

Headline: Godrej Indonesia cultivates an "upcycling" culture 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' plastic waste with the aim of reducing the amount of disposable plastic in Kampung Buntu, Condet, Jakarta

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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 with the aim of reducing the amount of disposable plastic in Kampung Buntu, Condet, Jakarta, Monday (23/12). Coinciding with the UN 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.

1. Godrej encourages its employees to volunteer every year

Godrej encourages his employees every year 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.

2. Socialization and workshops were conducted by 60 Godrej Indonesia volunteers

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.

3. Residents can process plastic waste into valuable goods

Godrej Indonesia's President Director, Akhil Chandra said "Godrej is actively encouraging all employees to contribute their time by volunteering through various programs and initiatives, and will continue to promote this in the future. We hope that after today's socialization and upcycling workshop, residents will be able to process plastic waste into valuable items. "

4. Godrej donates sewing machines for residents

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 a workshop will be held for residents on marketing goods from upcycling and the use of the Waste Bank to be held in January.