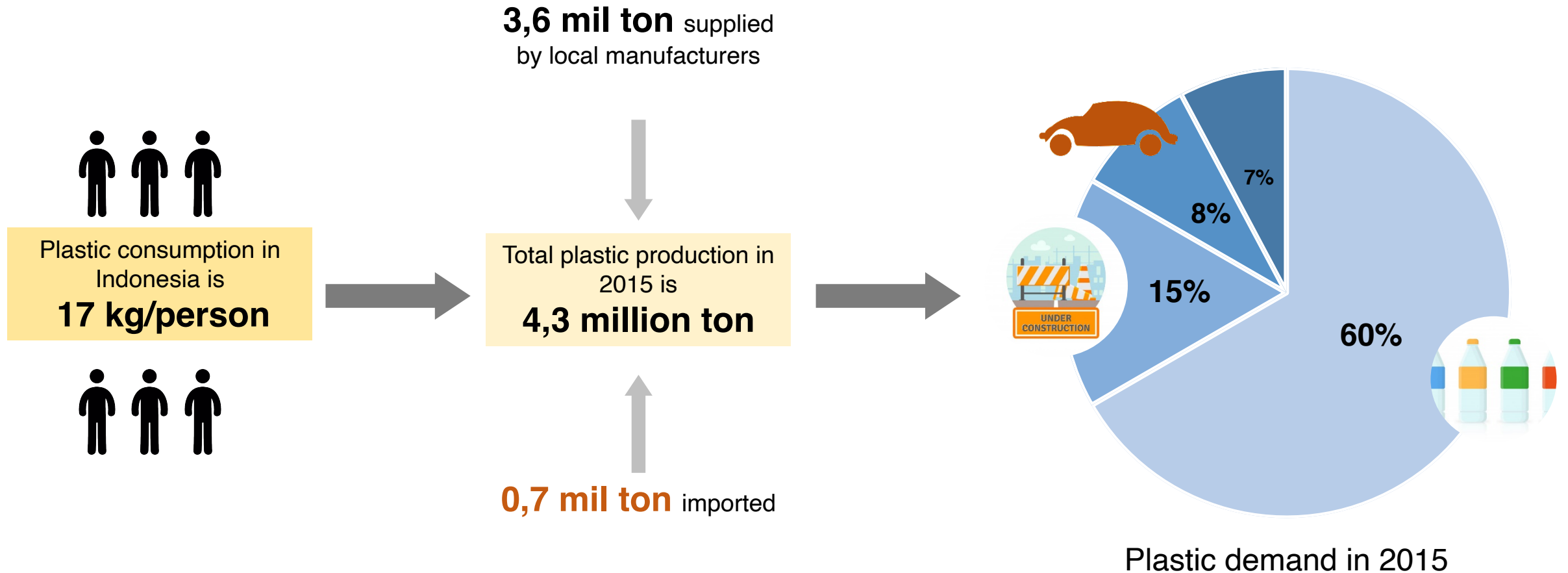


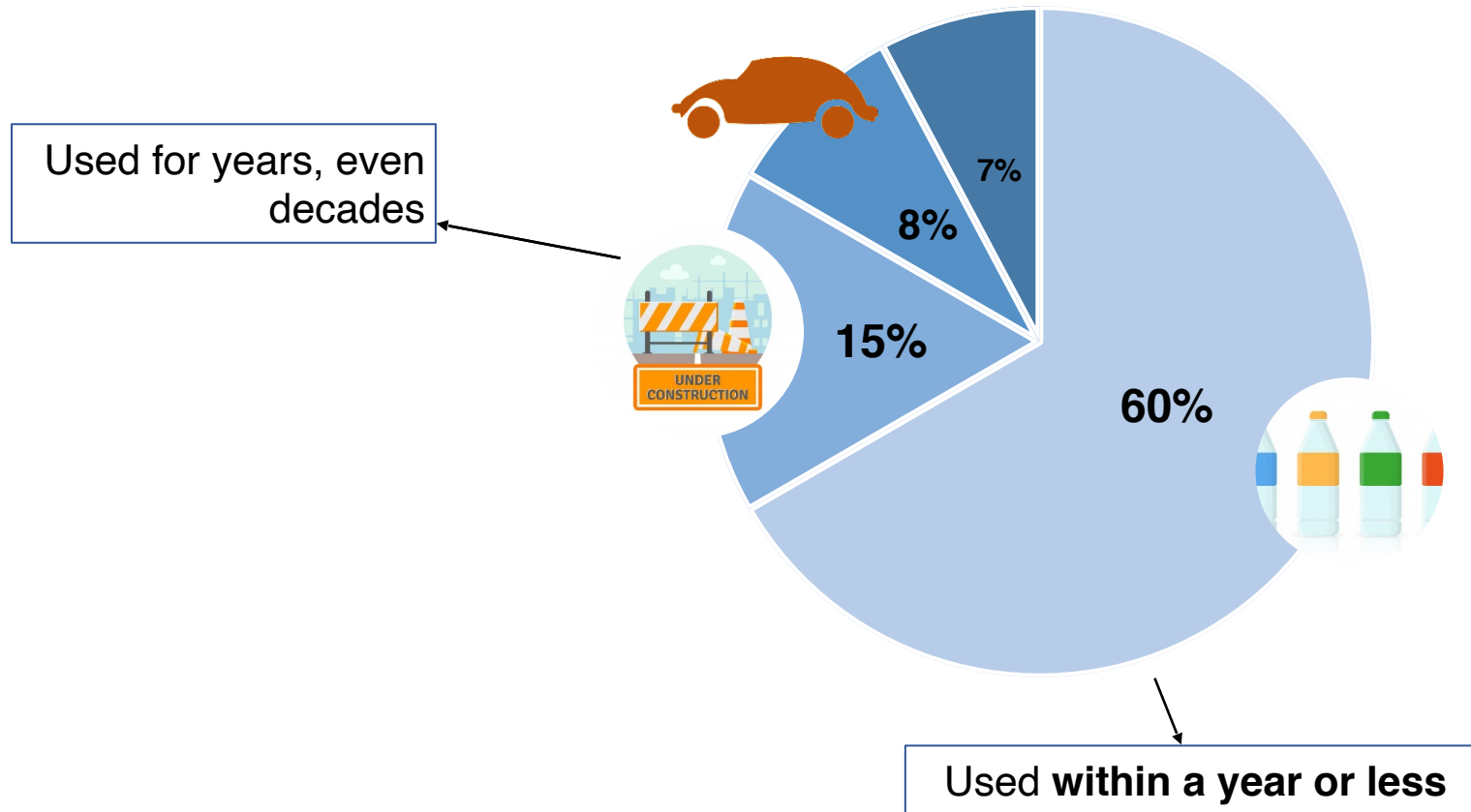
DIVERS CLEAN ACTION



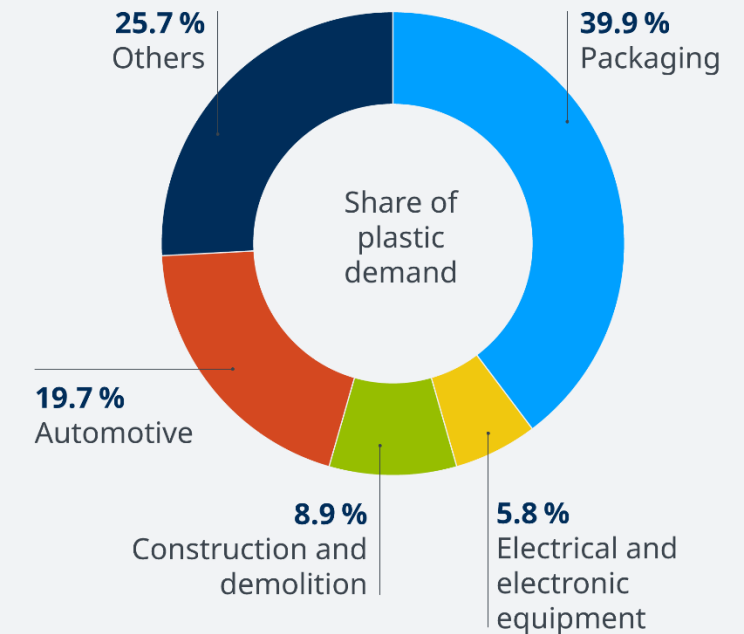
Highlight: Plastic production in Indonesia (1/2)



Highlight: Plastic production in Indonesia (2/2)



Plastic demand in Europe in 2015, by type



Europe incl. Norway and Switzerland

Source: PlasticsEurope, Statista 2019

© DW

Highlight: Kepulauan Seribu



- Of **110 islands**, 11 islands are inhabited by population of 27,000
- Within an **area of National Park** with exception of residence area, commercial fishing grounds, and tourism
- Massively impacted economically and culturally by **growing tourism activities**.
- **Coral reefs are slowly decaying**, more than 46% (24/52 sites) is unhealthy, due to non-responsible tourism ethics



Highlight: Waste management system



Waste categories in Kepulauan Seribu and the total waste...

Organic waste



Recyclable waste



Residual waste



In reality...

12%

Composted

7%

Recycled

81%

Shipped to landfill or
mismanaged

Our strategies in tackling waste problem (also plastic)...



OPERATIONAL AND SYSTEM SET-UP

Promote integrated waste management system that is compatible with waste segregation in planning phase as well as all operational activities within the island with the support of 100% community participation. Baseline study and collaborative brainstorming session to provide system set-up within island context.

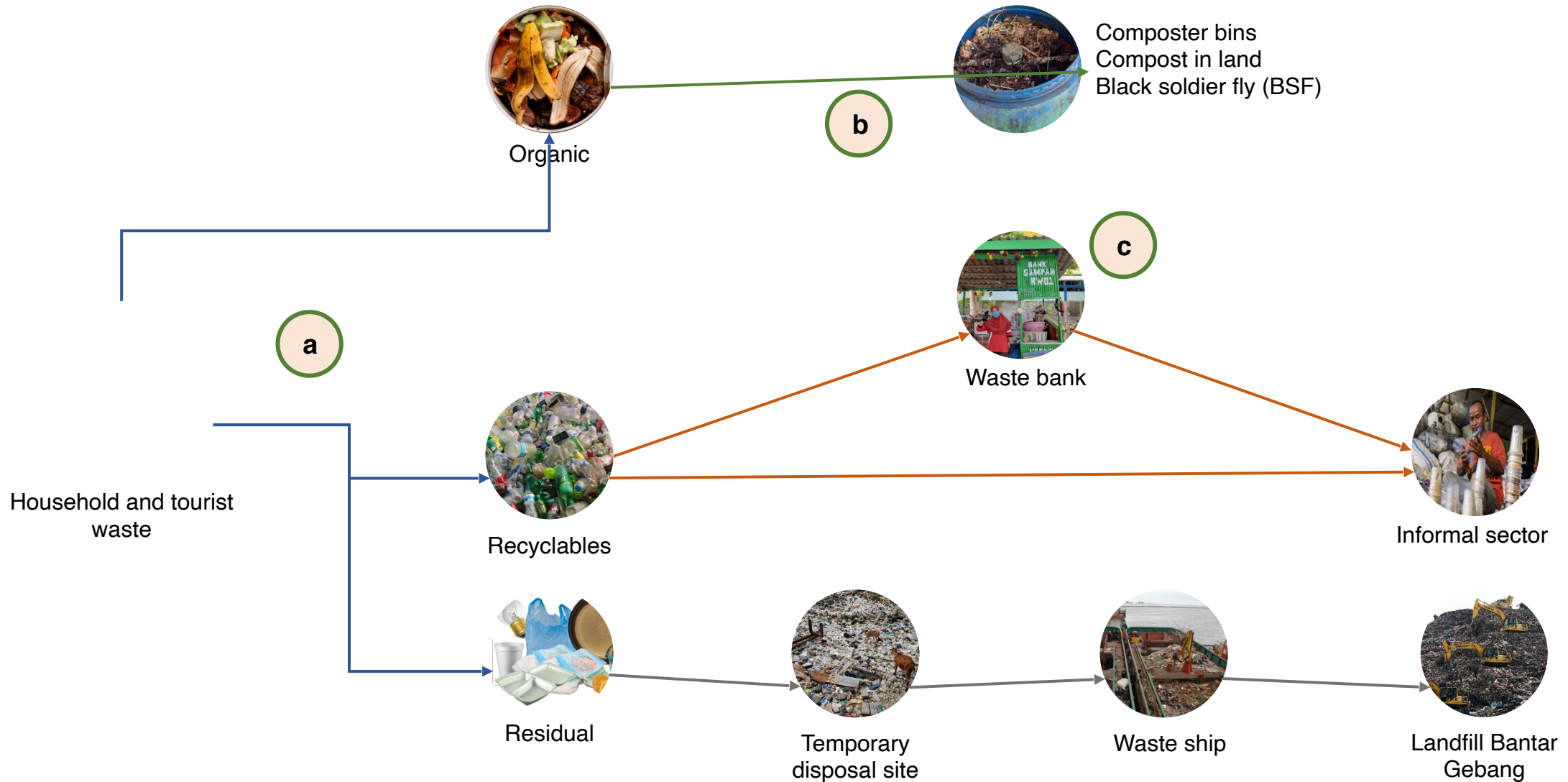
SUSTAINABLE COOPERATION WITH ALL STAKEHOLDERS

All government institutions, businesses, NGOs, and communities have to work together to achieve waste reduction target by 30% by 2025 and close all waste leakage sources. Collaboration will help gather the scattered resources and allocate them much more efficiently, with funding, human resources, and knowledge in practices.

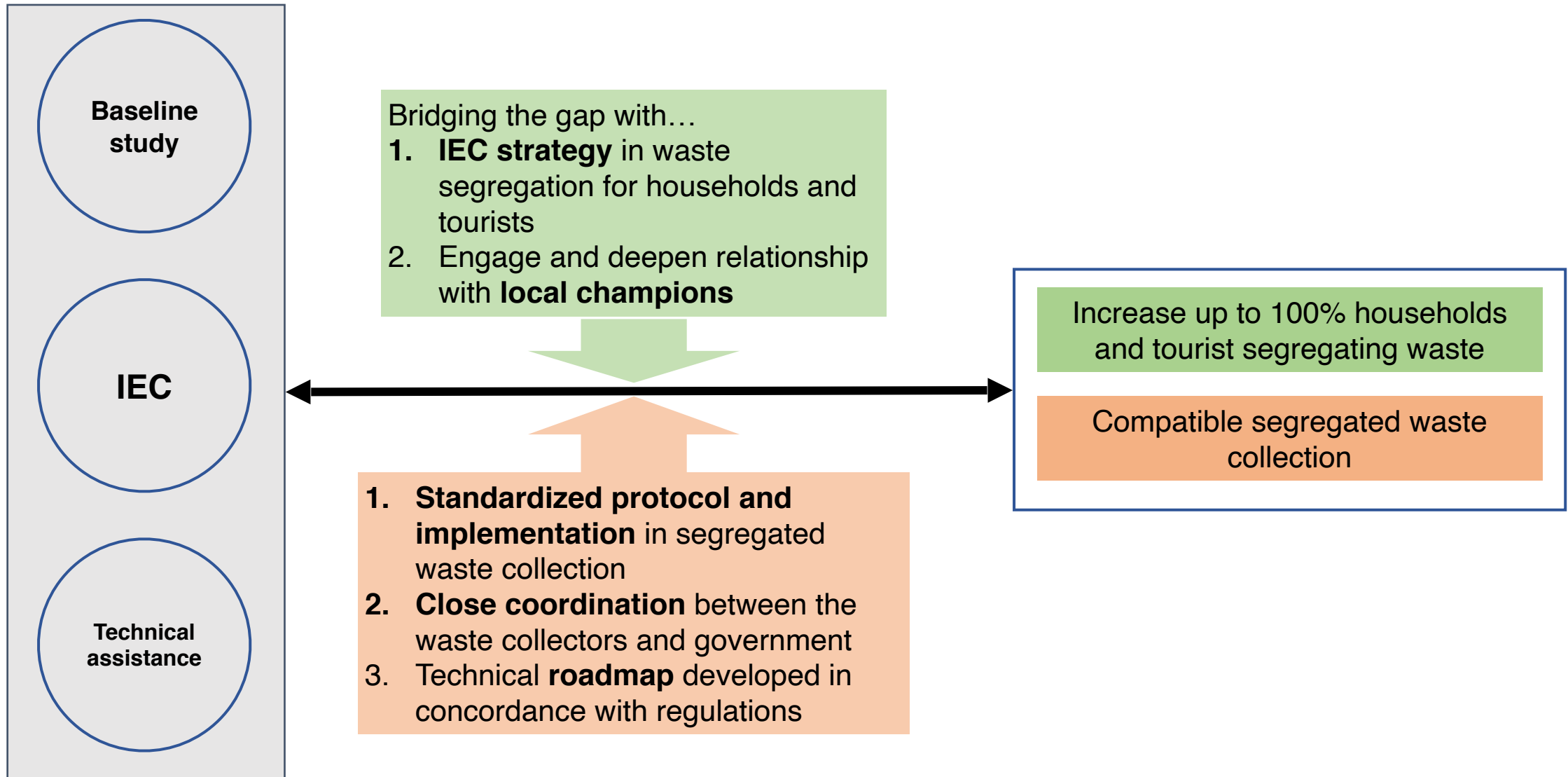
INFORMATION, EDUCATION, CAMPAIGN

Engaging households, tourists, and other beneficiaries requires innovative and sustainable communication strategy to induce behavior change in order to raise awareness on and maintain the practices of waste segregation at source.

Operational and system set-up: Map out the baseline



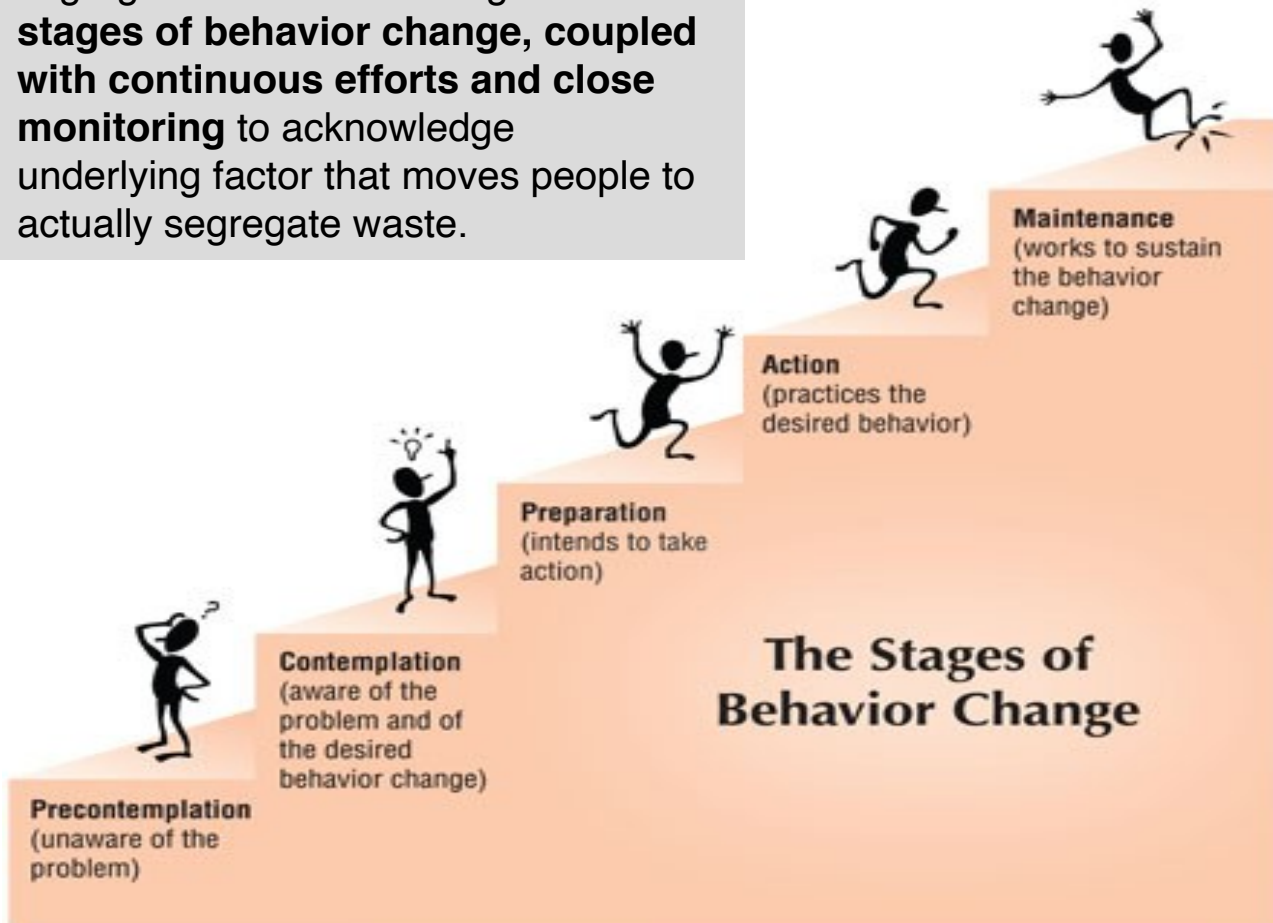
Operational and system set-up: What's next?



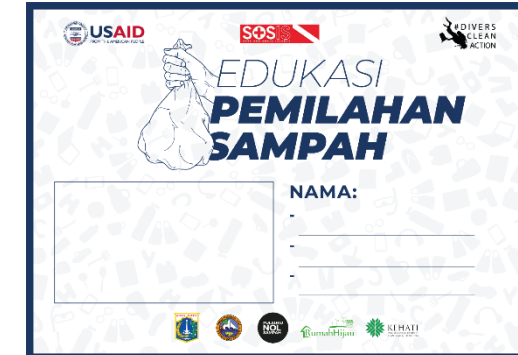
Information, education and campaign (1/2)



Raise awareness, assist initiation, and maintain practices of waste segregation at source using **the stages of behavior change, coupled with continuous efforts and close monitoring** to acknowledge underlying factor that moves people to actually segregate waste.



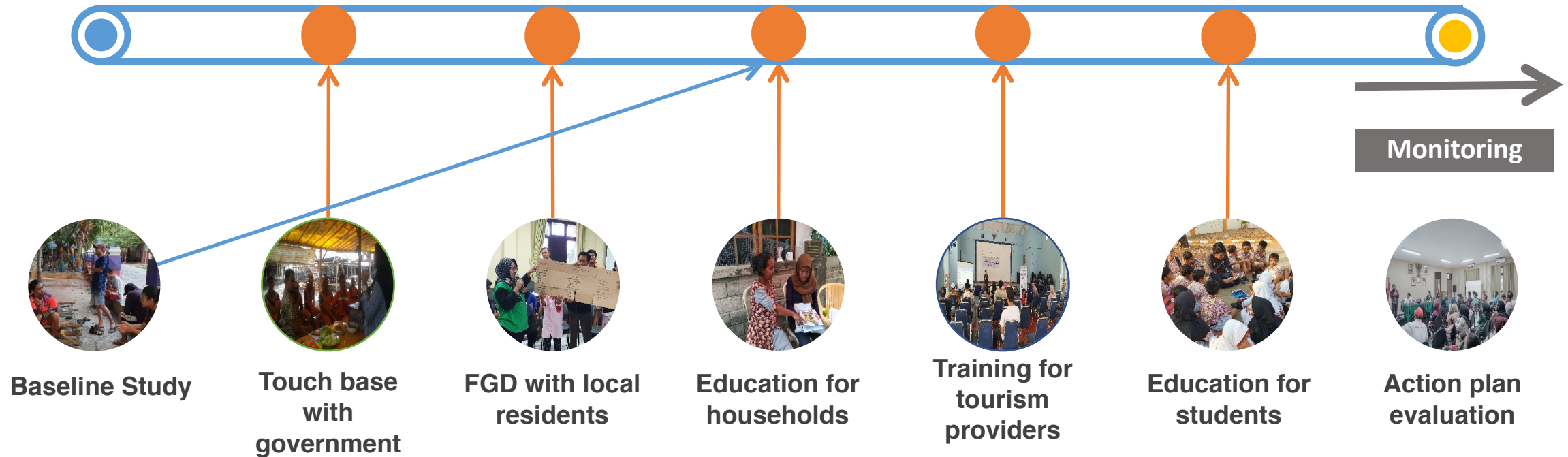
Sources: Grimley 1997 (75) and Prochaska 1992 (148)



Information, education and campaign (2/2)



Project SOSIS, initiated since 2017 to address marine environmental problems, in waste management scope in Kepulauan Seribu has a series of activities that involve numerous stakeholders and beneficiaries for our grassroots movement, and advocacy to government to enforce regulation as well as promote sustainability practices.



KEY STAKEHOLDERS (1/2)

01



PPSU
Formal household
waste collector

02



PJLP LH
Formal beach and
marine debris
collector

03



**Informal Sector &
Waste Bank**
Recyclable waste
collector from
household &
establishment

04



Tour Operators
Tour service
providers in
Kepulauan Seribu

KEY STAKEHOLDERS (2/2)

05



Pemkab

Give directives to
Kelurahan and
Kecamatan for
program
implementation

06



Kelurahan

Manages all
activities within
the inhabited
islands and
authorizes PPSU

07



Sudin LH

Manages all
activities
regarding waste
management
system

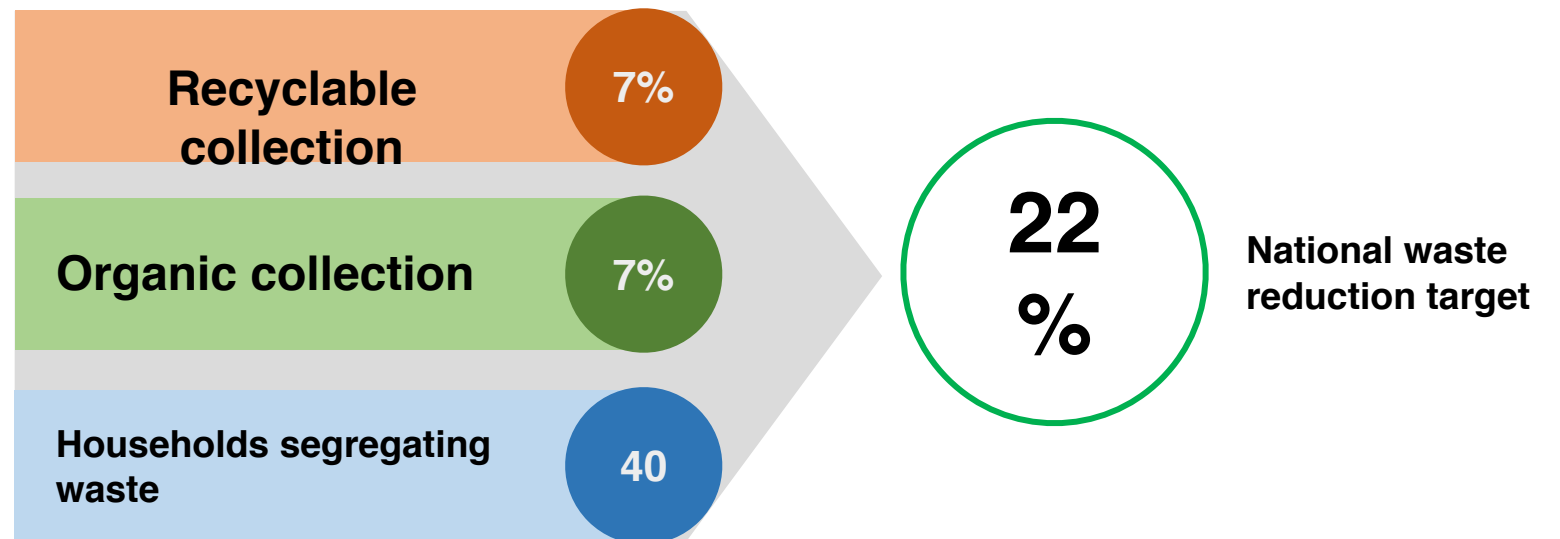
08



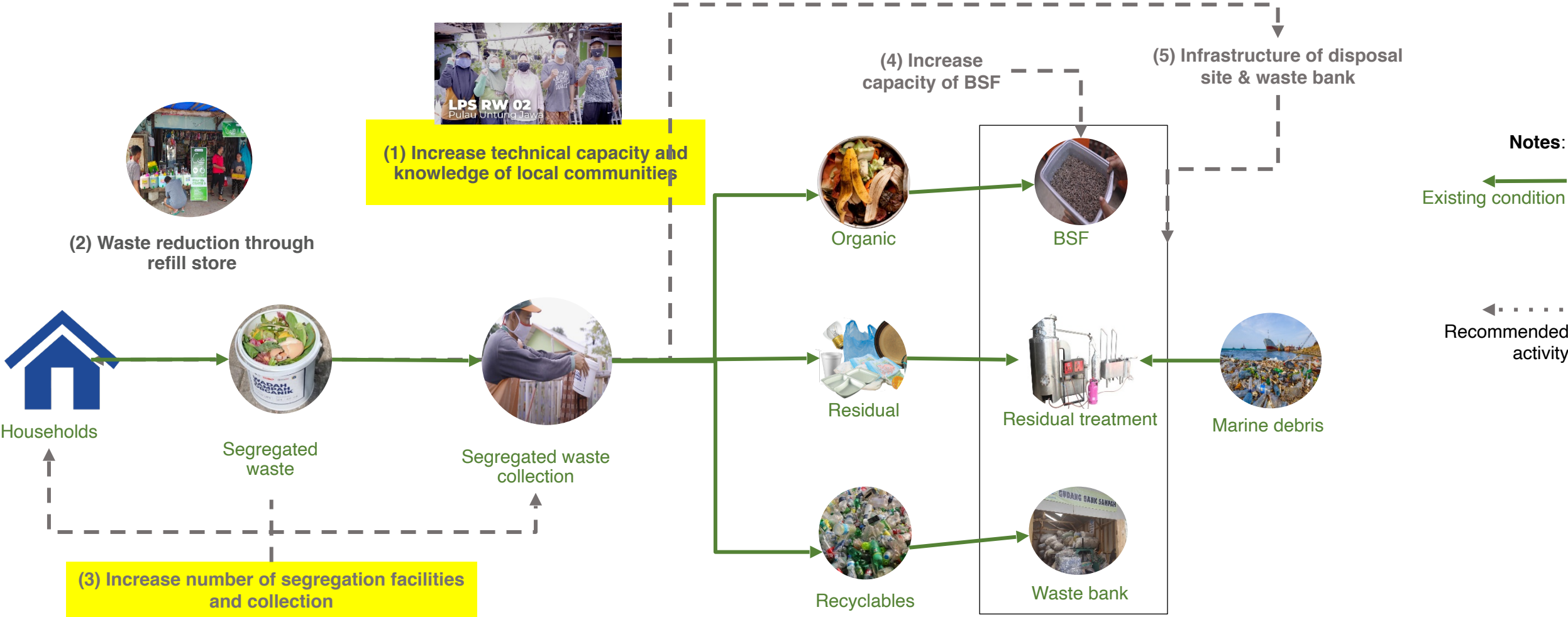
Taman Nasional Kep. Seribu

Conservation-
based activities in
northern part of
Kepulauan Seribu

Advocacy on improvement of waste management system



Cooperation with all stakeholders



Cooperation with all stakeholders



Cooperation with all stakeholders



Collaboration with all relevant stakeholders boosts the achieved waste reduction rate to 21%, but still **short of 1%** compared to national target...

Households segregating
waste

226

Recyclable
collection

9%

Organic collection

12%

LESSONS LEARNED

System in place: segregated waste collection up and running with regular schedule and proper facilities

Proper and thoroughly planned IEC strategy and implementation to households and tourists on waste segregation

Waste banks, informal sector, local communities, and government are working together to promote waste treatment

Sustainable cooperation with all stakeholders



Sustainable cooperation with all stakeholders



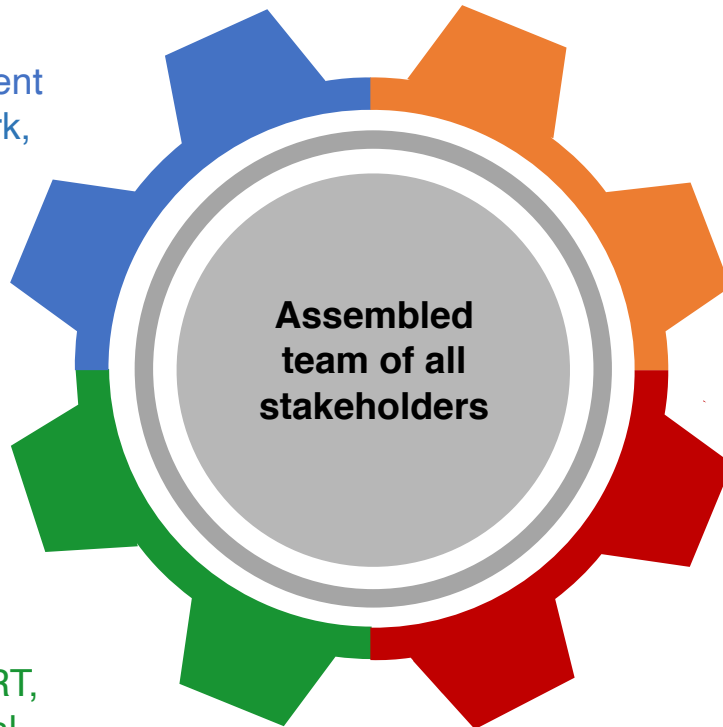
RECOMMENDED REGULAR FORUM

GOVERNMENT

Kelurahan, Environment
Agency, National Park,
Tourism Agency

COMMUNITIES

PPSU, PKK, LMK, RT,
RW, Jumantik, local
figures



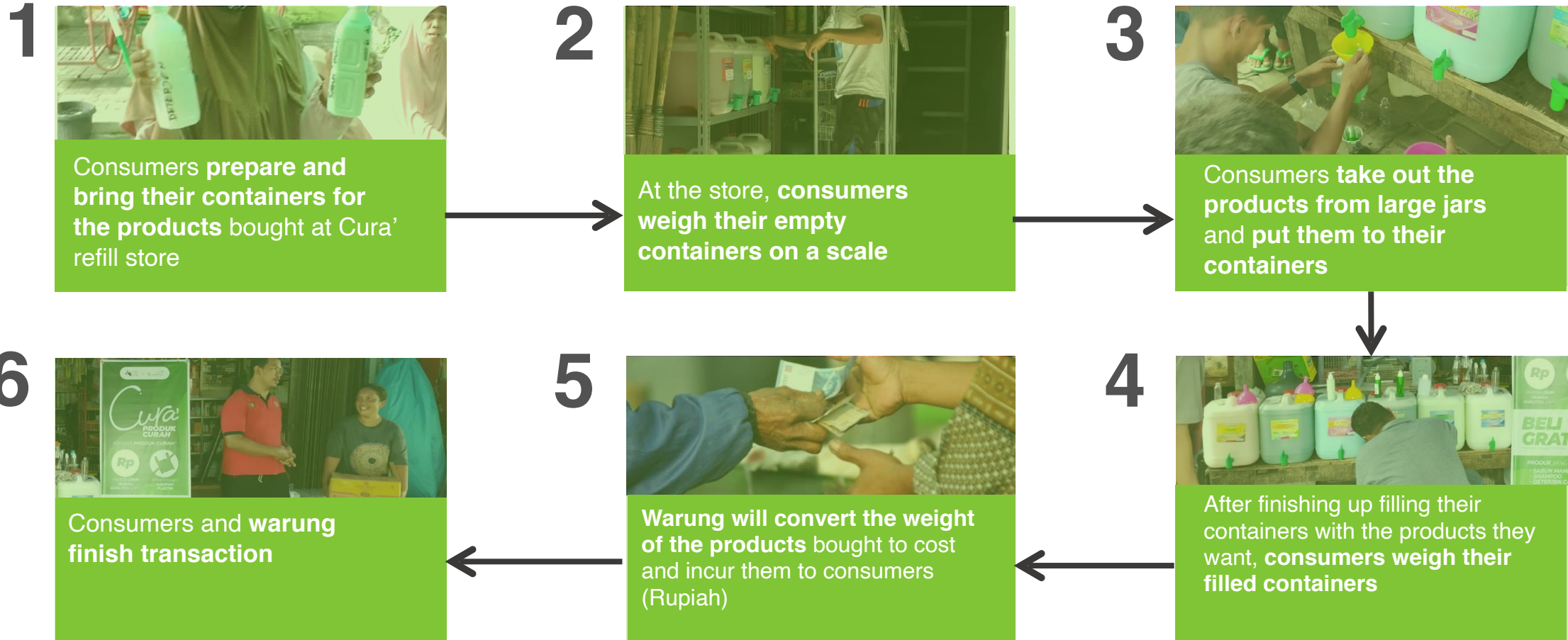
NON-PROFIT

Divers Clean Action,
LPS, Schools

BUSINESSES



HOW CURA REFILL STORE WORKS



Refill store model





#DIVERS
CLEAN
ACTION