

Headline: Godrej Indonesia volunteers to grow a culture of "upcycling" in Condet

Description: Godrej Indonesia, a home and personal care company with the mainstay brands HIT, Mitu, and Stella, began to foster a culture of 'Upcycling'

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Godrej Indonesia, a home and personal care company with the mainstay brands HIT, Mitu, and Stella, began to foster a culture of 'Upcycling' plastic waste in Kampung Buntu, Condet, Jakarta, on Monday (23/12), in order to reduce the amount of disposable plastic. Coinciding with the 2019 International Volunteering Day, the 2019 Godrej Global Volunteering Day (GGVD) was held simultaneously in more than 60 locations in 9 countries and involved nearly 3,000 employees. This initiative is a form of Godrej's active role in social responsibility.

Every year, Godrej encourages its employees to volunteer for global issues. In this 5th year, the appointment of the upcycling theme is felt to be urgent because the pollution of plastic waste in the world continues to increase.

A total of 60 Godrej Indonesia volunteers went directly to carry out village cleaning, environmental improvement, and sorting plastic waste. While the main activity is socialization and workshops with residents to upcycling disposable plastic waste into lanyards, tote bags, and pouches. The workshop which was attended by 64 Condet residents was facilitated by a sociopreneur organization embraced by Godrej Indonesia, Kertabumi Garbage Clinic.

During the event, Akhil Chandra, President Director, Godrej Indonesia, said, "Godrej actively encourages all employees to contribute their time by volunteering through various programs and initiatives, and will continue to raise this in the future. We hope that after the socialization and an upcycling workshop today, residents can process plastic waste into valuable items. "

In order to keep the program running in a sustainable manner, Godrej donated a sewing machine that can be used to produce upcycling products and will hold a further workshop for residents regarding the marketing of upcycling results and the use of the Waste Bank which will be held in January.