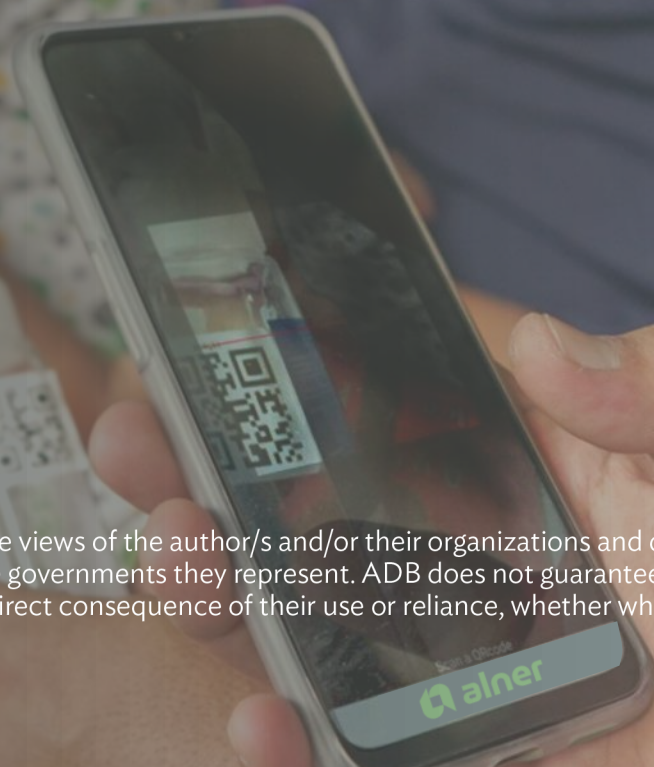




Providing your daily needs  
waste-free and affordably

[www.alner.id](http://www.alner.id) | #BetterReuse

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Problem

## Relying on linear economy solutions will not be sustainable in the long run

>90% of household products in Indonesia are sold in flexibles or complex multilayer packaging



Make up 740.000 tons of plastic waste that can be reduced or substituted

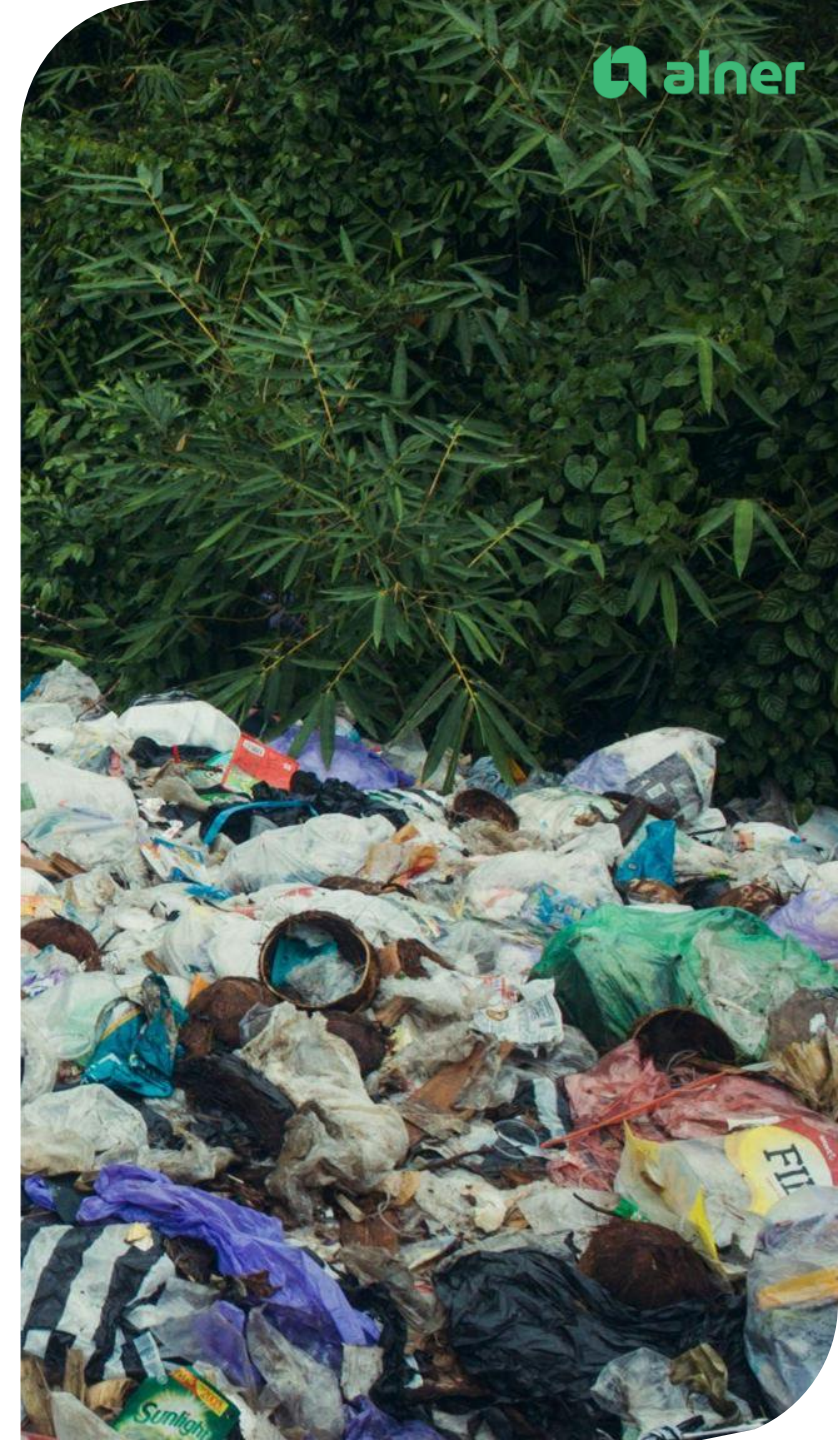
Designed for one-time use

Form ~75% of all the plastic waste leaking into nature

Cannot be recycled economically

Our efforts for decades have focused on recycling solutions with poor results, due to lack of waste separation habits and systems.

It's time to shift our focus to the potential business of **innovative waste prevention.**



Solution

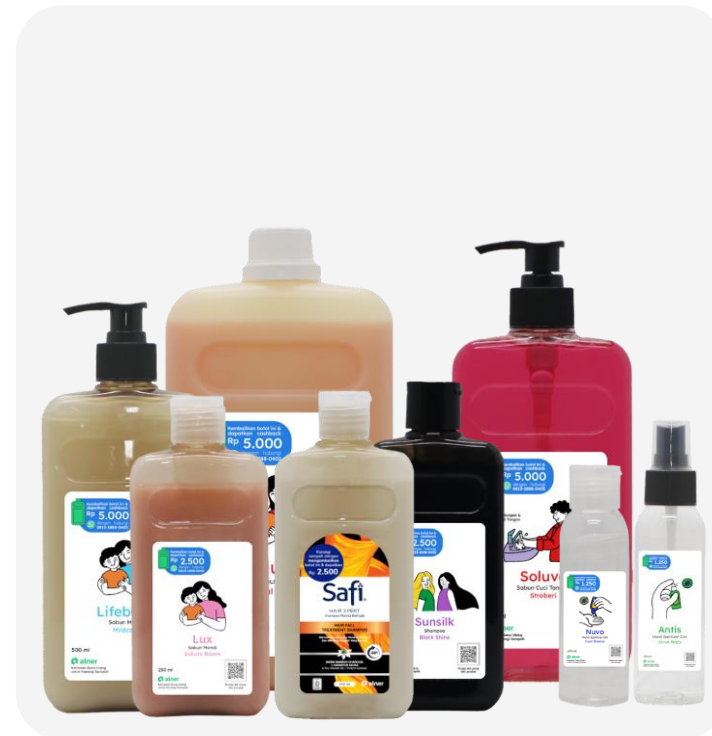
# Alner is dedicated to transform this system by providing zero-waste daily essentials with returnable containers

This approach prevents single-use plastic pollution at the source while still offering customers affordable products. Customers can conveniently return the empty containers for cashback or refill them and pay only for the products, accessible both online and offline.

## Home care



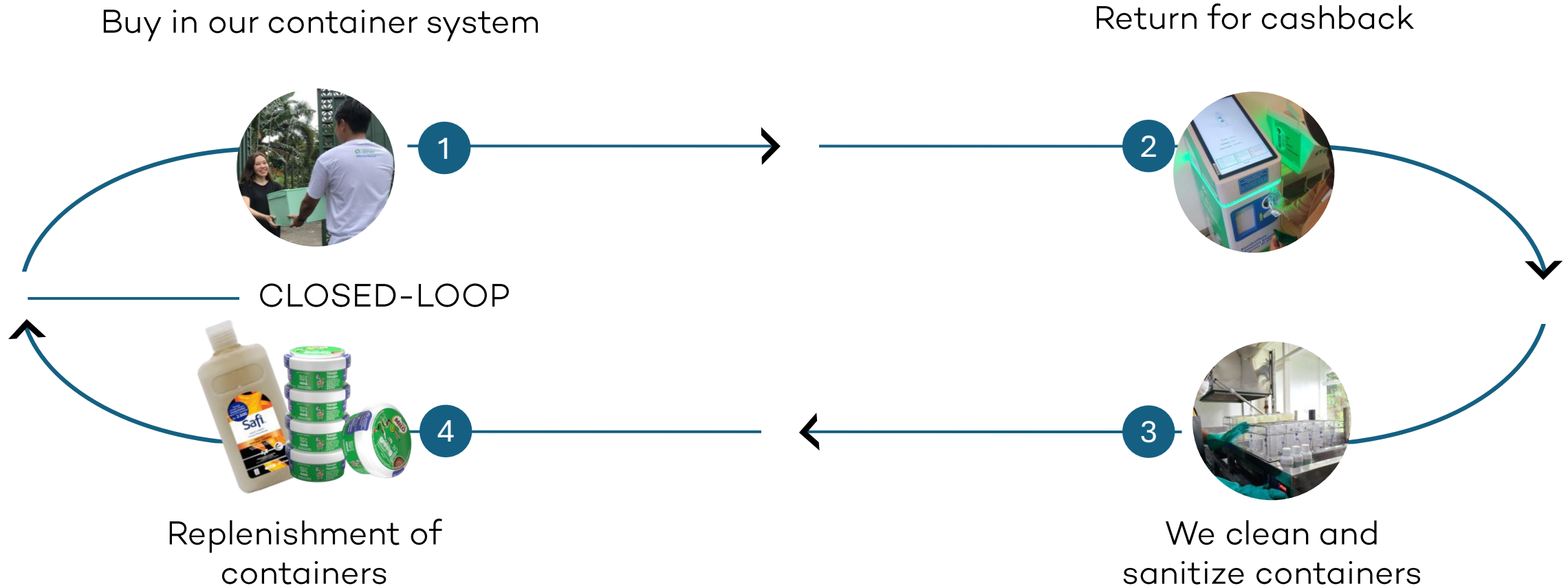
## Personal care



## F&B



# Buy, Use, Return, Repeat





# Case Studies



**Brands:**  
Safi (shampoo),  
Vitalis (body  
wash)

**Brand Owner:**  
Wipro

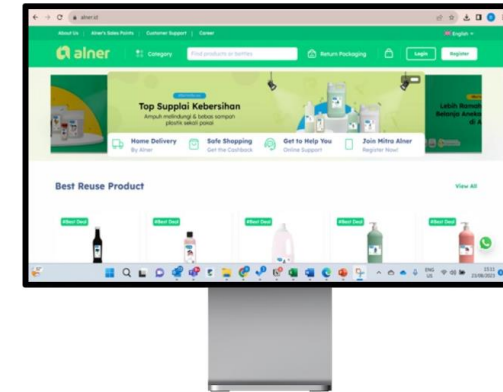
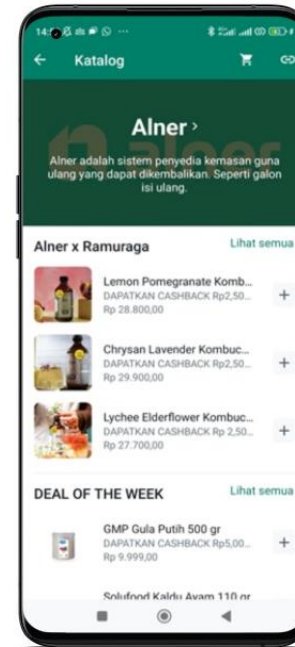
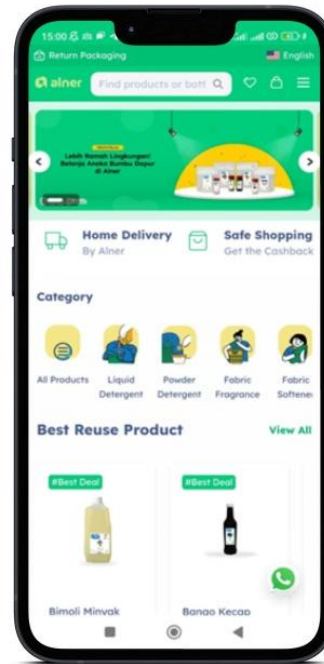


**Brands:**  
KOKO KRUNCH  
(cereal). Milo  
(chocolate  
powder drink)

**Brand Owner:**  
Nestlé

## OUR ONLINE SALES CHANNELS

Wide range of options for Consumers to Order Products with Home Delivery in Our Returnable Packaging



Mobile App

Available on  
App Store &  
Play Store

WA Shop

+6281318880402

Webstore

Go to [www.alner.id](http://www.alner.id)



OUR TRADITIONAL & COMMUNITY RETAILERS

# Aler empowers communities to be micro-entrepreneurs and eco-marketeers

## Warungs

Small Indonesian family shops offering daily essentials, snacks, and occasionally meals.



## Waste Banks

Community centers that pay individuals for depositing sorted and cleaned recyclable waste. Now they also resell Aler's products.



## Peer-to-peer Agents

Individuals who collaborate with Aler to establish refill stations in their local areas.





Aner has successfully completed a pilot in supermarkets



## Aner x Nestlé Pilot at Alfamidi Super & TIPTOP

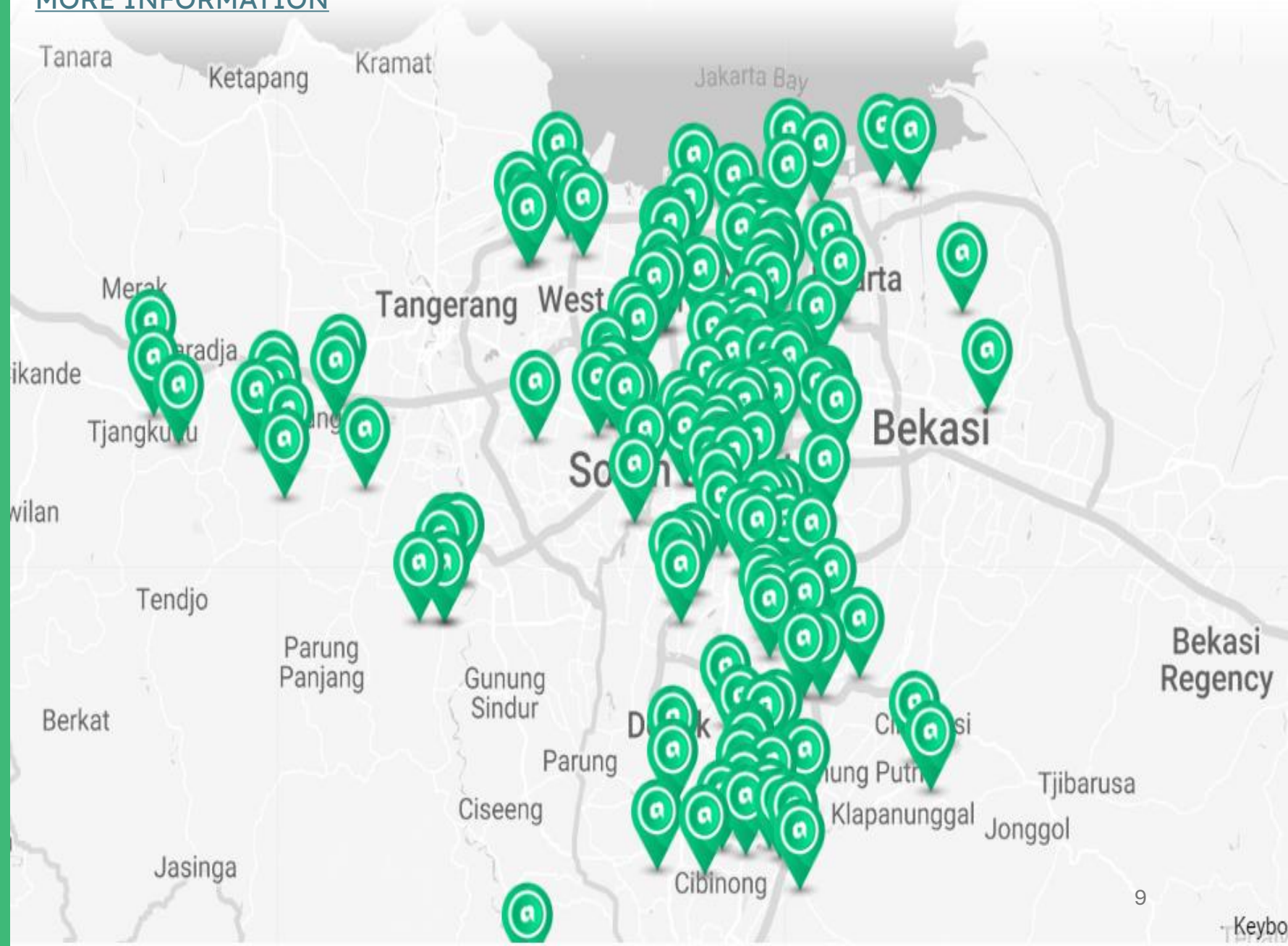




OUR OFFLINE CHANNELS

**Rapid  
Expansion: 1000  
Sales Points and  
Counting for  
Our Micro-  
Entrepreneurs in  
Greater Jakarta**

MORE INFORMATION



# Achievements

## Traction to date



**3500+**

Unique end customers served



**70%**

Monthly packaging return rate



**22%**

MoM growth active customers



**1000**

Micro-retailers partners

## Incubator & Accelerator Programs



Instellar and IKEA Social Entrepreneurship Indonesia Accelerator 2021



## FMCG Partners





# Our Impacts

## Impacts 2020-2023



**>800k**

Single-use plastics avoided



**>20**

tCO2e emissions avoided



**>\$95k**

Additional income generated for micro-retailers



## Impact ambitions by 2030

**>100m**

Single-use plastics avoided



**>1.2k**

tCO2e emissions avoided



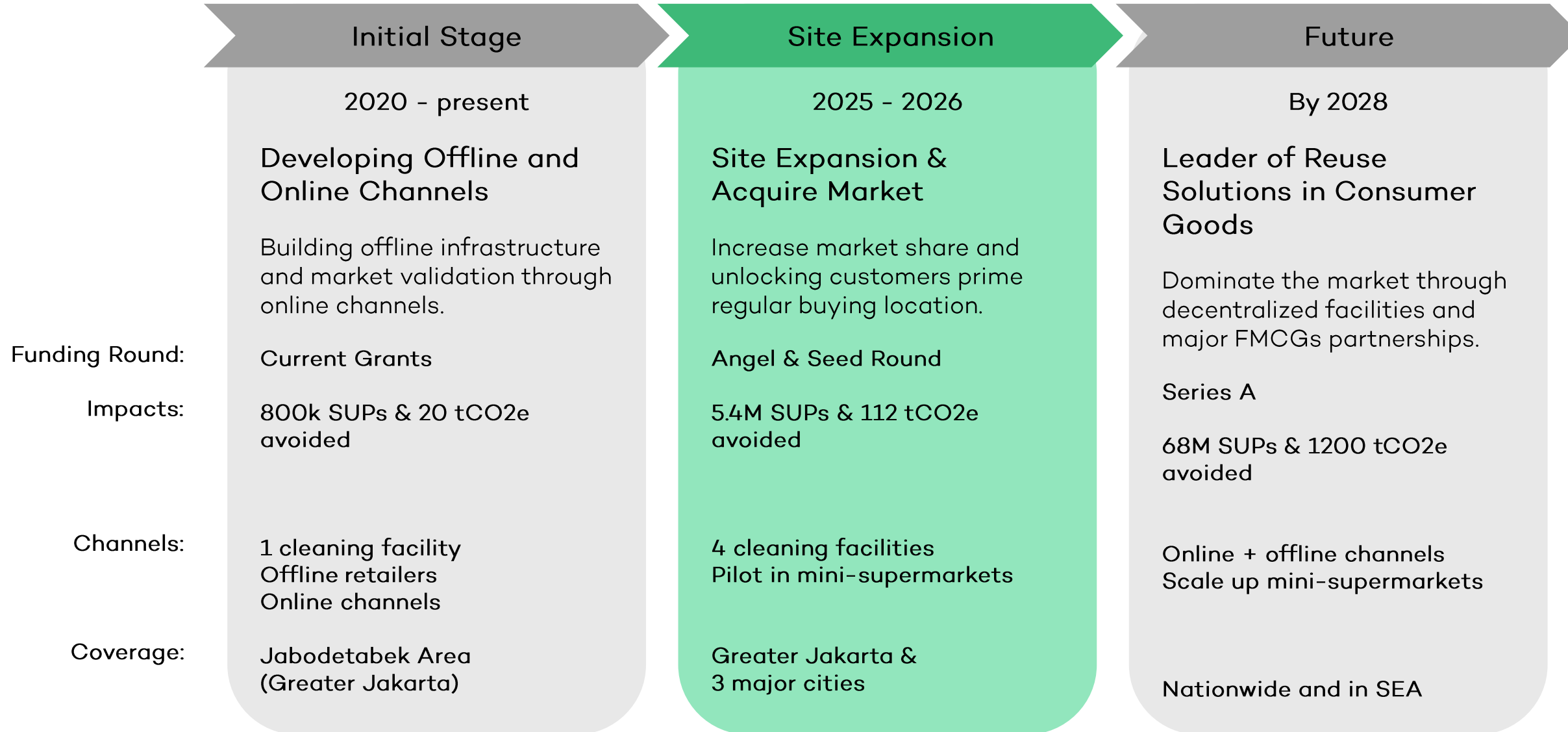
**>\$10m**

Additional income generated for micro-retailers



# Roadmap

Alner aspires to accelerate the transition to circular FMCG economy, where reuse and refill are the norm





# Lessons Learned\*: Realising the full potential of return systems relies on three key performance drivers

**Shared infrastructure** offers economies of scale across the value chain—collection, sorting, cleaning, and transportation. Collaboration on collection is key to reducing costs and providing customers with a seamless, consistent experience, increasing the likelihood of adoption.

**Standardizing packaging** design within product categories, while using labels and closures for brand differentiation, boosts system efficiency. It reduces sorting, cleaning, and storage costs, and pooling packaging can significantly cut transport distances, emissions, and costs.

**High return rates**, achieved through incentives and a seamless return process, are essential for reuse systems. Quickly overcoming low initial return rates is crucial. Shared collection, diverse products, and customer convenience drive behavior change. Collaboration among all stakeholders is key to reaching the necessary high return rates, inspired by successful systems.



Single-use packaging



Standardized returnable packaging

# Calls to Action for Each Stakeholder

## 1. Businesses

- Adopt Shared Infrastructure
  - Collaborate with competitors to share logistics (collection, sorting, cleaning).
  - Invest in standardized and pooled packaging across the industry to reduce costs.
- Incentivize High Return Rates
  - Offer deposit schemes, discounts, or rewards to encourage customers to return packaging.
  - Provide seamless return options for consumers, both online and offline.

## 2. Policymakers

- Create Enabling Regulations
  - Implement policies that incentivize reuse systems, such as Extended Producer Responsibility (EPR)
  - Support infrastructure development with tax breaks or subsidies for reuse businesses.
- Standardization and Safety Guidelines
  - Develop national guidelines for packaging standardization to make reuse easier across brands.
  - Ensure health and safety standards are maintained in reusable packaging systems.

## 3. Financial Institutions

- Support Investment in Reuse Systems
  - Create financial products, like sustainability-linked loans, to fund reuse infrastructure development.
  - Offer de-risking mechanisms such as blended finance to attract private capital into reuse systems.
- Encourage Long-term Investment
  - Redirect long-term investments from single-use packaging to reusable systems.

## 4. Civil Society & Citizens

- Raise Awareness
  - Advocate for stronger regulations and policies that support the transition to a circular economy.
  - Educate and engage communities on the benefits of reusable packaging systems.
- Active Participation
  - Actively participate in reuse and refill programs by returning packaging and choosing brands that prioritize reuse.







We are on a mission to **eliminate** the idea of **single-use packaging**



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