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BIDANG KEMARITIMAN  
REPUBLIK INDONESIA

# REDUCED USAGE

A roadmap for creating your behaviour  
change campaign







# 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 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

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.



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# 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 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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©Gerakan Revolusi Nasional Mental

# 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 REDUCED USAGE PLAYBOOK

## Why Reduced Usage?

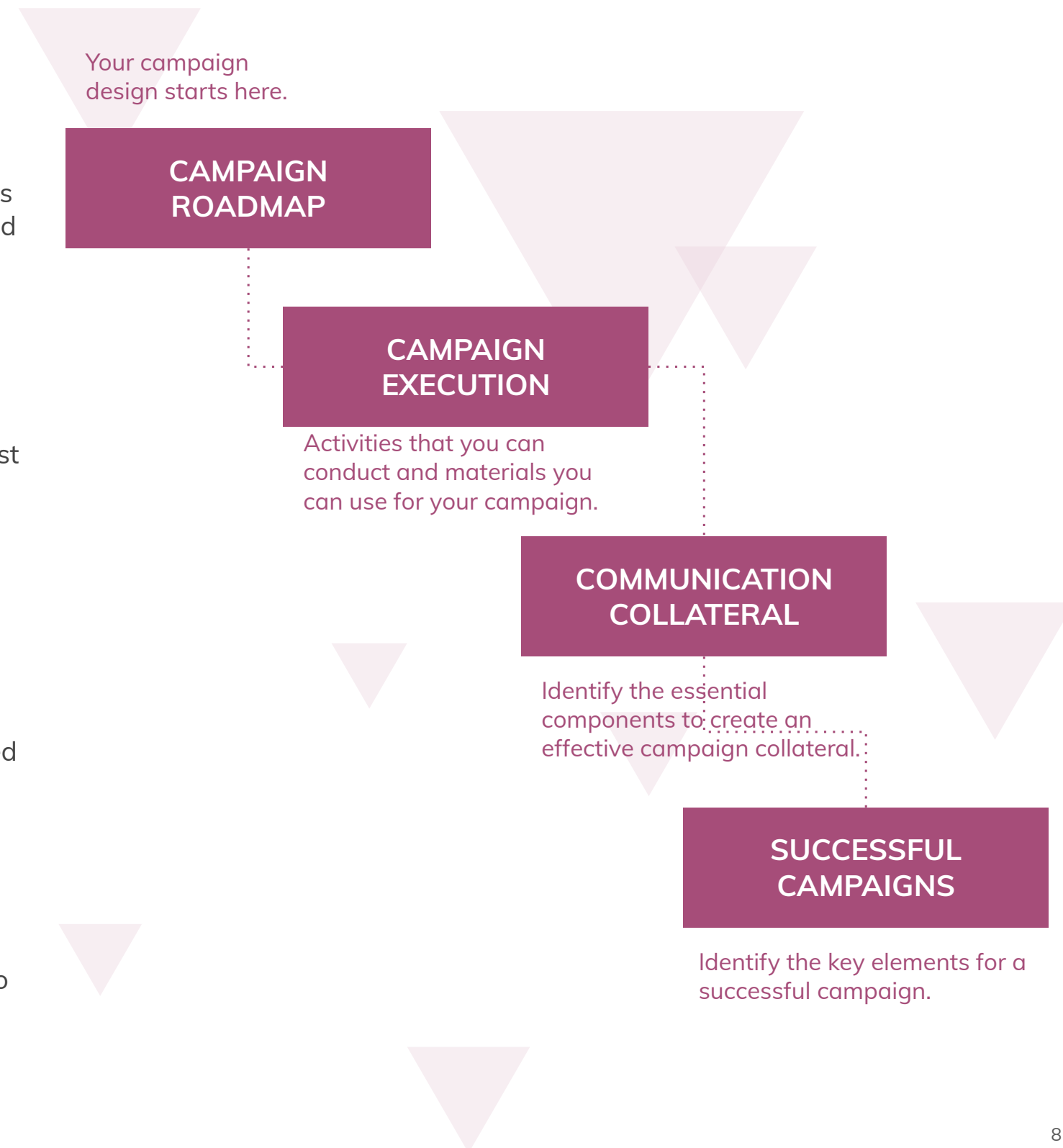
Excessive usage of single-use plastics (SUPs) is one of the most prominent causes of marine plastics leaking into the environment. SUPs that are over-consumed and are difficult to make people reduce their usage of include plastic bags, plastic bottles, and plastic straws. Excessive usage of SUPs takes place mainly in retail areas, including markets, traditional markets, supermarkets, warungs, and dining areas, where commercial transactions take place.

The excessive usage of these items can be attributed to ease of accessibility to these items. The convenience and practicality of SUPs make it favourable amongst consumers and traders. The lack of the culture of using and bringing reusables, further compounded by the lack of affordable alternatives and industry support, hinders people from reducing the excessive usage of SUPs.

## What is the Reduced Usage Behaviour Change Strategy and Playbook about?

Using insights from existing initiatives, key opinion leaders, case studies and cultural insights, particularly in **Reduced Usage 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 Reduced Usage 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 REDUCED USAGE PLAYBOOK



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## Key Messages for Reduced Usage in Gerakan Indonesia Bersih

Specific key messages related to reduced usage within the Gerakan Indonesia Bersih framework is as follows:

**“Be part our next generation’s life chain. If you don’t care, you will damage our future living organisms”**

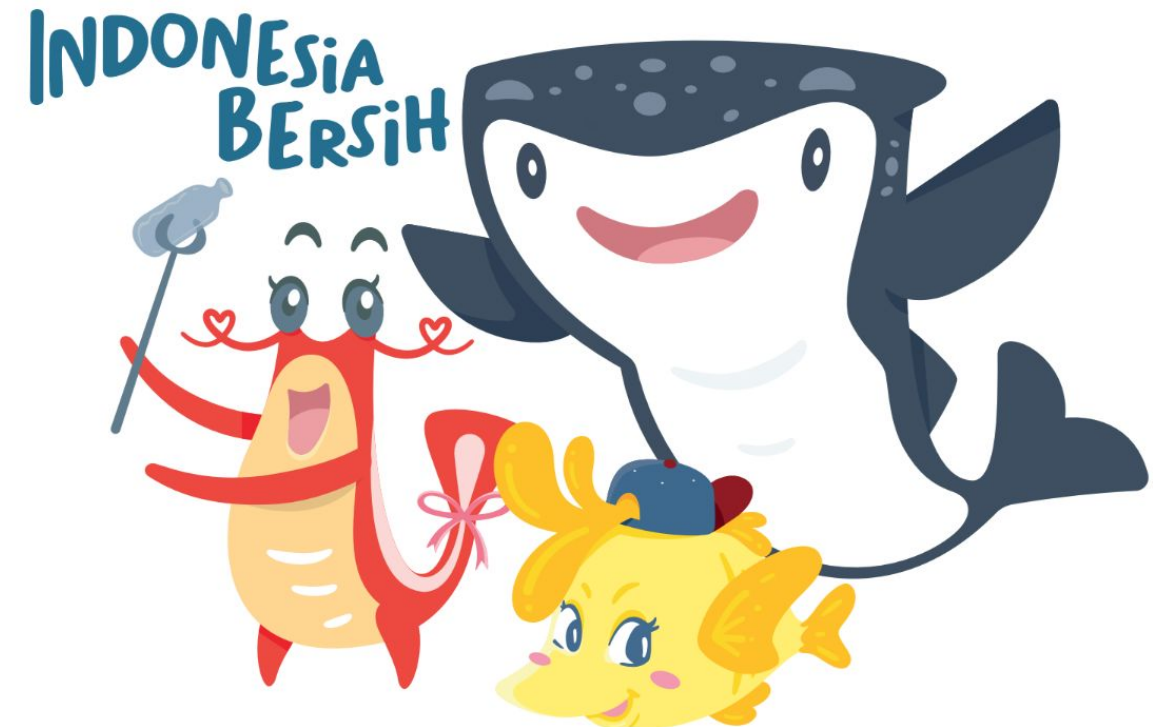
You can be part of a healthy generation by shaping your lifestyle without single-use plastics dependance. Be the agent of change and take part in this plastic revolution.

**“Be mindful that accessibility, hygiene, and cheapness are not necessarily your purchase values. Avoid Single-Use plastics they are not good for the environment.”**

Mindful consumption is key in tackling plastic waste. Knowing the poisoning effects of plastic in the oceans, and understanding what are we using will make us more cautious in our daily choices.

**“Be part of a healthy behaviour movement created to avoid Single-Use Plastics (SUPs)”**

Even with 7,200 tons of waste polluting the ocean per day, moving away from SUPs consumption will help to reduce this daily massive discharge of plastics in the ocean. Be part of the National Action Plan on Marine Debris, a government initiative that supports behavioural change efforts as part of their strategy to reduce marine plastic debris in 70% by 2025.





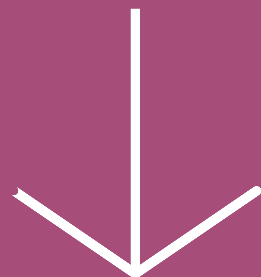
# SUMMARY OF INSIGHTS

## 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.

Key opinion leaders insights provided the common perceptions and barriers people face in reducing plastic usage, especially SUP. The cultural insights provided local context and the tools to create more accurate and compelling messages.

Finally, site studies of locations where excessive usage of single-use plastics are common provided more specific insights into the type of audience and stakeholders, and people's key behaviours and barriers within these locations.



## Mapping Of Existing Initiatives

### What are the characteristics of Reduced Usage Campaigns?

- Material and item focused initiatives that target specific single-use plastic items (plastic bags, plastic straws) allows the initiative to have a clear focus and purpose.
- Strong policy support through a charge or a ban is necessary but this has to be accompanied by a clear narrative of what the charge/ ban is so as to address any possible misconceptions.
- Retailer commitment is important to provide customers with reusable alternatives and substitutes to the single-use plastic items.
- Reduced usage initiatives that are highly visual in highlighting the problems and impacts of plastic waste, such as through an edutainment series or an art exhibition are successful in engaging the audience and motivating people to reduce excessive usage of single-use plastics.

## Cultural Insights

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

- 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.
- Humour can be used to bring across alternative ideas, such as promoting an alternative culture of bringing reusables.

## Key Opinion Leader Insights

### What do key opinion leaders think about SUPs and reducing usage?

- Plastic bags, plastic packaging and plastic bottles are perceived as excessively consumed SUP.
- Convenience and practicality make SUPs popular amongst the Indonesians - SUPs are easy to carry around, have good durability compared to single-use paper materials and a longer shelf-life, and safety of the material is guaranteed. Given its widespread use, people may not realise the problems or ill-effects of excessive usage of SUPs.
- People are not used to using and bringing reusables. A way to tackle this problem is by setting examples of how to reduce the use of SUPs
- Include the industry and government in promoting affordable alternatives, implementing charges/ taxes for excessive usage of SUPs and supporting customers' choice of adopting a zero-waste lifestyle, especially in suburban areas where people feel alienated when adopting reduced usage practices.

## Site Studies

### Supermarket and food court were studied to determine the following facts for Reduced Usage behaviour:

- Corroborate common perceptions of excessive usage of single-use plastics in the selected areas.
- Identify the specific causes of unwanted behaviour such as perception and structural barriers, throughout surveys and on-ground observations.
- Identify the target audience for reduced usage initiatives.
- Identify the key stakeholders, their roles and their level of participation.





# 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 Reduced Usage 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 Reduced Usage campaigns:

- Primary audience (consumers, households)
- Secondary audience (retail businesses, establishments)

### KEY BEHAVIOUR AND BARRIERS

*What are the common barriers to change usage single use plastic behaviour?*

Review the **audience-specific barriers** identified in the playbook.

02

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 (Consumers, Households)

Refers to consumers/ customers who take single-use plastics (SUPs) from businesses and are the people to whom messages of reducing excessive usage of SUPs are to be communicated to directly. They have a role to play in reducing the number of SUPs they take and use, and in replacing SUPs with alternative reusables.

The primary audience can be further categorised into:

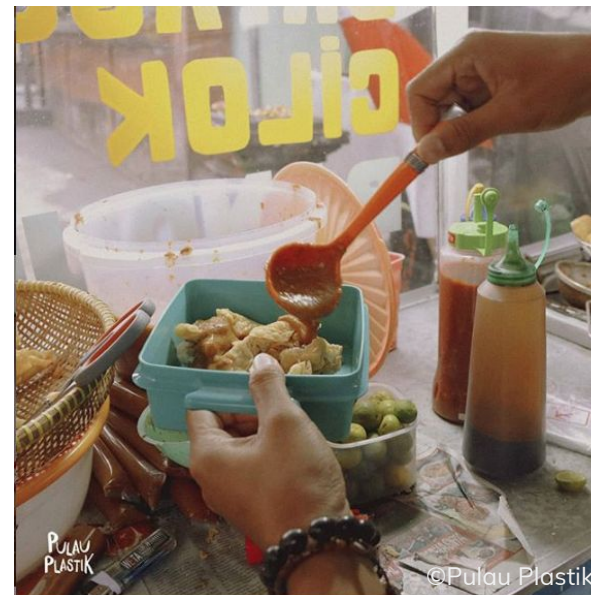
### In-home audience

Targeting the in-home audience is related to addressing the use of SUPs within the households such as the use of SUPs for household events/ gatherings.



### On-the-go audience

Targeting the on-the-go audience is related to addressing the consumers' use of SUPs when purchasing items or packing takeaway foods.



## Secondary Audience (Retail businesses/ establishments)

Refers to service providers in retail businesses/ establishments, which have been identified as areas where excessive usage of SUPs take place. They are responsible for providing and giving out SUPs and thus have a role to play in limiting the usage of SUPs amongst consumers and prompting customers to reduce the usage of SUPs.

Retail businesses/ establishments can include:

### Supermarkets

### Traditional markets

### Online markets



### Restaurants

### Food courts

### Street Food Stalls

### Warung



# WHAT ARE SOME COMMON SINGLE-USE PLASTIC (SUP) ITEMS?

Single-use plastics or SUPs are plastic items that are used only once, then discarded after. Below are some examples of common SUPs that are often excessively consumed, as well as the relevant primary and secondary audience you should consider for your reduced usage campaign:

## Plastic Bags



- Target Audience:**  
Consumers and service providers in
- ❑ Supermarkets
  - ❑ Traditional markets
  - ❑ Restaurants
  - ❑ Food courts
  - ❑ Street Food Stalls
  - ❑ Warung
  - ❑ Online markets

## Plastic Bottles



- Target Audience:**  
Consumers and service providers in
- ❑ Supermarkets
  - ❑ Traditional markets
  - ❑ Restaurants
  - ❑ Food courts
  - ❑ Street Food Stalls
  - ❑ Warung
  - ❑ Online markets

## Plastic Straws



- Target Audience:**  
Consumers and service providers in
- ❑ Restaurants
  - ❑ Food courts
  - ❑ Street Food Stalls
  - ❑ Warung

## Disposal Cutleries



- Target Audience:**  
Consumers and service providers in
- ❑ Restaurants
  - ❑ Food courts
  - ❑ Street Food Stalls
  - ❑ Warung
  - ❑ Online markets

## Styrofoam Packets



- Target Audience:**  
Consumers and service providers in
- ❑ Restaurants
  - ❑ Food courts
  - ❑ Street Food Stalls
  - ❑ Warung
  - ❑ Online markets

## Plastic Food Wrapping



- Target Audience:**  
Consumers and service providers in
- ❑ Restaurants
  - ❑ Food courts
  - ❑ Street Food Stalls
  - ❑ Warung
  - ❑ Online markets



# WHAT ARE COMMON PERCEPTIONS OF THE PRIMARY AUDIENCE TOWARDS SUPs?

**SUPs are convenient and practical.**

**SUPs are easily accessible.**

**SUPs are convenient and practical.** Consumers perceive SUPs as being easy to carry around due to its lightness and “fits easily into the bag”. “Not having to wash after use” makes SUPs convenient and practical for many consumers, and for household gatherings/ events.

**SUPs are not seen as problematic.**

**Lack of culture on using reusables.**

**SUPs are easily accessible.** As SUPs are seen to have good durability in comparison to single-use paper materials and are more hygienic, its widespread use in the commercial sectors means SUPs are easily obtained and accessible to consumers. Consumers tend to accept whatever SUPs that are given to them/ already provided to them by the retailers.

**Lack of alternatives to SUPs.**

**Lack of support for reduced usage behaviour.**

**There is a lack of culture of bringing/ using reusables.** People who practise a zero-waste lifestyle, especially those in suburban areas feel alienated. “It is not part of the culture to bring own drinking bottles and the community also does not have pride in carrying and using drinking bottles,” Kaisar Alehir, General Chairman, Maritim Muda Nusantara.

**SUPs are not seen as problematic.** “There are only a few people who think that plastic is part of the problem,” Bijaksana Junerosano, Founder, Waste4Change. People do not recognise the ill-effects of excessive usage of SUPs.

**Lack of support for reduced usage behaviour.** Consumers which patronise businesses which only provide SUPs as an option may find it difficult to reduce their usage of SUPs, as they simply accept what is provided by the businesses. Additionally, customers may feel discouraged when businesses still provide SUPs, even after rejecting the SUPs. "The point is the community will be difficult to reduce when the seller is still providing," Jibriel, Site Coordinator/ Field Manager, Greeneration Foundation.

**Lack of alternatives.** Alternatives to SUPs (reusables) are not always as readily available as SUPs. Reusable options can be more expensive than SUPs, and there is a lack of infrastructure to facilitate reduced usage behaviour, particularly, the lack of refill stations and safe drinking water supply, which makes it difficult for people to reduce the usage of single-use plastic bottles.





# WHAT ARE COMMON PERCEPTIONS OF THE SECONDARY AUDIENCE TOWARDS SUPs?

**SUPs are convenient and practical.**

**SUPs are not seen as problematic.**

**Lack of affordable alternatives to SUPs.**

**Charging for SUPs would result in resistance from consumers.**

**SUPs are convenient and practical.** SUPs are perceived as being easy to carry around due to its lightness, having good durability in comparison to single-use paper materials, and are more hygienic. As a result, SUPs are practical for most traders. “SUPs are cheap and practical, according to traders’ perception,” Rahmawati, Head of Waste Management section in the Department of Environment of DKI Jakarta Province.

**SUPs are not seen as problematic.** “There are only a few people who think that plastic is part of the problem,” Bijaksana Junerosano, Founder, Waste4Change. Retail businesses/ establishments who do not recognise the ill-effects of excessive usage of SUPs, will continue giving out SUPs excessively. As consumers are likely to simply accept what is provided by the businesses, excessive usage of SUPs becomes a norm. Retail businesses/ establishments which do not recognise SUPs as problematic, may also end up not supporting the consumer’s choice of not accepting SUPs, discouraging the primary audience from reducing their usage of SUPs.

**Lack of affordable alternatives.** Certain types of SUP packaging are difficult to replace given the lack of available alternatives or affordable alternative. Given the convenience and practicality of SUPs, certain retail businesses may find it difficult or more costly to switch to reusables, such as street food sellers who sell snacks/ food in plastic bags. As a result, they continue using SUPs.

**Charging for SUPs would result in resistance from consumers.** Charging consumers for using SUPs is not seen as a favourable solution to reducing excessive usage of SUPs as businesses are afraid of resistance from the primary audience (consumers). Cashbacks/ rewards are preferred solutions to attract consumers to bringing reusables, instead of taking SUPs excessively.



©Waste4Change

# 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 those who can support the provision of new alternatives to promote a zero lifestyle. They also may have the authority to address the structural barriers hindering the community from changing their behaviour.

Government  
/ Agencies

Industry /  
Retailers

NGOs

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

These stakeholders refer to members of the community that have influence and provide strong positive examples to the rest of the community or influencers that share the same cultural background and set of beliefs and values, and are in constant interaction with the audience. They can persuade and motivate others to adopt positive behaviours and practices such as engaging in a Zero Lifestyle.

Influencers

Community  
Groups

Family Role  
models



# A. STAKEHOLDERS THAT HAVE LEADERSHIP/ AUTHORITY

The following are examples of such stakeholders. There may be other forms of stakeholders that can influence the reduced usage behaviour, who you can engage for your initiative.

**Government/Agencies** have the authority to provide infrastructure, regulations to discourage plastic usage such as fines/ tax on single-use plastics, and encourage industry to be aware of the necessity to improve packaging options and provide alternatives to SUPs.



©Jakarta Less Waste Initiative

**Ibu Rahmawati**, Head of the Waste Management Section DKI Jakarta who started the Jakarta Less Waste Initiative, which works with buildings and restaurants in waste reduction.

**Industry/ Retailers** (including online food delivery services such as Go Food) play an important role. They can provide affordable alternatives for SUPs and limit SUPS provided to customers through charges or provide rewards for customers who bring their own reusables.



©Superindo

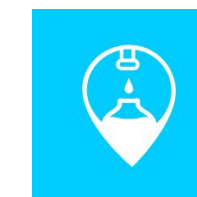
**Superindo**, a supermarket chain, provides reusable bags and cardboard boxes to shoppers, through their Bijak Menggunakan Kantong Plastik initiative.

**NGOs** 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.



©Gerakan Diet Kantong Plastik

**Gerakan Indonesia Diet Kantong Plastik**, is an example of an NGO that works closely with various stakeholders including government bodies, retailers and consumers.





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

The following are examples of such stakeholders. There may be other forms of stakeholders that can influence the reduced usage behaviour, who you can engage for your initiative.

**Influencers that are relevant to the community** can be engaged to support your initiative. By sharing their own examples as to how they reduce their usage of SUPs, people will be motivated to incorporate these actions into their lives.



**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. They can encourage the rest of their community members to reduce their usage of SUPs and adopt a zero-waste lifestyle.



**Community leader in Bandung** conducting a religious gathering without SUPs with other community members.

**Family role models** can set positive examples to other family members on how to adopt a zero-waste culture. Family is the place where a 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.



**Tiza Mafira**, Director of the Gerakan Indonesia Diet Kantong Plastik.



**PKK**, a community group consisting of housewives, which is available in every RW. They conduct programs to manage welfare in the neighborhood, including those that related to environmental issues.

# 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](http://maritim.go.id)  
Instagram: @kemenkomaritim  
Twitter: @kemaritiman  
Facebook: KemenkoMaritim



### Kementerian Lingkungan Hidup dan Kehutanan (KLHK)

Website: [menlhk.go.id](http://menlhk.go.id)  
Instagram: @kementerianlhk  
Twitter: @kementerianlhk  
Facebook: HumasKemenLHK



### Kementerian Kelautan dan Perikanan (KKP)

Website: [kkp.go.id](http://kkp.go.id)  
Instagram: @kkpgoid  
Twitter: @kkpgoid  
Facebook: Kementerian Kelautan dan Perikanan RI



### Kementerian Pendidikan dan Kebudayaan

Website: [kemdikbud.go.id/](http://kemdikbud.go.id/)  
Instagram: @kemdikbud.ri  
Twitter: @Kemdikbud\_RI  
Facebook: Kemdikbud.RI



### Kementerian Pekerjaan Umum dan Perumahan Rakyat (PUPR)

Website: [pu.go.id](http://pu.go.id)  
Instagram: @kemenpupr  
Twitter: @kemenpu  
Facebook: KemenPUPR

## Local Government

### Dinas Lingkungan Hidup (DLH)/ Local Environmental Agency



#### DLH Jakarta

Website: [lingkunganhidup.jakarta.go.id](http://lingkunganhidup.jakarta.go.id)  
Instagram: @dinaslhdk  
Twitter: @dinaslhdk  
Facebook: Dinas Lingkungan Hidup DKI Jakarta



#### DLH Bandung

Website: [dlhk.bandung.go.id](http://dlhk.bandung.go.id)  
Instagram: @dlhk\_kotabandung  
Twitter: @dlhk\_kotabdg  
Email: [dlhkkota@bandung.go.id](mailto:dlhkkota@bandung.go.id)

## National NGOs



### Bye Bye Plastic Bags

Website: [byebyeplasticbags.org](http://byebyeplasticbags.org)  
Instagram: @byebyeplasticbags  
Twitter: @BBPB\_Bali  
Facebook: byebyeplasticbags



### Diet Kantong Plastik

Website: [dietkantongplastik.info](http://dietkantongplastik.info)  
Instagram: @iddkp  
Twitter: @idDKP  
Facebook: DietKantongPlastik



### Divers Clean Action

Website: [diverscleanaction.org](http://diverscleanaction.org)  
Instagram: @iymds2019  
Twitter: @IYMDS  
Facebook: IYMDS



### EcoRanger

Website: [ecoranger.id](http://ecoranger.id)  
Instagram: @ecorangerid  
Twitter: #ecoranger  
Facebook: ecorangerid



### Plastik Detox

Website: [plastikdetox.com](http://plastikdetox.com)  
Instagram: @plastikdetoxbali  
Facebook: plastikdetox

## 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: [tpkk-pusat.org](http://tpkk-pusat.org)

### Tim Penggerak PKK DKI Jakarta

Instagram: @pkkjakarta  
Facebook: PKK Jakarta

### Tim Penggerak PKK DKI Bandung

Website: [tpkk.bandung.go.id](http://tpkk.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



# 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](http://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](mailto: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

Ridho Malik Ibrahim

**SECOND PARTY**  
**Personnel in Charge**  
SMKN 41 Jakarta

Tri Wuryanti, S.Pd



# 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

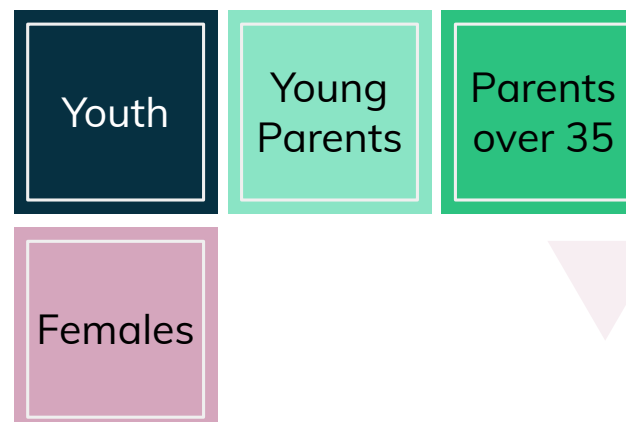
When crafting the messaging for your campaign based on the identified target audience and behavioural barriers, the popular content themes identified from the cultural insights can be applied to your initiative to ensure that messages would engage the audience.

## 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



## 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 excessive usage of SUPs to the audience who do not recognise the environmental impacts of over-consumption of SUPs and empower them to be agents of change to minimise their usage of SUPs.

Youth

Young  
Parents



## 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 encourage people to move away from the perception that practising reduced usage behaviour is an alien/ foreign behaviour.

Females

Parents  
over 35

# DESIGN STYLES THAT WOULD APPEAL TO YOUR AUDIENCE



## 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. This type of infographics promotes discussion and debates around the particular theme while engaging the audience with future content or next steps in the conversation.

Textual content and conversations around the problems and impacts of excessive usage of SUPs are necessary when designing and posting the campaign material on digital media.

Young  
Parents

Parents  
over 35



## 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



# DESIGN STYLES THAT WOULD APPEAL TO YOUR AUDIENCE



**Simple and truthful pictures that highlight integration within the community is more appealing to the masses.**

Everyday users of digital medium do not directly aspire the influencers' lifestyles. Rather, they prefer to highlight their integration with the community, unlike influencers who tend to highlight their distance from the masses.

Initiatives can use such pictures of integration within the community to promote reduced usage behaviour/ zero waste lifestyle as common practice, and not an alien/ a foreign behaviour.

Youth



**Humour can be used to bring across alternative ideas, such as promoting an alternative culture of bringing reusables.**

Humorous content that reflects aspects of alternative behaviour, that is not common culture, can be useful in capturing the audience's attention, and getting individuals to ponder and consider any non-familiar behaviours. Humour helps bring across new ideas and ensure that these news ideas are not seen as threatening.

Design styles that incorporate humour can be used to engage audiences who are not familiar to the culture of bringing reusables, so as to reduce excessive usage of SUPs.

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 behaviour of reduced usage?**

**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.



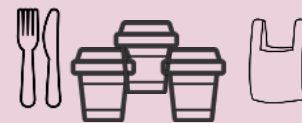
### People involved and Actions Taken

Participants/ volunteers and pictures of people practising Reduced Usage lifestyle



### Areas involved

Villages/ Cities



### % of SUP reduced/ # of SUP replaced

Before and after the initiative



### % of SUP reduced/ # of SUP replaced per year

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

NGOs, community leaders, local government, influencers, etc.



### Social Media outreach:

Followers, Retweets, Video views



### % of reduction in Waste Generation

Before and after the initiative

Identify improvements to the state of existing infrastructure/ the establishment of new infrastructure (e.g. new refillable water stations)

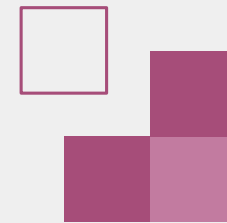
Are there any forms of local or national intervention (e.g. in terms of regulations) implemented after the initiative?





# CAMPAIGN EXECUTION

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





# LONG-TERM INITIATIVE

Reduced Usage campaigns that target the secondary audience (retail businesses/ establishments) may require longer periods of engagement to prepare and execute a waste reduction plan. The following step-by-step plan is inspired by existing initiatives such as the Jakarta Less Waste Initiative and Gerakan Indonesia Diet Kantong Plastik.

01

## Approach and engage the management of the business.

Provide education and training in waste reduction alternatives and involve them in the initiative. Generate in them a sense of responsibility and ownership.

02

**Identify the single-use products/ packaging that are currently being used** in the business and the amounts of packaging waste generated to identify the baseline realities. Ask the management to help you with this information.

03

## Discuss and outline an action plan for reducing excessive usage of SUPs

The action plan can include:

- ❑ Identifying reusable materials to replace the current SUP packaging. (e.g. Restaurants which currently use single-use takeaway boxes can replace these with biodegradable materials, while restaurants which use SUPs for dine-in can look into replacing with reusable packaging and cutleries).
- ❑ Consider implementing charges/ taxes for SUPs or provide rewards/ incentives for consumers who use reusables.
- ❑ Setting up a protocol for staff who needs to be aligned with the action plan.
- ❑ A timeline with realistic goals to be achieved at each phase.

04

## Implement the action plan

- ❑ Educate and conduct staff engagement/ training to introduce objectives of the action plan, and to explain how the staff can be involved.
- ❑ Announce and share the waste reduction initiatives/ action plan on social media accounts to publicise the businesses' efforts.
- ❑ Have a notice board/ portal/ information centre of the plan and to post updates for staff to constantly be updated.

05

## Monitor and evaluate the progress of the initiative

- ❑ Monitor the amount of packaging waste generated to compare with baseline amounts.
- ❑ Management should make time to meet with staff and get feedback on the effectiveness and progress of the action plan.

06

## Provide rewards

Either in the form of incentives, bonus or gifts to the staff who have been actively involved in reducing usage to show appreciation and make these staff become agents of change/ role models for their colleagues.

07

## Award the businesses

Those who have successfully implemented their action plans and shown significant reductions in their use of SUPs. The businesses can also serve as role models to other businesses, and drive others to take action.

# SHORT-TERM ACTIVITIES (FOR PRIMARY AUDIENCE)

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.

## Clean-up Activities

Clean up activities, which are effective for creating awareness of the impacts of littering for an Stop-Littering campaign, are also **useful for Reduced Usage campaigns to highlight the extensive impacts of SUPs.**

Participants are able to witness directly how much waste is collected from the clean-up activity and relate it with the effects of excessive consumption. Normally, these type of initiatives are targeted to Youth where the purpose is to develop an emotional connection, generate a sense of ownership and increase the probability of adopting a zero-waste lifestyle in the participants.

Examples of Reduced Usage initiatives with clean-up activities include Bye Bye Plastic Bag, EcoRanger.

Check out the Clean up toolkit section in the Stop-Littering Playbook.



©Bye Bye Plastic Bags

## Educational Programs

Educational programs such as workshops led by experts, school presentations, and forums are useful for raising awareness on the impacts of excessive usage of SUPs. Examples of initiatives which focus significantly on providing education are Indonesia Youth Marine Debris Summit by Divers' Clean Action, Maritim Muda Sadar Bersih, Bye Bye Plastic Bag, and EcoRanger.



©Divers Clean Action

## Promote Water Refilling Stations

Water refill stations are good alternatives for consumers to avoid purchasing single-use plastic water bottles. Informing consumers of locations of water refilling stations would be useful to support consumers in refilling their bottles. This can be done through an app, such as in the Refill My Water Bottle initiative, or social media accounts, and would need to be complemented by engaging the secondary audience to set up these refill stations.



©Refill My Bottle



# SHORT-TERM ACTIVITIES (FOR PRIMARY AUDIENCE)

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.

## Social Media Engagement

Regular social media posts on social media platforms (such as Instagram, Twitter, Facebook and Tiktok) can serve as timely reminders to the audience. These posts can be used to highlight impacts of excessive usage of SUPs, and provide reminders to consumers to use reusables and bring a Bring Your Own (BYO) kit whenever they are on-the-go. Role Models can also be introduced via these posts to reinforce the reduced usage behaviour by showing the audience how they contribute to reducing the excessive consumption of plastics. These posts can be published on your organisation's social media accounts or the retail businesses/ establishments' accounts or on social media accounts of local events happening in your area, in order to spread the message at every opportunity.

Social media engagement can be used to reach the target audience of the initiative, but also key stakeholders that can support the initiatives.

Social media posts from the Recycle More Waste Less initiative and #NoStrawMovement are some examples of Instagram posts.



©No Straw Movement



©Recycle More Waste Less

## Documentary Screening at Local Events

Documentaries are useful for evoking feelings through images of the extensive impacts of excessive use of SUPs. Documentaries such as those produced by Pulau Plastik can be screened at local events. Contact the organisers of these local events and get a slot to screen these documentaries to the participants. This can be complemented by discussions over the topic to promote further discourse.

Reach out to Pulau Plastik ([pulauplastik.org](http://pulauplastik.org)) to hold a screening in your community!



©Pulau Plastik

## Provide BYO kit at Local Events

A kit containing environmentally friendly alternatives (such as those distributed/ sold by Rethink) can be given out at local events as door gifts to participants. Providing alternatives to a large audience can address the perception that there is a lack of alternatives/ affordable alternatives, and promotes the BYO culture as a socially accepted culture.



©Evoware



# SHORT-TERM ACTIVITIES (FOR PRIMARY AUDIENCE)

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.

## Exhibition

An exhibition is where all stakeholders such as government, communities, private sectors, influencers, media who have the power and influence to raise awareness and come together to take real action.

The exhibition can be conducted in malls or other locations with high public access. Within the exhibition, informative facts can be presented through creative installations, and mascots can be used to provide entertainment.

As Indonesians love mingling with stakeholders, an exhibition is an effective platform to attract wider audiences. The exhibition can also be broadcasted by national and streaming media.





# SHORT-TERM ACTIVITIES (FOR PRIMARY AUDIENCE)

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.

## Exhibition

### How to Activate an Exhibition:

- ❑ **Design concept and theme** and create art installations, fact information boards, creative photo booth.
- ❑ **Invite key opinion leaders as speakers** for a workshop or interactive sharing sessions.
- ❑ **Invite audiences** which can consist of **key opinion leaders and key figures** who have influence in behaviour change and waste management.
- ❑ **Collaborate** with related government, private sectors, NGOs, and communities.
- ❑ **Create activities** and encourage other communities to participate.
- ❑ **Content making for social media** to get exhibition viral.
- ❑ **Create fun games** by involving speakers, VIP invitees, and several audiences.
- ❑ **Entertain** with music and accompanied by GIB mascots on the weekend to attract children & families.





# SHORT-TERM ACTIVITIES (FOR PRIMARY AUDIENCE)

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.

## Video Campaign

### Key Opinion Leaders (KOLs)

Invite KOLs and influencers at events to record a video message for a social media challenge. These KOLs and influencers have influence to persuade the audience to reduce excessive plastic usage through a #beatplasticpollution challenge. These video content can be posted on social media channels, and are effective for gaining views and can quickly go viral.

They can be given a line to start with:

*“Let’s take real action to reduce single use plastic by joining the 3 day #beatplasticpollution challenge. Don't forget to use our hashtag #beatplasticpollution and #beagamechanger and tagging to @gerakanindonesiabersih”.*



(top left) **Kaka** @fishgod- Singer of the biggest band in Indonesia, Slank, who is one of the key initiators of Pandu Laut;

(top right) **Ratu Vasthi** @ratuvashti - Miss Earth Indonesia 2018 who also joined the Miss Eco International 2019;



(bottom left) **Yoris Sebastian** @yorisesebastian - Full-fledged entrepreneur, as Chief Creative Officer of Oh My Goodness (OMG) Creative Consulting and Founder of Inspigo.

# SHORT-TERM ACTIVITIES (FOR PRIMARY AUDIENCE)

These activities include one-time events or brief activities that can be repeated on a regular basis. These are one-time events that you can conduct to complement your campaign.

## Public Service Advertisement (#CleanSeas Video)

A short video campaign is a strong method to reach wider audiences. Such public service advertisements can be published through social media accounts of public figures and key opinion leaders (KOLs) and can get viral easily. The short video campaign/ public service advertisements can be used to raise awareness and can include a call to action to get the audience to pledge to “break up” from plastics.

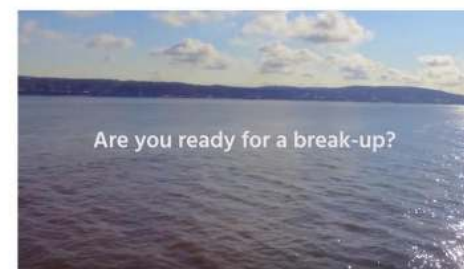
The UN Environment Programme #CleanSeas public service advertisement showcases a person’s toxic relationship with plastics which poison the oceans. This short video takes a lighter look at the issue of marine litter and asks everyone around the world to break-up with single-use plastics and make their pledge at [cleanseas.org](https://www.cleanseas.org).

This campaign can be utilized by NGOs and/or government in raising awareness, and taking actions, through social media channels or at local events.

Source: [UN Environment Programme #CleanSeas](https://www.cleanseas.org)



as /



©UN Environment Programme #Clean Seas



# SHORT-TERM ACTIVITIES (FOR SECONDARY AUDIENCE)

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.

## Training Sessions

Teaching the staff in retail businesses/ establishments to support the Bring Your Own (BYO) culture is important to ensure that the staff are aligned with the objective of reducing excessive usage of SUPs. Staff can be equipped with knowledge of the harms of excessive usage of SUPs, for them to be able to spread the Reduced Usage message to the customers. Staff can be reminded to always ask customers first, before providing the SUP item.

Gerakan Indonesia Diet Kantong Plastik, Plastik Detox and Jakarta Less Waste are some examples of initiatives which work with and train retailers and businesses to reduce the use of SUPs and use alternative packaging materials.

## Posters at Checkout Counters

Posters that are useful to remind customers about plastic waste reduction and to reject SUPs can be put up at the cashiers of the retail outlets. These posters can include facts on the excessive usage of SUPs, its impacts, and information on any charges if imposed by the retail business/ establishment on the SUPs.

Examples of establishments with such posters placed at their cashiers include KFC with the No Straw Movement, and Superindo with the Bijak Menggunakan Kantong Plastik initiative.



©Plastik Detox



©Gerakan Diet Kantong Plastik



©No Straw Movement



©Superindo



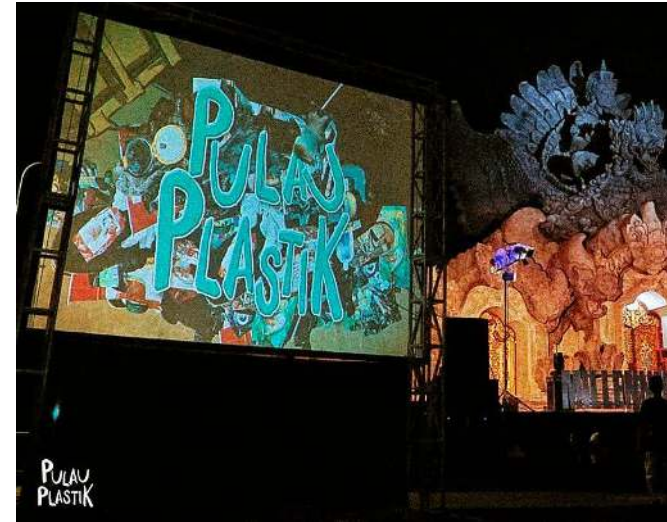
# SHORT-TERM ACTIVITIES (FOR SECONDARY AUDIENCE)

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.

## Documentary Screenings

Screen documentaries within the retail establishment (restaurant, malls for e.g.) as a way to create awareness amongst your consumers. Documentaries is an effective way of presenting emotive messages that highlight the effects of plastic waste, as well as showcasing practical examples on how to adopt a zero-waste lifestyle which can motivate individuals to adopt simple practices such as bringing their own bags, containers or simply avoiding the consumption of SUP's such as straws and plastic bags.

Pulau Plastik, created by Kopernik, is an example of a series of short videos and films that can be screened in the retail establishment.  
([pulauplastik.org](http://pulauplastik.org))



©Pulau Plastik



©Pulau Plastik

## Promote Reusable Alternatives

Encourage the secondary audience to replace SUPs for **Reusable Options**. Reusable alternatives would ease the change in customers' behaviour from using SUPs, to using reusables. Bye Bye Plastic Bag and Bijak Menggunakan Kantong Plastik, are examples of initiatives which provide customers with alternatives to plastics bags, such as reusable bags and cardboard boxes. This can be complemented by charging customers for using SUPs/ rewarding customers for using reusables.

Recommend to businesses (particularly cafes/ restaurants) to set up a refill station within their establishments. Providing a sticker or recognisable label for locations with refill stations can help consumers identify these businesses and locations easily, allowing them to also promote their business while supporting the zero-waste lifestyle.



©Refill My Bottle



©Bye Bye Plastic Bags



# 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.



## Social Media Posts

Create your Instagram posts using facts on excessive usage of SUPs and messages through rhymes that can be easily understandable and compelling. Posts can also be used to engage your audience in the call to action activities and to keep your audience informed.



## Bring Your Own Bag Merchandise

Print on reusable alternatives such as the reusable bag a fact of excessive usage of SUPs to attract customers' attention and encourage them to move away from SUPs. In supermarkets and food courts, employees can wear aprons with similar message content.

## 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.



## Green Certificate

Design a Green Certificate and present it to retailers and small businesses which have implemented reduced usage efforts, to be placed within their establishment. The certificate will be useful in gaining customers' trust and encourage other businesses and retailers to take similar actions.



# MATERIALS FOR YOUR CAMPAIGN

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

## List Of Informative Facts

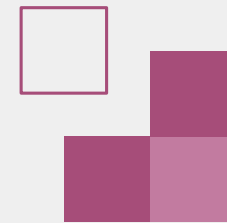
Add these informative facts related to excessive usage of SUPs to your communication materials to raise your target audience's awareness of the issue.

- ❑ Indonesia merupakan negara kedua terbesar penyumbang sampah plastik di laut yaitu sebesar 1,29 juta metrik ton per tahun (Jambeck, 2015). Angka ini setara dengan 215 ribu ekor gajah jantan afrika dewasa berbobot 6 ton (National Geographic Indonesia, 2018).
- ❑ 1 toko/gerai menghasilkan 300 lembar kantong plastik per hari yang mana 50% kantong plastik tersebut digunakan sekali pakai dan dibuang (KLHK RI, 2016).
- ❑ 80% sampah di laut berasal dari daratan. (Li dkk., 2016)
- ❑ 8 juta ton plastik dibuang ke laut setiap tahunnya (Jambeck, 2015), ini sama dengan menuangkan isi satu truk sampah per menit ke lautan (World Economic Forum, 2016).
- ❑ Diperkirakan saat ini mikroplastik yang ada di air laut Indonesia jumlahnya ada di kisaran 30 hingga 960 partikel/liter (Pusat Penelitian Oseanografi Lembaga Ilmu Pengetahuan Indonesia, 2018),
- ❑ Pada kota besar, 1 orangnya menghasilkan 700 lembar kantong plastik per tahun (Greeneration Indonesia, 2008).
- ❑ Menurut Penelitian dari UC Davis dan Universitas Hasanuddin yang dilakukan di pasar Paotere Makassar, 28% sampel ikan yang diambil memiliki kandungan plastik di perutnya (Rochman dkk, 2015).
- ❑ Perkiraan pemakaian sedotan di Indonesia setiap harinya mencapai 93.244.847 batang. Sedotan-sedotan tersebut datang dari restoran, minuman kemasan, dan sumber lainnya. Jumlah sedotan sebanyak itu jika direntangkan akan mencapai jarak 16.784 km, atau sama dengan dengan jarak yang ditempuh dari Jakarta ke kota Meksiko (Divers Clean Action, 2017).
- ❑ Data Asosiasi Peritel Indonesia (Aprindo) menunjukkan, ada 32.000 gerai ritel yang menghasilkan 9,6 juta kantong plastik perhari atau 21.024 hektar per tahun.
- ❑ World Economic Forum (WEF) memprediksi produksi plastik di dunia akan mencapai 1.124 ton pada tahun 2050, naik hampir 4x lipat dari 2014 sebanyak 311 juta ton (World Economic Forum, 2016).
- ❑ Sampah plastik di Indonesia menyebabkan kerugian sebesar 1,2 miliar USD di bidang perikanan, perkapalan pariwisata, dan bisnis asuransi (Kemenkomarves RI, 2017)
- ❑ Di Indonesia, 9,85 miliar sampah kantong plastik dihasilkan setiap tahunnya (KLHK RI, 2016).
- ❑ Nilai sampah plastik di Indonesia mencapai 2,2 Triliun (merdeka.com, 2016).
- ❑ Styrofoam baru dapat terurai setelah 50 tahun atau lebih (ecoparts.com, 2017).
- ❑ Botol plastik baru dapat terurai setelah 450 tahun (ecoparts.com, 2017).
- ❑ Pada 2050, di laut akan lebih banyak plastik daripada ikan (Elen MacArthur Foundation, 2017)
- ❑ Sebanyak 18,2 triliun pound plastik telah diproduksi di seluruh dunia, padahal rata-rata penggunaannya hanya 15 menit sekali pakai (Jambeck, 2015).
- ❑ Di Indonesia, penggunaan plastik mencapai 11 juta kilogram per hari, sedangkan 9 juta kilogram sampah plastik tak terkelola dengan baik (Mongabay, 2019).



# 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



## 03 Green Certificate



## 02 Bring Your Own Bag Merchandise



## 04 Social Media Posters



### Umbrella logo

Gerakan Indonesia Bersih's logo.

### Initiative Logo

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

### Informative Facts

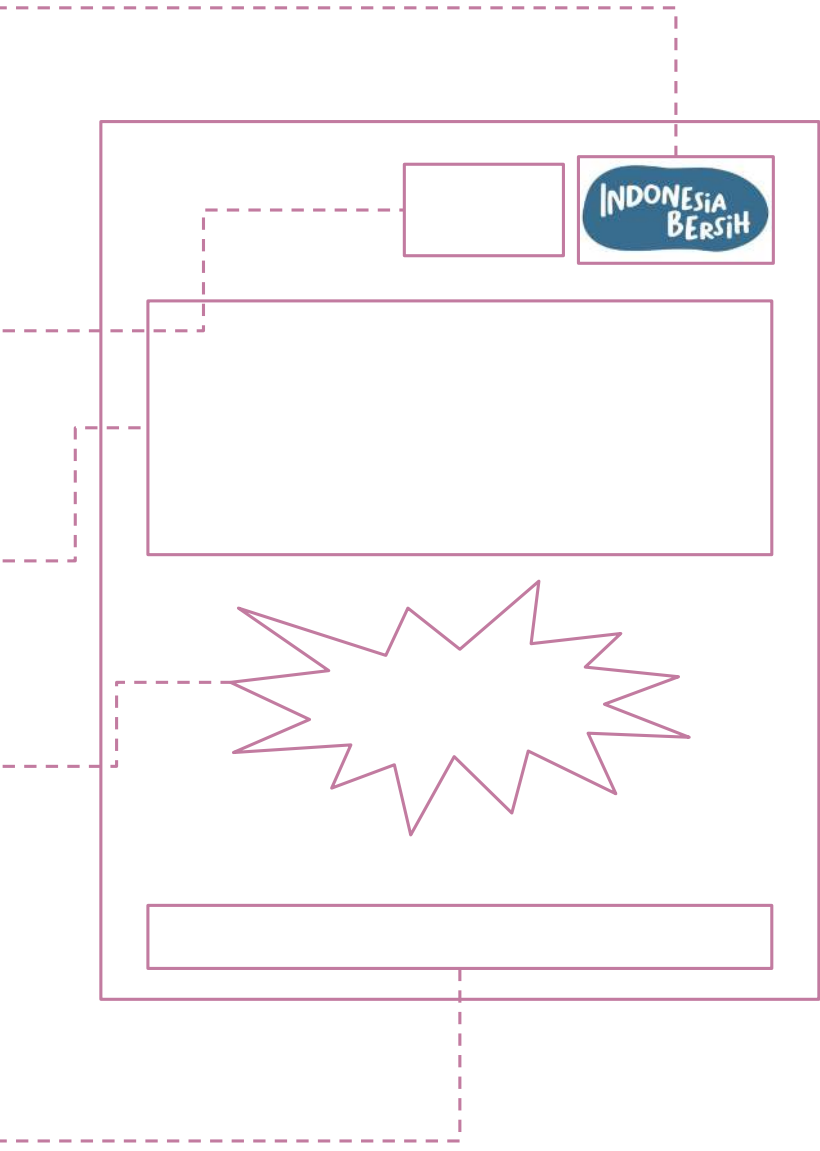
Display information that raise your target audience's awareness of the issue.

### 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.

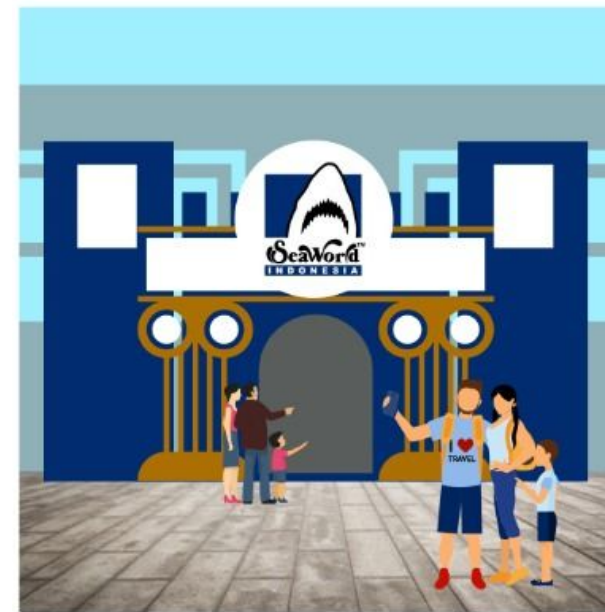


## 01 Public Service Advertisement

This storyboard is a storyline guideline for stakeholders who aim to create a reduced usage campaign using storytelling graphic illustration. This interactive media sequence can be highly attractive to children within families and become a medium for parents to educate them.

### Key Characteristics

- Target audience: Primary Audience (Youth, Adults, Families).
- Key Behavioral Barrier: SUPs are not seen as problematic.
- Above the Line (Sideline of TV primetime programs, cinema, and indoor and outdoor videotron).



Scene 1: A child and his family travel to Sea World attraction.



Scene 2: The small aquarium is supposed to be filled with seahorses, but there are no sea animals within, only plastic straws. The face of the child is confused and he looks at his parents.



Scene 3: A small pool where the child can touch a starfish, but instead of a starfish, there is a styrofoam. The child confused is shocked.



Scene 4: At the large aquarium where they can see stingrays, the child sees plastic bags instead. The child is now even more confused.



Scene 5: Plastic bags still dominate the total number of plastic wastes with the amount reaching 50.0%



Scene 6: Don't ruin your child's field trip. Reduce your usage of single used plastic.



## 02 Bring Your Own Bag #BYOB Merchandise

To reduce overall plastics, #BYOB aims to reach single-use plastic users with a fun and qualified reusable bag, especially for customers.

### Key Characteristics

- Target audience: Secondary Audience (Retailers and Small Businesses).
- Key Behavioral Barrier: SUPs are not seen as problematic.
- Below the Line (in supermarkets, markets, street food stalls, pavement cafes).

### Colour Palette:

This colour chosen tone can be adjusted to the supermarkets' and food courts' colour theme. The colour green represents environmental consciousness. The colour for the content message can be changed to black.



### Typography:

#### Lithos Pro

This font is easy to read, and there is a slightly playful impression as it is not as rigid as the standard font.



## 02 Bring Your Own Bag #BYOB Merchandise

In supermarkets and food courts, the employees can also wear an apron with message content to narrate the hazard of plastics and promote BYOB. Schools can also have these aprons for their students for art & crafts session, for reduced usage campaigns targeting schools.

### Key Characteristics

- Target audience: Primary Audience (Youth, Adults, Families), Secondary Audience (Retailers, Small businesses).
- Key Behavioral Barrier: SUPs are not seen as problematic.
- Below the Line (in supermarkets, markets, street food stalls, pavement cafes).

### Colour Palette:

This colour chosen tone can be adjusted to the supermarkets' and food courts' colour theme. The green apron represents environmental consciousness, whereas a striking colour can also be used to attract people's attention. The colour of the content message can be black or white depending on the colour.



### Typography:

#### Lithos Pro

This font is easy to read, and there is a slightly playful impression as it is not as rigid as the standard font.

### Persuading Message/ Informative Fact

The message on these aprons can be adjusted according to the setting in which the apron is worn. For example:

- ❑ In supermarkets, the message can be: "Why use a plastic bag for just 10 minutes when it won't go away for 1000 years?"
- ❑ In food courts/ restaurants, the message can be: "Why use a plastic straw for just 5 minutes when it won't go away for 200 years?"





### 03 Green Certificate

The Green Certificate is a form of appreciation to retailers and small businesses who have implemented efforts in reducing single-use plastics (SUPs).

Indonesians like being appreciated especially with significant recognition. This will raise customers' trust and encourage other retailers and businesses to take similar steps in reducing their excessive usage of SUPs.

This certificate should be signed by the Coordinating Minister for Maritime Affairs of Indonesia and includes the Gerakan Indonesia Bersih logo. The certificate can be presented by the representatives from the ministry and Gerakan Indonesia Bersih.

The certificate on the right is an example of a certificate design.

#### Key Characteristics

- Target audience: Secondary Audience (Retailers and Small Businesses).
- Below the Line (in supermarkets, markets, street food stalls, pavement cafes).





### Key Characteristics

- Target audience: Primary Audience (Youth, Adults, Families), Secondary Audience (Food court, Street food vendors).
- Key Behavioral Barrier: SUPs are convenient and practical.
- Through the Line (Social Media Promotion).

### Colour Palette:

The light blue is chosen because it is suitable to be combined with the black typography to give a strong impression and make it easy to read, and is in line with the GIB colour tone.



### Typography:

#### Futura Md BT / Futura HV BT

These chosen font types are because they are easy to read and have a strong impression and are suitable for notifications/ announcements/ campaigns.

### Persuading Message

Using a rhyme, this message reads “The food (porridge) is good, styrofoam is a waste and wasted”.



### Umbrella logo

Gerakan Indonesia Bersih's logo



### Call-to-action message

A call to action message stating to bring your own box that translates to “Be trendy, healthy and environmentally friendly, bring your own box!”

### Informative Fact

The fact highlights that “Styrofoam can only degrade after 50 years”.

### Picture

The picture used shows an everyday occurrence - food sellers selling food in styrofoam as food packaging.



4B



### Key Characteristics

- Target audience: Primary Audience (Youth, Adults, Families), Secondary Audience (Food court, Street food vendors).
- Key Behavioral Barrier: SUPs are convenient and practical.
- Through the Line (Social Media Promotion).

### Colour Palette:

The light blue is chosen because it is suitable to be combined with the black typography to give a strong impression and make it easy to read, and is in line with the GIB colour tone.



### Typography:

#### Futura Md BT / Futura HV BT

These chosen font types are because they are easy to read and have a strong impression and are suitable for notifications/ announcements/ campaigns.

### Picture

The picture used shows an everyday occurrence - food sellers selling food in plastic as food packaging.



### Umbrella logo

Gerakan Indonesia Bersih's logo



### Call-to-action message

A call to action message stating to bring your own box that translates to “Be trendy, healthy and environmentally friendly, bring your own box!”

### Persuading Message

Using a rhyme, this message reads “The fried food (gorengan) is crunchy, the plastic is piling up”.

### Informative Fact

The fact highlights that “Plastic can only degrade after 20 years”.



4C



### Key Characteristics

- Target audience: Primary Audience (Youth, Adults, Families), Secondary Audience (Retailers, Small businesses).
- Key Behavioral Barrier: SUPs are easily accessible.
- Through the Line (Social Media Promotion).

### Colour Palette:

The blue colour is used to give the united impression to the plastic waste so it is not conspicuous in the eyes. This color is considered to be a neutral tone.



### Typography:

#### Futura Md BT / Futura HV BT

These chosen font types are because they are easy to read and have a strong impression and are suitable for notifications/ announcements/ campaigns.

### Persuading Message

To motivate people to reduce the usage of plastic bottles.



### Umbrella logo

Gerakan Indonesia Bersih's logo



### Call-to-Action

These hashtags allow the audience to stay connected with the campaign through social media.

### Picture

The picture shows an accumulation of plastic water bottles.



4D



Many public figures have started to spread the awareness to bring your own bottles. This campaign has also supported by the government and many private sectors by providing free water refill stations and fountains in public areas.

#### Key Characteristics

- Target audience: Primary Audience (Youth, Adults, Families).
- Key Behavioral Barrier: Lack of culture of using/ bringing reusables.
- Through the Line (Social Media Promotion). Besides being used as social media content, this poster can also be placed as an advertisement in other mediums.

#### Colour Palette:

This colour palette was chosen because it is catchy and has light visuals, whereby the tumbler picture stands out from the single-use plastic bottles.



#### Typography:

#### Futura Md BT / Futura HV BT

These chosen font types are because they are easy to read and have a strong impression and are suitable for notifications/ announcements/ campaigns.



#### Umbrella logo

Gerakan Indonesia Bersih's logo

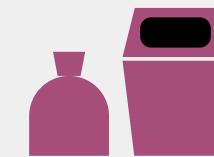


#### Call-to-Action and Persuading Message

Using a rhyme, this message is also a call-to-action that reads "To save the earth, let's bring our own tumbler!"

# LAUNCH A **CLEAN-UP** ACTIVITY

A Toolkit: The 4Ps of Organising a Clean-Up





# The 4Ps of Organising A Clean-up

01

Planning

©GA Circular

02

Prepare

©Waste4Change

03

Present  
Day

©Brian Yurasits

04

Post  
Clean-up

©World Cleanup Day

← Posts



worldcleanupdayindonesia



...sia Terima kasih sebesar-besarnya  
World Cleanup Day 2019  
...nenterian Lingkungan Hidup dan  
Kehutanan, Bambang Hendroyono memberikan keynote  
speech on behalf of President RI  
2. Tenaga Ahli Utama Deputy IV, Kantor Staf Kepresidenan  
Wandy N. Tutoroong  
3. SELA Staf Bidang JIPB Kemenkomar, Asisten Deputi  
Pendayagunaan Iptek Maritim, Deputy IV, Dr. ... Nani ...  
M.Sc  
4. KLHK : Ibu Sinta Saptarina, Direktur Penilaian Kinerja  
5. Ir.Sudirman, staff ahli menteri bidang sosial, budaya dan  
peran masyarakat, KemenPUPR  
6. KPPPA, Kepala Bidang Partisipasi Anak ...  
M.M  
7. KPPPA, Asisten Deputi Pemenuhan Hak Sipil, Informasi  
Partisipasi Anak, Dr. Lies Rosdianty, M.Si  
8. ...



# 01 PLANNING

## Picking a Location

Select a location and conduct a site visit, if necessary, to determine the following:

- ☐ Safety of the location
- ☐ Ease of accessibility for volunteers and waste collection
- ☐ Relevant stakeholders within the area that could be engaged for clean-up
- ☐ Specific areas for volunteers to clean-up
- ☐ Waste collection points to dispose the waste collected at the end of the event
- ☐ Meeting point within the area for volunteers to gather before the clean-up activity
- ☐ Nearby hospitals/ clinics in case of emergencies

## Discuss and Coordinate

Discuss with your team the following.

- ☐ Objectives of the clean-up (e.g. What do you want the volunteers to learn from the event?)
- ☐ Date and Time (select a backup date for contingency purposes)  
**Tip: Choose a date at least 1 month in advance. Weekends are typically better in gathering the general public.**
- ☐ The target number of volunteers/ Number of volunteers needed depending on the size of the clean-up area

### General Safety

- ☐ Appoint an organising team member (preferably with first-aid knowledge) to be the safety in-charge and be stationed at the registration counter
- ☐ Prepare a safety briefing for the clean-up day (emphasise the importance for volunteers to remember) which would include:
  - ☐ Name, phone number of safety in-charge
  - ☐ Reminders for volunteers to stay hydrated, be careful when picking up hazardous, sharp objects, dead or entangled animals, and that If the object looks heavy or is in an unstable position, avoid removing it

**Coordinate with the stakeholders** that have the right resources and/or skills that can support the implementation of clean-up.

**Examples:** NGOs, community groups, local institutions, community leaders, local government/agencies, private businesses, influencers

### NOTE

**List of government agencies that can be involved:**

1. Marine and Fisheries Ministry
2. Marine and Fisheries Service in the area
3. Environmental Agency in the area
4. Regional Sanitation Service
5. Local security forces
6. Local district
7. Local village / kelurahan

### NOTE

Prepare a budget and proposal for collaboration. Set up a meeting with the stakeholders and discuss the following:

1. Number and demographics of participants.
2. Details on the clean-up organiser (that's you!).
3. Logistics and transport needed.
4. The person in charge of the location.
5. Plan to manage participants' safety.
6. Location permit for the implementation of the clean-up activity.

## Design and Promote

To spread the work of your clean-up, design your event collateral which should include the following:

- ☐ Persuading message and informative fact
- ☐ **Tip: Consider the messaging types and design styles that would resonate with and appeal to your audience, outlined in the Paybook page 16-18**
- ☐ Date and time of clean-up
- ☐ Location
- ☐ Meeting point
- ☐ Registration link for volunteers to sign up
- ☐ Logos of relevant sponsors and/or stakeholders

### Promote your clean-up event

- ☐ Select the relevant media channels depending on your target audience
- ☐ Publish the event collaterals with the registration link regularly before the event. Set a deadline for them to register.
- ☐ Close registration when the target number of volunteers is reached.



02

PREPARE LOGISTICS  
FOR CLEAN-UP

Supplies Needed on Land

(omit if not applicable)

- ☐ Work gloves
- Note: For safety reasons, avoid single-use latex gloves as you will not be protected from sharp objects.*
- ☐ Masks
- ☐ First-aid kit for minor cuts or scrapes
- ☐ Used gunny sack for waste collection
- ☐ Ground fork/leaf rakes/shovel
- ☐ Support vehicle to transport garbage (example: carts, trucks)
- ☐ Weighing scales (examples: fishing scale, luggage scale, kitchen scale)
- ☐ Megaphone
- ☐ Camera, drone
- ☐ Data recording sheet (refer to Data Recording Sheet Template)
- ☐ Pen, markers

Supplies Needed at Sea

(omit if not applicable)

- ☐ Work gloves
- Note: For safety reasons, avoid single-use latex gloves as you will not be protected from sharp objects.*
- ☐ Life vests
- ☐ Used wet net for wet waste collection
- ☐ Boat to transport garbage
- ☐ Weighing scales (fishing scale, luggage scale, kitchen scale)
- ☐ Camera, drone
- ☐ Data recording sheet (refer to Data Recording Sheet Template)
- ☐ Pen, markers
- ☐ Diving equipment (OPTIONAL)
- ☐ Perform standard dive checks

03

# PRESENT DAY

**Bring Supplies**

**Set Up Registration Counter**

## Pre-Event Briefing

Your opening remarks  
Teach them how to sort the items (if sorting waste as they collect)  
Safety Briefing  
Site Layout  
Ending time and gathering point

**EVENT START**

## Waste Collection and Sorting

### Weigh or Estimate

Record the weight of the sorted waste

### Item Count

Count the number of items in each category and record them in the **Data Recording Sheet Template** provided with the toolkit. Use the tally system. Example: If you found a plastic fork, mark the item as I, and every subsequent plastic fork with another I. Continue the tally system IIII II = 7

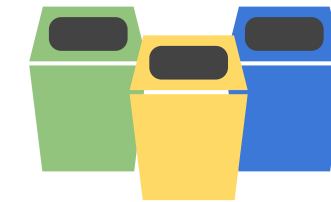
Paper

Metal

Plastic

### Sorting

You may choose to gather all the waste collected in a designated site before sorting it into the different categories **OR** sort the waste as you collect. Refer to the **Data Recording Guide** to help you identify the waste collected.



### Disposal

Check again that no trash is left behind once the participants have gathered back at the rendezvous point. Once done, dispose the trash collected according to how it was sorted at the waste collection areas.

### Sharps and Dangerous objects

For disposal of sharp items (example: syringes or pieces of broken glass), dispose them in a wide-mouth container that has a tight screw lid (example: empty liquid laundry detergent bottle or jerry cans, and label it clearly)

**EVENT CLOSE**

**Closing Remarks**

**Photo Taking**



# 04 POST CLEAN-UP DAY

**Publicise** your pictures and interesting information from the clean-up on social media platforms.

**Survey** your volunteers and your clean-up team to understand what they enjoyed and what could be improved for future clean-up events.

**Encourage them to share** their experiences, and pictures (if any). Their stories and pictures can be posted, with their permission, to social media platforms. This would attract more people to participate in other clean-up events or organise their own clean-up events.



Data Recording Sheet Template					Organiser:	
Data collected during the clean-up will be very useful for educating/creating educational materials for the community, and creating solutions to tackle these waste problems. Through partnerships with businesses, governments, environmental groups and citizens, we are working together to change the behaviour and habits of people who litter. Thank you for being part of the process!					Collaborators:	
Clean up Location:			Type of Location: *Riverways/ Beach/ Residential/ Others _____			
Province:	City/Regency:	Districts:	Village:	Date:	Number of participants:	
Weather during Clean-up:	Amount of Organic Waste (kg): *Estimated/Measured		Amount of Inorganic waste(kg): *Estimated/Measured			
Top Concerns List the top 3 debris items that heavily concerns you and state the reason why  1.  2.  3.			What is the most unusual item found?			
Leader of the Organising Team:	Email:	Contact Number:	Note: *Cancel out options that are not applicable, accordingly			



Refer to the **Data Recording Guide** for images on the following trash items

Plastic Materials	Tally (≡≡≡)
01. Bags (plastic) - grocery/retail/trash	
02. Balls	
03. Baskets/Crates	
04. Beverage bottles (less than 1.5 litres)	
05. Beverage bottles (1.5 litres or more)	
06. Bottles (Laundry), Jerry cans (2 litres or more)	
07. Bottle caps & lids	
08. Gallon caps	
09. Cigarette butts	
10. Cigarette lighters	
11. Cigarette tips	
12. Containers (food)	
13. Cotton bud sticks	
14. Diapers	
15. Disposable cups, plates, forks, knives, spoons	
16. Fishing lines, nets, traps, ropes (plastic/nylon)	

Plastic Materials	Tally (≡≡≡)
17. Food wrappers	
18. Mesh bags	
19. Mica plastic	
20. Pouches	
21. PVC pipes	
22. Straws, stirrers	
23. Styrofoam (Gabus)	
24. Syringes	
25. Other plastics	
Glass & Ceramic Materials	Tally (≡≡≡)
26. Bottles	
27. Shards	
28. Other glass and ceramics	
Organic Waste	Tally (≡≡≡)
29. Food waste	
30. Agriculture waste	

Metal Materials	Tally (≡≡≡)
31. Aluminium cans	
32. Caps and lids for glass bottles	
33. Iron rods	
Rubber Materials	Tally (≡≡≡)
34. Balloons	
35. Latex gloves	
36. Tyres	
E-Waste	Tally (≡≡≡)
37. Batteries: AA, AAA, C&D, 6V, 9V etc.	
38. Electronic gadgets (computer, keyboards)	
39. Household Appliances	
40. Lighting Equipment (tubes, bulbs)	
Cloth Materials	Tally (≡≡≡)
41. Gloves (cloth), towels, rags	
42. Gunny sacks	
43. Rope (cloth)	

Refer to the **Data Recording Guide** for images on the following trash items

Paper/Cardboard Materials	Tally (###)
44. Cardboard (packaging & cartons)	
45. Magazine/Duplex	
46. Newspaper	
47. White Paper	
Mixed Materials	Tally (###)
48. Clothing	
49. Construction materials (bricks, cement chunk)	
50. Footwear (Flip-flops, sandals, shoes)	
51. Toys	
Other Materials Identified For other items collected and can't be categorised above, fill them up here.	Tally (###)

**Additional Notes:**



# Data Recording Guide

If you find an item listed here, mark the respective item as **I** on your **Data Recording** sheet.



01. Bags (plastic) - grocery/retail/trash



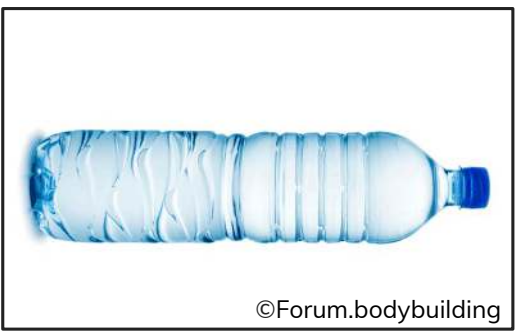
02. Balls



03. Baskets/Crates



04. Beverage bottles (plastic) (less than 1.5 litres)



05. Beverage bottles (plastic) (1.5 litres or more)



06. Bottles (laundry), Jerry cans (2 litres or more)



07. Bottle caps & lids



08. Gallon caps



09. Cigarette butts



10. Cigarette lighters



11. Cigarette tips



12. Containers (food)



13. Cotton bud sticks



14. Diapers



15. Disposable cups, plates, forks, knives, spoons



# Data Recording Guide

If you find an item listed here, mark the respective item as **I** on your **Data Recording** sheet.



16. Fishing lines, nets, traps, ropes (plastic/nylon)



17. Food wrappers



18. Mesh bags



19. Mica plastic



20. Pouches



21. PVC pipes



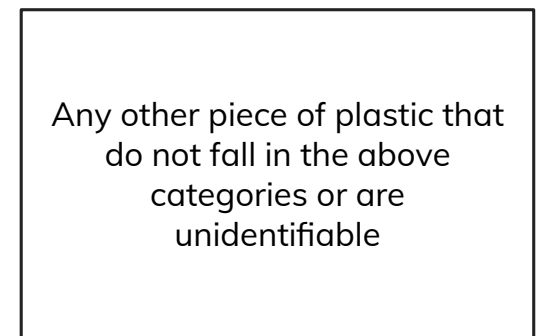
22. Straws, stirrers



23. Styrofoam (gabus)



24. Syringes



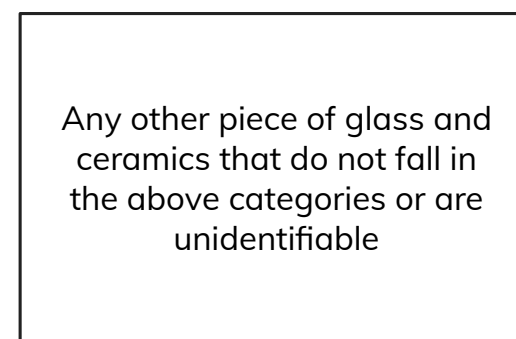
25. Other plastics



26. Bottles (glass)



27. Shards



28. Other glass and ceramics



29. Food waste



30. Agriculture waste



# Data Recording Guide

If you find an item listed here, mark the respective item as **I** on your **Data Recording** sheet.



31. Aluminium cans



32. Caps and lids (metal)



33. Iron rods



34. Balloons



35. Latex gloves



36. Tyres



37. Batteries: AA, AAA, C&D, 6V, 9V etc.



38. Electronic gadgets (computer, keyboards)



39. Household Appliances



40. Lighting Equipment (tubes, bulbs)



41. Gloves (cloth), towels, rags



42. Gunny sacks



43. Rope (cloth)



44. Cardboard (packaging & cartons)



45. Magazine/Duplex



# Data Recording Guide

If you find an item listed here, mark the respective item as **I** on your **Data Recording** sheet.



©Canberra

46. Newspaper



©Bits of Wisdom for All

47. White Paper



©astronysicisny

48. Clothing



©News NRN

49. Construction materials  
(bricks, cement chunk)



©Chris Isherwood

50. Footwear  
(Flip-flops, sandals, shoes)



©Attachment Parenting

51. Toys

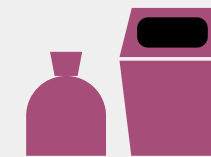




Gerakan Sekolah Bersih:

# MAKE YOUR SCHOOL A **PLASTIC-FREE ZONE**

A school-friendly Reduced Usage behaviour change  
campaign guide







# Steps to make a Plastic-Free Zone Campaign at School

01

Planning

02

Education on  
Plastic Waste  
Issue

03

Create a Green Team

04

Concepting the  
Action Plan

05

Monitoring &  
Evaluation



# 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 PLASTIC WASTE 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 reduce the use of SUP. 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 reduce the use of 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.



# 04

## CONCEPTING THE PLASTIC-FREE-ZONE 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.

### Concepting The Action Plan

#### Identify

Identify the usage of single-use plastic habit in your target school, analyze the **cause of the problem** and explore the challenges.

#### Ideate

Brainstorming to get the ideas to change student's habit of using of single-use plastics through a campaign. Summarize the selected ideas into an **action plan**.

#### Determine

Monitoring tools that will help you to evaluate the activities from your action plan and identify improvement opportunities to achieve behaviour change.

### Select specific target item / location

**Target** one or several SUP items in school as a target to be reduced or select particular area in school where students should apply reduced usage of SUPs. Make sure the message will be delivered and the campaign will have an impact in solving the excessive usage of single-use plastics.

Consider involving the parents/ families of students as secondary audiences as they have influence over their children's decisions and behaviours.

### Selection of the Media Campaign

Media campaigns can be variations of (e.g.) :

- Physical media (e.g. signage or poster on wall magazine).
- Social experiments (e.g. video media content).
- Online media (e.g. using school social media platform and website).
- Audio media (e.g. using school radio to campaign about plastic-free zone school).
- Persuasion team (e.g. Green team should regularly announce/remind other students of the plastic-free zone campaign).

# 04 CONCEPTING THE PLASTIC-FREE-ZONE CAMPAIGN

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

## Regular clean-up activities



Conduct clean-up activities in the surrounding neighbourhood near the school, twice a month.

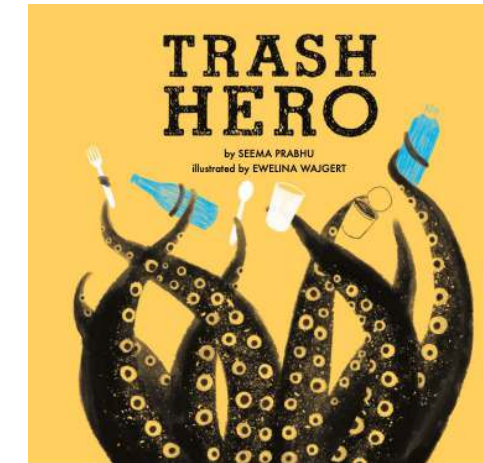
Refer to *The 4Ps of Organising a Clean-Up* for the logistics needed, and for a data recording sheet template and data recording guide that the students can use while cleaning up.

## Rewards for using reusables



Work with the school's management and canteens to provide rewards to students who use their reusables when buying takeaway food. This can be done through a points system, whereby after a certain number of points collected, the students can gain a discount for their subsequent purchase for example.

## 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.

Trash Hero Kids has a storybook of a child dedicated to helping sea creatures escape harm from trash and his plight as the amount of plastic waste in the oceans increases. Teachers can get a copy through [kids@trashhero.org](mailto:kids@trashhero.org).

## 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 plastic-free 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 PLASTIC-FREE ZONE 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 plastic-free zone 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 plastic-free zone 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.



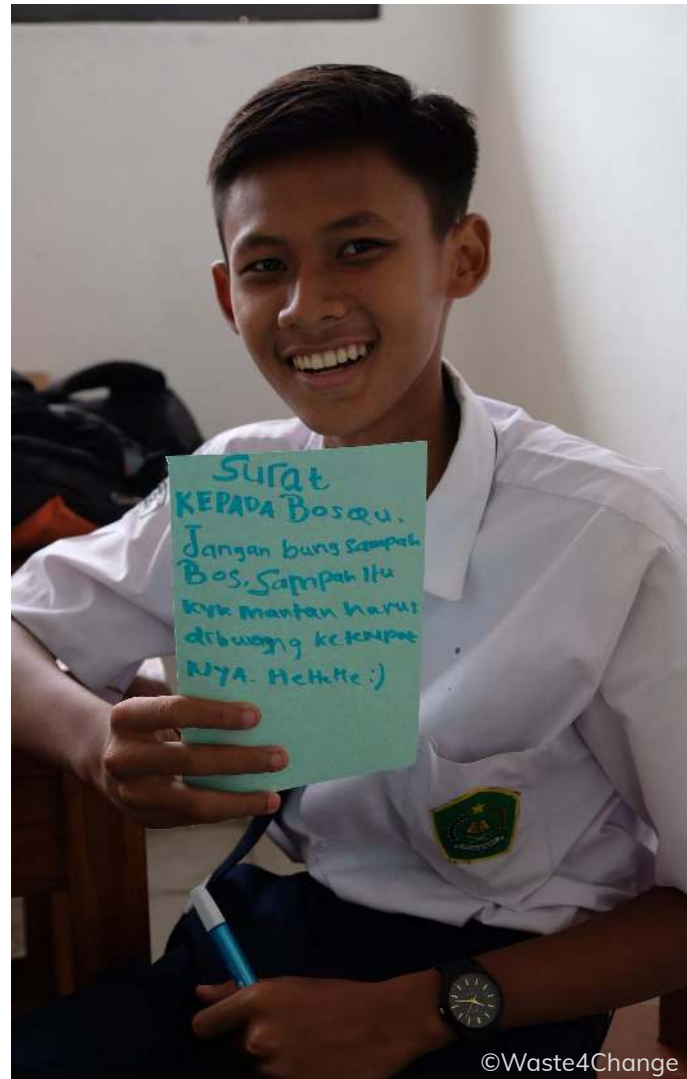
**Monitor and evaluate** the actions implemented to measure the behaviour change achieved, to visualise the outreach of the campaign, and to understand the challenges faced as evaluation for future improvements. Refer to the *IDENTIFY SUCCESSES AND AREAS FOR IMPROVEMENT* steps of the Campaign Roadmap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

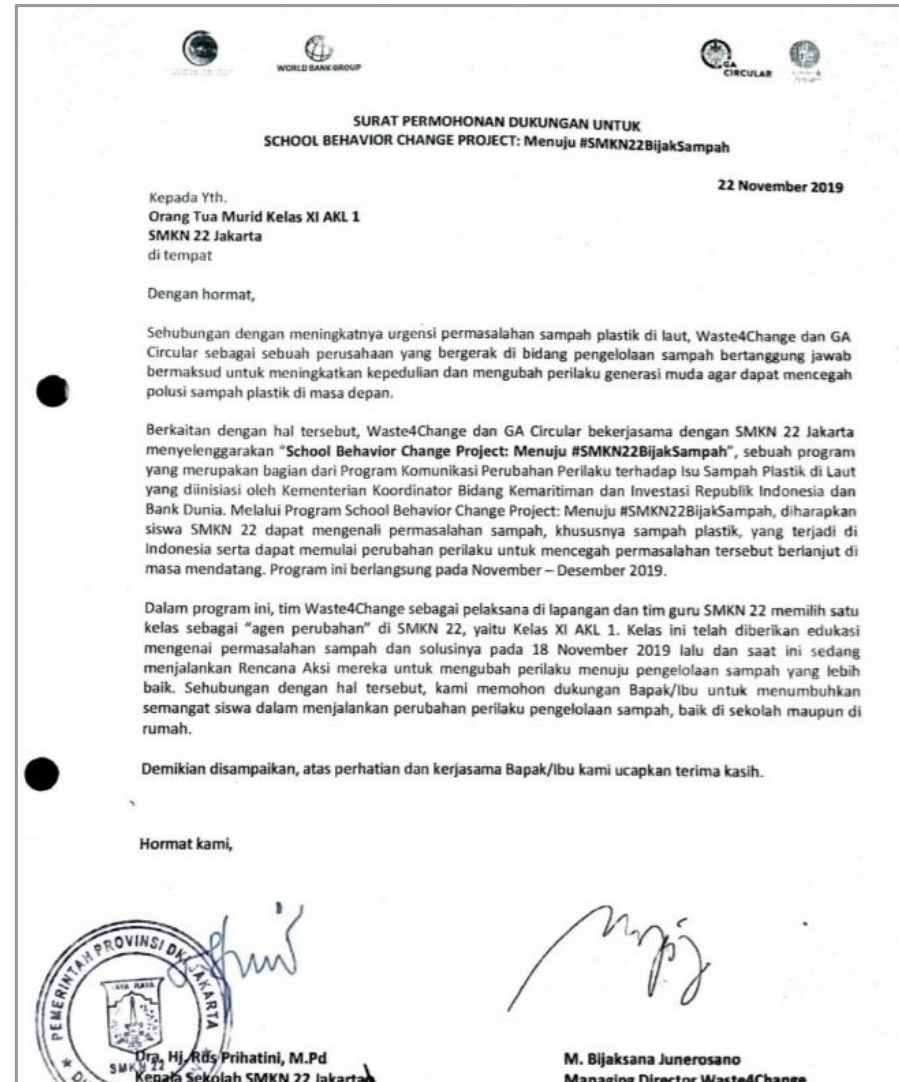


©Waste4Change

### 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.





# GERAKAN INDONESIA DIET KANTONG PLASTIK



## Campaign Description

Gerakan Indonesia Diet Kantong Plastik (GIDKP), part of the global Break Free from Plastic movement, is an initiative focused on addressing the excessive use of inessential SUPs that have alternatives, such as plastic bags.

The activities within the initiative include:

- A trial charge on plastic bags imposed by the Ministry of Environment and Forestry, which started as a #Pay4plastic petition to encourage modern retailers not to provide plastic bags for free. The charge has been lifted but still continues in the form of voluntary initiatives by retailers and other NGOs.
- Corporate engagement with retailers to promote paid plastic bags and the use of alternative shopping bags.
- Educational presentations and workshops for school students, and training for volunteers to be advocates and facilitators of GIDKP efforts.

## Learning Points

GIDKP has been a wide-reaching initiative. Aligning the initiative with policy change and engaging retail establishment allowed GIDKP to have greater reach and impact. This was also aided by the engagement of grassroots organisations.

Having different points of engagement for the public, such as emphasising the importance of taking care of the environment or health, or impacts of plastic debris also helped GIDKP address different behavioural barriers. With regards to the plastic bag charge, a clear narrative on what the charge is is important to address the misconceptions that the charge is a tax and not a burden on the consumers. Preparing a clear narrative to address any possible misconceptions is critical to prevent naysayers from spreading misinformation.



01

### Target Audience

Individual consumers (primary audience) and retailers (secondary audience).

02

### Key Behaviors and Barriers

Primary audience behavioural barriers:

- SUPs are convenient and practical, and easily accessible.
- Lack of a culture of bringing/ using reusables.

Secondary audience behavioural barriers:

- SUPs are convenient and practical.
- Charging for SUPs would result in resistance from consumers.

03

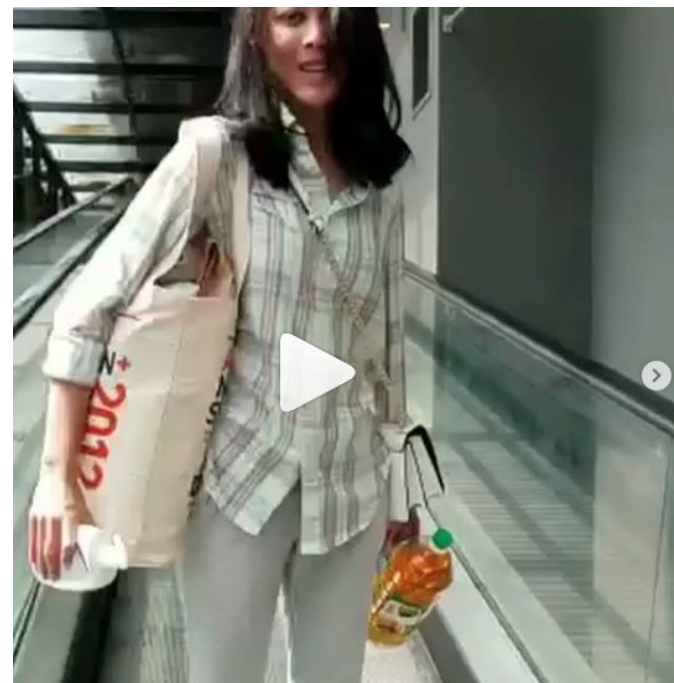
### Stakeholder Engagement

- National/ Government organisation - Ministry of Environment and Forestry (KLHK).
- Local Government.
- Influencers.
- Corporates/ Businesses - Retailers (e.g. The Body Shop).
- NGOs/ Foundations - Greenpeace, Bali Focus, YPBB, Plastik Detox.
- Schools/ universities.



@iddkp

# GERAKAN INDONESIA DIET KANTONG PLASTIK



©Gerakan Diet Kantong Plastik

04

## Messages

- “There must be a way”, “We dare you” messages are used to empower the community to be agents of change.
- Tips on reducing usage and examples of people/ influencers practising reduced usage lifestyle help promote the culture of bringing reusables.

## Channels

- Offline - Policy change (#pay4plastic), School presentations
- Online - Instagram (@iddkp), Twitter (@iddkp), Website (dietkantongplastik.info) which provides information on how individuals, organisations, and retailers can join the program.

05

## Monitoring and Evaluation

GIDKP has been effective reducing plastic bags by 55% in the locations that participated in the trial. Modern stores in 27 cities have been involved in the GIDKP initiative.

**55%**

Plastic bag reduction in locations that participated in the trial

**27**

Cities which participated in the GIDKP initiative



# PULAU PLASTIK

PULAU  
PLASTIK

## Campaign Description

Pulau Plastik is a collaborative campaign to tackle the issue of single-use plastic in Bali and across Indonesia, created by Bali-based organization Kopernik and production house Akarumput specifically for local communities in Bali. Through community screenings and events, and the distribution of Pulau Plastik content, the main goals of this campaign are to: (i) change people's behavior so they begin to refuse, reduce, reuse and recycle; (ii) support the implementation of government policy concerning single-use plastics.

Pulau Plastik leverages popular culture - such as social media campaigns, short videos, video series of four-episodes for community screenings targeting Bali audiences, public service announcements, and a feature-length documentary - in examining the issue of waste in Bali. Gede Robi, Bali's leading environmental activist and the frontman of Bali-based band Navicula, is Pulau Plastik's campaign spokesperson and the host of its series and film.

## Learning Points

Pulau Plastik utilizes two key strategies in addressing the plastic waste problem: (i) prevention through reduction in plastic waste consumption, and (ii) mitigation through establishment of better policies and infrastructure to recycle the plastic waste that's already been produced. These strategies are then used in developing the content and messaging of its campaign tools.

Screenings of their video series have been held across Indonesia, not only in Bali. Pulau Plastik also engages a wide range of stakeholders, from individuals, communities, government and the corporate sector, to support the campaign and to take action on solving the issue of single use plastics.



@pulauplastik



©Pulau Plastik

01

### Target Audience

Individual consumers (Primary Audience).

02

### Key Behaviors and Barriers

Primary audience behavioural barriers:

- SUPs are convenient and practical.
- SUPs are easily accessible.
- Lack of a culture of bringing/ using reusables.
- SUPs are not seen as problematic.

03

### Stakeholder Engagement

- Schools/ Universities.
- NGOs/ Foundations - Trash Hero, Malu Dong, Trashstock, Bersih Bersih Bali, Manik Bumi, Simalu App.
- Waste Management Services - EcoBali (recycler).
- Corporates/ Businesses - The Body Shop, The Potato Head.
- Influencers - Tiara Dewata, Artists - Navicula.





# PULAU PLASTIK



## PULAU PLASTIK



04

### Messages

- "Bali Bukan Pulau Plastik" and highlighting Bali as the first province to officially prohibit SUPs empower people to become agents of change.
- Pictures showcasing examples of people using reusables help spread the culture of using and bringing reusables.

### Channels

- Offline - Documentary screening events, presentations
- Online - Instagram (@pulauplastik), Twitter (@pulauplastik), Website (pulauplastik.org) to publish documentary screening dates and times, application forms for people who wish to screen the documentaries in their community, and alternative reusable options.

05

### Monitoring and Evaluation

Pulau Plastik series has been screened to communities through events in Bali, Lombok, Java, Sumatera, Sulawesi, Timor, and Papua. To measure the impact that the series content and messaging has on people's behavior, the Pulau Plastik team conducted baseline and follow-up surveys with the attendees of the community screenings in Bali, before and after watching the series. The campaign team also used the social media and media coverage statistics to measure its reach and audience engagement.

**14**

Documentary screenings

**10k ++**

Followers in social media outreach

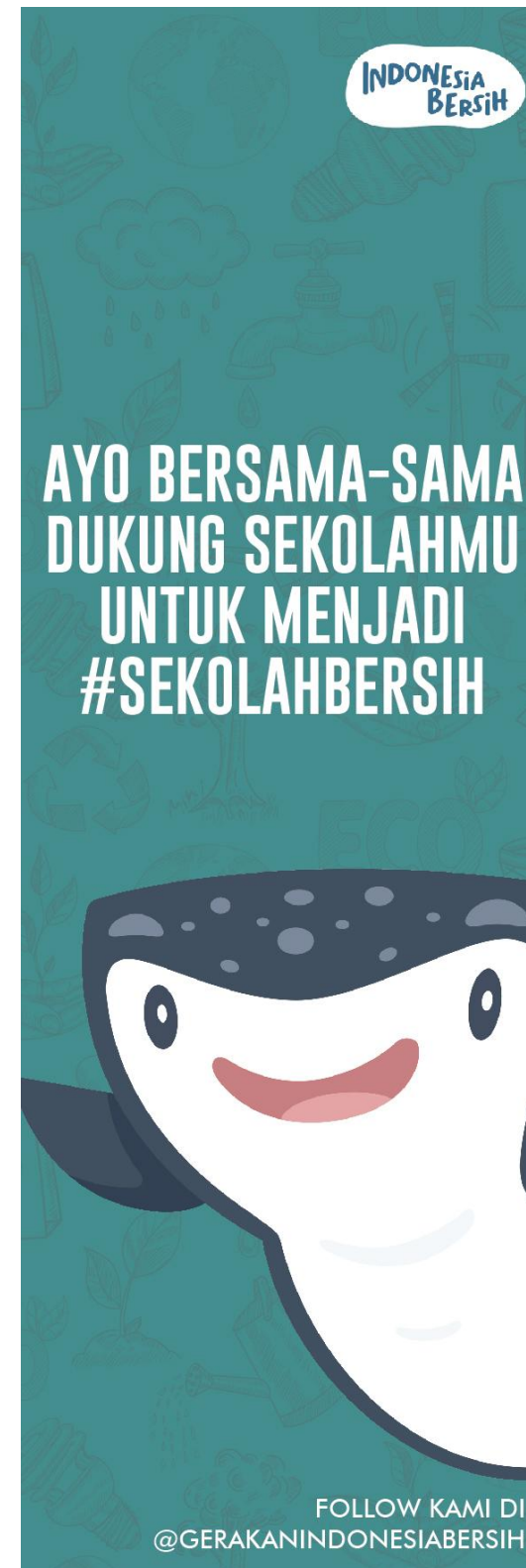


# Banners for Gerakan Sekolah Bersih



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



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

**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 Scince 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

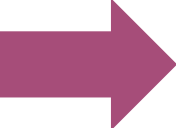
**Other Provisions**

- 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.

<b>FIRST PARTY</b> Strategic Service Manager Waste4Change	<b>SECOND PARTY</b> Personnel in Charge SMKN 41 Jakarta
Ridho Malik Ibrahim	Tri Wuryanti, S.Pd



**First Party Scope**

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

- a.
- b.
- c.

**Second Party Scope**

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

- a.
- b.
- c.

**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.

<b>FIRST PARTY</b> (Position of the person in charge) (the name of your company/NGO/group)  (Name of the Person In Charge)	<b>SECOND PARTY</b> (Person in charge) (the name of the company)  (Name of the Person In Charge)
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# **COLLATERAL MATERIALS**





# SERTIFIKAT

NO. : 392/GIB.1/10/2018

Sertifikat ini diberikan kepada

**BUDI UTOMO**

TOKO DAGING SEMESTA

Atas kerjasamanya dalam pengurangan penggunaan plastik sekali pakai untuk Indonesia yang lebih bersih

Menteri Koordinator Bidang Kemaritiman

Luhut Binsar Pandjaitan

# BUBURNYA ENAK, STYROFOAMNYA NYAMPAH!

BIAR KEKINIAN, SEHAT, DAN RAMAH LINGKUNGAN,  
BAWA TEMPAT SENDIRI DONG!



FAKTANYA:  
STYROFOAM BARU DAPAT  
TERURAI SETELAH 50 TAHUN.  
STOP PENGGUNAAN STYROFOAM!







INDONESIA  
BERSIH

# GORENGANNYA KRIUK, PLASTIKNYA NUMPUK!

BIAR KEKINIAN, SEHAT, DAN RAMAH LINGKUNGAN,  
BAWA TEMPAT SENDIRI DONG!

FAKTANYA:  
PLASTIK BARU DAPAT  
TERURAI SETELAH 20 TAHUN.  
STOP PENGGUNAAN PLASTIK!



INDONESIA  
BERSIH

WASTE  
ISN'T  
WASTE  
UNTIL  
WE  
WASTE  
IT

#beatplasticpollution  
#gerakanindonesiabersih



INDONESIA  
BERSIH

# BRING YOUR OWN

DEMI BUMI, YUK BAWA  
BOTOL MINUM SENDIRI!







