

Headline: GCPI Empowers Communities Through Waste Bank Initiative to Create Economic Value

Description: PT Godrej Consumer Products Indonesia (GCPI) established their second waste bank at RW 30, Cicadas village, Bogor.

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According to the National Waste Management Information System (SIPSN) of the Ministry of Environment and Forestry, 11.3 million tons of waste remained unmanaged as of July 2024. This situation highlights the urgent need for collective action from various stakeholders to improve the waste management system at both local and national levels.

In response, PT Godrej Consumer Products Indonesia (GCPI) established a waste bank in RW 30, Cicadas Village, Gunung Putri, Bogor, West Java. This initiative aims to support environmental sustainability while empowering local communities to manage waste more efficiently—creating positive social and economic impact.

This is not GCPI's first effort in waste bank development. Previously, the company set up a waste bank in RW 13, Cicadas Village, which has successfully managed nearly 4 tons of waste since 2023.

Beyond waste collection, the Godrej Kebaikan Bersama Waste Bank also provides upskilling workshops for local residents, equipping them with the skills to transform waste into valuable products. The launch of this new facility marks a significant step forward in addressing Indonesia's growing waste management challenges.

"Through the Godrej Kebaikan Bersama RW 30 Waste Bank, we aim not only to reduce unmanaged waste but also to foster active community participation in creating a cleaner, healthier, and more sustainable environment," said Cicin Winedar, HR Director of GCPI, in a press release on Sunday (12/22).

Cholid Mawardi, Head of the Pollution Control and Partnership Division at the Bogor Regency Environmental Service, commended GCPI's initiative as a strong example of collaboration. He noted that such programs not only make waste management more practical but also increase public awareness of the importance of environmental sustainability.