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**Providing your daily needs
waste-free and affordably**

www.alner.id | #BetterReuse



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

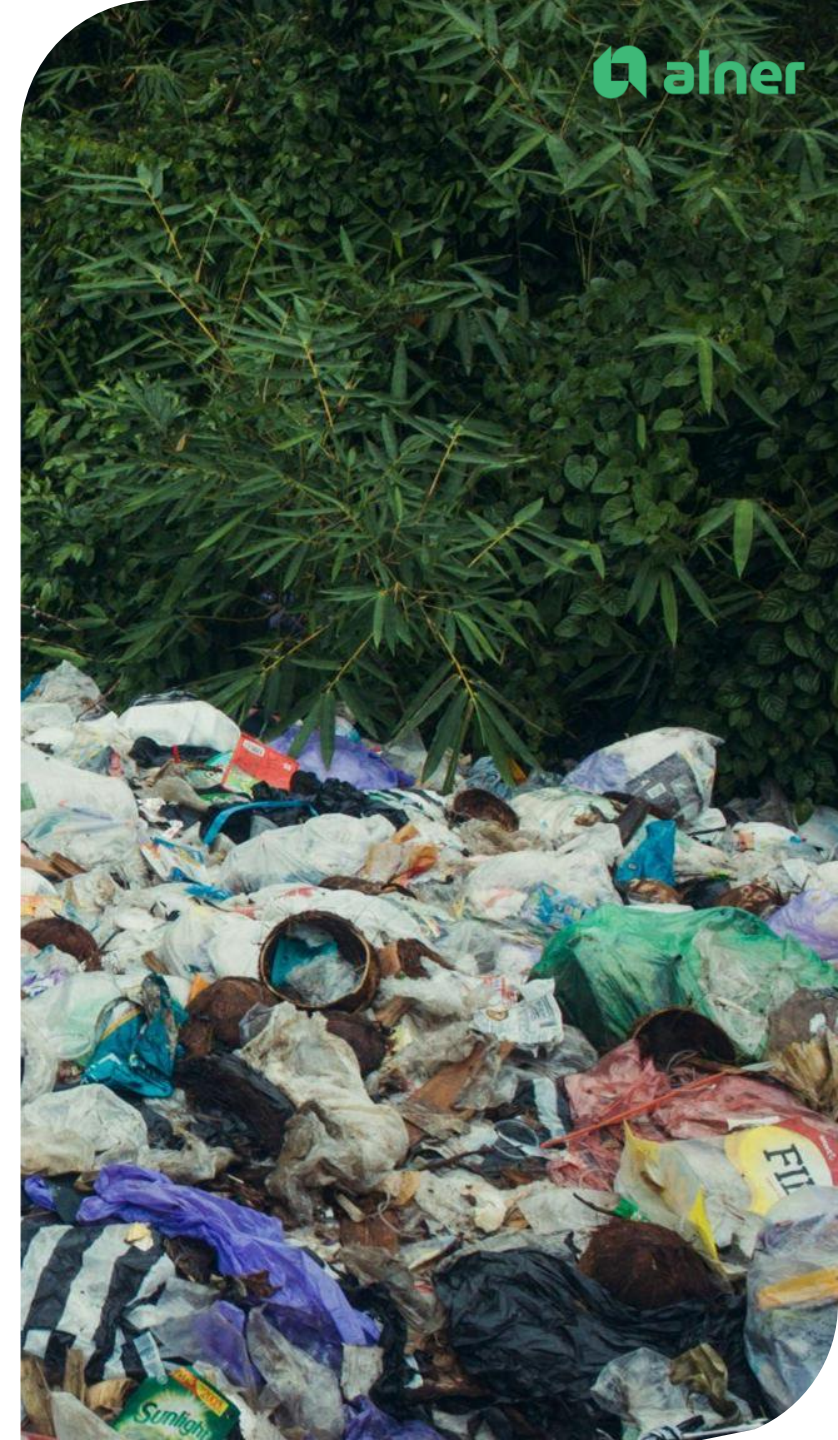
Designed for one-time use

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



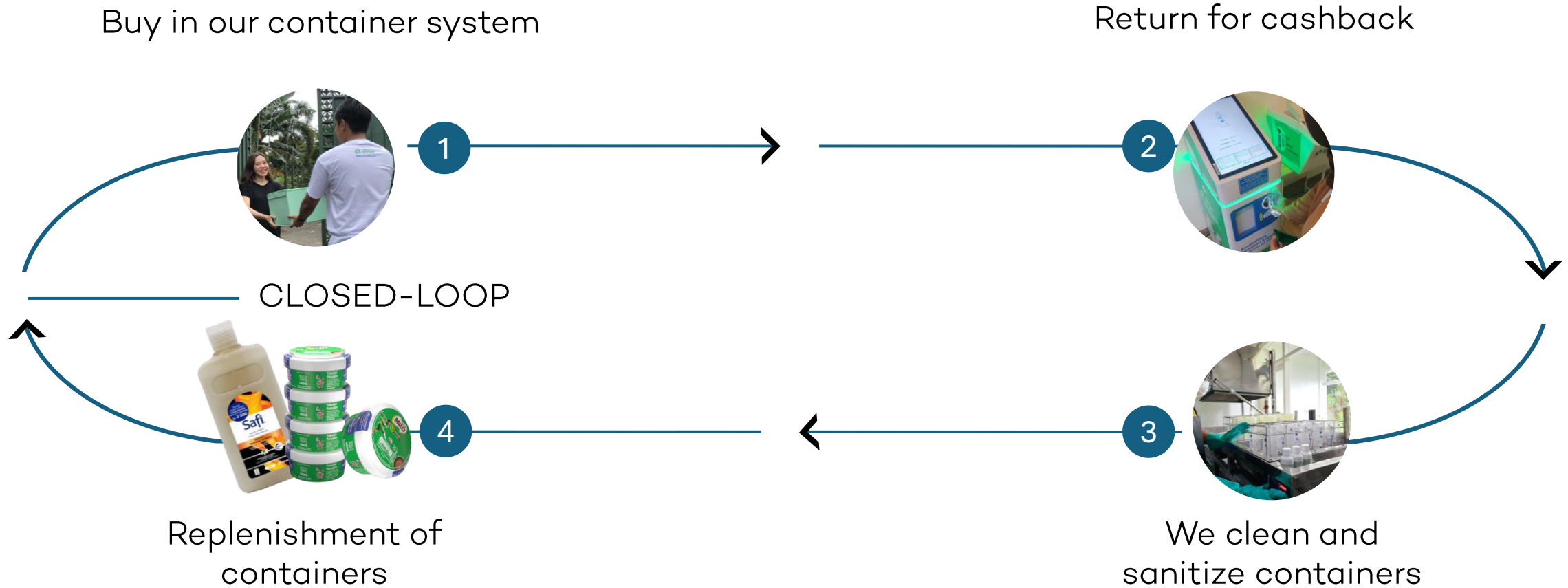
Personal care



F&B



Buy, Use, Return, Repeat



Case Studies



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

Brand Owner:
Wipro

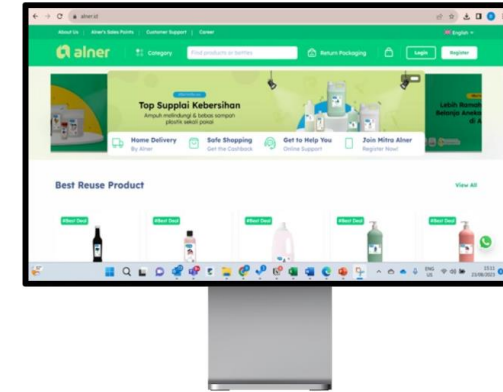
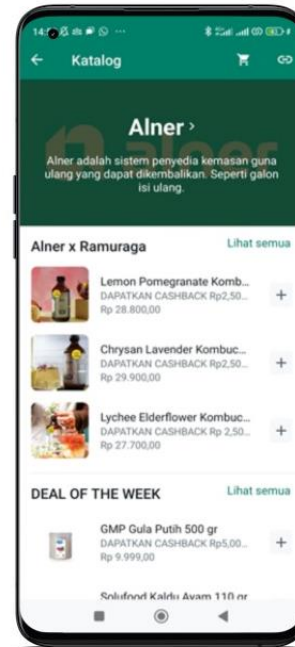
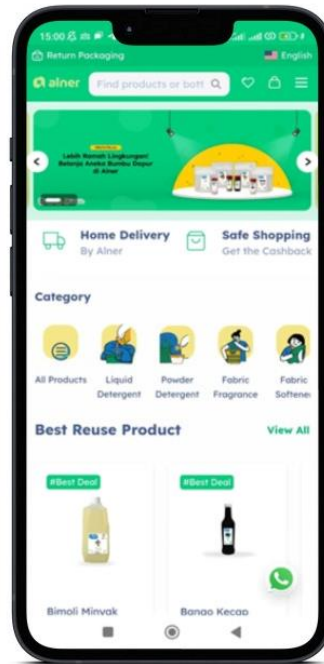


Brands:
KOKO KRUNCH
(cereal). Milo
(chocolate
powder drink)

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

OUR TRADITIONAL & COMMUNITY RETAILERS

Aner 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



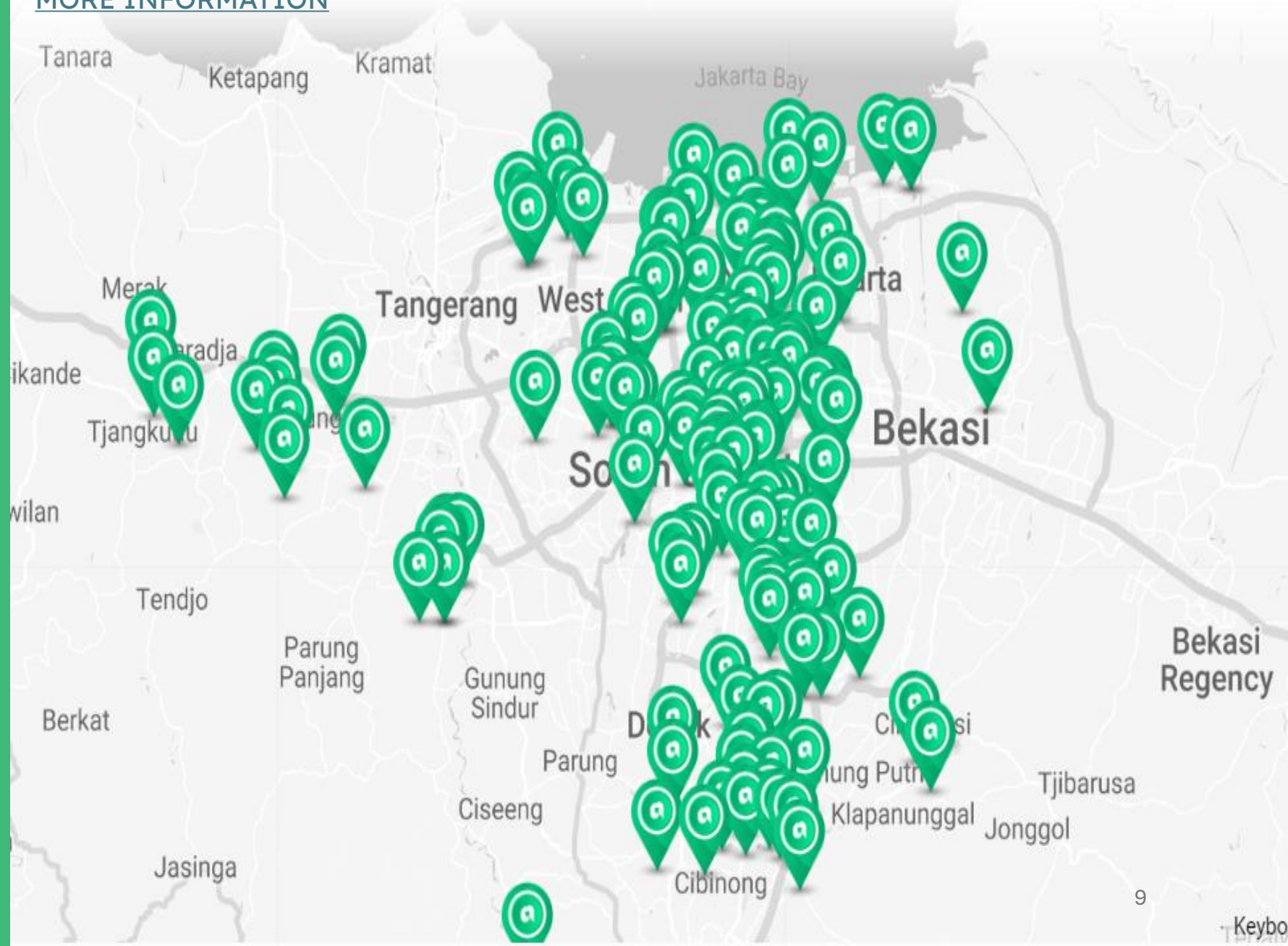
Aner x Nestlé Pilot at **Alfamidi Super & TIPTOP**



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



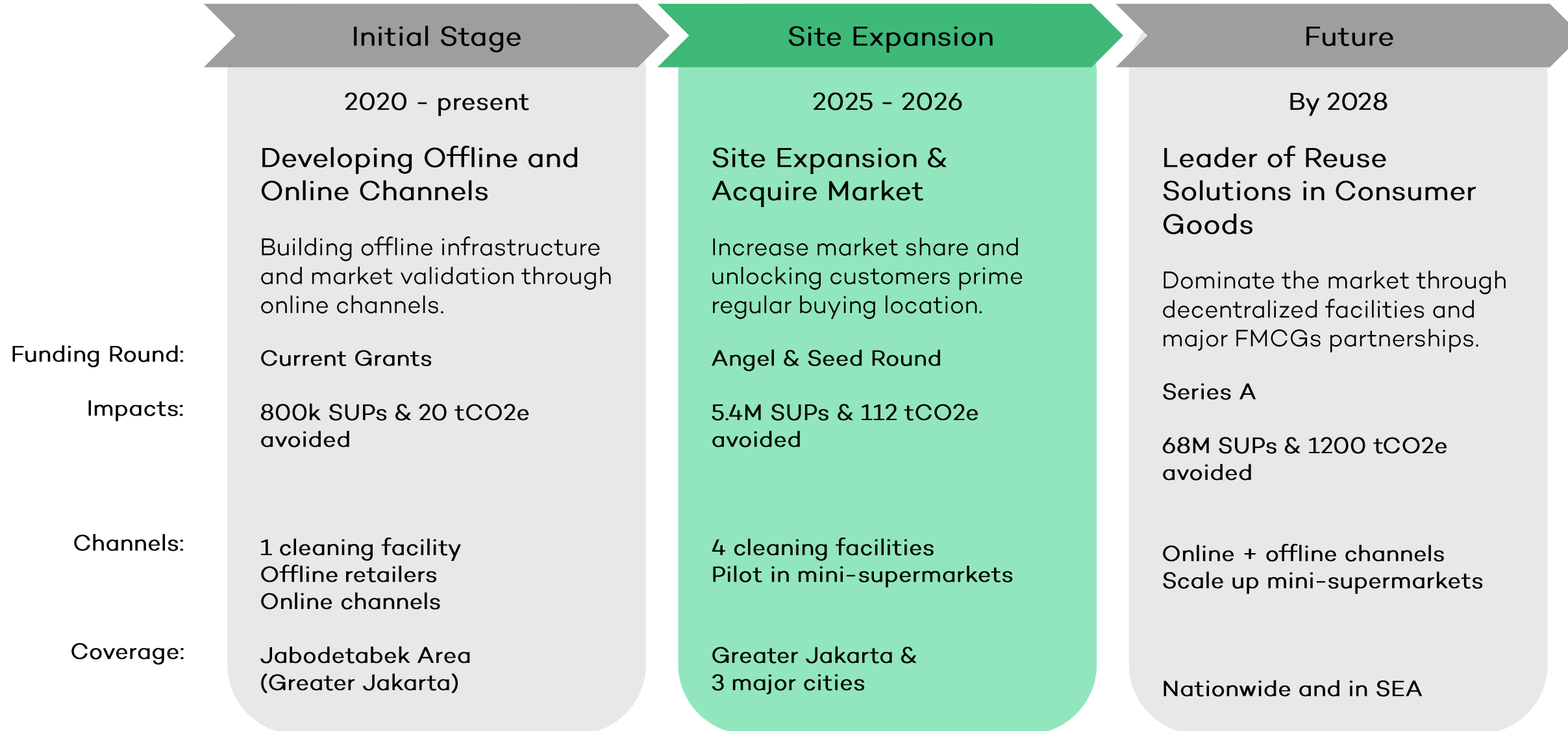
>\$10m

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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