

# Final Report



**CI-SCP: ENGAGING CONSUMERS FOR SUSTAINABLE CHOICES**  
Jakarta, Indonesia | August - October 2016

Consumer Information Programme for Sustainable Consumption & Production



switchasia



Yayasan Pembangunan Berkelanjutan  
Jakarta, Indonesia

## Background

Consumer information is key to achieving Sustainable Consumption and Production (SCP) as it enables consumers to make responsible choices when purchasing products (goods and services), using them and taking decisions at the end of their life. Consumer information also plays an important role in awareness raising and empowering consumers to take informed choices. The 10YFP Consumer Information Programme for SCP (CI-SCP) is engaging a wide range of stakeholders including consumer associations, businesses, retailers and governments in a collaborative process for joint action. By exchanging and learning from each other, all of these actors can scale up effective practices to address today's environmental, social and economic challenges.

Through the 10YFP Consumer Information Programme, Indonesia is already positioning itself as a regional leader in sustainable consumption. Indeed, Indonesia's Ministry of Environment and Forestry (MoEF) is co-leading the CI-SCP and is represented on the Programme's coordination desk by the non-governmental organization Yayasan Pembangunan Berkelanjutan (YPB). The other co-leads are Germany through the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety and Consumers International, a world federation of consumer groups.

In order to further strengthen Indonesia's regional leadership in consumer information and accelerate the shift towards SCP, the EU SWITCH-Asia Programme partnered with the 10YFP CI-SCP to scale up national and global activities in this thematic area in Indonesia. Through its Regional Policy Support Component, the EU SWITCH-Asia Programme seeks to create an enabling policy environment in Asian countries such as Indonesia to achieve SCP and the implementation of the 10YFP ([www.SWITCH-Asia.eu](http://www.SWITCH-Asia.eu)). In collaboration with Yayasan Pembangunan Berkelanjutan (YPB), a series of workshops and trainings to build capacity, support policy advocacy and strengthen consumer information in Indonesia were organized throughout 2016. This collaboration has been developed as a response to a request from the Indonesian MoEF to conduct national policy research, capacity building and advocacy that will strengthen consumer information in Indonesia.

The kick off workshop of the series was held on 8 August 2016 in Jakarta, Indonesia. It focused on strengthening Indonesia's labels and guidelines for consumer information and had as its objective to identify a pilot sector on which subsequent research activities and other workshops would focus.



During this workshop, Indonesian government agencies shared their lessons learned on the development and implementation of eco-labels to take stock of existing initiatives per sector and gaps to be addressed going forward. At the end of the workshop, the **plastics sector** was identified as the designated one to pilot the initiative.

The kick-off workshop was followed by four workshops to strengthen knowledge on eco-labeling and identify policy actions for the pilot sector:

1. Technical Workshop on Eco-labelling for Government (Public Sector)
2. Technical Workshop on Eco-labelling for Private Sector
3. Multiple Stakeholders of the Supply Chain within Plastic Sector Workshop
4. Consumers and Retailers Workshop

### **Technical Workshop on Eco-labelling (For Government and Private Sector)**

Two consecutive technical workshop on eco-labelling for government and private sector were held on 3 and 4 October 2016 in Jakarta with international speakers from GIZ Thailand (Advance SCP Project) and UN Environment/ Coordination Desk 10YFP CI-SCP.



The first day of the workshop was attended by 46 participants, mostly from government and media.

**Key findings and recommendations that came out of the group discussions on the first day included:**

1. There is a need for policy harmonization among stakeholders related to Green Public Procurement (GPP). This requires willingness from government institutions to do some massive changes in public goods and services procurement, thus policy transformation
2. There is confusion about the difference between mandatory standards and voluntary labels

and further clarification and training on this would be required

3. There is a challenge that not all products under public procurement of goods and services have environmentally friendly criteria.
4. Incentives for producers of eco-labeled products through GPP and others are needed to control the eco-product price in the market.
5. The government should provide public information about 'green/ environmentally friendly' products to raise awareness and create demand.
6. To advance on GPP, the method of evaluation in selecting the goods and services to be procured should be changed. Usually the evaluation is based on the lower / lowest price of the goods and services, posing a problem for eco products that tend to be more expensive. The method of evaluation should thus be based on the economical values / economic age, instead of price, as green products that last longer are more cost effective.
7. There is a confusion on the criteria for GPP, which was discussed to be the same as ecolabel. However, it was noted that GPP technical committee may consider to develop a guideline on using criteria / standards for product purchasing that can be downloaded in e-procurement
8. Besides criteria for GPP, needs to define target product categories for which the ecolabel should develop criteria.
9. It would be helpful to provide an example (pilot project) of how eco-labeled products can be purchased through GPP. In doing so, MoEF can cooperate with another ministry, e.g. Ministry of Education, for implementing the use of eco-labels in GPP.



Workshop on Ecolabelling for Private  
4 October 2016 - Hotel Akmani Jakarta

The second day of the workshop was attended by 66 participants, mostly from the private sector and NGOs.

**Key findings and recommendation from the group discussion included:**

1. The proliferation of different standards and certification schemes in Indonesia and for export is highly confusing to companies. There would be demand for a targeted in-depth training on those issues. Participants criticized the myriad of different standards in Indonesia and that they are often developed without consulting stakeholders from industry or NGOs. The issue is aggravated as the current standards landscape comes with different requirements for local and export markets.
2. There is a need for businesses to change their business ethics to be pro-environment

(sustainable business)

3. The government needs to provide a list of 'green/ environmentally friendly' products
4. Businesses should develop a company policy that enables to buy/ take back used product packaging from consumers (e.g. initiative from Body Shop)
5. To encourage such company policies that enable to buy/ take back used product packaging for recycling, a campaign collaborated by government, businesses, and NGO should be launched
6. The question remains how to influence consumers: for instance through an effective and concrete 'Green Products Campaign', social pressure, and media social
7. Businesses should include environmental cost in their production cost
8. NGO have an important role to play as catalysts for green action plans and their assistance is important
9. Private sector can promote consumer interest through the provision of information on green products
10. Private sector needs to prioritize the production of green products
11. It was noted that information on green products need to be received by consumers/ the general public, not only through displaying ecolabels. Another way to communicate is through apps or public appearance events (e.g. TV / Radio shows).
12. It was noted that packaging suppliers also have a role in distributing information and that NGOs act as a bridge between government and companies
13. Businesses think that government still has an important role to create a conducive climate to promote ecolabeling by giving enough information (e.g. through education or infographics), providing laboratories on developing products with ecolabels / green products and testing how consumers perceive them, creating incentive systems, and law enforcement

**After the workshops, a short-term action plan was established for which the Ministry of Environment and Forestry was in charge under the Center for Environment and Forestry Standardization:**

1. Share the recommendations received in the meeting with group of GPP Indonesia on 6<sup>th</sup> October
2. Improve the ecolabel schemes by including information needed for consumers (e.g. how to communicate the ecolabel itself to the consumers)
3. Speed up the ministerial decree on Public Services expected to be adopted by November 2016
4. Await the presidential decree on SDGs implementation in Indonesia
5. Await the Government decree on economic incentives
6. Invite stakeholders to join the forces in Friends of SDG 12 in Indonesia
7. Organize a big national stakeholder meeting to launch the friends of SDGs 12
8. Engage media/ social networks going forward

### **Multiple Stakeholders of the Supply Chain within Plastic Sector Workshop and Consumer and Retailers Workshop**

The last two workshops were held on 24 and 25 October 2016 in Jakarta. These two workshops were focusing on the plastic packaging, specifically plastic shopping bag and Styrofoam that are currently two key issues in Indonesia.

The first day, **the workshop with supply chain stakeholders**, was attended by 31 participants. Mostly businesses from the plastic industry, from upstream to downstream, shared their thoughts and experience related to plastic.



**Key findings and recommendations from the workshop included:**

1. The importance to have a monitoring entity on waste, including plastic, was raised. This monitoring entity could also collect data on the changes of behavior in government (related to law enforcement), businesses, retailers, and people/ society regarding waste management, including plastic shopping bag.
2. It was noted that plastic technology including bio-degradable plastic is not the problem. The challenge would be on the how to use and how to treat plastic shopping bags after use of plastic products including plastic shopping bag itself.
3. Education on how to use and how to recycle/ dispose of plastic shopping bags correctly based on the type of plastic itself would be needed
4. Business and government should be responsible for establishing and implementing such an education programme. For business, it could be one step to become eco responsible by supporting the national education programme on sustainability.
5. Supermarket cashiers could educate the consumers on how to dispose/ recycle plastic shopping bags after use (this would only need to take a few seconds)
6. Scavengers (trash hunters) should be included in the formal system of waste management and protected by the Ministry of Employment
7. Incentives (such as cashback or points for consumers who shop and not using plastic shopping bag) can drive people to change their behavior.
8. In Indonesia, 90% of retailers have also used plastic biodegradable shopping bags besides the regular shopping bags.
9. Plastic sachet packaging for consumer goods including food and beverage are the solution for people who have low purchasing power because it cost less. The impact is that more plastic sachet packaging becomes waste. However, if consumers were educated how to treat the waste of the sachet, it would be easier to be managed.
10. To address plastic waste, specifically plastic shopping bags, Extended Producer Responsibility, education, and innovation can be powerful tools
11. It was noted that most of the stakeholders upstream and downstream have tried to map the problems of plastic shopping bags waste. However, coordination and cooperation among all relevant stakeholders are needed to scale up practices, especially on providing information and education (on how to use shopping bag correctly and why we should use less plastics), innovation, governments' and businesses' incentives for consumers



The second day, the **workshop for consumers and retailers**, was attended by 36 participants, including the Ministry of Environment and Forestry through its regulator unit (directorate of waste management), retailer representatives, consumer organization, and companies that shared their policies, initiatives and best practices, including challenges that they face in providing information to consumers on plastic shopping bags. At the end of the workshop, participants discussed several questions related to information needed, drivers to change their consumption behavior, and their role in supporting the information on plastic shopping bags.

**Key findings and recommendations from the consumers and retailers workshop included:**

1. To choose 'eco / green plastic' packaging, especially plastic shopping bags, the following information is needed:
  - a. Packaging information about the plastic itself, recycle code, who made the environmentally friendly claim, the resource of plastic, information on whether plastic is biodegradable or recyclable. However, it was also noted that for biodegradable plastic, the rebound effect has to be considered (i.e. consumers using more bags than before, or disposing of them instead of recycling, as they think the bags are not harming the environment). Further, there is the question of how to treat the biodegradable plastic since it is supposed to be decomposed, not recycled. Clear information and campaigns are important to enhance consumers' and private sectors' capacities to act accordingly.
  - b. Product information in print media/ social media/ electronic/ public transportation (e.g. train, bus)
  - c. There is a need to have an agreement code of color: green: save – red: dangerous
2. A public organization is required that can be accessed to check whether the plastic is biodegradable, recyclable, or regular (BAU).
3. Consumers tend to be wiser in managing their waste, especially plastic shopping bags, if:
  - a. The consumers know that somebody will pick the waste up from their home
  - b. There is a nearby waste management facility
  - c. There is an incentive for waste management. For middle society, this could be cleanness and health, and for lower society, it could be monetary incentives
  - d. The negative impacts of waste, especially plastic waste in general are known and understood
  - e. Social factors and forces from other people are visible to encourage behavior change
  - f. Public figures act as role models
  - g. Law enforcement from the regulation/ policies that are adopted is in place. List of existing laws that are used for developing a 10-year implementation roadmap of producer responsibility in minimizing waste.
    - i. Law (UU) No. 18 / 2008 about waste management

- ii. Government Regulation (PP) No. 81 / 2012 about domestic waste from regular household activities (without feces and specific waste) and similar domestic waste from commercial area, industry area, facility social and or public facilities.
  - h. There are best practices of managing waste
  - i. There is a community agreement
- 4. To support effective information and campaign about what and how to use the plastic shopping bag, specifically:
  - a. Need to choose role models with strong influence and share knowledge in the nearby community
  - b. Walk the talk – by taking our own bag instead of using plastic bags, and recycling/ disposing of plastic in a responsible manner
  - c. Make informal education
  - d. Make a competition for best practices in our own community
  - e. Link the issues of using plastic with health impacts
  - f. Start to educate on the impact of plastic from early age on (children)
  - g. Give rewards to anyone who use plastic in a more responsible manner (e.g. biodegradable plastic, correct re-use/ recycling/ disposal)
  - h. Report any violation and establish a hotline service
  - i. The most important is commitment

**To conclude the two workshops, Mr. Noer Adi Wardojo (MoEF) presented three recommendations to be taken up in the framework of the 10YFP Consumer Information Programme for SCP in Indonesia, focusing on the leading sector chosen (plastic shopping bags):**

1. There is a need to develop and adopt and integrated a map of multi stakeholders platform on plastic shopping bag. It will include the work platform related to waste management and work platform on material cycle of plastic shopping bag.
2. After the mapping of work platform developed, it will be easier to approach SCP using Circular Economy. It was noted that stakeholders had agreed taking a circular economy approach. Adopting that approach would open up opportunities for recycling companies or other service companies/organization/professionals to manage plastic waste (especially shopping bags), as well as opportunity for biodegradable plastic companies. At the end, it could enhance the economy.
3. Besides the technical and policy concerns, there is a need to focus on people. Therefore, accelerating and collaborating means and information to consumers is important. A focus should be on giving information on what to do and what not to do.

**Final Recommendation to scale up the Consumer Information practices in Indonesia and other countries:**

1. Eco-labels are one of the tools for giving reliable information to consumers on 'green products'. For Indonesia, one way to promote eco-labelling is for the government to provide incentives and examples through GPP. Therefore, as it was noted from the technical workshop for government, coordination to implement GPP and eco-labelling needs to be enhanced and harmonized. Such cooperation can start between the MoEF and the Ministry of Education and Cultural.
2. Strengthening consumer information in public facilities was identified as a way for promoting the CI-SCP in Indonesia in a more practical way. Indonesia, besides strengthening stakeholder collaboration, will strengthen SCP implementation on the ground through community-based actions in public facilities, where consumer information and practical education will be key instruments for intervention. The progress in implementing a standard of public services for implementing sustainable consumption and production in public facilities will be reviewed.
3. After the series of workshops, focusing on plastic packaging sector, even though YPB has tried



to invite related ministries, YPB was made aware that there were a number of related workshops held by other ministries or organizations, discussing plastic as well. Therefore, it is crucial that MoEF engages those stakeholders further. Also, to harmonize understanding on eco-labelling or CI-SCP itself, it will be important to enhance coordination between different directorates of MoEF itself.

4. Programmes like education, campaigns, awareness raising, incentives were often mentioned throughout the series of workshops as they are important to promote ecolabels and 'green products'. Along with those programmes, information through tools such as eco-labels was also noted to be important. Therefore, it can be reiterated that the Consumer Information Programme for SCP is very closely related with Sustainable Lifestyle and Education.
5. Capacity building for consumers will be needed
  - a. It was suggested that a classroom method can be organized to a group of consumers. E.g.: community organization to enhance women capacities (PKK) or youth organization in Indonesia (Karang Taruna). Monitoring and evaluation of the method's success could be done through beginning and ending surveys.
6. A campaign should be established covering different sectors, including 'regular' people (who do not yet know about SCP), e.g: students, practitioners, women in the organization of PKK.
7. Expand to media:
  - a. The activities on information and communication can be expanded to media (audio and visual) to reach a larger target audience of individual consumers.
  - b. Campaign activities, including a communication team, should be developed and spread through media, e.g.: radio, TV commercial / programme, bloggers, Facebook, newsletters, and other social media.
  - c. It is crucial to engage media and journalist to write about the importance of reliable information given to consumers and the importance for consumers to be more critical on what goods and services they are buying.
  - d. In today's digitalized world, an application (apps) would be a good tool to promote ecolabels and raise awareness of consumers in general.
8. A spokesperson/ ambassador should be identified to enhance the campaign. For the plastic packaging, especially plastic shopping bags, this could be an ambassador on zero waste lifestyle through consumer information.

**@Yayasan Pembangunan Berkelanjutan (YPB) 2016**

All documentation for the series of CI-SCP workshops in Indonesia can be downloaded by [clicking here!](#)

CI-SCP in Indonesia also has a facebook [page here](#)

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