



## Circular Economy Webinar

### Session 9 Summary: Alner's Reuse Revolution to Radically Prevent Plastic Pollution in Indonesia

**24 November 2022**

**Speaker:** Bintang Ekananda, Co-Founder, Alner (formerly known as Koinpack)

**Alner (formerly Koinpack)** operates a tech-enabled reusable packaging system for consumer goods on a deposit and reward model to replace sachets and other types of single-use packaging. Based in Indonesia, Alner is reducing the usage of single-use packaging by offering local warungs (small family-owned businesses), mini markets, and waste banks a reuse option for their daily need. Alner was awarded a grant under of ADB's Healthy Oceans Technology Innovation Challenge to prevent plastic waste.

### Key Takeaways

1. **Alner's collaboration with local and global brands allows them to deliver everyday necessities like soaps, detergents, shampoos, and food, all while preventing single-use packaging at its source.** Their initiative directly contributes to Sustainable Development Goal (SDG) 11, which focuses on sustainable cities and communities, and SDG 12, which promotes responsible consumption and production.
2. **By implementing a circular business model, Alner aims to significantly reduce single-use packaging waste and encourage a more sustainable approach to consumption.**
3. **Alner has carefully considered logistics and transportation aspects to minimize additional trips and the carbon footprint of collecting empty packaging.** This addresses concerns regarding the reuse system and demonstrates its feasibility and sustainability.
4. **The company also integrates affordability and value proposition in their model.** They offer products in assorted sizes, including small packaging as small as 100 milliliters, targeting consumers who commonly use sachets or pouches. Even after returning the packaging, consumers benefit from affordability through discounts on their next purchases, making the products more accessible.
5. **Alner involves three primary stakeholders in their solution.** End consumers are incentivized to participate by receiving economic benefits such as cashback or discounts. Sales points or retailers benefit from gaining a loyal customer base and increased income. The solution contributes to a more sustainable future by reducing plastic waste and promoting a circular economy.



6. **Alner collaborates with various types of sales points, including general trade, modern trade, and community-based channels like waste banks.** This collaboration empowers community-based organizations to sell finished goods in Alner's packaging, generating additional revenue and spreading awareness about sustainable practices.
7. **Alner aims to make reusable solutions accessible to many consumers, including low-income individuals.** The desire to reduce waste, economic incentives, and the convenience of returning packaging align with the purchasing habits of these consumers. The market is becoming more favorable for reuse solutions as more companies adopt such initiatives and view packaging as reusable assets.
8. **Alner utilizes a modular cleaning facility that can wash and sanitize different types of packaging using the same machine.** The versatility of this technology allowed for efficient logistics and reduced shared costs, making the business model more viable. The cleaning process involves automated brushing and sanitization using food-grade chemicals, ensuring the packaging meets hygiene standards.
9. **The company is also developing new packaging designs that are transparent, durable, and human-centric, with a lifespan of at least 20 uses.** This design encourages consumers to return the packaging and facilitates streamlined logistics and supply chain operations. Additionally, Alner has developed a dashboard to track the number of packaging cycles used, enabling effective monitoring and management of the reuse process.

[Watch the Recording here.](#)

#### **Alner and ADB**

In 2022, Alner won the Asian Development Bank's [Technology Innovation Challenge for Healthy Oceans](#) in the category "Prevent plastic waste to accelerate the transition to a circular economy". With early stage financing provided by [ADB's Innovation Hub](#) (\$450,000), Alner implemented its pilot in the Greater Jakarta area in Indonesia from July 2022 to June 2023. For more information see [here](#).