience: Primary Audience (Children, Youth, Adults, Families), Secondary Audience (Waste collectors)
- Key Behavioral Barrier: I don't know what can be recycled, Sorting and recycling are not practical and is time-consuming.
- Through the Line (Social Media Promotion) or can be installed in public spaces such as in sports stadiums, offices, train and bus stations, etc. as a poster.

Colour Palette:

This colour tone on this public signage bin was chosen because



Typography:

Futura Md BT

This font type is easy to read and have a strong impression and suitable for notifications/ announcements/ campaigns.



Call-to-action Hashtag

Invites people to sort their waste.

Umbrella Logo

Gerakan Indonesia Bersih's logo Along with the mascots (Gurano, Meta, Amboi) to catch children's attention to have a closer look and be engaged to put the waste into the right bin.

Informative Fact

Icons to show examples of waste items that should go into each bin

4A Poster: Sorting And Recycling Facts

Key Characteristics

- Target audience: Primary Audience (Youth, Adults, Families), Secondary Audience (Waste collectors)
- Key Behavioral Barrier: I don't know what can be recycled, Sorting and recycling are not practical and is time-consuming.
- Through the Line (Infographic on Social Media) or can be installed in public spaces such as in sports stadiums, offices, train and bus stations, etc. as a poster.

Colour Palette:

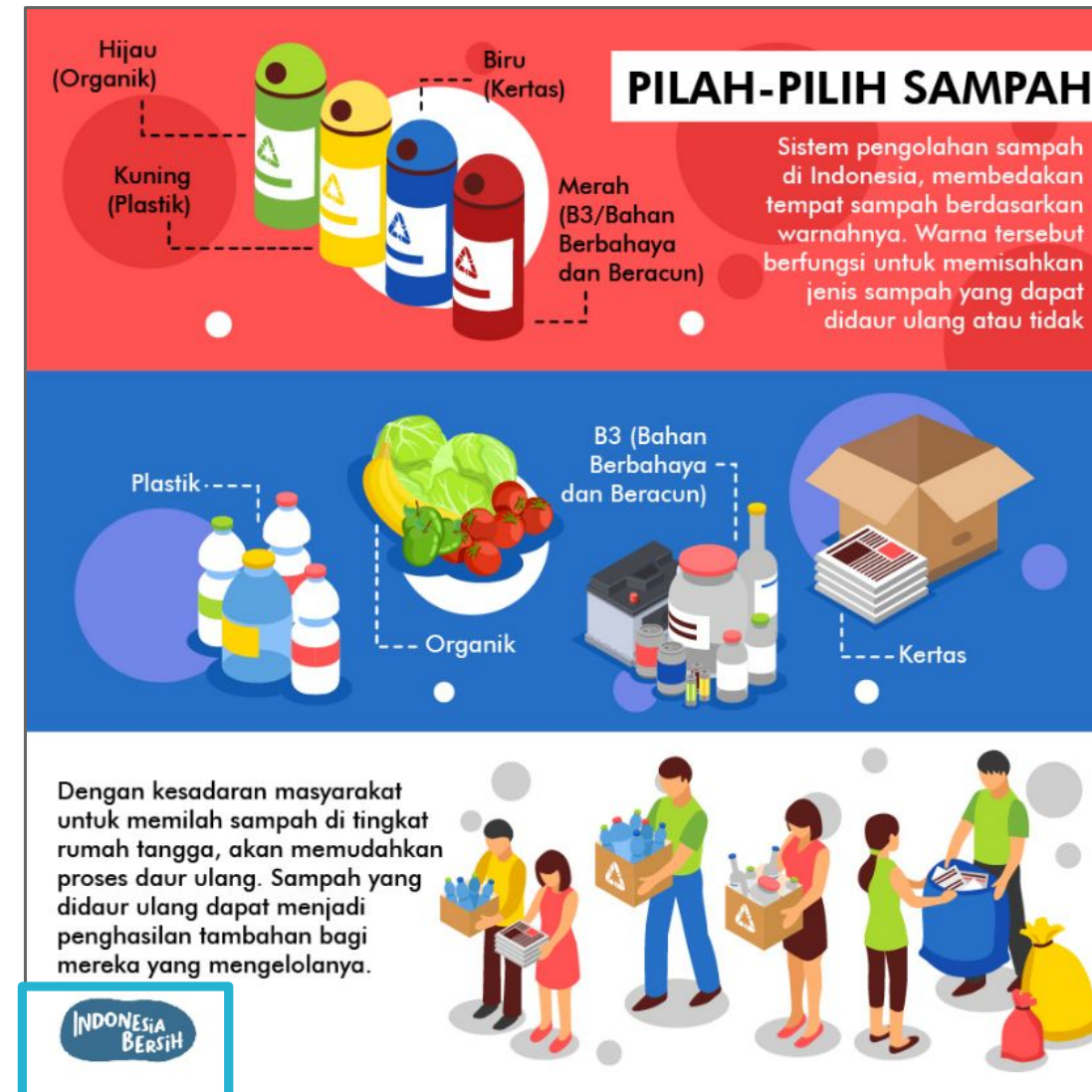
This colour tone was chosen because the infographic aims to give a playful impression with attractive colours but still remains soft with a combination of the pastel colour tone.



Typography:

Futura Md BT

This font type is easy to read and have a strong impression and suitable for notifications/ announcements/ campaigns.



Umbrella logo

Gerakan Indonesia Bersih's logo

Informative Facts

The poster is filled with informative facts on how waste should be sorted (the 4 bins and examples of items that should go into the bins), and the benefits of recycling.

4B Poster: Plastic Bags For Asphalt

With plastic bags being the most common plastic waste, there is value in recycling plastic bags. Plastic bags can be processed into a mixture of street asphalt with 40% higher stability than usual asphalt. This method has already been implemented in Indonesia.

Key Characteristics

- Target audience: Primary Audience (Youth, Adults, Families), Secondary Audience (Waste collectors)
- Key Behavioral Barrier: Sorting & recycling does not bring any benefits.
- Through the Line (Infographic on Social Media) or can be installed in public spaces such as in sports stadiums, offices, train and bus stations, etc. as a poster.

Colour Palette:

This colour tone was chosen because the infographic aims to give a playful impression with attractive colours but still remained soft with a combination of the pastel colour tone.



Typography:

Futura Md BT/ Futura HV Bt

This font type is easy to read and have a strong impression and suitable for notifications/ announcements/ campaigns.



Umbrella logo

Gerakan
Indonesia
Bersih's logo

Informative Facts

The poster is filled with informative facts on used plastic bags and their potential for the construction of new roads.

4C Poster: Plastic Bottles For Bags

Plastic bottles have been recycled into bags and allow huge numbers of plastic bottles to be diverted from landfills. Sports and fashion brands have/ can implement this innovation, giving them a positive brand image in preserving the sustainable environment. The collaterals show audiences the value of plastic bottles as a recyclable material.

Key Characteristics

- Target audience: Primary Audience (Youth, Adults, Families), Secondary Audience (Waste collectors)
- Key Behavioral Barrier: I don't know what can be recycled, Sorting and recycling are not practical and is time-consuming.
- Through the Line (Infographic on Social Media) or can be installed in public spaces such as in sports stadiums, offices, train and bus stations, etc. as a poster.

Colour Palette:

This colour tone was chosen because the infographic aims to give a playful impression with attractive colours but still remains friendly with a combination of pastel colour tone.



Typography:

Futura Md BT

This font type is easy to read and have a strong impression and suitable for notifications/ announcements/ campaigns.

Umbrella logo
Gerakan
Indonesia
Bersih's logo



Informative Fact

The poster advertises bags made from 20 plastic bottles, showing the audience the value of recycling plastic bottles.

4D Poster: Plastic Bottles For Clothes

Plastic bottles have been recycled into clothes and allows huge numbers of plastic bottles to be diverted from landfills. Sports and fashion brands have/ can implement this innovation, giving them a positive brand image in preserving the sustainable environment. The collaterals show audiences the value of plastic bottles as a recyclable material.

Key Characteristics

- Target audience: Primary Audience (Youth, Adults, Families), Secondary Audience (Waste collectors)
- Key Behavioral Barrier: I don't know what can be recycled, Sorting and recycling are not practical and is time-consuming.
- Through the Line (Infographic on Social Media) or can be installed in public spaces such as in sports stadiums, offices, train and bus stations, etc. as a poster.

Colour Palette:

This colour tone was chosen because the infographic aims to give a playful impression with attractive colours but still remains soft with a combination of the pastel colour tone.



Typography:

Futura Md BT

This font type is easy to read and have a strong impression and suitable for notifications/ announcements/ campaigns.



Umbrella logo

Gerakan
Indonesia
Bersih's logo

Informative Fact

The poster advertises clothes with the Gerakan Indonesia Bersih mascots made from 12 plastic bottles, showing the audience the value of recycling plastic bottles.

5A School Collaterals: Waste Bank at Schools

Having a school waste bank is one way of raising students' understanding and awareness, and motivate them to take action for their waste. Students can be engaged in a fun activity to sort waste materials, especially plastic waste, and earn economic incentives by giving their sorted waste to the waste banks. Local government support can be engaged in the implementation of a waste bank.

The collateral on the right is to encourage schools to have a school waste bank as part of early stages of education for school stakeholders about waste management. The collateral will include information on how a school can set up a waste bank, such as who to collaborate with, and how to manage the waste bank.

Key Characteristics

- Target audience: Primary Audience (School teachers)
- Key Structural Barrier: Lack of recycling points and supporting infrastructure. Inconvenient/non-standardised separation method.
- Below the Line or through online approach such as direct-mailing and e-poster as an invitation & offline approach through visiting schools to persuade the formal institution to have a school waste bank.



Umbrella logo

Gerakan Indonesia Bersih's logo

Call to action message

(EN: Let's Take Care of Your Waste!)

5A School Collaterals: Waste Bank at Schools

Having a school waste bank is one way of raising students' understanding and awareness, and motivate them to take action for their waste. Students can be engaged in a fun activity to sort waste materials, especially plastic waste, and earn economic incentives by giving their sorted waste to the waste banks. Local government support can be engaged in the implementation of a waste bank.

The collateral on the right is to motivate students to sort their waste for the school waste bank. Students can exchange their plastic waste for selected foods at the school canteen. By doing the action continuously, the students will get used to in sorting their waste and aware of the benefit of exchanging plastic waste. They can also further influence their families as well.

Key Characteristics

- Target audience: Primary Audience (School Students and Teachers)
- Key Behavioral Barrier: I don't know what can be recycled, Sorting and recycling are not practical and is time-consuming, Sorting and recycling does not bring any benefits.
- Below the Line or through an offline approach through posters placed around the school/ on the school information board.



Umbrella logo
Gerakan
Indonesia
Bersih's logo

Call to action message
(EN: Let's Take
Care of Your
Waste!)

5B

School Collaterals: Storytelling Storyline & Flip Cards



©Gerakan Sekolah Bersih

Storytelling is an engaging way of educating children on waste categories and motivating them to sort and recycle. An example of the storyline is shown on the right.

After the storytelling session, the children can be invited to practice what they have learnt in a simulation game, for example: sorting their personal waste and making crafts from their used bottles and paper (such as toy box and origami). The winner of the game will get a price of merchandise from Gerakan Indonesia Bersih.

Key Characteristics

- Target audience: Primary Audience (School Students and Teachers)
- Key Behavioral Barrier: I don't know what can be recycled, Sorting and recycling are not practical and is time-consuming.
- Below the Line (through Gerakan Sekolah Bersih)

Storyline of the Storytelling

Scene 1

There are three best friends, Gurano, Amboi and Meta, and they are talking via phone about their plans to bring a lunchbox tomorrow.

Scene 2

During lunchtime the next day, they unbox their lunch boxes together on a table. Gurano brought a sandwich wrapped with paper and chocolate milk put into a paper bag. Meta brought fried-rice inside her lunchbox and mineral water in plastic bottle packaging while Amboi brought candy in a plastic bag and mix-fruits inside the styrofoam.

Scene 3

Seeing their big smiles, their teacher comes closer to their table and says to them to enjoy their lunch. At the same time, she tells them to leave their lunch packaging on the table and call her once they finish their lunch.

Scene 4

After finishing their lunch, Gurano runs to the teacher to find out what the teacher is going to tell them. He is very curious about it.

Scene 5

The teacher explains them about the waste of each packaging that was used to wrap Gurano, Amboi and Meta lunch boxes, and teaches them how to sort the wastes and separate them into 4 categories waste bins. Further, the teacher advises them to be responsible for the waste they produce and to start sorting their waste on a daily basis.

5B School Collaterals: Storytelling Storyline & Flip Cards



Storytelling is an engaging way of educating children on waste categories and motivating them to sort and recycle.

The flip-cards (on the right) can be used in the storytelling, to help children and the school committees to follow the storyline of the storytelling session. The flip-cards show various waste materials based on the storyline and waste bin categories, from which the students can learn the types of wastes and how to sort them.

Key Characteristics

- Target audience: Primary Audience (School Students and Teachers).
- Key Behavioral Barrier: I don't know what can be recycled, Sorting and recycling are not practical and is time-consuming.
- Below the Line (through Gerakan Sekolah Bersih).

1



2



3



4



5C School Collaterals: Storytelling Storyline & Flip Cards (Continuation)

Tips to use the Cards Resource:

- Each card has a front (Side A) and back (Side B). There are in total 10 pairs of cards to play the game.
- To use the flip cards you should print as in a two-sided format (Side A & Side B) to obtain the flip effect.

5



(Side A)

(Side B)

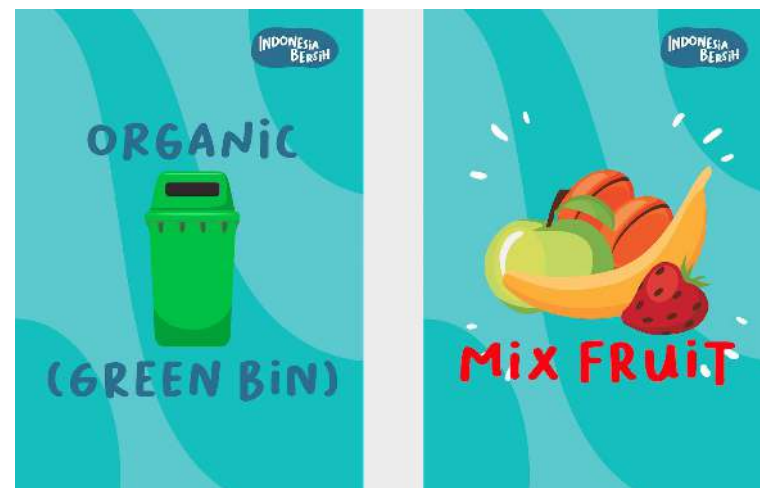
6



7



8



9



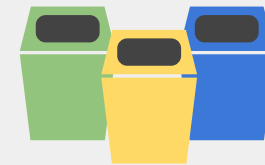
10



Gerakan Sekolah Bersih:

MAKE YOUR SCHOOL A RECYCLING HUB

A school-friendly Sorting & Recycling behaviour
change campaign guide





5 Langkah untuk membuat Kampanye Daur Ulang di Sekolah

01

Planning

02

Education on
Waste
Management
Issue

©Waste4Change

03

Create A Green Team

©Waste4Change

04

Concepting the
Action Plan

©Waste4Change

05

Implementation
& Monitoring

©Waste4Change

01 PLANNING

Select a Location

Select a school location and conduct a survey visit, if necessary, to check the school's existing condition. Several points below can be used as factors to help prioritize which schools to be targeted:

- ☐ The school is located in the scope area of project.
- ☐ The school lacks information about waste management practices.
- ☐ The school lacks a waste management facility.
- ☐ The school is not managing its environment well (e.g. litter is found around the school, waste is managed by open burning, etc).

Dealing with the School

Coordinate with the stakeholders that can give a recommendation of a school or can support the implementation of the campaign.

Examples: national government/agencies and local government/agencies.

Prepare the permission letter and attach your Project/Initiative Proposal, that you will submit to the school and to related stakeholders to ask for permission to collaborate and to execute the campaign. Refer to the STAKEHOLDERS ENGAGEMENT section of the playbook and follow the 5 steps on how you can approach and engage the relevant stakeholders from the beginning of planning your campaigns and check the template to prepare the permission letter at the START NOW AND DEVELOP YOUR OWN CAMPAIGN section.

Create the MoU (Memorandum of Understanding) to set the boundaries and roles of the school and your organization.

Discuss with the school leader the following.

- ☐ Objectives of the litter-free zone campaign that will be held in the school.
- ☐ Benefits and impacts for school by joining the litter free-zone campaign.
- ☐ The timeline and the activities of the campaign.
- ☐ A specific litter-free zone campaign that will be effective to be implemented in that particular school.

02

EDUCATION ON WASTE MANAGEMENT ISSUE

This education session is an opportunity for you to share with students on the importance of a responsible waste management - especially on plastic waste - including on the importance of sorting and recycling. This session is an effort to raise the awareness of the students before involve them in the concepting and implementing the campaign in their class/school.

Selection of topic and activity:

1. Sharing session with slides/video on:
 - ☐ How is the existing condition of plastic waste in Indonesia?
 - ☐ What is the impact of plastic waste to the environment?
 - ☐ How to sort and recycle plastic?
2. Games
3. Pre and post test



03 CREATE A GREEN TEAM

Collaborate with teachers, and select students to be members of school's Green Team - a team who will act as agents of change in their school. They will be the one who you will assist to create a plan to raise students' awareness as well as to encourage students to take action. You will work closely with the Green Team to make the litter-free zone campaign successful.



Select the Green Team based on the level of participation during the Awareness session and their proven understanding of the discussed topics through a simple test. Also ask advice from the teachers about the candidates you are considering.

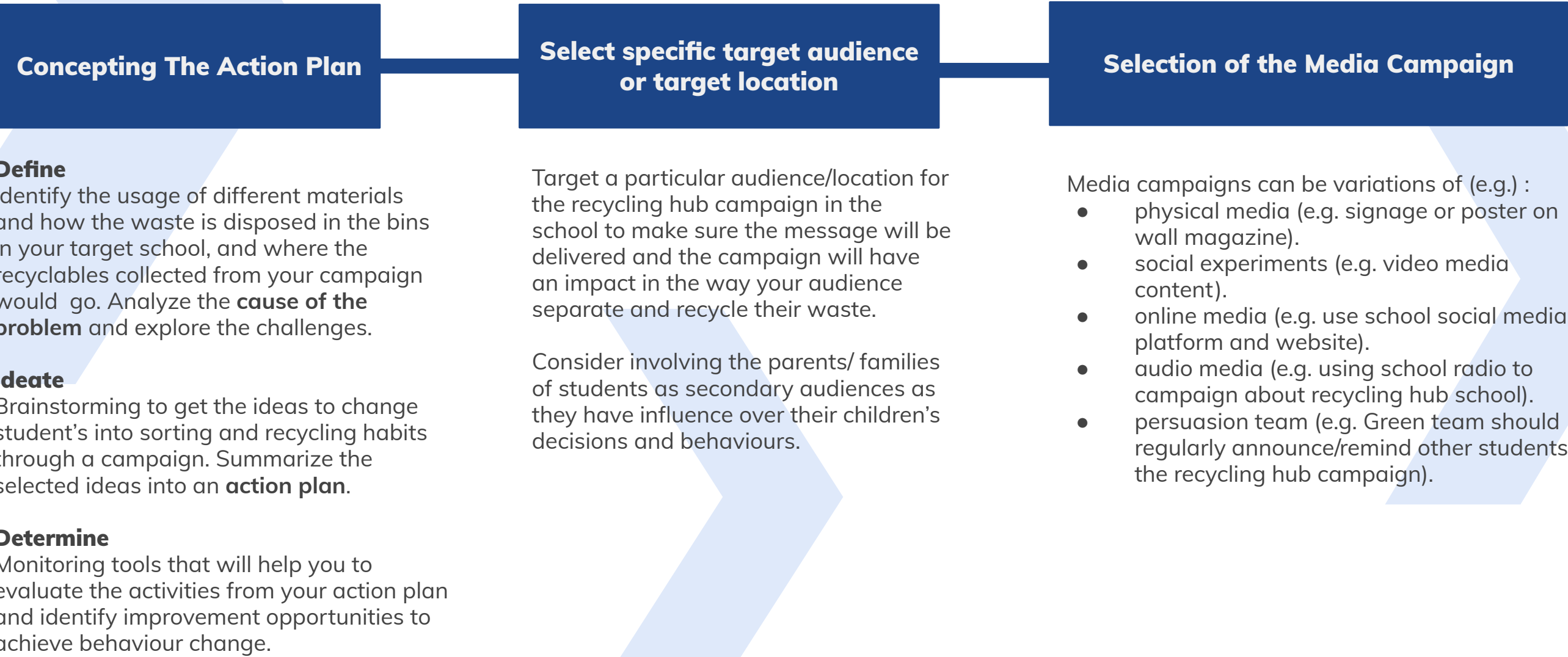
Discuss the objectives and purposes of the campaign that will be held with representative students and teacher of the Green Team. Ask for their opinions about the campaign and their concerns about their school's existing condition related to the campaign.



Assist the Green Team in creating a litter-free zone action plan for their school. Encourage them by telling them that they are the agents of change in their school - they will be the ones who would start changing students' behaviour to stop littering.

CONCEPTING THE RECYCLING HUB CAMPAIGN

Prepare your campaign by considering the challenges, outcomes, resources, and deliverables. Draw your timeline, with layers of engagement and progress markers. Collaborate with the Green Team to conceptualise the campaign.



04 CONCEPTING THE RECYCLING HUB CAMPAIGN

The following are some examples of activities that your Green Team can consider incorporating into your action plan.

Art & Craft sessions



Get the students to bring along recyclable plastics from their homes or collect the recyclables from the segregated bins. Conduct an art & craft session for the students to turn this waste into art or other materials.

Kertabumi Klinik Sampah conducts workshops on how to turn plastic waste into pouches or bags. They can be contacted at kertabumi.org/events-workshops.

Waste Banks/ Recycling Bins



Work with the schools' management to have recycling bins/ dropboxes within the school compound, and the local government to set up a waste bank in the school.

Conduct a sorting activity to give students hands-on practice on how to sort their waste, complementary to the implementation of the recycling bins.

Refer to the COMMUNICATION COLLATERAL GUIDE for samples of waste bank collaterals.

Story-telling sessions



For younger students, conduct storytelling sessions of the impacts of plastic waste in oceans and harms to marine life, followed by a reflection session to get the students to think about their actions.

For an example of a storyline for the story-telling sessions, and materials that can be used (flip cards), refer to the COMMUNICATION COLLATERAL GUIDELINE.

Sharing sessions



Conduct weekly sharing sessions whereby students can take turns in sharing what they have learned about the plastic issue. They can also share their sorting & recycling efforts to the rest of the class.

They can share facts on:

- ❑ Waste generation amounts.
- ❑ Impacts of plastic waste on marine life.
- ❑ State of waste management system/ conditions of landfills.

04 CONCEPTING THE RECYCLING HUB CAMPAIGN

Schedule the socialization session of the campaign to the other students. This socialization should be done by you and the Green Team. Make sure that all of the targeted students attend this socialization agenda.

Describe the recycling hub campaign action plan in front of students. Tell about the impacts and the benefits that the students and the school will gain if they support this campaign. Encourage the students to ask questions or add their input to the designed action plan.



05 IMPLEMENTATION & MONITORING



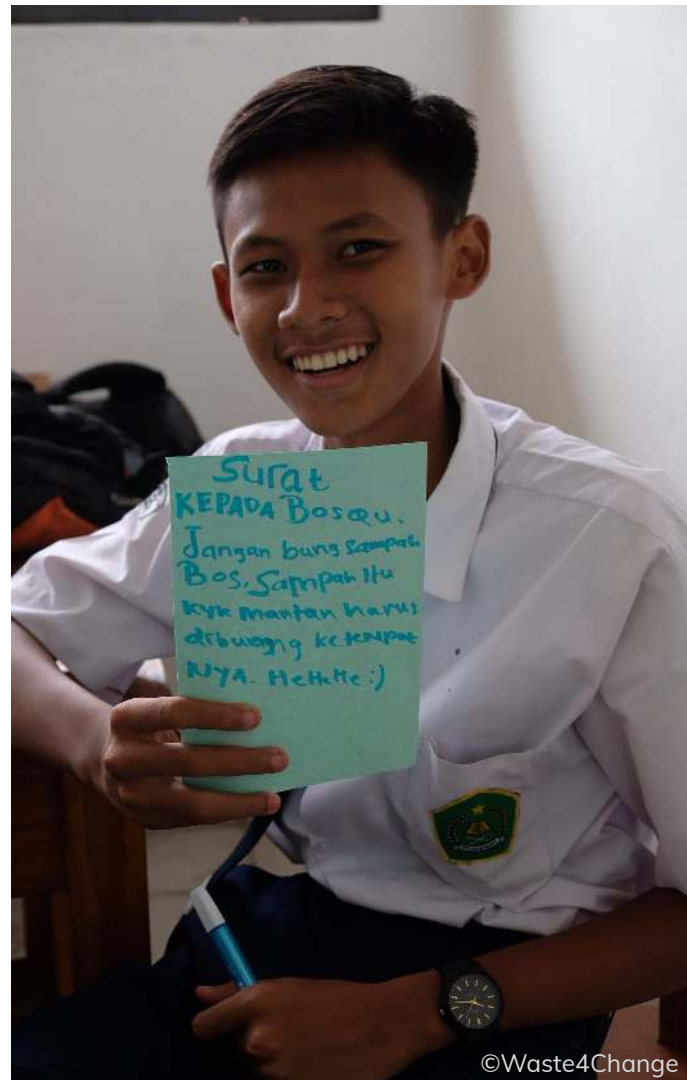
Start implementing the actions and encourage the students to share the actions that they do to support the campaign in their school. Their stories and pictures can be posted, with their permission, to social media platforms. This would attract more students from other schools to join this recycling hub campaign and expand your campaign to more schools. A contest can be held to reward those with most creative or most viewed/ shared content, to garner more publicity.



Monitor and evaluate the actions implemented to measure the behaviour change achieved, to see the reach of the campaign, and to understand the challenges faced as evaluation for future improvements. Refer to the *IDENTIFY SUCCESSES AND AREAS FOR IMPROVEMENT* steps of the Campaign Roadmap section.

05 IMPLEMENTATION & MONITORING

Given the heavy influence of parents on children's consumption behaviour and decisions, the involvement and support of the parents, and other family members at home are important to further sustain the behaviour that is being taught outside of schools. The following are examples of activities that can be done to bring in the involvement of the parents.

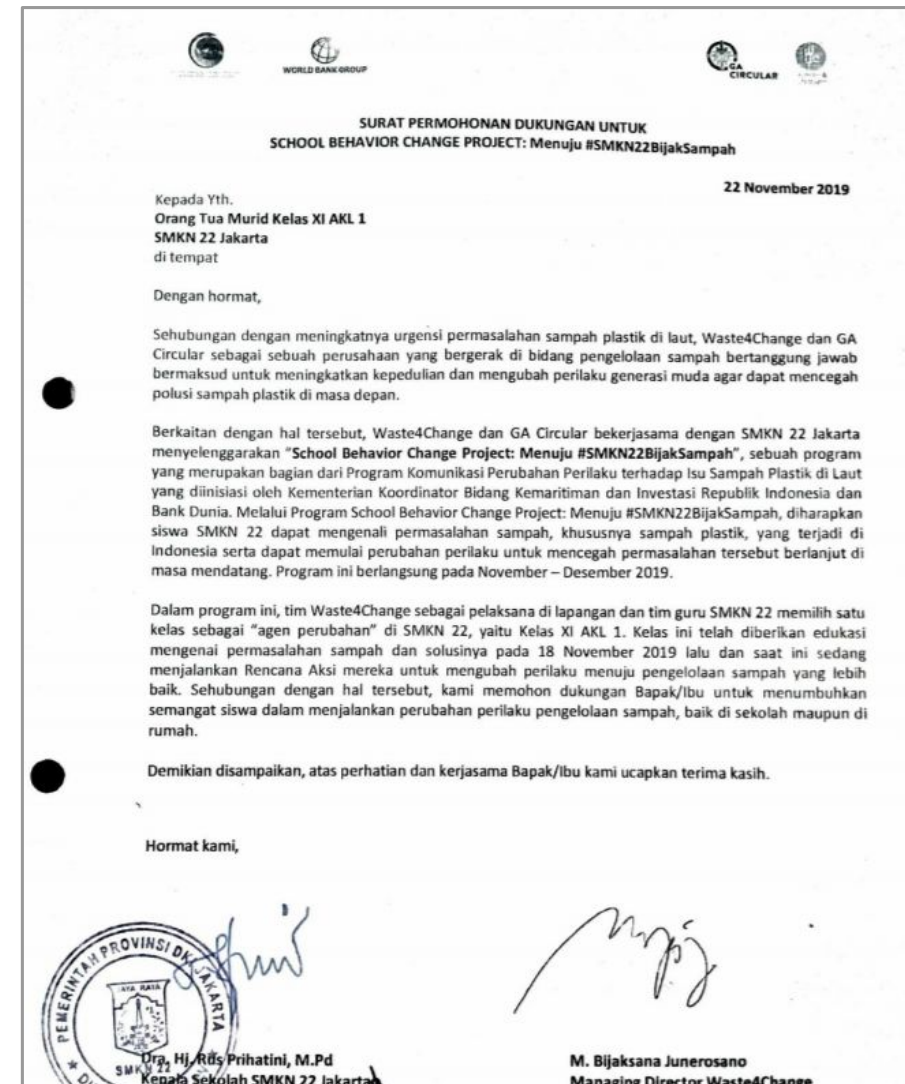


©Waste4Change

Reflection Letter by Students

A week into the campaign, get the students to reflect on the activities and write a letter to someone with whom they would like to share the message, and what they have learnt from the campaigns.

They can write to a parent, a sibling, or other family members.



Official letter to parents

An official letter from the school to parents regarding the ongoing campaign can be written out and given to parents, to seek their support in motivating their children in adopting the right behaviours.

The contents of the letter can include:

- ❑ Objectives of the campaign
- ❑ Activities within the campaign
- ❑ Appeal for parent's support and how parents can be involved

Banners for Gerakan Sekolah Bersih



As part of the Gerakan Sekolah Bersih program, you can use these banners to promote different actions to keep your school free from waste. The banners can also show the public that the school is part of a larger Gerakan Sekolah Bersih movement.

The banners make use of the Gerakan Indonesia Bersih mascots or merchandises to introduce Gerakan Indonesia Bersih's identity assets.



LEARN FROM SUCCESSFUL CAMPAIGNS

Identify key elements of a successful campaign.



KAWASAN BEBAS SAMPAH/ KANG PISMAN

Campaign Description

Kawasan Bebas Sampah (KBS) focuses on community development and waste management facilities provision in Bandung. The initiative is currently implemented under the responsibility of DLH Bandung and is aligned with the Kang Pisman initiative, as of 2018. Kang Pisman refers to Kurangi (Reduce), Pisahkan (Sort), Manfaatkan (Use), and is meant to promote waste reduction and sorting as part of Bandung citizens' daily life.

The activities within the initiative include:

- Door-to-door engagement on sorting methods.
- Volunteer training/ Training of Ibu PKK during their meetings.
- Provision of a facility to manage organic waste.
- Educate garbage collector (cartman) to do a door-to-door collection of segregated waste from households.

Learning Points

Frequent door-to-door and volunteer training are effective methods of engaging the community. The transfer of responsibility for the initiative to DLH Bandung allowed KBS to gain wider attention amongst the citizens.

Working with the garbage collectors - ensuring that they are aligned with the objectives of the initiative, and do not jeopardise the success of KBS.



@kangpisman/
@kawasanbebasampah



©Kang Pisman

01

Target Audience

Citizens of Bandung (Primary audience), Waste collectors (Secondary audience).

02

Key Behaviors and Barriers

Behavioural barriers:

- Sorting & recycling does not bring any benefits.
- I don't know what can be recycled.

Structural Barriers:

- Lack of recycling points/ supporting infrastructure.
- Inconvenient and non-standardised separation method.

03

Stakeholder Engagement

- Local Government Body.
- Community Group - Ibu PKK.
- Influencers - e.g. Mang Oded.



KAWASAN BEBAS SAMPAH/ KANG PISMAN



PI

Pisah

Di rumah, pisahkan tempat sampah menjadi 3 jenis berbeda

Jenis 1 : Sampah sisa makanan & tumbuhan, ditempatkan pada ember tertutup.

Jenis 2 : Kertas, kaleng, gelas & botol plastik, ditempatkan pada kotak kardus.

Jenis 3 : Sampah lainnya ditempatkan pada tong sampah.

PIS

Pisahkan ;

Di rumahnya, Kang Pisman membagi tempat sampah menjadi 3 jenis berbeda

Jenis 1 : Sampah sisa makanan & tumbuhan, ditempatkan pada ember tertutup.

Jenis 2 : Kertas, kaleng, gelas & botol plastik, ditempatkan pada kotak kardus.

Jenis 3 : Sampah lainnya ditempatkan pada tong sampah.

MAN

Manfaatkan ;

Sampah yang sudah dipisahkan, dimanfaatkan sesuai dengan jenisnya.

Sampah jenis 1 diolah kedalam biopori, komposter, takakura, bata terawang, biodigester, magot BSF, serta menjadi makanan ternak dan kascing.

Sampah jenis 2 dapat dijadikan sedekah sampah ataupun diberikan kepada bank sampah terdekat.

Sampah jenis 3 Dibawa ke Tempat Penampungan Sementara (TPS) untuk diangkut ke Tempat Pemrosesan Akhir (TPA) oleh PD Kebersihan.

Mulai gerakan #KangPisMan dengan aksi #BandungPisahkanSampah



©Kang Pisman

04

Messages

- “Yuk, Jadikan kawasan kita bebas sampah”, and reminding the audience of the 21 February 2005 event whereby 145 people died due to the TPA tragedy - Empowering audience to restore order and avoid a repeat occurrence of the tragedy.
- Visuals are heavily supported by textual content - with information on how to sort and recycle

Channels

- Offline - Door-to-door engagement, community meetings
- Online - Instagram, Twitter

05

Monitoring and Evaluation

KBS has been developed in 15 RW since the responsibility was given to DLH Bandung. As of 2018, there are 8 sub-districts that have joined the initiative. As the initiative continues, they target to have all 250 sub-districts in Bandung to join the KBS program by 2022.

2018

8

Sub-districts in Bandung have participated

2022

250

Sub-districts as target number of sub-districts to join KBS program

PRAISE DROPBOX



Campaign Description

PRAISE is a Coalition for Sustainable Packagings between six fast-moving consumer goods companies. The dropbox initiative's objectives are to increase consumer awareness to put waste in the space provided. The initiative also aims to educate consumers to respond to plastic packaging more wisely by educating them through social media and school programs and invite them to sort waste into the dropboxes provided across Jakarta.

The activities within the initiative include:

- Provision of dropboxes across Jakarta.
- Education of consumers through social media.
- Education through school programs.

Learning Points

The provision of 100 dropboxes across Jakarta and educational materials through their Instagram channel has allowed tens of thousands of people to have been reached to participate in the initiative. The provision of dropboxes in some areas proved to be a challenge as some shops are not openly willing to having a dropbox in their stores for aesthetics reasons, implying the need to educate these business owners, or redesigning the dropboxes.

To ensure consumers use the dropboxes accurately, educational posts through social media may need to be supplemented with a staff to be stationed at the dropbox, or more information on the dropbox itself, through a monitor or video screen.



@praiseindonesia



01

Target Audience

Consumers of the packaging companies (Primary audience).

02

Key Behaviors and Barriers

Behavioural barriers:

- I don't know what can be recycled.
- I don't know where/ who to send/ give my recyclables to.

Structural Barriers:

- Lack of recycling points/ supporting infrastructure.
- Inconvenient and non-standardised separation method.

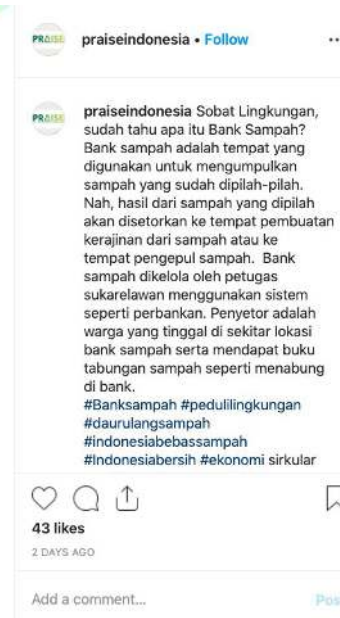
03

Stakeholder Engagement

- Community Group - Local Waste Bank.
- Waste Management Services - Waste4Change, EcoBali (recycler).
- Corporates/ Businesses - Sustainable Waste Indonesia.



PRAISE DROPBOX



TITIPKAN SAMPAH KEMASANMU DI #PRAISEDROPPINGBOX

Cek lokasi Dropping Box PRAISE di link berikut:

bit.ly/DroppingBoxPRAISE



TITIPKAN SAMPAH KEMASANMU DI #PRAISEDROPPINGBOX



Messages

- “Sobat Lingkungan (Friends of the environment)” is used to start the captions that accompany the visuals - Empower the audience to become agents of change.
- Instagram images are often accompanied by long captions loaded with information on the waste collection network (waste banks, TPS) and materials that can be recycled.

Channels

- Offline - School education programs, Provision of dropboxes across Jakarta
- Online - Instagram

Monitoring and Evaluation

Since the implementation of the initiative, 100 dropping points have been made available in Jakarta, and tens of thousands of people have been reached and are participating in sorting waste into the dropbox.

A measure of success for the initiative is the increase in the amount of packaging waste collected.

100

Dropping points available in Jakarta

10,000 +

People who have been reached to participate

AKADEMI BIJAK SAMPAH



Campaign Description

Akademi Bijak Sampah (AKABIS) is a Waste4Change program dedicated to raising awareness on responsible waste management, by bringing participants on a tour to waste management facilities. Through first-hand experience and direct observation of the state of waste, participants would gain an understanding of the true impact of waste they generate and be encouraged and engaged to contribute actively towards a better waste management system in Indonesia.

The activities within the initiative include:

- Educational tours to waste management sites (Sumur Batu landfill, Bantar Gebang TPST, Waste4Change Material Recovery Facility)
- Discussions on responsible waste management
- Interactive activities such as games

Learning Points

The program has been widely followed and embraced by schools, institutions, and companies, allowing a wide range of audience (students, employees, and members of society) to be more aware of the waste issue and how they can contribute. As the program is currently only conducted in Bekasi, Greater Jakarta, organisations in other parts of Indonesia can take inspiration and organise similar programs in their parts of Indonesia.

Constant feedback from participants is necessary in order to adapt and improve the program to be able to host larger groups of participants.



@waste4change



©Waste4Change



©Waste4Change

01

Target Audience

Young people, households (Primary audience).

02

Key Behaviors and Barriers

Behavioural barriers:

- Sorting & recycling does not bring any benefits.
- I don't know where/ who to send/ give my recyclables to.

Structural Barriers:

- Lack of recycling points/ supporting infrastructure.

03

Stakeholder Engagement

- Local government body - Dinas Lingkungan Hidup DKI Jakarta.
- Corporates/ businesses.
- Waste management services - Bantar Gebang TPST, Sumur Batu Landfill.
- NGOs/ Foundations.
- Schools.
- Community groups.

AKADEMI BIJAK SAMPAH



©Waste4Change

04

Messages

- Through visits to waste management sites, participants can see the impacts of the waste they generate - empower them to be agents of change
- Truthful and simple pictures that highlight the participants' involvement in the program are often used.

Channels

- Offline - Educational tours to waste management sites, interactive activities such as games.
- Online - Instagram, Facebook, Twitter, Whatsapp group, Telegram group.

05

Monitoring and Evaluation

The initiative conducts tours with 30-50 participants per group. Since the implementation of the initiative, 50 group tours have been conducted.

Participants have reported back on the introduction of segregation bins in their offices/ other spaces to improve responsible waste management, after having attended the program.

30 - 40

Participants per group tour

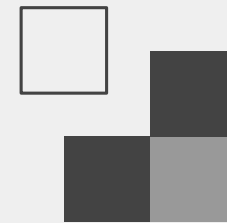
50

Group tours have been conducted since the initiative started

START DEVELOPING YOUR OWN CAMPAIGN NOW

Now that you have an idea of the key components of a behaviour change campaign, and the messages you can use to promote the key behaviours, **begin your journey in developing your own behaviour change campaigns.**

Print out the following templates to start your own campaigns!



CAMPAIGN ROADMAP

Create your own initiative with these 5 simple steps.
Creating a successful campaign for Sorting & Recycling should be easy and intuitive.
Follow these five steps and start your campaign!

TARGET BEHAVIOUR:
What is the behaviour you want to change?

01

TARGET AUDIENCE
How do you identify your target audience?

Primary Audience:

Secondary Audience:

03

STAKEHOLDER ENGAGEMENT
Who are the supporters of your initiative?

A. Stakeholders that have Leadership/Authority:

-
-
-
-

B. Stakeholders that can Influence Individuals/Can Provide Strong Positive Examples/Provide Community access:

-
-
-
-

02

KEY BEHAVIOUR AND BARRIERS
What are the common barriers to promote sorting & recycling behaviour?

Review the **general and specific behavioural, and structural barriers** identified in the playbook.

General key Behaviour (s):

Specific Behaviour:

Key Barriers:

04

MESSAGE AND CHANNEL
What types of messaging and design would appeal to the audience?

Messages:

Channel (s):

05

MONITORING AND EVALUATION
How do you know if your campaign effort was successful?

Monitoring Parameters:

DESIGN YOUR ACTION PLAN

ONCE YOU HAVE CREATED THE CAMPAIGN ROADMAP
Now it's time to prepare the activities that you will conduct in your campaign.
Follow these steps and start your campaign!

TARGET BEHAVIOUR:
What is the behaviour you want to change?

01 SET THE PERIOD
The period of the program that you want to conduct

☐ Long-term

Length of the program: _____

☒ Short-term

Length of the program: _____

02 SELECT
Who is the team you will need to execute your campaign?

Your Green Team:
(how many members you will be leading the program?, Who are they? how many volunteers do you need?)

Numbers of team needed:
Numbers of volunteers needed:

Name of the team members:

a.
b.
c.

03 DESIGN YOUR ACTION PLAN & SET THE TIMELINE
What are the activities that you want to conduct to solve the barriers and when do you plan to conduct them?

What are the activities you want to conduct? (List them. Eg. Cleanups, Educational programs, talks, social media engagement)	When do you plan to conduct this activities? (List the dates or range of period here)
a. b. c. d. e.	a. b. c. d. e.

04 PREPARE YOUR LOGISTICS
What are the logistics needed to support your activities? List them here.

a.
b.
c.
d.
e.

HOW TO WRITE A LETTER TO APPROACH/ INVOLVE THE STAKEHOLDERS (Collaboration Letter)

Waste4Change
Alun-alun Utara
Bumipala Vida Bekasi
Mustika Jaya – Padurenan
Bekasi Timur 17156 Jawa Barat
Indonesia
+62 21 2937 2308 | www.waste4change.com

Number : 013-ADM-1-KLR-VI-2019
Subject : 3R School Innovation Program Cooperation Offer
Attachments : 1 Proposal Bundle

Dear,
Mr / Mrs Principal
Jakarta 28 Public High School

The majority of waste management systems currently only move waste that is not disaggregated from the source, directly to the landfill site. When viewed from the short term the system is indeed easier for us, but in the long run the waste disposal system has potential that is harmful to life. This system is easy and fast, but actually saves a lot of potential problems. We believe that waste is not the final product. Thus, the application of the 3R principle (Reduce, Reuse, Recycle) is important to extend the material life cycle. Therefore, our goal is to change the waste system, which is usually directly disposed of to a landfill, into a more responsible waste system.

Waste4Change as a social entrepreneurship engaged in environmental issues initiated the 3R School Innovation Program. Supported by the **Gerakan Indonesia Bersih** as one of the government programs that support behavior change in managing waste. Wise Management of Waste Management is designed as a step to increase student awareness of the importance of responsible waste management. Also, it forms the wise behavior of waste management for each student.

Through this letter, we offer Jakarta 28 Public High Schools to register their schools and participate in the 3R School Innovation Program which will be held in August - December 2019 on the following link: bit.ly/3RS_Innovation.

The **3R School Innovation Program** is one of the mentoring activities for students in raising awareness to change student behavior to do **waste sorting and recycling** in school and daily life, and also learn to manage waste responsibly. Students will also gain training experience with a multidisciplinary approach to aspects such as Science, Technology, Environment and Mathematics in solving waste problems in the school environment.

For more information about the program, please contact Ms. Bilqis Rulista Al-Zahra as Project Executive at number 0812-xxxx-xxxx and email: bilqis.rulista@waste4change.com.

Bekasi, Juli 25, 2019
PT Waste4Change Alam Indonesia

M. Bijaksana Junerosano
Managing Director PT Waste4Change Alam Indonesia



EXAMPLE

Include your company's or personal information

Your logo goes here (if you have one)

Number: (keep a track of the letters you are submitting for an easy follow up)

Subject: (of the letter. What is the purpose of this letter)

Attachments: (the name of your initiative proposal)

Dear,
(the person you are reaching, Mr/Mrs Principal)
(name of the School)

Paragraph 1:
(Provide insights towards the problem you are focusing on, explain why this subject is important and how it should be addressed)

Paragraph 2:
(Give a description of your company/NGO/group, explain that your initiative is under the Gerakan Indonesia Bersih, a National Initiative that supports behaviour change in waste management and why this approach is important in addressing the waste problematic)

Paragraph 3:
(Manifest your interest in offering them the opportunity to join and participate in your initiative. Provide details on the starting and duration of the initiative. Facilitate their registration by providing a link or a registration format to enrol the participants.)

Paragraph 4:
(Describe the purpose of your initiative and how their participants/ students will benefit from your initiative.)

Paragraph 5:
(Provide the details of the person in charge they can contact if they require further information (name, position, contact number and email))

(City and Date)
(the name of your company)

(Name y signature of the Head of the project)
(Position)

HOW TO WRITE A LETTER TO APPROACH/ INVOLVE THE STAKEHOLDERS (Memorandum of Understanding - first part)

COOPERATION AGREEMENT
3R SCHOOL INNOVATION PROGRAM BETWEEN PT WASTE4CHANGE
NATURAL INDONESIA WITH SMAN / SMKN
No: 029-ADM-5-KLR-VII-2019

The 3R School Innovation Program Agreement was signed on Thursday, 01-08-2019 by and between:

1. Name : Ridho Malik Ibrahim
Name of Agency : PT Waste4Change Alam Indonesia
Address : Gedung SUB, Jalan Alun-alun utara Bulevar Vida Bekasi
Kel. Padurenan Kec. Mustika Jaya Bekasi Timur, Jawa Barat
Position : Strategic Service Manager
Phone Number : 021 2937 2308
(In this case representing the agency and hereinafter referred to as the FIRST PARTY)

2. Name : Tri Wuryanti,S.Pd
Name of Agency : SMA NEGERI 41 JAKARTA
Address : Jl. Marsatwa Raya no 18 Jakarta
Position : Student Representative
Phone Number : 08xxxxxxxxxx
(In this case representing the agency and hereinafter referred to as the SECOND PARTY)

Based on the parties mentioned above, the parties hereby agree to bind themselves in a 3R School Innovation Program cooperation agreement with the following terms and conditions:

General requirements

a. 3R School Innovation Program
The 3R School Innovation Program is a program designed to introduce and provide understanding to school students in managing the 3R principle of waste (Reduce, Reuse, Recycle).

b. Program Objectives
The program aims to increase school community awareness of the importance of responsible waste management so that school residents are able to implement 3Rs in the surrounding environment.

c. Program Activities
This program consists of 2 phases, namely:
- Phase 1: Wise Wise Education (EDUBIS), Wise Wise Academy (AKABIS) and Volunteer Day
- Phase 2: Design Thinking Training and Science Project Festival.

d. Program Duration
The program will take place in the range of August 2019 - December 2019.



Your logo goes here
(if you have one)

COOPERATION AGREEMENT
(NAME OF THE PROGRAM) **BETWEEN** (YOUR COMPANY/NGO/GROUP) **AND**
(NAME OF THE STAKEHOLDER)
No: (include the number of the Agreement for an easy follow up)

The (Name of the program) was signed on (Date) by and between:

1. **Name:** (the person in charge of the Project/Initiative)
Name of the Agency: (name of your Company/NGO/Group)
Address: (your company/NGO/Group address)
Position: (of the person in charge if the Project/Initiative)
Phone number: (contact number)
(In this case representing the agency and hereafter referred as the FIRST PARTY)

2. **Name:** (the Stakeholder's person in charge)
Name of the Agency: (name of the Stakeholder's company/agency)
Address: (Stakeholder's address)
Position: (of the Stakeholder's person in charge)
Phone number: (contact number)
(In this case representing the agency and hereafter referred as the SECOND PARTY)

Based on the parties mentioned above, the parties hereby agree to bind themselves in a **(Name of your initiative)** cooperation agreement with the following terms and conditions:

GENERAL REQUIREMENTS

a. (The name of your Project/Initiative):
(Describe your Project/Initiative)

b. Program Objectives:

c. (What are the objectives of your Project/Initiative?)

d. Program Activities:

e. (List the activities with a short description, you can divide it as Phase 1, Phase 2, etc.)

f. Program Duration:
(What is the starting and ending date of your Project/Initiative?)

HOW TO WRITE A LETTER TO APPROACH/ INVOLVE THE STAKEHOLDERS (Memorandum of Understanding - second part)

- First Party Scope**
- The First Party is obliged to provide training and mentoring sessions consisting of main program activities such as: AKABIS, EDUBIS, Task Force Formation, Volunteer Day, Design Thinking Training, and Scince Project Festival.
 - The First Party is entitled to get full support from the Second Party while running the program.

- Second Party Scope**
- The Second Party is obliged to follow the entire series of 3R School Innovation Program that has been scheduled by the First Party and is committed to following the program to completion.
 - The Second Party is obliged to support the First Party in carrying out the 3R School Innovation Program.
 - The Second Party is entitled to get assistance and facilities from the First Party during the program.
 - Every activity posted via social media must include the hashtag #DOW3RSchool #BijakKelolaSampah #RecycleMoreWasteLess # IndonesiaBersihSampah2025

- Other Provisions**
- Schools that participate in the 3R School Innovation Program are free of charge.
 - The First Party and Second Party must follow and carry out the program to the end by carrying out their respective roles as described in the points above.

Cover

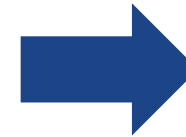
Thus this cooperation agreement was made and is known by each of the FIRST PARTY and SECOND PARTY.

FIRST PARTY
Strategic Service Manager
Waste4Change

Ridho Malik Ibrahim

SECOND PARTY
Personnel in Charge
SMKN 41 Jakarta

Tri Wuryanti, S.Pd



First Party Scope
(List the activities and agreements that you as First Party are in charge of leading and fulfill)

-
-
-

Second Party Scope
(List the activities and agreements that the Second Party is obliged to follow)

-
-
-

Other Provisions
(Mention other statements you agreed with the Second Party including whether the program is free of charge or what are the payment terms if any).
(State that:)
The First Party and Second Party must follow and carry out the program to the end by carrying out their respective roles as described in the points above.

GENERAL REQUIREMENTS
Thus this cooperation agreement was made and is known by each of the FIRST PARTY and SECOND PARTY.

FIRST PARTY
(Position of the person in charge)
(the name of your company/NGO/group)

(Name of the Person In Charge)

SECOND PARTY
(Person in charge)
(the name of the company)

(Name of the Person In Charge)

COLLATERAL MATERIALS



BANK SAMPAH SEKOLAH

Ayo Sayangi Sampahmu!



WASTES ARE VALUABLE

Pisang goreng  =  / 

Mendoan Tempe  =  / 

Tahu isi Somay  =  / 

Telur Gulung  =  / 

Cilok Gaul  =  / 

Indomie Goreng  =  / 

Es Nong-nong  =  / 

Pop Es Rasa-rasa  =  / 

Pizza Kampung  =  / 

Donat Coklat  =  / 

FOLLOW @GERAKANINDONESIABERSIH



BANK SAMPAH SEKOLAH

Ayo Sayangi Sampahmu!



WHO TO COLLABORATE

- Dinas Lingkungan Hidup
- School canteen to barter clean wastes with foods
- Private waste bank
- The canteen exchange waste to the waste bank
- The waste bank has committee members
- Government appreciates the effort with awards

WASTES ARE VALUABLE

Pisang goreng  =  / 

Mendoan Tempe  =  / 

Tahu isi Somay  =  / 

Telur Gulung  =  / 

Cilok Gaul  =  / 

TO MANAGE THE WASTE BANK

- Form a school waste bank division
- Students manage the waste bank once a month
- The committee led by teachers
- The waste bank provides biopori holes for students
- Students manage biopori hole once a week
- Hold a bazaar with waste cash transaction
- The committees audit overall waste collection

FOLLOW @GERAKANINDONESIABERSIH



INDONESIA BERSIH

NEW PRODUCT

This product made from 20 plastic bottles

The advertisement features a yellow and purple background. At the top left is the 'INDONESIA BERSIH' logo. At the top right is a gray box with the word 'NEW' in purple. Below this is a black box with the word 'PRODUCT' in yellow. In the center, there is a white-bordered box containing two black backpacks. Each backpack has a red plastic bottle graphic on it, with white arrows indicating the recycling process. At the bottom left, there are four white dots. At the bottom right, there is a circular graphic with diagonal lines. The text 'This product made from 20 plastic bottles' is written in yellow at the bottom center, preceded by a yellow recycling symbol.



MADE FROM
100%
RECYCLED
BOTTLES

INDONESIA
BERSIH

This product
made from 12
plastic bottles



Tahukah kamu bahwa
sampah plastik dapat
di daur ulang kembali
menjadi bahan pakaian?

Pemilahan sampah plastik bisa
membawa manfaat dan menghasilkan.
Mulai pilah sampahmu sekarang!

INDONESIA
BERSIH

ORGANIC



(GREEN BIN)

INDONESIA
BERSIH



FRIED RICE

INDONESIA
BERSIH

INORGANIC



(YELLOW BIN)

INDONESIA
BERSIH



PLASTIC
BAG

INDONESIA
BERSIH

inORGANiC



(RED BiN)

INDONESIA
BERSIH



STYROFOAM

INDONESIA
BERSIH

INORGANIC



(BLUE BIN)

INDONESIA
BERSIH



CHOCOLATE
MILK

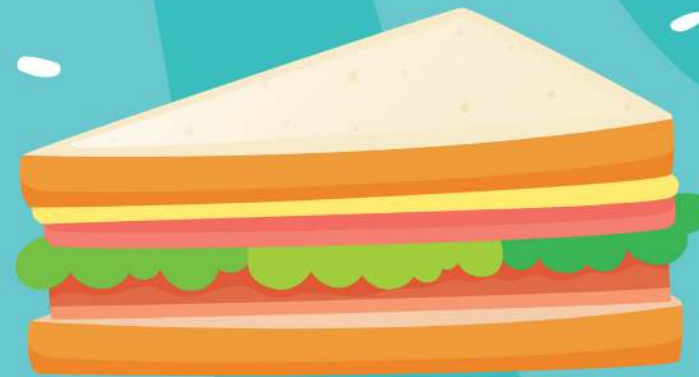
INDONESIA
BERSIH

ORGANIC



(GREEN BIN)

INDONESIA
BERSIH



SANDWICH

INDONESIA
BERSIH

INORGANIC



(YELLOW BIN)

INDONESIA
BERSIH



PLASTIC
BOTTLE

INDONESIA
BERSIH

iNORGANiC



(BLUE BiN)

INDONESIA
BERSIH



PAPER
WRAP

INDONESIA
BERSIH

ORGANIC



(GREEN BIN)

INDONESIA
BERSIH



MIX FRUIT

INDONESIA
BERSIH

inORGANiC



(YELLOW BiN)

INDONESIA
BERSIH



CANDY

INDONESIA
BERSIH

INORGANIC



(BLUE BIN)

INDONESIA
BERSIH



PAPER BAG

