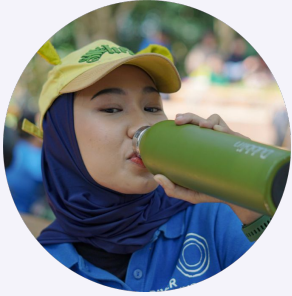


A person wearing a blue long-sleeved shirt and a dark blue hijab is shown from the chest up. They are wearing blue nitrile gloves and holding a piece of dark, possibly plastic, debris. A black handheld device, resembling a vacuum or a specialized cleaning tool, is positioned near the debris. The background is blurred, suggesting an outdoor or semi-outdoor setting. The right side of the image is overlaid with a solid blue shape containing white text and a logo.

BRAND AUDIT REPORT 2024 INDONESIA



MEET THE Brand Audit Team



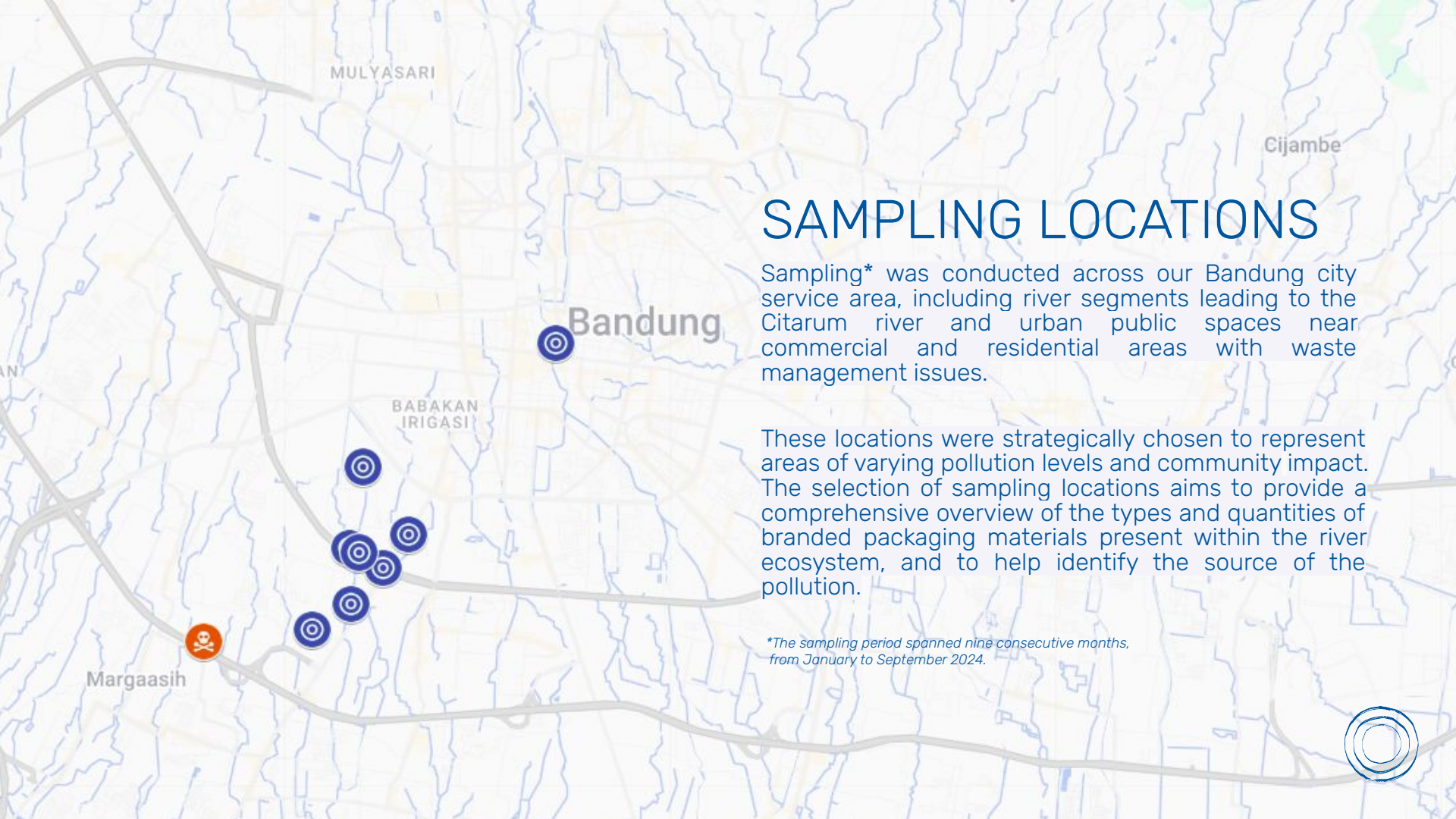
Mira



Yevira

Brand audits are a powerful tool for gathering solid evidence from our cleanup efforts. This data reveals the top plastic polluters and plastic items found in rivers, enabling us to push governments and companies to implement stricter regulations and take accountability for the waste they produce.





MULYASARI

Cijambe

SAMPLING LOCATIONS

Sampling* was conducted across our Bandung city service area, including river segments leading to the Citarum river and urban public spaces near commercial and residential areas with waste management issues.

These locations were strategically chosen to represent areas of varying pollution levels and community impact. The selection of sampling locations aims to provide a comprehensive overview of the types and quantities of branded packaging materials present within the river ecosystem, and to help identify the source of the pollution.

**The sampling period spanned nine consecutive months, from January to September 2024.*

Margaasih

BABAKAN
IRIGASI

What is a PARENT COMPANY?

Parent companies, often conglomerates or single entities, are known as manufacturers producing diverse products and brands. They oversee the entire production chain and packaging process.

What is a BRAND?

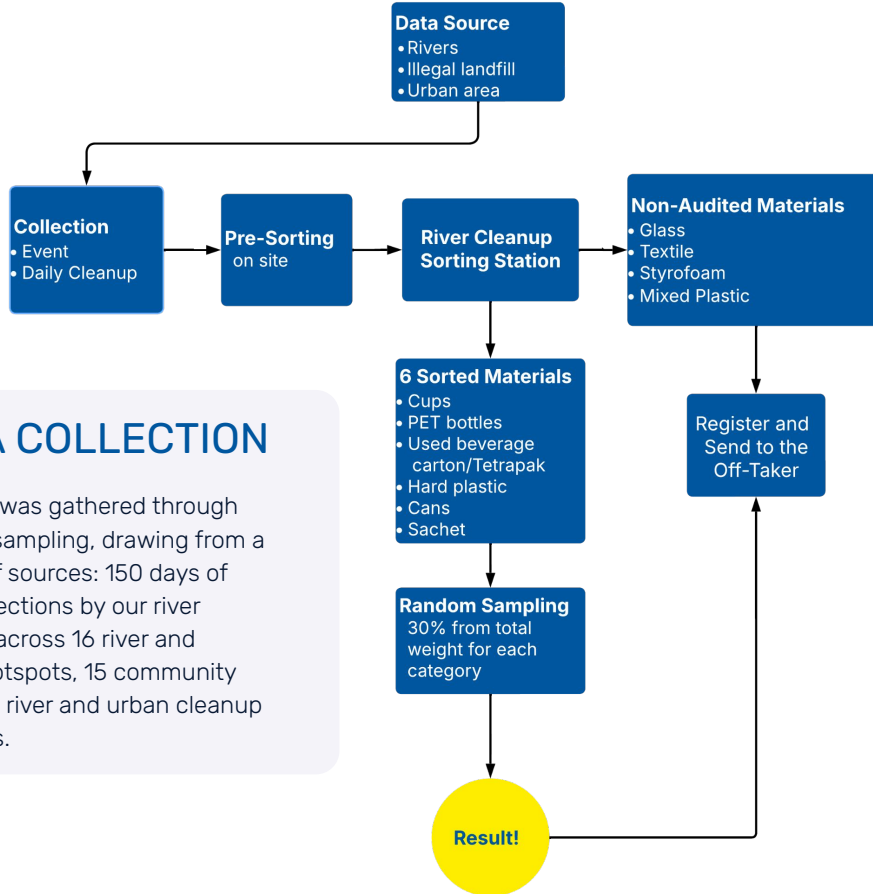
A brand is the identity of a product, represented on its packaging, and recognized by consumers as a specific trade name

What is a PRODUCT?

A product is anything offered to the market to capture attention, purchased, used, or consumed to satisfy consumer needs and desires.



Research Process



DATA COLLECTION

Our data was gathered through random sampling, drawing from a variety of sources: 150 days of daily collections by our river warriors across 16 river and landfill hotspots, 15 community events in river and urban cleanup initiatives.

6 Audited Materials



Cups



PET Bottles



Hard Plastic*



Sachets**



Used beverage carton



Metal Cans

*HDPE & other rigid plastic packaging

** Single-use plastic pouches used for small portions of basic goods eg. shampoo, detergent, coffee, etc.



Audit Highlights

120.089 pcs

Total items audited

96.771 pcs

Identified items (80,58%)

Items that can be identified through brand identity or barcode.

23.319 pcs

Unidentified items (19,42%)

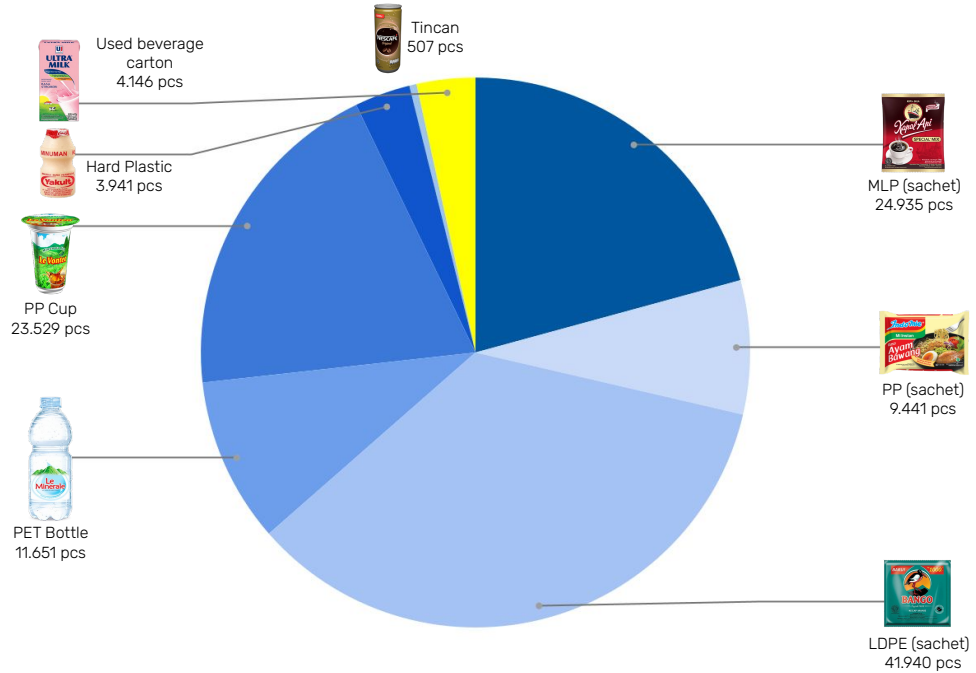
Items that are difficult to identify and classify due to damage and small size.

3076

Number of Brands audited

46%

The Top 10 Polluting Parent Companies account for 46% of all audited waste.



SACHETS
CUPS, PET BOTTLES,
HARD PLASTIC, TETRA PAK,
METAL CANS

Sachets account for **64%** of all audited items



TOP 10 BRANDS



CUPS
LE VONTEA
6.572 PCS
PT. KENCANA ABADI JAYA



PP (SACHET)
INDOMIE
3.873 PCS
INDOFOOD



CUPS
TEH GELAS
3.456 PCS
ORANG TUA



CUPS
ALE-ALE
2.805 PCS
PT WINGS SURYA



HARD PLASTIC
YAKULT
2.456 PCS
PT YAKULT INDONESIA
PERSADA



CUPS
POWER F
2.288 PCS
PT WINGS SURYA



MLP (SACHET)
KAPAL API
2.227 PCS
MAYORA



LDPE (SACHET)
KECAP BANGO
2.204 PCS
PT UNILEVER INDONESIA



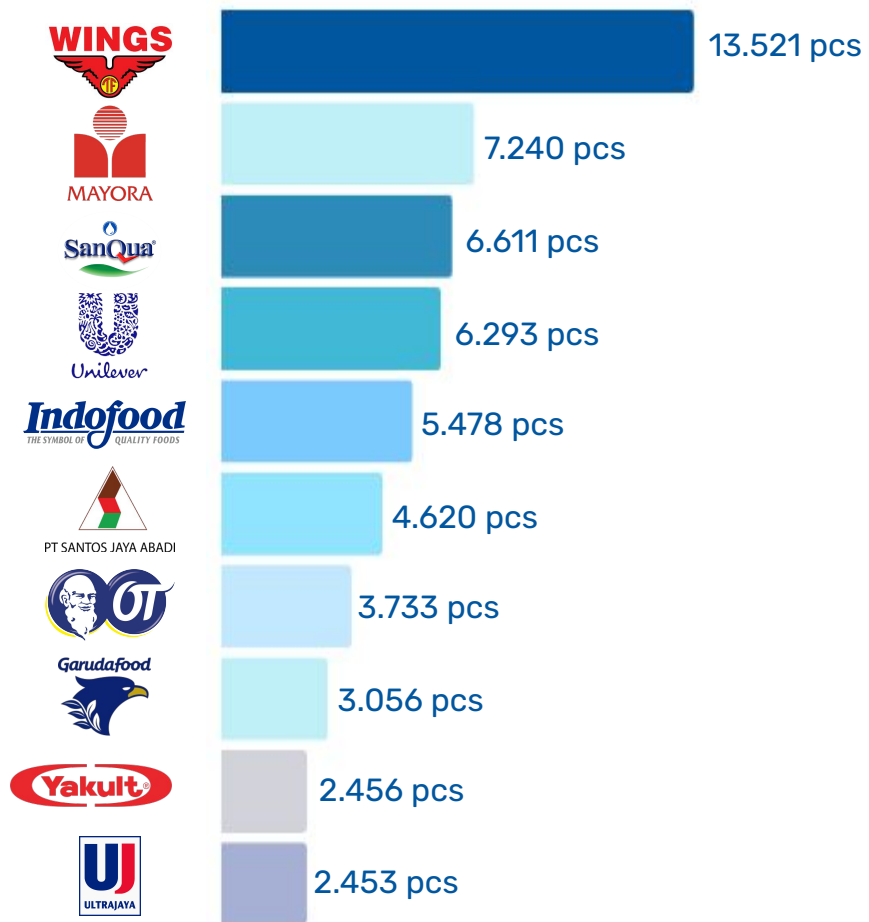
CUPS
MOUNTEA
2.046 PCS
PT GARUDAFOOD



PET BOTTLE
LE MINERALE
1.936 PCS
MAYORA

The Top 10 Brands account for 25% of all audited waste.





TOP 10 PARENT COMPANIES

The Top 10 Parent Companies account for 46% of all audited waste.

Total Brand Audit Sample : 120.089 pcs



THE 5 TO WATCH

DEEP DIVE INTO THE MAIN PARENT COMPANIES





THE #01 COMPANY

13.521 pcs

PT Sayap Mas Utama

TOP 5 POLLUTING PRODUCTS



ALE-ALE
Cups (Beverages)
2.805 pcs



POWER-F
Cups (Beverages)
2.288 pcs



MAMA LEMON
Sachet (Soap)
1.339 pcs



SO KLIN
Sachet (Detergent)
1.200 pcs



MILKU
PET Bottles (Milk)
696 pcs

WHY DO PEOPLE CHOOSE THIS BRAND?

The local brand's competitive pricing and broad distribution network within small shops have resulted in widespread community adoption. Furthermore, its frequent sponsorship of large-scale events in the Bandung area reinforces public brand recall.





THE #02 COMPANY

7.240 pcs

PT Mayora Indah, Tbk

TOP 5 POLLUTING PRODUCTS



LE MINERAL
PET Bottle* (Mineral Water)
1.936 pcs



TEH PUCUK
PET Bottle (Tea)
1.896 pcs



ROMA MALKIST
Sachet (Snack)
1.187 pcs



TORABIKA CREAMY LATTE
Sachet (Coffee Sachet)
811 pcs



NIPIS MADU
PET Bottle (Carbonated Soft Drink)
434 pcs

SAFE FOR FAMILIES

The majority of the PET bottles we found in the river originated from this company. Promoted as “BPA-free and safe for children and families,” this brand is a popular choice. However, despite being promoted as safe for families, poor post-consumer management means many of these bottles end up in rivers—posing risks to human health and the environment.



THE #03 COMPANY

6.611 pcs

PT SanQua Multi Internasional

TOP POLLUTING PRODUCT



LE VONTEA
CUPS (Tea)
6.572 pcs

IS LESS (OR NO) PACKAGING POSSIBLE?

This company capitalized on Indonesia's appetite for sweetened beverages by introducing sweet tea in plastic containers at an extremely low price. However, each purchase of this product contributes to plastic waste, as consumers generate up to three single-use plastic items: plastic straws, beverage packaging, and packaging covers—all made from disposable plastic.





THE #04 COMPANY

6.293 pcs

PT Unilever Indonesia, Tbk

IS YOUR SHOPPING CART FULL OF SACHETS?

TOP 5 POLLUTING PRODUCTS



KECAP BANGO
Sachet (Condiments)
2.204 pcs



SUNLIGHT
Sachet (Washing soap)
1.349 pcs



ROYCO
Sachet (Seasoning)
518 pcs



RINSO
Sachet (Detergent)
457 pcs



MOLTO
Sachet (Detergent)
317 pcs

In regions where consumers face economic constraints and limited purchasing options, small-format packaging such as sachets has become widespread. While affordability is a factor, the continued production and extensive distribution of single-use sachets by major corporations—despite known environmental consequences—raises significant concerns. It is crucial that producers take greater responsibility by investing in sustainable packaging solutions that reduce plastic pollution, especially in markets most affected by its impact.



THE #05 COMPANY



5.478 pcs

PT Indofood Sukses Makmur, Tbk

WHO DOESN'T LIKE INSTANT NOODLES?

Indofood holds a dominant position in the Indonesian instant noodle market. However, there is a notable absence of proactive measures to address the disposable packaging waste found at our sampling locations.

TOP 5 POLLUTING PRODUCTS



INDOMIE
Sachet (Instant Noodles)
3.873 pcs



INDOMILK
Used Beverage Carton (Milk)
342 pcs



SARIMI
Sachet (Instant Noodles)
253 pcs



CHITATO
Sachet (Snack)
216 pcs



BUMBU RACIK
Sachet (Seasoning)
202 pcs





PT SANTOS JAYA ABADI

THE #06 COMPANY

4,620 pcs

PT Santos Jaya Abadi

TOP 5 POLLUTING PRODUCTS



KAPAL API
MLP (Coffee Sachet)
2.227 pcs



GOOD DAY
MLP (Coffee Sachet)
1.568 pcs



KOPI ABC
MLP (Coffee Sachet)
734 pcs



PIKOPI
MLP (Coffee Sachet)
37 pcs



FRESCO
MLP (Coffee Sachet)
24 pcs

SINGLE USE COFFEE PACKAGING POSES A SIGNIFICANT THREAT TO OUR RIVERS

The strong coffee culture in Indonesia presents a significant market. Unfortunately, a lot of single-use plastic packaging finds its way into our rivers as a consequence of it. Can we find a way to enjoy our coffee without polluting nature?





THE #07 COMPANY

3.733 pcs

PT HD Corpora

TOP 5 POLLUTING PRODUCTS



TEH GELAS
Cups (Tea)
3.456 pcs



CRYSTALIN
PET Bottle (Mineral Water)
146 pcs



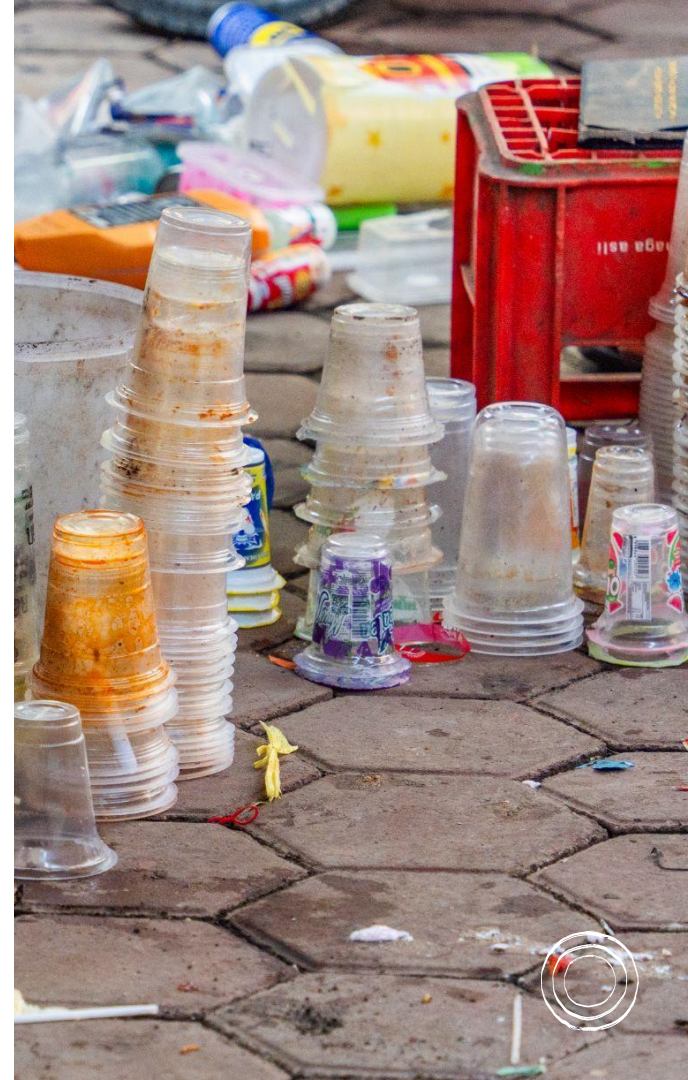
TANGO
Sachet (Snack)
69 pcs



TEH GELAS BOTOL
PET Bottle (Tea)
34 pcs



KOPI NAGA
Cups (Beverages)
14 pcs



Garudafood



THE #08 COMPANY

3.056 pcs

PT Garuda Food Putra Putri Jaya, Tbk

TOP 5 POLLUTING PRODUCTS



MONTEA
Cups (Tea)
2.046 pcs



PILUS
Sachet (Snack)
651 pcs



CHOCOLATOS
Sachet (Snack)
156 pcs



GERY SALUT
Sachet (Snack)
113 pcs



DILAN
Sachet (Snack)
61 pcs



THE #09 COMPANY



2.456 pcs

PT Yakult Indonesia Persada

TOP POLLUTING PRODUCT



YAKULT
Hard Plastic (Beverages)
2.456 pcs

HEALTHY PRODUCT, BUT WHAT ABOUT THE PACKAGING?

Yakult's distribution through neighborhood bicycle delivery is very effective, however we should also think about the long term environmental impact of the disposable plastic packaging that is being used for this product.





THE #10 COMPANY

2.453 pcs

PT Ultrajaya Milk Industry & Trading Company Tbk

A LEADING PRODUCER OF USED BEVERAGE CARTON

TOP 4 POLLUTING PRODUCTS



ULTRAMILK
Used Beverage Carton (Milk)
1.768 pcs



TEH KOTAK
Used Beverage Carton (Tea)
651 pcs



ULTRA SARI KACANG IJO
Used Beverage Carton (Beverages)
15 pcs



SARI ASEM
Used Beverage Carton (Beverages)
9 pcs

Ultra Jaya is a significant source of Used Beverage Carton waste, a multi-layered, plastic-coated material that presents recycling challenges due to limited local processing facilities.





Breakdown

WASTE- SPECIFIC POLLUTION





PET Bottles— are made from a strong yet lightweight plastic called **Polyethylene Terephthalate**.

Despite being one of the most recyclable materials, **countless PET Bottles still end up as litter**.

In Indonesia, this issue is worsened by the widespread reliance on bottled water, as many communities lack access to safe and clean tap water.

PET BOTTLES TOP 5 PARENT COMPANIES

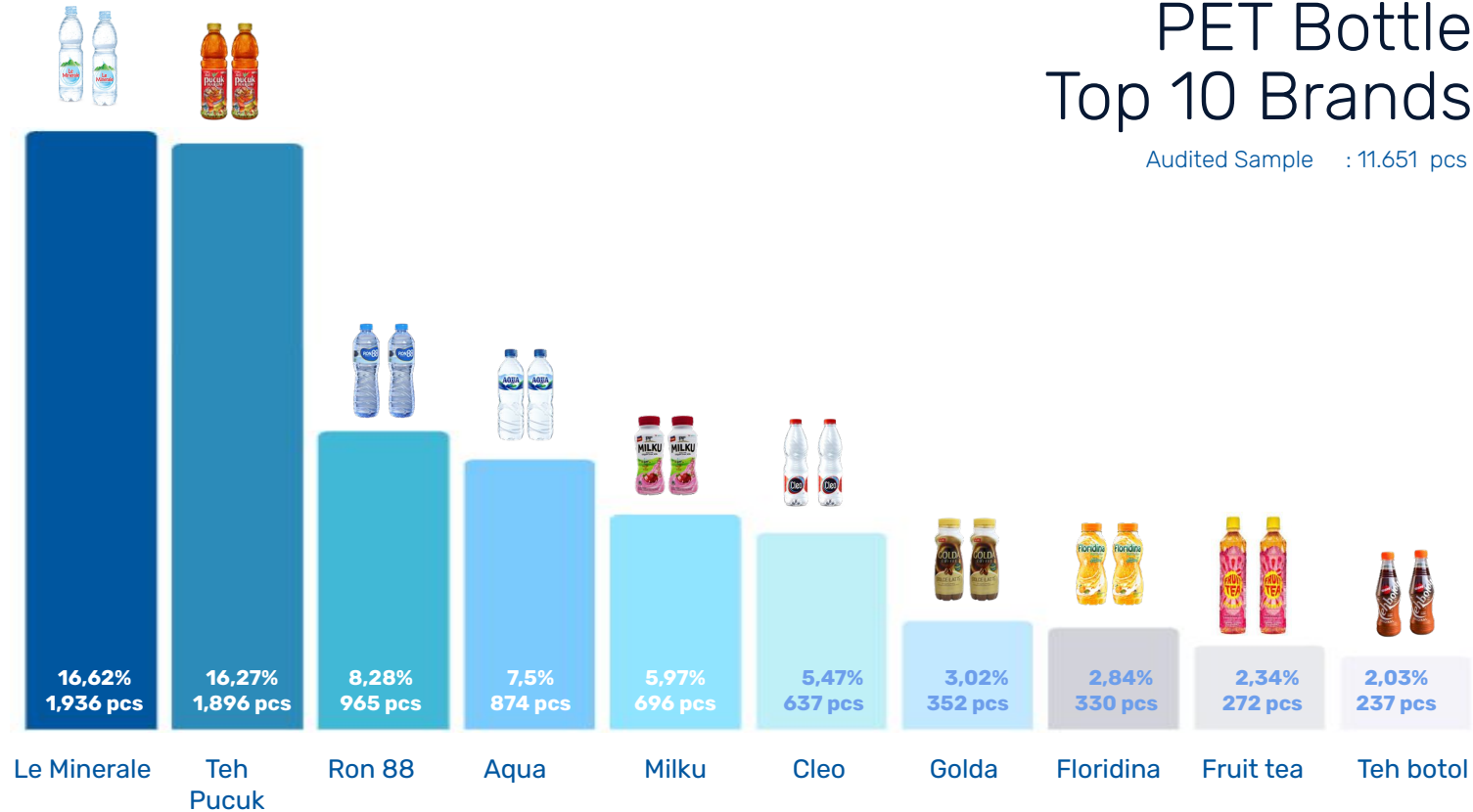


Audited Sample : 11,651 pcs



PET Bottle Top 10 Brands

Audited Sample : 11.651 pcs

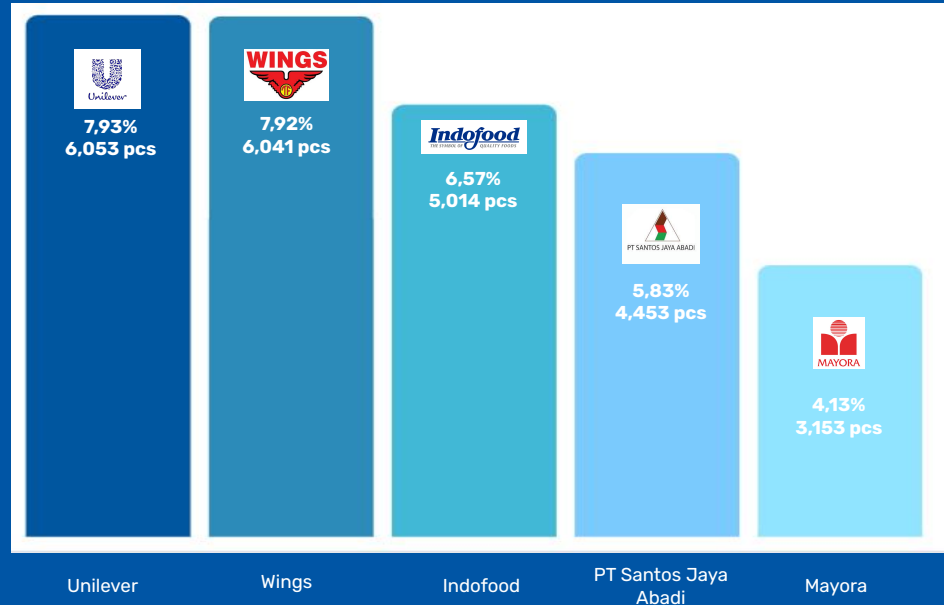




Sachet - Who doesn't love a good bowl of instant noodles?

Instant noodle packaging has little value and is **hard to recycle**, it's often ignored by those who collect and sell recyclable materials, leading to widespread littering, ending up in landfills, and **contributing to a growing waste problem**.

SACHET TOP 5 PARENT COMPANIES

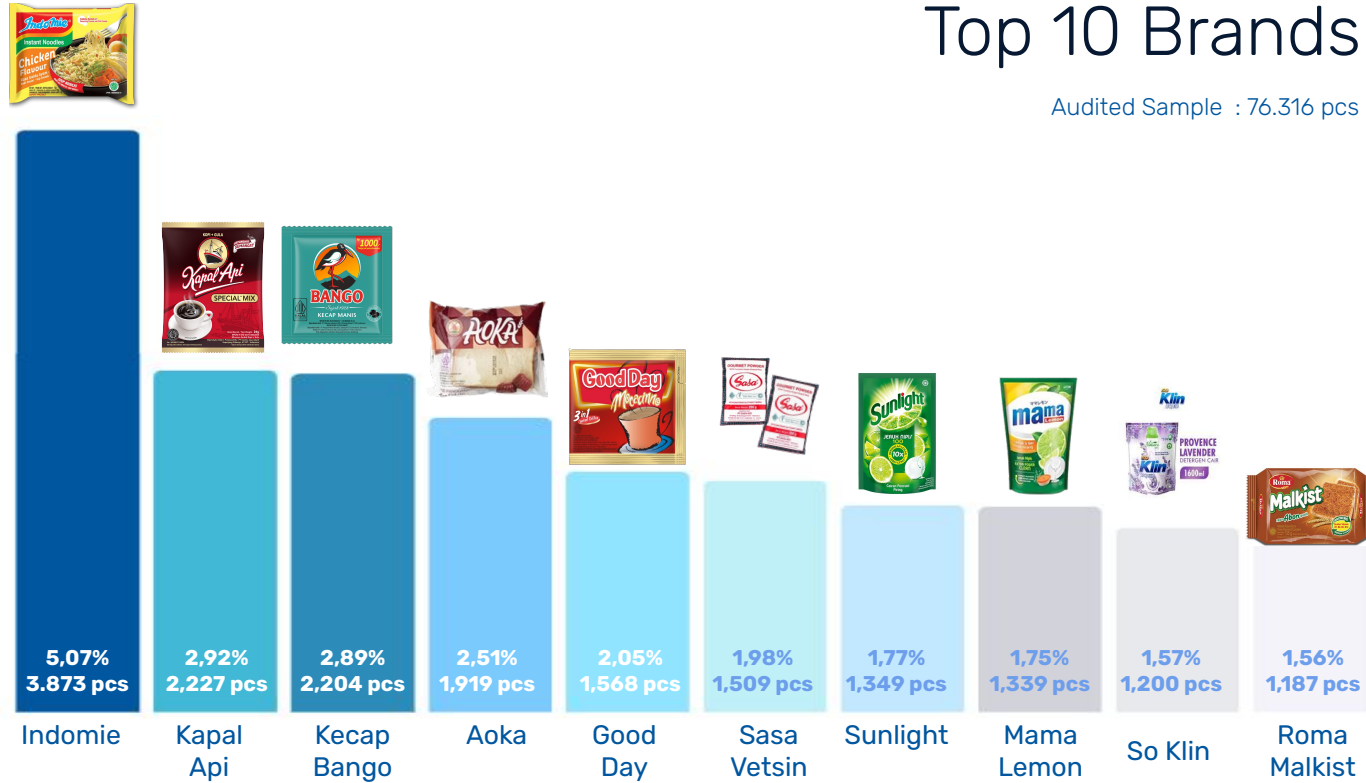


Audited Sample : 76.316 pcs



Sachet Top 10 Brands

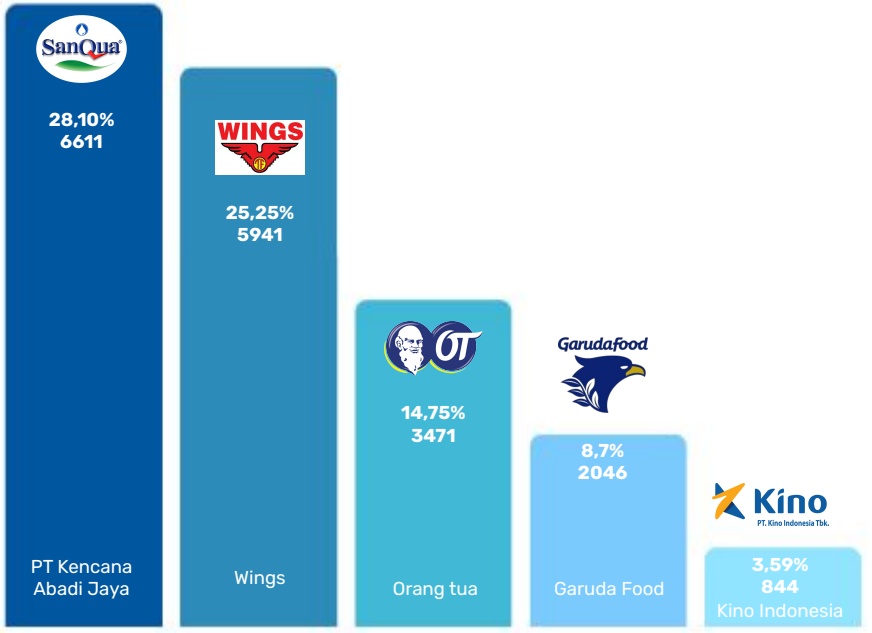
Audited Sample : 76.316 pcs





Cups, those plastic cups used for drinks, might seem harmless, but **they** contribute significantly to river pollution.

PP CUP TOP 5 PARENT COMPANIES



Audited Sample : 23.529 pcs



Cups Top 10 Brands

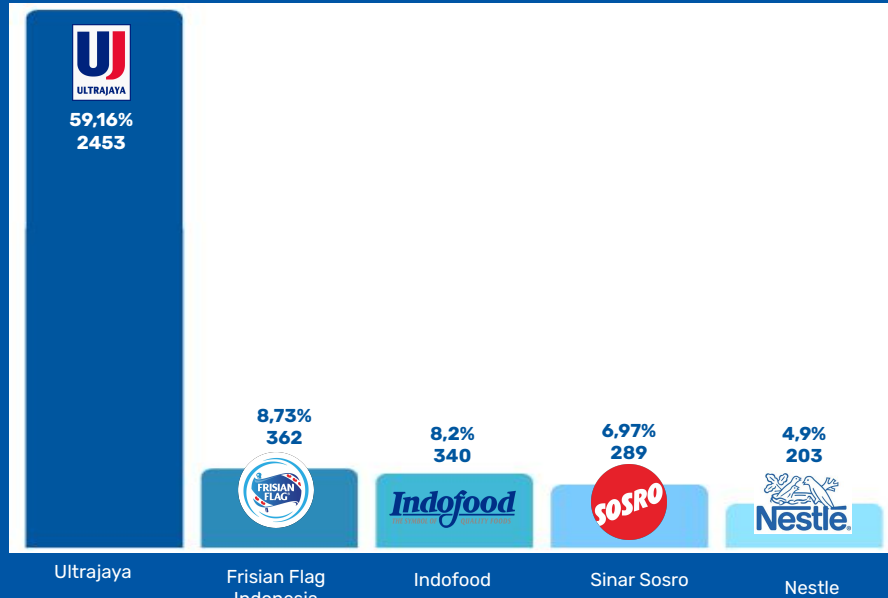
Audited Sample : 23.529 pcs





Used Beverage Carton (multilayer with plastic), those used for milk, juice, and other foods products. They **seem convenient**, but how much of this packaging ends up in our rivers?

USED BEVERAGE CARTON TOP 5 PARENT COMPANIES



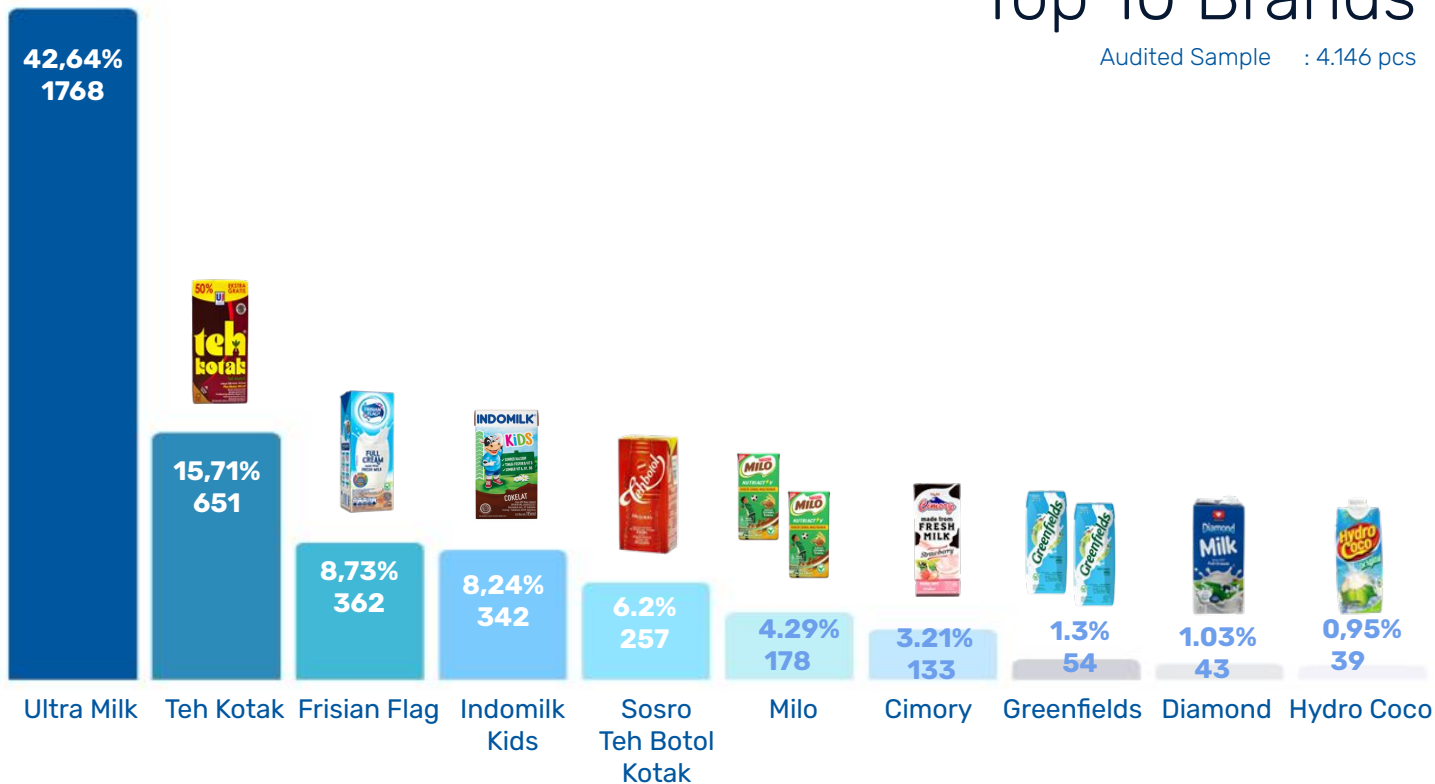
Audited Sample : 4,146 pcs





Tetra Top 10 Brands

Audited Sample : 4.146 pcs

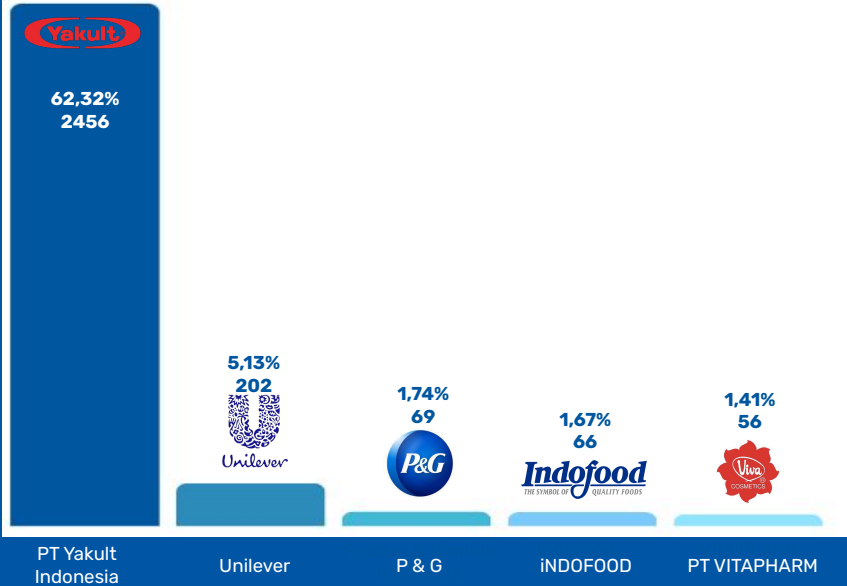




Hard Plastic, a **strong plastic** used for things like milk jugs and shampoo bottles, is everywhere.

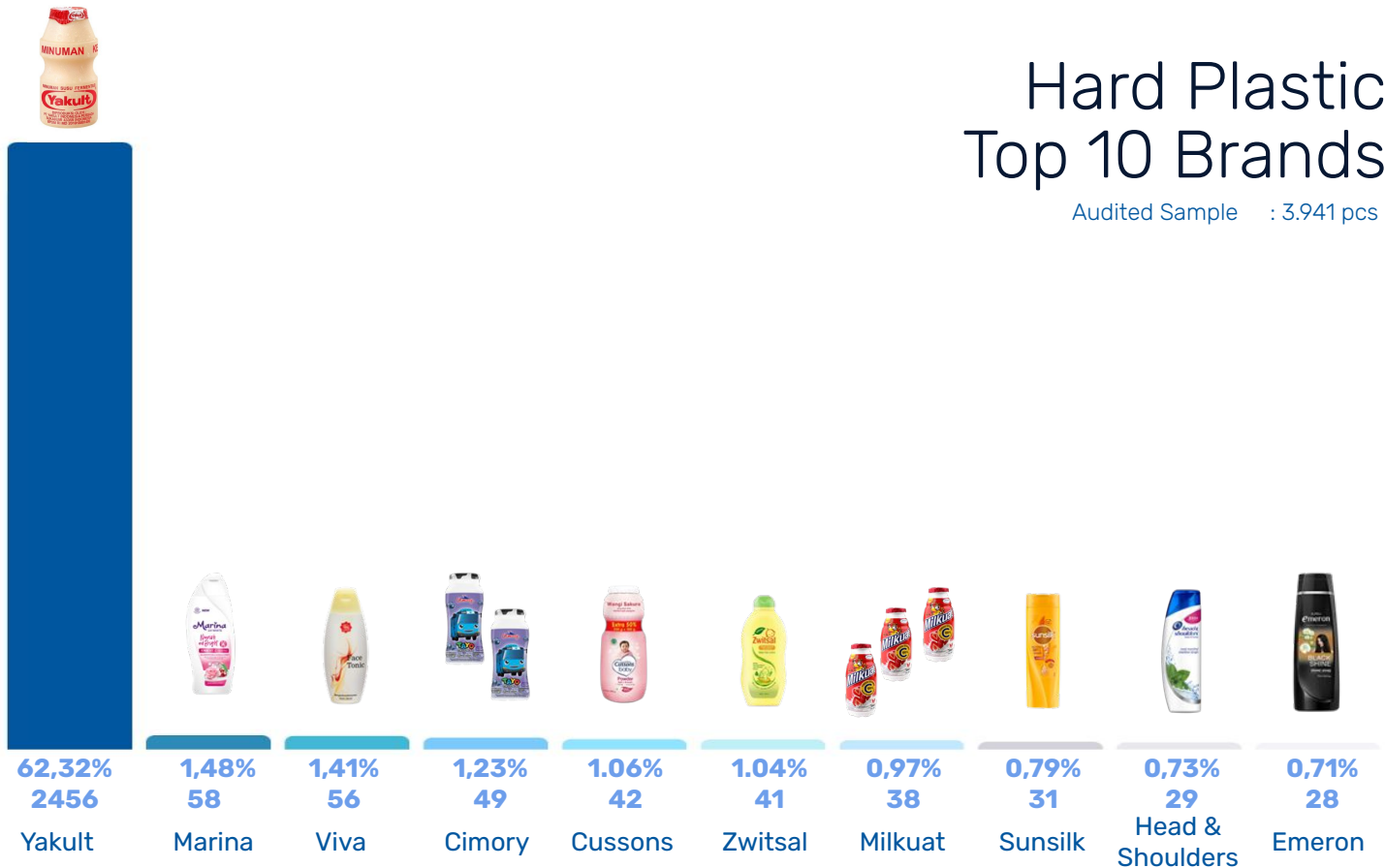
The question is: how much of it is polluting our rivers?

HARD PLASTIC TOP 5 PARENT COMPANIES



Audited Sample: 3.941 pcs



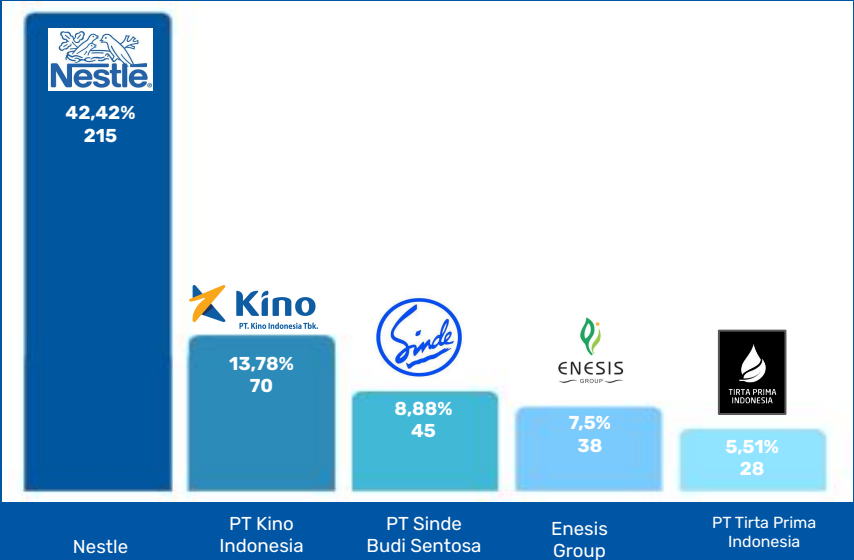




Did you know that most **metal cans**, like those for soda or food, have a thin plastic lining inside?

This lining often contains BPA, a chemical that **can be harmful to both humans and the environment.**

METAL CANS TOP 5 PARENT COMPANIES

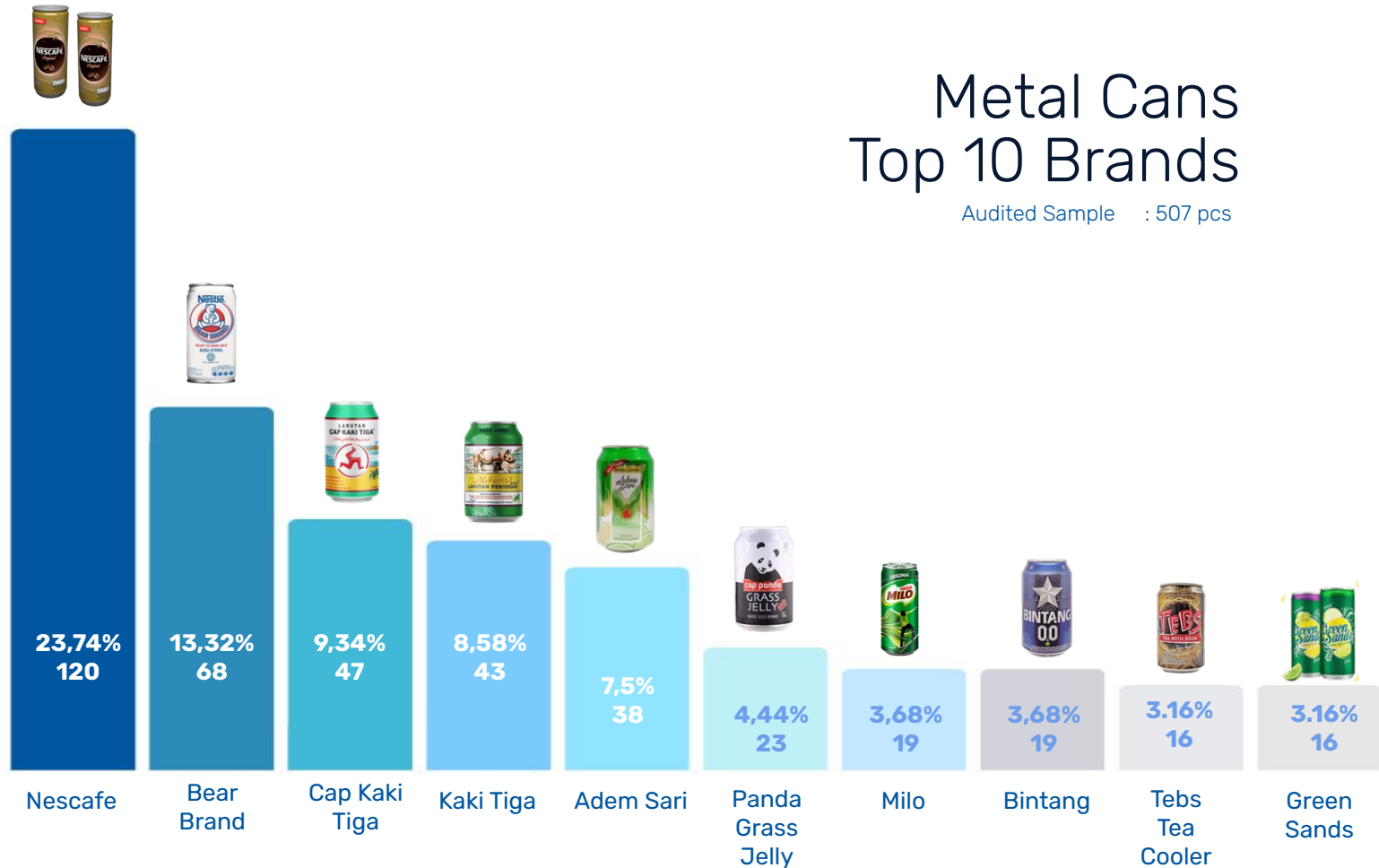


Audited Sample: 507 pcs



Metal Cans Top 10 Brands

Audited Sample : 507 pcs





Numbers

AUDIT DATA SOURCE

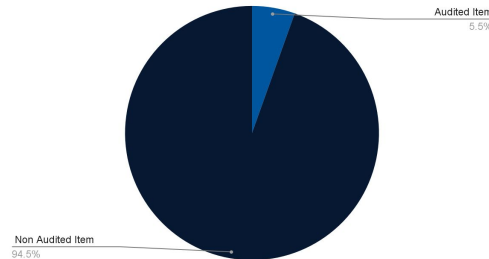


OUR COLLECTION AND THE AUDIT DATA SOURCE

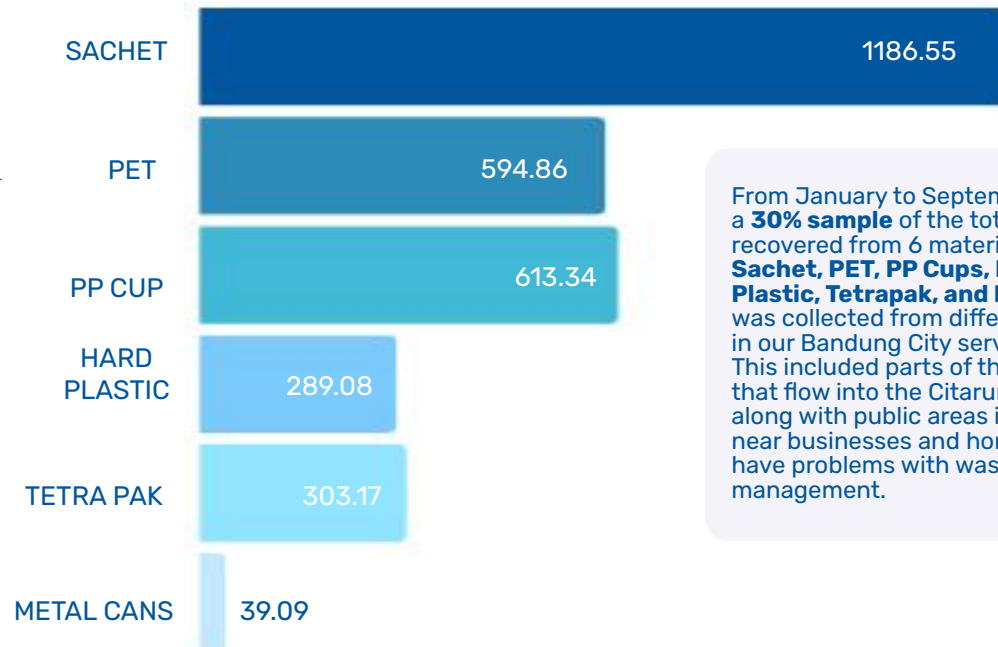
What are non-audited items?

Categorized as residue at our sorting station, include mixed plastics, textiles, styrofoam, glass, and footwear.

Total Material Collected (Audited vs. Non Audited Items)



Total Recovered Waste (in Kilograms)



From January to September 2024, a **30% sample** of the total weight recovered from 6 material types - **Sachet, PET, PP Cups, Hard Plastic, Tetrapak, and Metal Cans** was collected from different spots in our Bandung City service area. This included parts of the 3 rivers that flow into the Citarum River, along with public areas in the city near businesses and homes that have problems with waste management.



Unidentified Audited Items: 23,319 items or 19.42% of the total sample size				
Waste Type	Total Unidentified	Total Sample	Percentage	Example
Sachet	19,847	76,316	26.01%	Faded sachets, Torn Sachets, Disassembled sachet layers
PET Bottle	89	11,651	0.77%	Bottles without lids, labels and embossing
Cups	2,959	23,529	12.58%	Discolored and Shredded plastic cups
Hard Plastic	393	3,941	9.96%	Broken plastic buckets, Damaged plastic, Faded plastic containers
Metal Cans	0	507	0.00%	Faded metal cans, Metal Containers without labels
Used Beverage Carton	31	4,146	0.75%	-
Total	23,319 Items	120,089 Items		



Sample of unidentified items



THANK YOU