

# UPNVJ Encourages Increased Public Awareness about Waste Recycling

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**Public RelationsUPNVJ** - The problem of waste management is still a challenge in many countries, including Indonesia. Based on data from the National Waste Management Information System (SIPSN), Indonesia's national waste generation reaches 17.4 million tons per year, with unmanaged waste amounting to 5.8 million tons/year or around 33.53 percent.

The waste problem can be handled when a circular economy model can be implemented, where the core of this circular economy model is to extend the life span of a product. In implementing this circular economy, the role of recycled material content is the role of the "Recycling Sector." In Indonesia, the recycling ecosystem is not yet running optimally.

In order to build this recycling ecosystem, identification of the supply chain value for recycling is important, the supply of recycled raw materials, namely plastic waste, where this issue is multi-dimensional, with one of them relating to the awareness of the Indonesian people regarding the management and recycling of daily waste. -days, especially those made from plastic, determines the quality of plastic waste collected by collectors, so the process is longer.

Jakarta "Veteran" National Development University (UPNVJ) as a higher education institution that contributes to the spirit of educating the nation, has its own role in waste sorting, through research it can help technology to re-design production processes and product materials that are easy to recycle, which can be used by producers, governance studies and business formalization of informal sectors that play a role in this supply value chain.

"We as academics have a role to educate the public about waste problems," said Deputy Chancellor for Academic Affairs Dr. Henry BH Sitorus, ST, MT at the opening of the Plastic Recycled Material Content Workshop at the Grand Sahid Jaya Hotel Jakarta, Tuesday, March 26 2024.

Specifically, the awareness that is expected to grow among the community is regarding sorting types of waste. The public is encouraged to apply different treatment to each type of waste.

"Education is important so that there will be public awareness about sorting plastic, organic and other waste," said Henry. This waste sorting education is part of the supply value chain.



Apart from that, continued Vice Rector I UPNVJ, the waste problem cannot only rely on public education, but also needs to be accompanied by regulations. Through this recycled content policy recommendation workshop, it is hoped that UPNVJ will become one of the policy formulators regarding Recycled Component Level (TKDU) regulations for products. in Indonesia.

Relevant government institutions, especially the Ministry of Environment and Forestry (KLHK), need to create regulations that can encourage public awareness regarding waste sorting and recycling.

If there are regulations, then there should be some kind of punishment if someone violates them. The application of this punishment also needs to be imposed appropriately, whether on the general public, on manufacturers who produce plastic waste, or other related parties.

"This regulation must be implemented, so that a culture of sorting and managing plastic waste recycling will be created," said Henry.

Finally, Vice Rector I UPNVJ invited all stakeholders to work together to protect our beloved Earth. All parties are encouraged to make environmental cleanliness a priority in carrying out their daily lives.

"We accept that conditions on this Earth are in good condition, so we should pass on this Earth to our children and grandchildren in good condition too," concluded Henry.

The Workshop on the Content of Recycled Plastic Materials was held in collaboration with the UPNVJ Center for Sustainable and Strategic Development Studies with PT Kita Bumi Global (KIBUMI).

This activity is a multi-stakeholder effort that not only involves the Indonesian Government and producers, but also includes waste management associations, recyclers, waste collectors, retailers, volunteer PROs, NGOs, academics and legal experts. (\*wit/PRUPNVJ)

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