

# Supporting local pioneers to create a city without trash

Getting to the root of a problem and solving it requires a fundamental shift in thinking. In 2017, the team at hypermarket Giant wanted to inspire the local community to think differently about waste.

Giant partnered with architectural research centre LabTanya to work out how together they might tackle waste in the district of Pondok Jaya in South Tangerang, Indonesia. At that time, the majority of waste ending up incinerated or in landfill and the Giant team knew it had a hand to play in addressing the issue through proper education and realizing the vision of a city without trash.

Through the 'Giant Action for Environment' pilot programme, also known as RW GAUL, the team at Giant helped change the mindset and behaviour of the Pondok Jaya community towards waste through ten members of the local community, selected to be RW GAUL pioneers. Mostly women – school teachers, members of religious recitation groups, and workers in childhood centres and integrated health posts, these pioneers are active figures who showed the potential to lead the way for community-wide change.

Though recycling centres were already present at the time, the Giant team wanted to take it a few steps back to try and shape habits by stressing the importance of reducing and reusing. The programme was designed to increase consciousness about waste at every stage of the pioneer's journey with a product – from the way they shop, how they use the product, to what happens after at disposal. Education and

support were provided through different hands-on workshops learning how to turn agricultural and textile waste into useful products, community forums and seminars, simulations and other activities.



What really stood out was the transformation of the pioneers. Through the education and training they received in RW GAUL, the pioneers developed an increased awareness of the role they play in enacting change about their waste behaviours. Whether by advocating for reusable bags and containers, applying new practices within their own businesses, or speaking about mindful and green living at community gatherings - the pioneers continue to make a difference among their peers, and support Giant in the company's initiatives to reduce waste.

Mrs Sumini, the owner of food shop Warung, said, "I applied what I'd learned about waste management in my shop, and it is now almost 100% not using plastic. For example, for the sale of chips, I lend a jar to the buyer, while for spices and cakes I usually use leaves as wrapping paper. From these simple things I hope to be able to invite other citizens to also be able to live without garbage." Meanwhile, Mrs Suti, a teacher, remarked, "My profession as a teacher also makes it easier for me to invite students to reduce waste by encouraging them to bring supplies they already have at home."





Giant was able to see the impacts of these collective efforts. Most households in Pondok Jaya reduced their waste by nearly 50% - with some achieving a reduction of by up to 94%. Through RW GAUL, the community was also able to collaborate with the local government and universities across Indonesia to design and implement a waste collection system in their villages that supports segregation, recycling and composting. RW GAUL also gained traction in the press and became an example for other areas in South Tangerang and Jakarta to follow.

“The Pondok Jaya community has come a long way in their waste journey thanks to the dedication of our pioneers,” said Arya Kusumo, CSR Manager of the HERO Group of which Giant is part, “We hope to help build the community until they can stand and continue RW GAUL on their own.”



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