



## Business Motives in Adopting Circular Economy and Barriers to Circular Economy from Business Perspectives in Indonesia

*Corine TAP – President Director Danone AQUA*

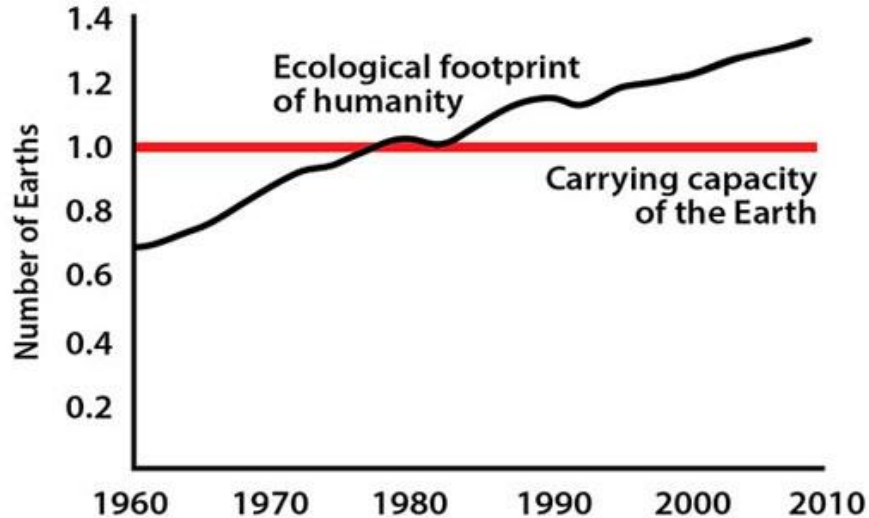
# Indonesia economic growth driven by consumption



This is putting enormous stress on our environment and our resources, which are becoming more difficult to extract



# Welcome to a resource-deprived world



Humanity's ecological footprint and the carrying capacity of the Earth. Adapted from *Limits to Growth: The 30 Year Update*.

## Indonesia second biggest marine pollutant, after China

The Jakarta Post

The Jakarta Post

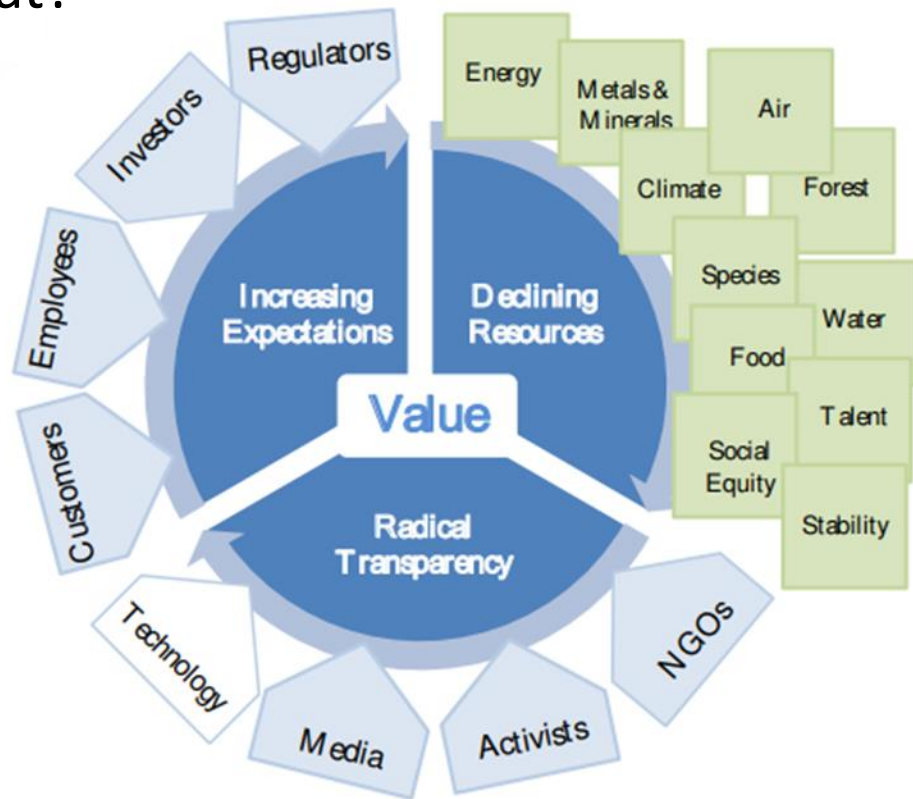
Jakarta | Fri, November 6, 2015 | 09:11 pm

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# So what?



# Plastic is critical for Indonesia

1. Product quality
2. Safe transit / logistic
3. Shelf-life

But plastic packaging faces negative externalities



Use Fossil  
Resources



Waste  
Generation



Greenhouse  
Emission



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# The Circular Economy

Rethink and Redesign

## LINEAR ECONOMY



ENERGY FROM FINITE SOURCES

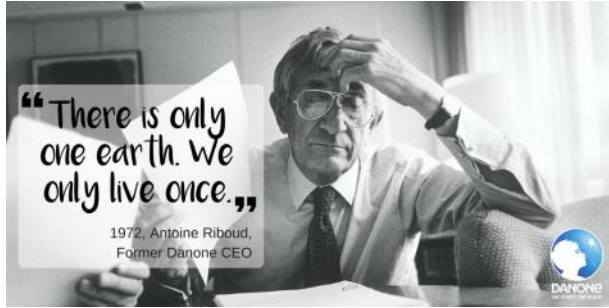
## CIRCULAR ECONOMY



ENERGY FROM RENEWABLE SOURCES

Shifting to a sustainable economic model is quickly becoming an imperative

# DANONE, A global company with a unique mission



## OUR MISSION

Bringing health through food to  
as many people as possible



Our purpose:

“Spreading goodness in everything we do to enable Indonesians for a better Indonesia “

# Becoming a B corp acknowledgement of being a force for good



- Certified by 2018
- The first FMCG B Corp in Indonesia
- The biggest manufacturing B Corp in ASIA



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ONE PLANET . ONE HEALTH

# ONE ↗ CIRCULAR ↘ PLANET

Danone-AQUA is turning to a new model of sustainable business in an effort to reduce dependence on finite resources



CIRCULAR  
WATER



CIRCULAR  
PACKAGING



CIRCULAR  
CARBON

# OUR JOURNEY TOWARD CIRCULARITY

>70%

FULLY CIRCULAR



98%  
Recyclable



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## Collection and Recycling Pioneer Since 1993

which creates value for plastic bottles and opens up informal jobs : PEMULUNG

# 6 collection centers in Java, Bali & Lombok → 12000 MT/year PET Plastics Bottles Waste



H&M



# CREATE 2<sup>ND</sup> LIFE OF PLASTIC PACKAGING





## WE NEED TO DO MORE

Join Indonesia government  
commitment to reduce marine  
littering by 70% by 2025

## Strong commitment through plastic pledge and #bijakberplastik movement



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# A commitment to drive circular economy through collaborating innovative solutions



## INCREASE PLASTIC WASTE COLLECTION

**Recover more plastic** than we use from the Indonesian environment, in equivalent volume, by 2025



## SUPPORT PLASTIC RECYCLING EDUCATION

Lead a nationwide campaign of recycling education, and to activate consumer awareness recycling programs in **20 major cities by 2020**, **5 million kids 100 mio consumers by 2025**



## ACCELERATE PLASTIC BOTTLE INNOVATION

Making all plastic packaging **100% recyclable**, and to increase the proportion of recycled plastic in our **bottles to 50%, by 2025**



# Collaboration leading to true innovation in Indonesia





Certified



Corporation™

[bcorporation.net](http://bcorporation.net)

**WE NEED TO CHANGE FOR OUR FUTURE, FOR A BETTER INDONESIA**  
Let's collaborate to join Indonesia's mission to reduce marine litter by 70% by 2025