

### Green and Clean – Providing a Clean and Healthy Environment through Community Participation, in Yogyakarta, Indonesia

*A Partnership of Unilever Indonesia and Perkumpulan Persada*

#### Waste and Millennium Development Goals

The government of Indonesia’s 2010 report on the achievement of Millennium Development Goals<sup>1</sup> (MDGs) does not include specific recommendations on resolving waste issues, yet effective handling of waste is essential for sanitary conditions, and the report’s target is for 62 percent of Indonesian households to have access to basic sanitation services by 2015 (MDGs 7.C).

Although data on households’ access to basic sanitation facilities show reasonable improvement, from 25 percent in 1993 to 51 percent in 2009, there are still challenges that hinder achievement of the MDG goal. Some of the challenges are the wide gap in achievements among provinces, population growth that is greater than the availability of basic sanitation facilities, and the community’s low awareness of the practice of sorting waste properly.

Waste that is not managed properly has a serious impact on human health and the environment. Some of the diseases that arise as a result of waste buildup are diarrhea, dengue fever, and intestinal worm that is one of the causes of child mortality in Indonesia.



Women in the village of Gunungketur, Yogyakarta, Indonesia, sort waste for household compost. ©Persada, 2011.

#### EXECUTIVE SUMMARY

Unilever Indonesia Foundation (YUI) as the corporate social responsibility division of PT Unilever Indonesia Tbk (UI), together with Perkumpulan Persada (Persada), an NGO that trains communications professionals, implemented a program called Yogyakarta Green and Clean (DIYGC) from January to December 2011 in four districts—Bantul, Gunungkidul, Kulon Progo, Sleman—and the capital city of Yogyakarta Province, Indonesia. DIYGC aimed at mobilizing community participation in reducing the volume of household waste and building a

clean and healthy environment.<sup>1</sup> The main activities of DIYGC were based on the principles of reducing, reusing, and recycling waste through sorting, making compost, and converting waste into reusable material, as well as focusing on educating the community in collecting and selling the waste to collectors.

By December 2011, the partnership between YUI and Persada had successfully covered 452 of 614 hamlets (74%) in 68 sub districts of Yogyakarta Province. Each hamlet includes approximately 400 households. The partners trained 452 community members as field facilitators and recruited more than 5,000 volunteers for DIYGC. In addition, Kedaulatan Rakyat received a “Walikota [Mayor’s] Award” in 2011 as a media agency that actively supports environmental conservation in Yogyakarta Province. The communities in the district of Sleman and the city of Yogyakarta managed to reduce the volume of inorganic waste by 11-12%. Following the success of this program, the five district governments provided their communities with 1,733 home compost barrels, 436 trash bins, 147 biopore tools,<sup>ii</sup> 69 wheelbarrows to transport waste, 11 waste chopper/shredder machines, 6 motorcycles to haul trash, and 600 packages of vegetable and tree seeds.

The provincial government of Yogyakarta has continued the DIYGC program by establishing integrated waste management in the province. YUI and Persada have begun to implement a Waste Bank program that will eventually extend throughout the area covered by the partnership, which will improve the environment and have a positive economic impact on the community. Communities can deposit recycled materials in a Waste Bank and receive a monetary reward.

## THE PARTNERS



Unilever

**Unilever Indonesia** ([www.unilever.co.id](http://www.unilever.co.id)) was established in 1933 and later expanded as a consumer goods company known for home, personal care, and food products. The company has six factories in Jababeka Industrial Estate, Cikarang, Bekasi, and two factories in the Industrial Area Rungkut, Surabaya, East Java, with headquarters in Jakarta. UI produces about 32 major brands, marketed through a network of approximately 370 independent distributors across Indonesia.

In 2000, the company established Yayasan Unilever Indonesia (YUI), a division of UI that conducts corporate social responsibility (CSR) projects for the company. In November 2010, UI launched the “Unilever Sustainable Living Plan” as a business strategy to emphasize various aspects of sustainability and the increased positive social impact arising from Unilever’s business practices. This strategy has three main objectives: improving the health and welfare of the community, reducing adverse environmental impacts, and enhancing people’s livelihoods. Activities implemented by different product divisions include a hand-washing campaign (Lifebuoy), oral health education (Pepsodent), helping farmers growing black soybeans and palm sugar to increase production of traditional foods (Bango), and helping malnourished children in Indonesia (Blue Band).

YUI partnered with Perkumpulan Persada to organize the Green and Clean program for Yogyakarta Province. YUI also sponsors Green and Clean with the same partnership model in large cities in nine other regions—Surabaya, Jakarta, Makassar, Medan, Bandung, Banjarmasin, Balikpapan, Manado, and Denpasar—where the denser populations result in high waste production. Unilever Indonesia’s Code of Business Principles ensures that its partners follow the law and policy of the government in implementing community development activities because they are strongly associated with the company’s image in the business.



**Perkumpulan Persada (Persada)**, an NGO established in 2011 in Yogyakarta, provides communication and management training for professionals in the communications field, specifically members of Signis Indonesia,<sup>iii</sup> which has the vision of “Promoting a Culture of Peace in Society” in social and humanitarian terms to create a better Indonesia. Persada partners with YUI for programs on health, the environment, and women’s empowerment. It has 22 staff members who serve as field facilitators to educate and empower communities.

## INITIATING THE PARTNERSHIP

The relationship that led to the partnership between YUI and Persada started in 2004 with the involvement of Bernadetta Widiandayani, who was the executive secretary of the Health Promotion Coordination Team (BKPK) of Yogyakarta Province.<sup>iv</sup> In that year, BKPK worked with YUI through the Integrated Health Promotion Program (IHPP), which aimed at improving habits of clean and healthy living for women and children in Yogyakarta Province. The program had very good results: By an average of 30%, it improved oral hygiene, lowered rates of diarrhea, and lowered rates of dengue fever. YUI and BKPK agreed to develop a new program that focused on

environmental issues, titled Yogyakarta Green and Clean (DIYGC), in early 2011. Because of her success in running IHPP, Mrs. Widiandayani was appointed director of Persada when it took over the DIYGC program.

## IMPLEMENTING THE PARTNERSHIP

Yayasan Unilever Indonesia (YUI) partnered with Pekumpulan Persada to implement Yogyakarta Green and Clean from January to December 2011 in Bantul, Gunungkidul, Kulon Progo, and Sleman districts and the city of Yogyakarta, capital of the province. DIYGC aims to mobilize community participation in reducing the volume of household waste and building a clean and healthy environment.

YUI held technical meetings with Persada and three media companies in early 2011 as the first step in creating DIYGC. The media companies, which have a concern for environmental issues in Yogyakarta, are Kedaulatan Rakyat Group (KR), Rekza Birama Television (RBTv), and Radio Sonora. Then YUI and Persada held a meeting with Yogyakarta’s governor and regent/mayor to explain DIYGC and to get their support. Persada conducted follow-up meetings with the Environmental Agency of the province and the five targeted areas to explain the program in more detail. That meeting resulted in consensus and recommendations for the program’s locations at the village and hamlet level. After arriving at consensus on the program’s locations in February 2011, Persada conducted a needs assessment to identify existing practices in waste management. Concerns of the needs assessment were (1) to determine the type of waste generated, (2) to find how the community was dealing with landfill waste in temporary shelters (TPS), and (3) to identify the role of the community in addressing the waste problem. YUI reviewed assessment results as part of its monitoring activities to ensure that the planned activities would be conducted in accordance with its national strategy of Green and Clean.

After the assessment, Persada consulted with the chairman of each hamlet to identify one member of each community to be trained as a field facilitator. These facilitators then received two days’ training by Persada on waste management, sanitation, leadership, group dynamics, and formulating an action plan. YUI provided training in environmental health and national strategies of Green and Clean. As of December 2011, a total of 452 field facilitators had been trained.

Persada and the facilitators also recruited and coached approximately 5,000 members of the communities as volunteers (called “cadres”) within hamlets. Their duty is to increase awareness of waste management among village officials, the boards of neighborhood associations and hamlets, community leaders, religious leaders, and other community organizations. This work was done through a variety of activities, including gatherings at neighborhood associations, Posyandu activities,<sup>v</sup> Family Welfare Movement/PKK meetings,<sup>vi</sup> youth meetings, and Quran recitation sessions.

The cadres provide information on how to sort waste, make compost, and recycle plastic waste. Each household provides two bins for organic waste, three bins for inorganic waste (one each for plastic, glass, and metal), and one bin for mixed waste (waste that does not belong to the organic or inorganic group). Bins provided by community members are evidence of community self-supporting initiatives in managing their own environmental issues. The organic waste resulting from the



Local women receive training on utilizing plastic waste to produce TRASHION bag. ©EcoFlores/Persada,

sorting is then processed into simple compost, which is used for ornamental plants and medicinal herbs grown by the residents. The inorganic waste, such as paper, plastic, glass, and metal, will be sold to collectors in accordance with the agreed transaction schedule. The mixed waste is periodically transported to the temporary shelters, using wheelie bins coordinated by local hamlets.

YUI also provided additional skills training for the communities' members who wanted to learn how to process plastic waste into fashion products, locally known as "Yogya Trashion." Ten groups of housewives, or about 100 people from selected areas in the program, are taught how to process plastic packaging waste into versatile bags that can be marketed to the public, which eventually will bring economic benefits to the residents. The average revenue from Yogya Trashion per year is 5–10 million rupiah (or \$550–\$1,100 USD) for each group.<sup>vii</sup>

As DIYGC got under way, YUI elicited publicity through various electronic and print media—organizing talk shows, developing and airing public service advertisements, reporting on waste-sorting activities, giving awards to the hamlets that were best at processing waste. Media companies provide free space or air time or at a special discount to support the DIYGC program.

## RESULTS AND IMPACTS

As of December 2011, the partnership between YUI and Persada had successfully covered 452 of 614 hamlets (74%) in 68 sub districts of Yogyakarta Province; trained 452 community members as field facilitators; and recruited more than 5,000 community members as cadres of DIYGC. In addition, in 2011 media agency Kedaulatan Rakyat received a Walikota Award for actively supporting environmental conservation in Yogyakarta Province.

The impact of the program is especially beneficial to mothers and children. Most of the volunteers are women who directly contribute to the health of the environment and to clean and healthy behavior (called *Perilaku Hidup Bersih dan Sehat* [PHBS] in Indonesia), especially for children and families.

One of the factors driving community participation in waste-sorting activities is that it can benefit the community directly by reducing landfill waste in the neighborhood, helping to reduce

the cost of compost for people growing plants, and creating a clean and beautiful environment. In 2011, for example, the reduction rate of inorganic waste increased by 12% in Sleman and by 11.3% in the city of Yogyakarta.

As of December 2011 YUI had carried out four Green and Clean competitions among hamlets, and the winners received awards and trophies from the governor of Yogyakarta. Following the success of the program, the local government, through the Environmental Agency of Yogyakarta Province and the Provincial Health Office provided communities with 1,733 home compost barrels, 436 trash bins, 147 biopore tools, 69 wheelbarrows to transport waste, 11 waste chopper/shredder machines, 6 motorcycles to haul trash, and 600 packets of vegetable and tree seeds.

The positive impact of initiating a Waste Bank program is that it has increased the income of community members and improve the environment. The community members collect and deposit plastic waste every week at the Waste Bank management's location, after which the bank contacts the collectors to sell the waste. Twelve hamlets across the five targeted districts have started a Waste Bank.

## CHALLENGES AND LESSONS LEARNED

Some of the challenges in the early stages of DIYGC included (1) the community's priority of fulfilling their basic necessities before improving environmental health; (2) the extensive geographic range of the program's interventions, making it difficult to implement the separation of organic and inorganic waste simultaneously; and (3) the government's limited role in ensuring the sustainability of the program. However, YUI and Persada managed to address the challenges by adjusting the strategy: (1) promoting the Waste Bank activities as a way to increase household income; (2) dividing work areas in two—high density urban areas, with an emphasis on sorting inorganic waste, and low-density rural areas with a focus on processing organic waste; and (3) asking the governor of Yogyakarta to increase the involvement of local district and city governments.

In managing interorganizational cooperation, the YUI and Persada faced the challenge of aligning the organization vision among partners that focused on different business activities and had different understandings of the concept of community education/participation. To answer this challenge, YUI and Persada held a meeting with all partners and agreed to issue a memorandum of understanding (MOU) that describes the DIYGC's program vision and the roles and responsibilities of each partner.

## FUTURE PLANS

The provincial government of Yogyakarta plans to continue the DIYGC program by establishing integrated waste management in the province.

YUI and Persada intend to implement the Waste Bank program throughout the area covered by the Green and Clean partnership. Yayasan Unilever Indonesia is currently developing a Green and Clean program for communities in other cities, such as Medan (North Sumatra) and Jakarta (the capital of Indonesia), where YUI's role will be to provide technical assistance to bring together the local government, NGOs, and the media in developing integrated planning.

## Footnotes

- i. An earlier phase of the DIYGC program began in 2008 but was carried out with a different partner.
- ii. Naturally occurring biopores are underground tunnels found in healthy soil and created by tree roots and soil organisms such as worms and termites. These tunnels enable organisms to become more active and plants to take root more easily, as well as aiding the water-retention capacity of the area. To stimulate these effects, man-made biopores are drilled 1 meter deep and 2–4 inches wide, then filled with biomatter.
- iii. Signis Indonesia is an affiliate of Signis (official name: World Catholic Association for Communication), a Roman Catholic nonprofit organization of professionals in the field of communications with members from 140 countries. The association aims to support and develop the authenticity (uniqueness) of human development without discrimination of race, gender, religion, social status, and political affiliation. Signis's mission is "to engage with media professionals and support Catholic communicators to help transform our cultures in the light of the Gospel by promoting human dignity, justice, and reconciliation."
- iv. BKKP is a body established by the governor of Yogyakarta to coordinate all activities related to public health issues across the region of Yogyakarta. It is composed of representatives of various organizations from government, business, and NGOs to raise funds and organize community empowerment in health care for the entire region.
- v. Posyandu is an integrated health post run by village officials and community leaders to reduce the infant mortality rate (IMR) and maternal mortality rate (MMR) in Indonesia.
- vi. PKK is a nongovernmental organization established by the Ministry of the Interior that aims to empower and improve the life of the community. Efforts to improve the welfare of the family are done by forming a PKK team at all levels, consisting of volunteers from the community leaders, the wife of the head of each department, and the wife of the head of each region up to the village/sub district level, with funding support from the Regional Budget.
- vii. 1 USD equals approximately Rp. 9.000.

## References

1. Ministry of National Development Planning/National Development Planning Agency/ BAPPENAS, Republic of Indonesia, *Report on the Achievement of the Millennium Development Goals Indonesia (2010)*.

## About this Case Study

This is one in a series of case studies based on presentations by partners at sessions of the Health and Business Roundtable Indonesia (HBRI). HBRI is an activity of Company-Community Partnerships for Health in Indonesia (CCPHI), an organization funded by the Ford Foundation. This case study is based on presentations made by Sari Tobing (Assistant Manager, Environment Program, YUI) and Bernadetta Widiandayani (Director, Perkumpulan Persada) at the 16th session of the Health and Business Roundtable Indonesia (HBRI). Dian Rosdiana prepared the study in consultation with YUI and Perkumpulan Persada.

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