

# The Choking Problem

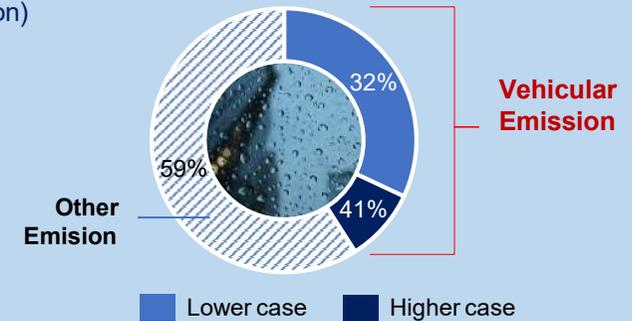
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## Some really bad air days...

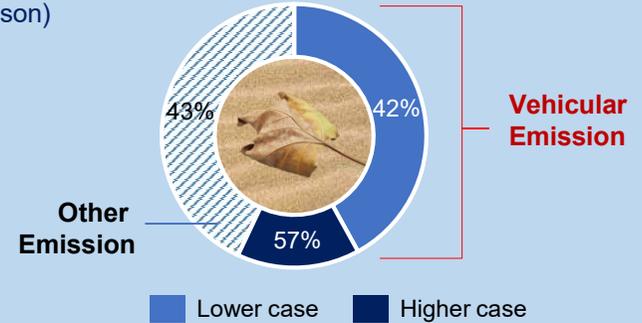


## ... Mostly caused by the rides

Source of Air Pollution (Wet Season)

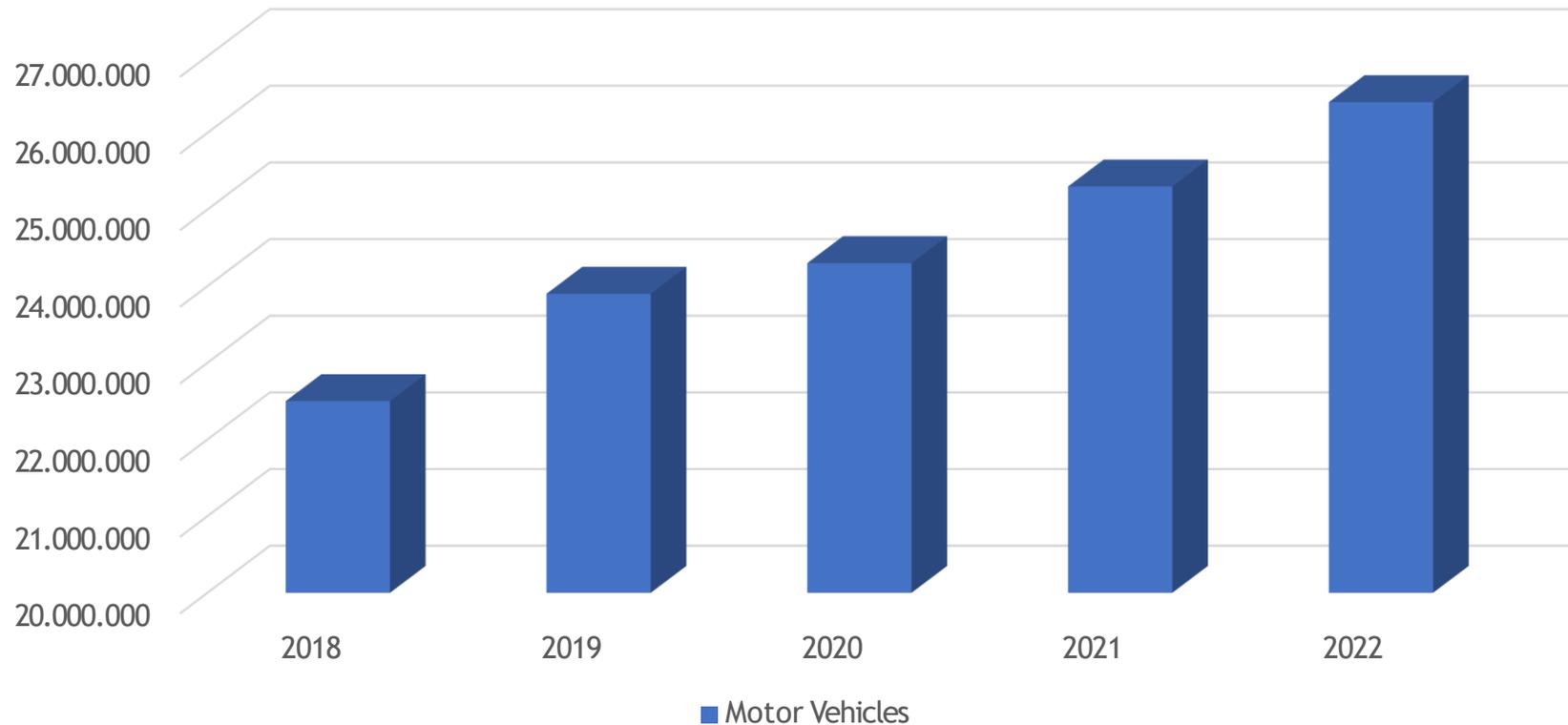


Source of Air Pollution (Dry Season)



Source: Vital Strategies & Bandung Institute of Technology - <https://www.vitalstrategies.org/resources/identifying-the-main-sources-of-air-pollution-in-jakarta-a-source-apportionment-study/>

## Motor Vehicles Growth at DKI Jakarta 2018 - 2022



Source: [databoks.katadata.co.id/BPS](https://databoks.katadata.co.id/BPS)

# The Commitment for a Transformation



# 50:30

In its 50<sup>th</sup> year of establishment, Bluebird has announced the “50:30” vision

50:30 indicates a target where there will be 50% less emission and waste reduced by 2030, showing our commitment to implementing ESG values.



## Sustainability Ecosystem

**i. Capital and more affordable vehicles**

**ii. Sustainable vehicle options**

**iii. More incentives**

**iv. Infrastructure**

Government should focus on creating policy to facilitate and focus on Sustainable Public Transport & transportation systems and incentives more Zero Emission private Transport.