

**Headline:** Godrej Indonesia's 3 Steps to Reduce Waste by 30%

**Description:** PT Godrej Consumer Products Indonesia has received an award from the Ministry of Environment and Forestry of the Republic of Indonesia (KLHK) for its active efforts in reducing waste

**Date:** 19 November 2024

**Publication:** Liputan6.com

**Author:** Liputan6.com

**Link:** <https://www.liputan6.com/health/read/5793993/3-langkah-godrej-indonesia-untuk-mengurangi-sampah-hingga-30-persen?page=4>

Liputan6.com, Jakarta – PT Godrej Consumer Products Indonesia has been recognized by the Ministry of Environment and Forestry of the Republic of Indonesia (KLHK) for its commitment to reducing waste by 30 percent by 2029.

The award, presented through the Directorate General of Waste Management, Hazardous and Toxic Materials (PSLB3), was given at the Appreciation Event for the Implementation of the Waste Reduction Roadmap by Producers, held last month.

This recognition aligns with the implementation of Ministerial Regulation No. P.75 of 2019 concerning the Waste Reduction Roadmap for Producers.

“I, on behalf of Godrej Consumer Products Indonesia, am truly honored and proud to receive this award from KLHK. It is a meaningful recognition of our commitment to a greener and more sustainable future,” said Cicin Winedar, HR Director of PT Godrej Consumer Products Indonesia.

The award highlights the role of household care companies in providing greener product options.

“Sustainability is at the heart of Godrej's Good & Green strategy, and this recognition motivates us to continue innovating environmentally friendly products while strengthening partnerships with all relevant stakeholders for a better environment,” Cicin added.

Cicin outlined three key initiatives under Godrej Good & Green in Indonesia that support waste reduction:

### **1. Redesign**

Godrej actively optimizes packaging to reduce its weight or size without compromising product quality. This approach effectively reduces packaging waste.

## **2. Recycle**

To improve packaging waste management, Godrej Consumer Products Indonesia collaborates with the Indonesia Packaging Recovery Organization (IPRO). This association focuses on the collection and recycling of used packaging. The partnership promotes best practices and supports Indonesia's transition toward a circular economy.

## **3. Reuse**

Godrej launched a waste bank in Cicadas Village, Gunung Putri, Bogor Regency, West Java. This initiative aims to encourage behavioral change in waste sorting at the household level.

Beyond simply returning used packaging, the waste bank also creates sustainable benefits for the surrounding community.

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## **Collaboration to Reduce Waste for Health**

While presenting the awards, Director General of PSLB3, Rose Vivien Rahmawati, emphasized the need to shift from the outdated “collect-transport-dispose” mindset to one focused on source reduction, circular economy practices, and extended producer responsibility (EPR).

She noted that such efforts require collaboration among individuals, producers, and the government.

“We still have a lot of work to do. Synergy remains essential—neither the central nor regional governments can work alone. Individuals and producers must also take responsibility,” said Vivien.

Without extraordinary action, Vivien warned, the proportion of plastic waste is projected to rise sharply—from 19.21 percent in 2023 to 38.42 percent by 2050—posing a serious threat to ecosystems and human health.