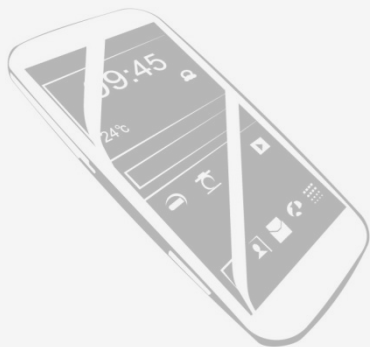




solokotahijau

Solo kita, Inspirasimu

#MOVEWASTE



The Progressive Increase of Household Waste in Indonesia

**66,5
juta ton**

Estimasi Jumlah
Sampah Total
(2018)-KLHK

**256
juta jiwa**

Estimasi Jumlah
Penduduk Total
(2018)-Bappenas

±10 lembaga

Pelaku Start
Up/Pengelola
Bank Sampah-
Solo Kota Hijau

MOST WASTE IS NOT COLLECTED

**ONLY ABOUT
50% WASTE
COLLECTED IN
INDONESIAN
CITIES**

**ALMOST
100% FULL
COLLECTION
COVERAGE IN
THE US &
EUROPE**

**WASTE INDUSTRY IS PRIMARILY
INFORMAL SECTOR**



THE POTENTIAL MARKET

62

Paper factory*
10 mn ton capacity

18,7

Triliun
Nilai Pasar

187

Juta ton
timbunan sampah

134

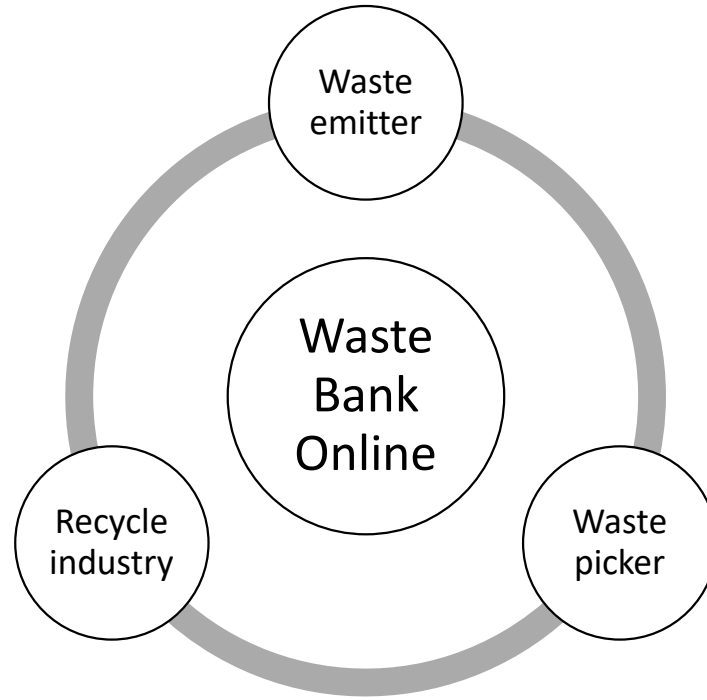
Plastic recycle Industry
1,65 mn ton needs

+3000

bank sampah se Indonesia

Source: sampahmuda

MAIN IDEAS



Source:
sampahmuda

MoveWaste is an educational and campaign collaboration project to encourage start-up (digital business) across Indonesia and the creation of a circular economy responsible for social improvement.

WEAKNESS

STRENGTH

a. Central Coordination
b. Funding

a. Media Support
b. Campaign and Promotion

THREAT

The primitive (old system) of Industrial Waste

Collaboration Space-Access

OPPORTUNITY

(Source: Solo Kota Hijau, 2018)

thank
you

