



Involving private sector to develop innovative approaches for reducing waste generation and leakage along the value chain in Indonesia

The challenge



85% of marine litter consists of plastic—a looming threat to our marine environment. An estimated 33 billion pounds of plastic leak into the marine environment every year¹ — rough equivalent to dumping two garbage trucks of plastic into the ocean every minute.² In the absence of urgent action, an estimate of 23-37 million metric tons of plastic will enter the marine environment by 2040, posing considerable risks for marine life and land-dwellers alike.³ Coral reefs are smothered by plastic, precious marine life is intoxicated, and harmful chemicals found in plastics—bisphenol A, phthalates, and polychlorinated biphenyls (PCBs)—seep into our bodies. Exacerbating plastic pollution, the COVID-19 pandemic and the mass-use of disposable protective equipment and single-use plastics has generated an estimate of above 25,000 tons of plastic entering the ocean.⁴ This explosion of plastic marine litter puts communities dependent on marine environment's resources in a particularly vulnerable position.

One of the most affected oceanic regions in Southeast Asia is the Coral Triangle, a global hotspot of marine biodiversity in which over 120 million people depend on its reefs for their livelihood. Therefore, the transboundary nature of marine litter calls for collective action from ASEAN to mitigate further degradation of the marine environment. As a regional community, ASEAN Member States (AMS) have consequently recognised the urgent need to take action and made notable progress in combating marine litter. For example, Indonesia has committed to cutting marine plastic waste by 70% in 2025.⁵ Generating approximately 7.8 million tons of plastic waste annually—4.9 million tons of them uncollected, disposed of in open dumpsites or leaked from improperly managed landfills⁶—the flow of plastic waste into Indonesia's oceans is projected to increase by 30% to around 800,000 tonnes by 2025 without bold and decisive interventions.⁷

Our approach

To respond to these challenges, GIZ through the 'Reduce, Re-use and Recycle to Protect the Marine Environment and Coral Reefs' project (3RproMar) aims to support Government of Indonesia as a part of ASEAN Member States (AMS) and key stakeholders in improving the implementation capacities for reducing land-based waste leakage to protect the marine environment through collective actions. The project has started since July 2020 and is expected to be implemented until June 2025.

Representing a major share of the plastic leaking into the marine environment, plastic packaging is likewise a case for re-thinking how we navigate the use of plastic moving forward. The production of plastic packaging and the advancement of sustainability in packaging ecosystems are something to be addressed collectively, especially the private sector who plays a key role in preventing plastic pollution and reducing plastic packaging in Indonesia.

As such, GIZ 3RproMar works closely with our private sector partners to develop joint solutions in promoting circular economy approach to reduce plastics consumption, prevent plastic pollution starting from the source and along the value chain, and encourage sustainable packaging ecosystems.

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3RproMar Project, GIZ ASEAN Office



Driving collaboration and impact

An environmentally sound management of waste to protect the marine environment requires an integrated regional cooperation directed towards protecting marine biodiversity, environment, health, society and economy. The project 3RproMar recognizes the need for collaborative efforts and aims to drive collaboration and impact through:

Sustainable Partnerships

Sustainable partnerships with the respective stakeholders in the waste and recycling management ecosystem, such as business associations, product and packaging manufacturers, brand owners, plastics producers, waste collectors, and other relevant actors such as the informal sector, marginalized and disadvantaged population groups, local institutions, civil society, and universities.



Capacity Development

Develops capacity development programs to strengthen and deepen private sector's understanding and technical knowledge in complying with the national and local government's policies and broader development agenda in combating plastic waste and marine debris' issues.

Pilot Projects

3RproMar continuously encourage its private sector partners to propose innovative solutions, initiatives, and business models to tackle plastic pollution in Indonesia. GIZ 3RproMar plans to implement pilot projects along the value chain from sustainable consumption to enhance waste collection and recycling in selected municipalities in Indonesia (Thousand Island, DKI Jakarta, and West Java)



Land-based sources of solid waste
Photos: © GIZ/ Andy Panjaitan & Nurul

Coaching clinic on P.75 and Focus Group Discussion with Private Sector at ASEAN Secretariat
Photos: © GIZ/Thalitha Yuristiana & Julia Giebel

¹ UNEP (2021) From Pollution to Solution: A global assessment of marine litter and plastic pollution, p. 14. <https://wedocs.unep.org/bitstream/handle/20.500.11822/36963/POLSOI.pdf>

² Oceana (n.d.) Plastic pollution, Tackling the plastics crisis at the source. Over-view Fact Sheet. https://usa.oceana.org/wp-content/uploads/sites/4/263943_FactSheet_v2-1.pdf

³ UNEP, From Pollution to Solution: A global assessment of marine litter and plastic pollution, p. 14.

⁴ Peng, Y. et al. (2021) 'Plastic waste release caused by COVID-19 and its fate in the global ocean'. PNAS, vol. 118, no. 14, p. 1.

⁵ Global Plastic Action Partnership and World Economic Forum, January 20, 2020

⁶ World Bank Report, "Plastic Waste Discharges from Rivers and Coastlines in Indonesia", May 20, 2021

⁷ Global Plastic Action Partnership and World Economic Forum, January 20, 2020

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