

Designing an Impactful Sustainable Movement

Combining Green Economy, Digital Innovation and Marketing Activity to Speed Up New Opportunities for Indonesia to Grow in a Planet Friendly Manner



The Problem

Indonesia is the **2nd largest producer of waste plastic, 6.8 million tons** of plastic waste/year and yet still imports waste plastics



10%

Recycling Rate



29%

Managed Disposal & Dumpsite



61%

Unmanaged Waste, Open Burning, Dumping on land, Leakage Into Sea, Rivers and Lake



2\$

Current waste collection supply chain supports child labor and modern slavery with an average pay of 2\$ per day



Corporate Problem

Currently only available traditional way to do sustainable practice. It is very costly and not effective.

* National Plastic Action Partnership, 2020



Plasticpay is created as a Solution

Plasticpay is a **digital-based social behavioral modification platform** that invites people to exchange **plastic waste for points**.

We create an application and collection facilities for **people, public and private sector** to participate and **collaborate** in recycling activities to fulfil the sustainable development goals no 12 and 17.



Plasticpay Sustainable and Ethical Practice

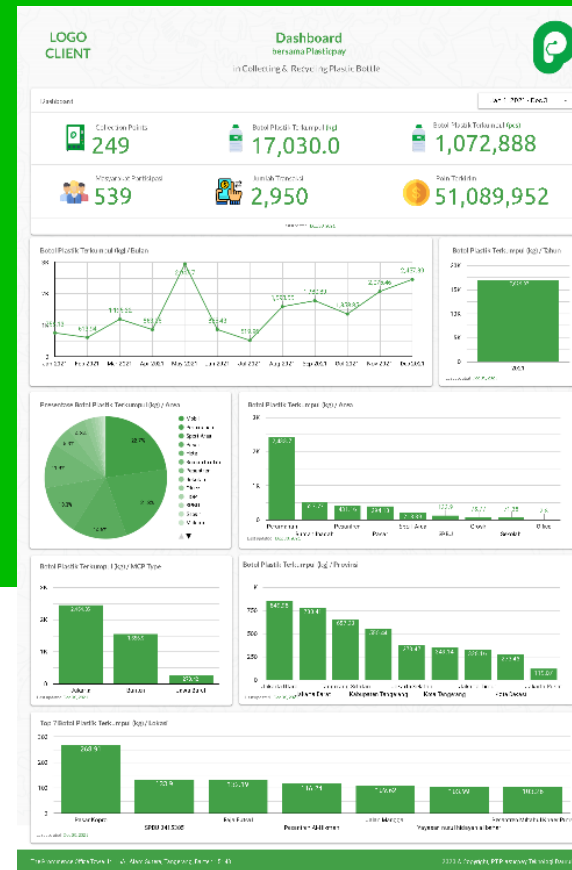


We verify the plastic waste supply chain to be free from Modern Slavery and Child Labor with block chain technology.

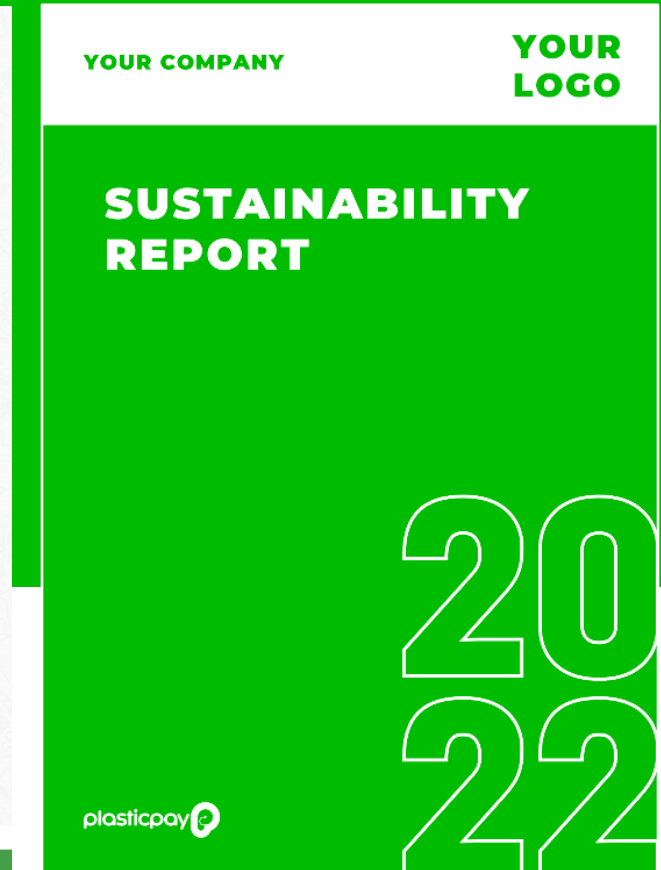
Digital Platform for Traceability and Accountability.



Realtime Dashboard



Sustainability Report



Plasticpay Provide Rich Data of waste plastic collection, people participation, point exchange, impact, monthly/yearly traction, fulfillment of indicator SDG No. 12 & 17, etc.

360° Evidence Based Business Model

Public Behavior Modification

Educating people to sorting and exchange their plastic waste through **Reverse Vending Machine**



Meaningful Reward Digitally

Plastic waste can be exchanged with point 3-5 times higher than existing. Point can be redeemed to:

- MRT Ticket
- Bus Ticket
- Air Ticket
- Electronic Money
- Gasoline
- Cellular Credit
- Member Point
- Electricity

plasticpay

Collaboration with Community, Private and Public Sector



Upcycle product will be used back for community, private & public sector

Upcycle Products SME's

Recycled felt fabric will be used by SME's to produce upcycle product



Infrastructure

Plastic waste collected will be delivered to our recycling facilities

Big Scale Proper Recycler

Plastic waste will be recycled into recycled felt fabric with global recycling certification standard



Product and Services



Convenience and Recognition In Doing Sustainable Practice

Reverse Vending Machine Automatic

(Public Area Placement)



Reverse Vending Machine Manual

(Public Area Placement)



Branding

Personal Social Media

Modernizing
Indonesia Waste
Plastic Collection

Participation in
Public Behavioral
Change

Corporation
Communication –
Triple Bottom Line
& ESG Fulfillment

360 Green &
Circular Economy
Contribution

Government Partner
- Combating Plastic
Pollution
- Decarbonization
Program

Easy
To
Scale

Proof of Concept

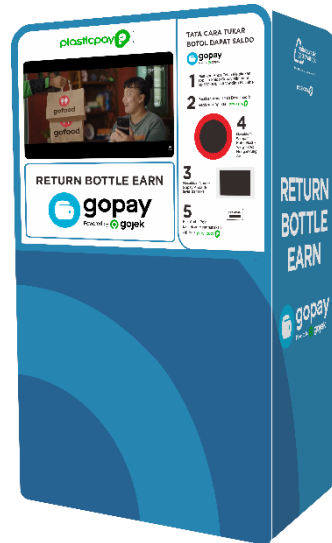


Green Economy combine with Digital Innovation



**Trash to -
Cashless Transaction**

**Green Initiative Central
Bank of Indonesia & G20
Presidency Showcase**



**Trash to -
E-wallet Balance**

**Acquisition Program &
Sustainable Action**



**Trash to -
Bank Account**

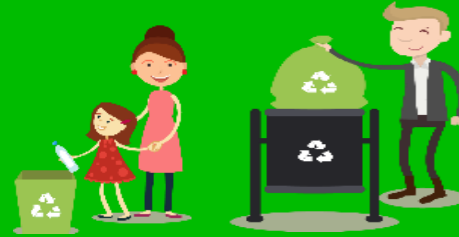
**Acquisition Program &
Sustainable Action**



**Trash to -
Cellular Credit**

**Acquisition Program &
Sustainable Action**

Simple Collaboration - 3P System



People

Participation

Participation from Passenger and attract new passenger, invite them to exchange their plastic waste to point

Placement

Placement Location for Reverse Vending Machine



Proceed

This program will be funded by Public or Private Sector as their Marketing & Sustainability Program

Enable and Empower



We Create Functional, Fashionable, Durable, and Affordable Upcycle Products
Produced by Women Empowerment & Diffable SME's



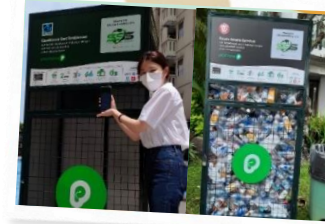
Foot-Prints



 **BANK INDONESIA**
BANK SENTRAL REPUBLIK INDONESIA
**Bank Indonesia Initiative
as a Green Economy**



Alfamart
Alfa Green
Exhibition
Exclusive With
Plasticpay



 **HUNG-A**
**Hung-A
Indonesia
Activation**



 **HYUNDAI**
**Hyundai Startup
Challenge** – Plasticpay
top 3 Champion Among
600+ Participants



BSI
BANK SYARIAH
INDONESIA
Green Finance Launching
With Plasticpay
60+ Tv and News Media Coverages



 **MAYORA**
**Mayora Group – Le
Minerale Activation**



KOMPAS
IIMS 2021
Invited as a Guest
Exhibitor Evidenced
Based Green Event



 **IKATAN MOTOR INDONESIA**
IMI – Ikatan Motor
Indonesia Event DPR /
MPR With **Bapak
Bambang Soesatyo**




**Nahdlatul Ulama
Activation**




**Bapak Anies Baswedan
Mandate – Collaboration
with Mayor of Central
Jakarta**




LIPPO GROUP
**Lippo Group
Activation**




**Indostation
Activation**

Foot-Prints



G20 Event – Sri Mulyani
Finance Minister



Kopi Tubruk
Gajah
Activation



Chatime
Activation



Danone Aqua
Reverse Vending Machine



Caffino
Activation



Grand Indonesia
Activation



Gojek-GOPAY
Reverse Vending Machine
In Bali



Milk Life
Activation



Mini Cooper
Activation



Indosat
Activation



5 Days
Activation



OVO
Activation

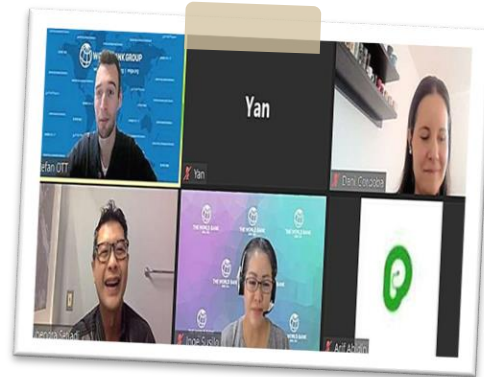
Achievements



Deep Dive to
Plasticpay Activities



Consultative Meeting – Webinar
About Circular Economy in
Indonesia Landscape



3rd Winner, Hyundai
Startup Challenge
Among 600+ Participants



1st Winner, Korea-Asian
Business Model Competition
for SDGs 2022
220 Participants, 11 Countries



International Coverage



Portfolio

23 Brands

Customer

30.000+ User

User

500+

Collection Point

6 Cities

Recycling Facilities



Contracted Customer



Our Team



Suhendra Setiadi

CEO

(Founder)

Former Director of
PT. Softex Indonesia
6 Years in Capital Market
15 years in **Supply Chain
Management**



Victor Choi

CFO

(Founder)

PT. Urecel / PT. Inocycle
12 years in **Manufacturing
Industry**



Marco Darmajaya

COO

(Co-Founder)

Lion Star Plastics
8 years in Manufacturing Industry
**PET Plastic Recycling
Specialist**



Beatrix Santoso

FINANCIAL ADVISOR

(Co-Founder)

12 Years in **Investment and
financial Industry**



Edo Lavika

CNO

Advisor

Foresight Practitioner
21 years in **Consulting
Industry**
**Impact Investment
Specialist**

74 years combined experience in various industry

Our Vision

Indonesia is not a waste producer
Indonesia is a waste transformer

Thank You



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