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ADB Circular Economy Webinar

November 2022

A social enterprise from



by

**enviu**

we start  
world changing  
companies





## THE PROBLEM

Over 855 billion sachets were sold worldwide yearly. Half were sold in South-East Asia, including Indonesia.

99% of them go uncollected, ending up polluting the environment and affecting our community.





## THE SOLUTION



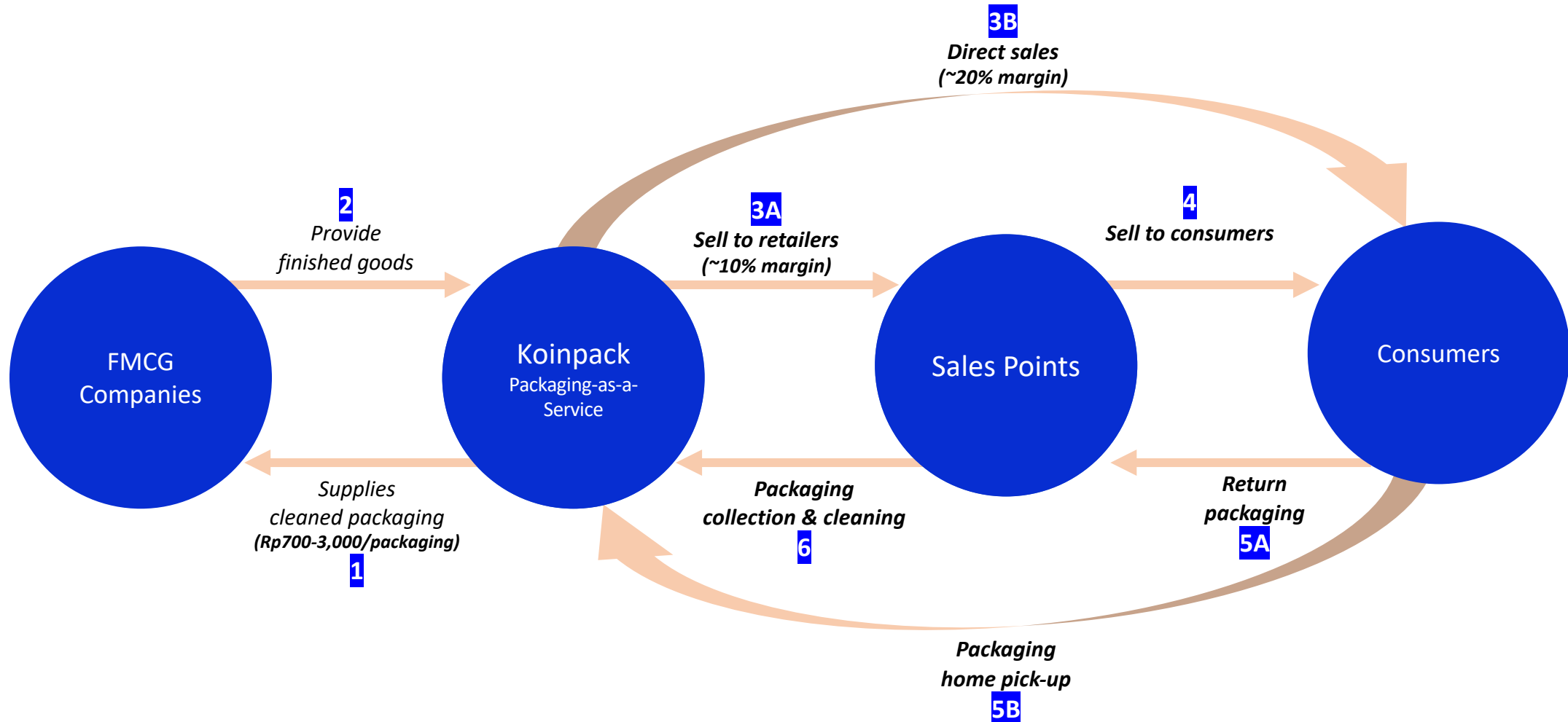
Indonesia's first reusable & returnable packaging system based on a deposit & reward model that delivers daily needs such as soaps, detergent, shampoo, and food without waste.

Systemic impact on plastic pollution by building a reuse solution for all



## THE BUSINESS MODEL

Koinpack facilitates FMCG companies to provide daily essentials in our reusable and returnable packaging system (Packaging-as-a-Service) to consumers for preventing packaging waste at the source





OUR REUSABLE PACKAGING & PRODUCT PORTFOLIO\*

We offer a wide range of products for home care, personal care and food, in various sizes of packaging



\*this is a selection



Our main end-consumers are low-income households living in urban area of Greater Jakarta (Jabodetabek) who used to consume sachets in chain on daily or weekly basis for cash and dosing reasons (10 million potential end-consumers in Jakarta, Bandung and Surabaya)

- Housewives, SES C-D, spending/month 1-1.8 M, 30-40 years old
- **Main Drivers:** Savings and Convenience (these two drivers make consumers return the empty packaging)
- **Habits:** Consumers bring their own bag as they purchasing more
- Main characteristics: planned purchasing, using sachets for dosing & cash reasons, little awareness of environmental issue
- Media influence: WhatsApp, Television, Facebook



This is Ibu Heni (38 years old), a housewife and a mother of two.

**“I followed the advice of my peer who is also a Chairperson of a waste bank to try Koinpack, because the packaging is more convenient than sachets (easy to open) and can still be economical (the cashback).”**

**41%**

Indonesian shoppers, also...

Believe that plastic problem is the **number one** environmental challenge

**35%**

Indonesian shoppers

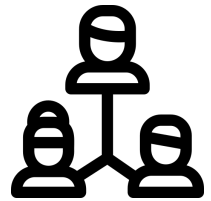
Shoppers actively seek out companies and brands that offer ways to offset their impact on the environment







## THE VALUE PROPOSITIONS



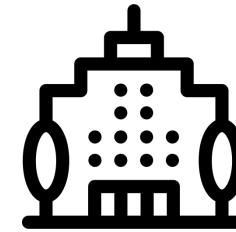
### Consumers

- ~20% cashback by returning packaging
- Being hero in reducing single use packaging waste
- Superior packaging vs. flexibles



### Sales Points/Retailers

- Loyal & returning consumers
- Up to 15% income increase
- Empowered as change makers in their communities



### FMCG Companies

- Sustainability goals achievement acceleration
- New market penetration
- Long term cost saving by shifting to our packaging-as-a-service



## Koinpack has proven to make positive social, environmental and economic impact



### 100 sales points

Empowering 100 women-led waste banks, warungs & peer-to-peer as our sales points, creating extra income & allowing them to be change makers



### 349K+ flexibles avoided

Selling 43,000+ products, avoiding 349,000+ single-use packaging directly from becoming waste and leaking into the environment



### 2500+ users

Serving 2,500+ middle-low-income households, creating ~10% savings per purchase for them



### 5+ FMCG partners

Koinpack has also partnered with 5+ FMCGs and we expect more companies will join next year.





## RECENT ACHIEVEMENT

# Koinpack is the Winner of the Technology Innovation Challenge (TIC) on Healthy Oceans – Prevent Plastic Waste



The TIC grant enables Koinpack to achieve its short-term and long-term ambition. With the ADB TIC grant, Koinpack is further developing and setting up the technology for scale.





## THE INNOVATIONS

Our innovations to scale reusable packaging system to prevent single use packaging waste in Jakarta and beyond



Packaging Cleaning & Sanitizing Facility



## THE INNOVATIONS

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New trackable & Reusable Packaging (up to 20 times) (under development)





THE INNOVATIONS

Our innovations to scale reusable packaging system to prevent single use packaging waste in Jakarta and beyond



Koinpack Dashboard

Alexander Pierce

Home

Warehouse

Rack Management

Qrcode Management

Raw Materials

Reuse Materials

Finished Goods

Bottle Cycle

Log Out

Bottle Cycle

Home / Bottle Cycle

Bottle Type

Summary

Export

Search:

Name	Category	Code	Cycle	Date
BotoI PET 500 ml Boston Round	non_food	PTBR50090	3	2022-10-05 17:32:56
BotoI PET 500 ML N28 Pump	non_food	PE-PUMP5001	3	2022-10-05 17:32:56
BotoI PET 500 ML N28 Pump	non_food	PE-PUMP50024	2	2022-10-05 17:32:56
BotoI PET 500 ML N28 Pump	non_food	PE-PUMP500466	2	2022-10-05 17:32:56
BotoI PET 500 ML N28 Pump	non_food	PE-PUMP500496	2	2022-10-05 17:32:56

Showing 1 to 5 of 5 entries (filtered from 13,400 total entries)

Previous1Next

QRCode based technology to track packaging cycle





## THE INNOVATIONS

Koinpack is empowering microentrepreneurs like warungs, waste banks & individual moms and local PKK communities to be our sales points & educators in raising awareness on reuse solutions in Greater Jakarta and beyond





## Our Packaging-as-a-Service is a self-sustaining business model



Capturing gross margin from distribution & sales of products (~28%)



Charging a fee for the reusable packages supplies to FMCG partners

## Koinpack has ambitious goals for 2022-2024



## FURTHER ACHIEVEMENTS

### Koinpack has managed to...

#### 1 . Be awarded



#### 2. Bring together all stakeholders needed for introducing a new reuse solution in Indonesia

##### TECHNOLOGY PARTNERS



##### GOVERNMENT



##### FMCG COMPANIES

##### RETAILERS

Warungs, Waste banks, Peer-to-Peer sellers, Mini/Supermarkets (in progress)

#### 3. Being featured on notable local and global media channels and other ecosystem

##### COMPASSLIST





Thank you!



## CONTACT US

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