

Kepul

Impact Report 2024

kepul
#JualSampahJadiMudah





kepul
#UbahSampahJadiBerkah

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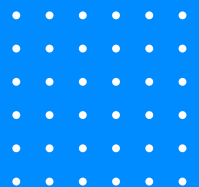
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Disclaimer

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Message From JICA



JICA (Japan International Cooperation Agency) is an implementing agency of the Japanese government's Official Development Assistance, and we have a long history of partnership with Indonesia dating back to the 1960s. Until today, a variety of projects have been implemented to help achieve socio-economic development of Indonesia in collaboration with various Indonesian and Japanese organizations, including the central and local governments, NGOs, academic institutions, and private companies.

Project NINJA (Next Innovation with Japan) is also one of JICA's important programs. As you all know, startups are making a huge impact on solving social issues through their innovation. JICA considers startups as our important partners, and in order to support them NINJA started first in Africa. Following its success in Africa, it has expanded its scope to other parts of the globe. NINJA Indonesia began in 2021 and is now in its 4th year.

In 2024, we focused on eco-friendly and carbon neutral areas, such as "Green Transformation", "Natural Environment and Conservation" and "Sustainable Water Resources, supply and management". This is because JICA believes it is critical to protect Indonesia's wonderful natural environment, and make effective use of it, with necessary "mitigation" and "adaptation" measures against climate change. Finally, three promising startups, Automa Supply Chain, Kepul, and Parongpong RAW Lab, were selected as our special partners from a highly competitive pool of 264 applicants.

This impact report was created as part of the JICA project NINJA in Indonesia in 2024 and shows how those selected startups will make an impact on society.

We hope that the report will deepen reader's understanding of them and encourage more partners to create and expand social impact together.



Founder's Message



Waste is not just a problem – it's an opportunity. At Kepul, we believe that every piece of trash holds value, and every discarded item can contribute to a more sustainable future. Our journey began with a simple yet powerful vision: to transform the way Indonesia perceives and manages waste.

Indonesia generates millions of tons of waste annually, with 45 million tons being recyclable. We see this not as a challenge, but as a vast opportunity for change. Kepul was founded on the belief that Indonesia's waste management system requires a revolutionary approach – one that empowers communities, creates economic opportunities, and protects the environment.

Our mission goes beyond waste collection. We strive to turn trash into cash, generate employment, and build a circular economy that benefits everyone – from individual households to large-scale businesses. Every ton of waste we recover, every job we create, and every innovative program we launch brings us closer to our vision of a cleaner, more sustainable Indonesia.

R. Satrio Budoyo

Chief of Branding

Dendy Herlambang

Chief of Design

Abdul Latif Wahid Nasution

CEO



Problem

The problem of Indonesia’s waste management

Indonesia faces a critical waste management challenge, with annual waste generation reaching nearly 70 million tons in 2023, equivalent to 700 grams of waste per person per day. Alarmingly, 76.3% of this waste remains unsorted, meaning recyclable materials such as plastic, paper, and other valuable resources are discarded without consideration. **Despite 48% of the waste being recyclable, over 11.3 million tons (35.67%) of waste remains unmanaged**, posing significant environmental and social challenges.

Plastic waste is a particularly pressing issue. Indonesia produces 12 million tons of plastic waste annually, accounting for 15% of the total waste, and is **the world's second-largest contributor to plastic waste**, following China. In 2022 alone, 12.54 million tons of plastic waste were generated, much of it from food and beverage packaging, shopping bags, and other consumer goods. Over 57% of plastic waste pollutes Indonesia’s oceans, severely impacting marine ecosystems. These figures underscore the urgent need for sustainable waste management solutions to address this escalating crisis and its environmental consequences.



However, there are multiple factors that have been hindering Indonesia’s efforts towards waste management.



High volume of waste



Economic barriers for informal waste collectors



Lack of proper waste sorting



Low public awareness and participation



Insufficient waste management infrastructure



As the problem of Indonesia’s waste management is vast, Kepul believes that it should be a collective effort involving various parts of society. ***Kepul is addressing several relevant problems with emphasis in public participation*** in our endeavor to promote circular economy:

01

Limited **digital infrastructure** for wider participation of waste management

02

Low **public participation** towards recycling efforts and low awareness of its benefits

03

Lack of economic opportunities for **informal waste collectors**



Problem

Why public participation matters

The high volume of waste generated annually highlights the critical need for participation from all sectors of society. **Managing millions of tons of waste effectively requires a collaborative effort** where consumers practice responsible waste disposal, communities foster sustainable habits, private sectors innovate recycling and waste processing solutions, and the government enforces supportive policies and infrastructure. Collective effort will enable the effectiveness, sustainability, and scalability of waste management system.

01

Increases waste collection and recycling rates

When individuals actively participate in waste sorting and recycling, it maximizes resource recovery and reduces the amount of waste sent to landfills. In Indonesia, where 48% of waste is recyclable, public involvement can help unlock this potential and divert waste from disposal sites.

02

Promotes sustainable behavior towards circular economy

Engaging the public fosters long-term behavior change. A circular economy thrives when individuals contribute by reducing, reusing, and recycling waste. Public participation drives this transformation, ensuring resources are used efficiently and repeatedly.

03

Supports Indonesia's informal waste collectors

Public participation in programs like waste separation at the source directly supports informal waste collectors by improving the quality and quantity of recyclable materials, providing them with better earning opportunities and dignified work.

Turning the waste problem into an opportunity

VOLUME OF RECYCLABLE WASTE

Indonesia has more than **30 million tons** of recyclable waste that can still be sold

VALUE ESTIMATE FOR RECYCLABLE WASTE

Gross profit from **1 kg of recyclable waste = IDR 1,000**

TURNING PROBLEM INTO OPPORTUNITY

The potential for money turnover from recyclable waste in Indonesia is more than **IDR 30 trillion** or USD 20 billion

About Kepul

Kepul is a pioneering waste management company – with a focus on digital solutions for wide adoption of recycling and waste collecting practices. We connect consumers and businesses as waste suppliers to our vast network of waste collectors. We operate on a comprehensive waste management platform – our unique ecosystem enables easy waste selling, transparent pricing, and efficient collection processes. By leveraging technology and innovative approaches, we have created a system that makes recycling accessible, profitable, and convenient for everyone involved.

We are dedicated to transforming Indonesia's approach to waste. Established on October 1, 2020, we have rapidly evolved from a small startup to a significant player in the recycling and waste management ecosystem in Indonesia. Our core business model revolves around creating value from waste, providing solutions that address environmental challenges while generating economic opportunities.

At Kepul, we believe that effective waste management must strike a balance between environmental sustainability and social empowerment. Our commitment to sustainability drives us to reduce environmental impact and promote circular economic practices. We embrace innovation by leveraging technology and data-driven solutions to enhance waste collection, sorting, and recycling processes, continuously improving efficiency and accessibility.

Through empowerment, we create economic opportunities, particularly for waste collectors and local entrepreneurs, by integrating them into a formalized and dignified system. Our transparency ensures that all stakeholders, from users to waste collectors, benefit from clear, fair, and updated pricing structures, fostering trust and accountability. Above all, our deep-rooted sense of social responsibility guides us to develop waste management that uplift communities, providing education, employment, and inclusive participation in sustainability efforts.

By upholding these core values, Kepul is redefining waste management as a force for both ecological restoration and social transformation.



Our Mission

- To revolutionize waste management in Indonesia by creating an efficient, profitable, and environmentally sustainable system that transforms trash into valuable resources
- To empower communities and accelerate public participation in environmental stewardship

Our Vision

To become the leading sustainable waste management platform in Indonesia, creating a circular economy that turns waste into opportunity, protects the environment, and generates economic value for all stakeholders.

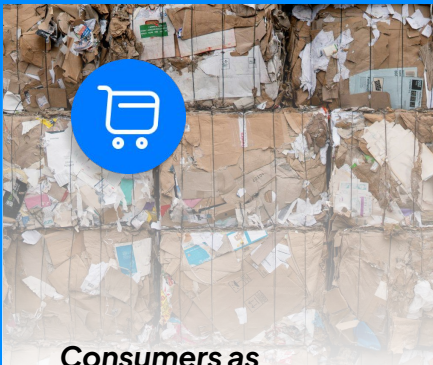
Core Values

-  Sustainability
-  Innovation
-  Empowerment
-  Transparency
-  Social Responsibility

Solution

Kepul is a **waste management company that leverages technology** to revolutionize Indonesia's approach to recycling and waste collection. At the heart of our operations is our **mobile app, which connects households, businesses, and waste collectors to streamline the recycling process.**

Users of the Kepul application can easily schedule collection of their recyclable waste, locating the nearest waste collector through our app's GPS navigation system. Our extensive network of collectors will then pick up the waste directly from their homes. Once transaction is completed, payment for the waste will be transferred directly to the user's bank account, ensuring a seamless and convenient experience.



Consumers as Waste Suppliers

We provide easy access for sustainable habits

Convenient Waste Disposal

Our user-friendly mobile app and web platform enable easy waste selling, tracking, and payment processing. We allow users to schedule convenient waste pickups from their homes.

Incentivizing Sustainable Practices

Kepul provides fair pricing to incentivize waste sorting and collecting. We also offer programs like Kepul Points, where users can earn rewards for their recycling efforts. By making waste selling accessible and financially rewarding, we incentivize communities to actively participate in the recycling ecosystem.

We connect both sides through our digital infrastructure

Digital Infrastructure for Integrated Waste Management

The digital infrastructure we've built streamlines the waste management value chain, improving efficiency and traceability. Our seamless waste collection and sorting processes ensure that recyclable materials are efficiently channeled to the appropriate processing facilities. We also heavily invest in research and development to continuously improve our waste management solutions.



Waste Collectors

We empower for both economic benefits and capacity building

Economic Empowerment

We integrate waste collectors, including informal ones, into a structured system, offering fair pricing and stable income opportunities. This formalization of their work not only enhances their livelihoods but also improves work quality through efficient processes.

Improved Efficiency and Training

Waste collectors benefit from logistical support, such as optimized pickup routes powered by GPS, minimizing time and fuel consumption. We also provide training to help collectors improve their skills and work more effectively within the waste management ecosystem.

Community Engagement & Education

Beyond our mobile app operations, we develop tailored programs and initiatives to raise awareness about sustainable waste practices among households, schools, and local communities.



01

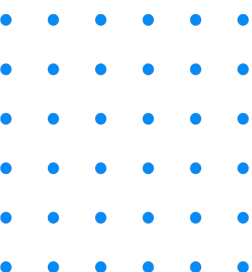
Waste-Free Schools

Designed to educate and empower students, teachers, and school communities about sustainable waste management practices.

02

Donate With Trash

Transforms waste into a means of supporting social causes. Participants can donate their recyclable materials, such as plastics, paper, and metals, which are then collected, processed, and converted into funds.



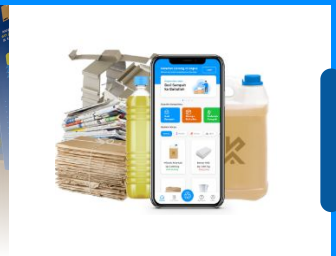
Key Milestones

2020

- October 1: Official establishment of PT. Indonesia Bebas Sampah (Kepul.id)
- Initial concept development of the waste-to-value business model
- Awarded for national award Wirausaha Muda Mandiri (WMM) 2020, Technology Category



Kepul operations and mobile app



2021

- Launch of initial business operations
- Development and launch of initial Android platform for waste management mobile app
- Begin initial waste collection efforts
- First milestone of 1,000+ B2B partners
- Annual waste collection of 700 tons
- Revenue of IDR 0.7 billion



Geral Kepul

2022

- Launch of Gera! Kepul initiative – waste collection centers for direct access of public waste collection
- Increase in waste collection to over 1,000 tons
- Revenue growth to IDR 3.4 billion
- Expansion in team and operational capacity



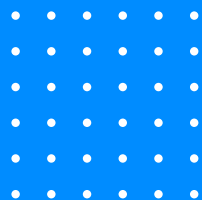
Partnerships with residential communities

2023

- Addition of 3,200+ B2B partners in one year – 400% growth compared to 2021
- Increase in waste collection to over 1,500 tons
- Average monthly waste collection of 125 tons
- Revenue growth to IDR 15 billion
- Expansion of operations to Tangerang with a new office
- 150+ programs and events, engaging the community and raising awareness of waste management and recycling



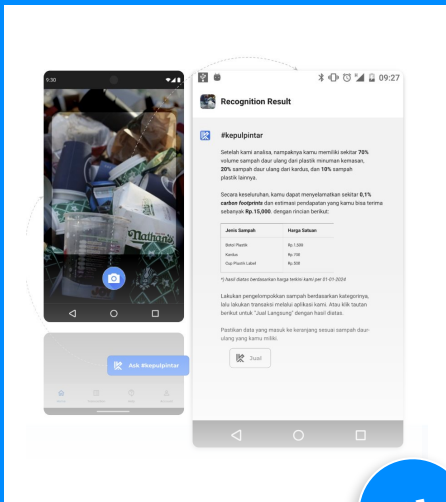
Kepul new office in Tangerang, covering Tangerang & Jakarta areas





Recap 2024

2024 has been a year of growth for us at Kepul. We were able to further develop our services, grow our business, achieve recognitions, and expand our community engagement initiatives.



Development of services

In 2024, we developed new features for our digital services – to be launched in 2025. We are integrating an **AI-powered tool**, **#keulpintar**, which leverages Google Gemini API to improve user knowledge and enhance user experience in waste preparation and sorting. This innovative feature enables users to scan waste items using their smartphone camera, receiving real-time guidance on how to sort and prepare materials for proper recycling before Kepul's driver makes the waste pickup. Alongside AI integration, we are also developing a new **cross-platform mobile application**, **available on both Android and iOS**, to make waste collection even more convenient for users. Additionally, **Kepul Driver App** is also in development to further assist drivers in making pickups. These advancements represent our commitment to build easy waste management habits for all.

01

Our #keulpintar display



Award and recognition

Our efforts toward advancing sustainable waste management was internationally recognized in the year 2024 – winning the **Impact Award at the Ulsan Citypreneurs Program in South Korea**, a program co-organized by YouthCoLab and supported by the UNDP and Citi Foundation. Competing among 24 startups from the Asia-Pacific and Korea, we stood out for our innovative technology-based waste management solution and contribution to the Sustainable Development Goals (SDGs). This platform has enabled us to be acknowledged by the UNDP Seoul Policy Center, strengthening opportunities to continue growing our impact.

Awarding at the Ulsan Citypreneurs Program in South Korea

02



Recap 2024



Our poster for the Youth Sociopreneur Competition

03

Youth Sociopreneur Competition

In 2024, we successfully organized the Youth Sociopreneur Competition – a **comprehensive business idea competition** that attracted over 1,800 university students across Indonesia. The program went beyond the traditional competition format by offering participants a **holistic development experience**. We provide business plan pitching, workshops, and exhibition opportunities for finalists. This initiative aims to foster a thriving sociopreneurship ecosystem by cultivating high-quality, innovative business ideas with social impact. It facilitated the creation of sustainable networks among participants, mentors, investors, and the broader sociopreneurship community, ensuring long-term collaboration and growth.



Medical Checkup with Trash at Pantai Labu Village

04

Community engagement programs

Since 2021, we have deployed a diverse range of impactful programs that combine waste management education with direct community benefits – including **Waste-Free School, Donate with Trash, Buy Groceries with Waste, Medical Checkup with Trash, Café Visit with Waste, and Save Gold with Trash**. These initiatives educate communities on waste sorting and collection while demonstrating the economic value of recyclable materials through Kepul's waste-to-money system. In 2024, we elevated this approach by launching our most ambitious program yet, **Umrah with Waste**, which further reinforces the connection between environmental responsibility and meaningful rewards for the community.



Our Proud Progress

Since our founding in 2020, we have seen significant growth in business capacity, as well as expansion of network to strengthen our impact.

COVERAGE

5 Cities

Including Medan and Deli Serdang in North Sumatra Province, Tangerang and South Tangerang in Banten Province, and Jakarta

CLIENTS

11,000+

Total B2B clients in Kepul network

Since our launch in 2021

CLIENTS

4,500+

Addition of B2B clients in 2024

CLIENTS

800%

Increase in B2B clients compared to our year of launch in 2021

REVENUE

18 billion

IDR revenue in 2024
Equivalent to approx. USD 1.1 million

REVENUE

10%

Revenue growth in 2024 compared to the year 2023

APP USERS

70,000

Users in Kepul network

WASTE COLLECTOR NETWORK

100

Waste collector in Kepul network



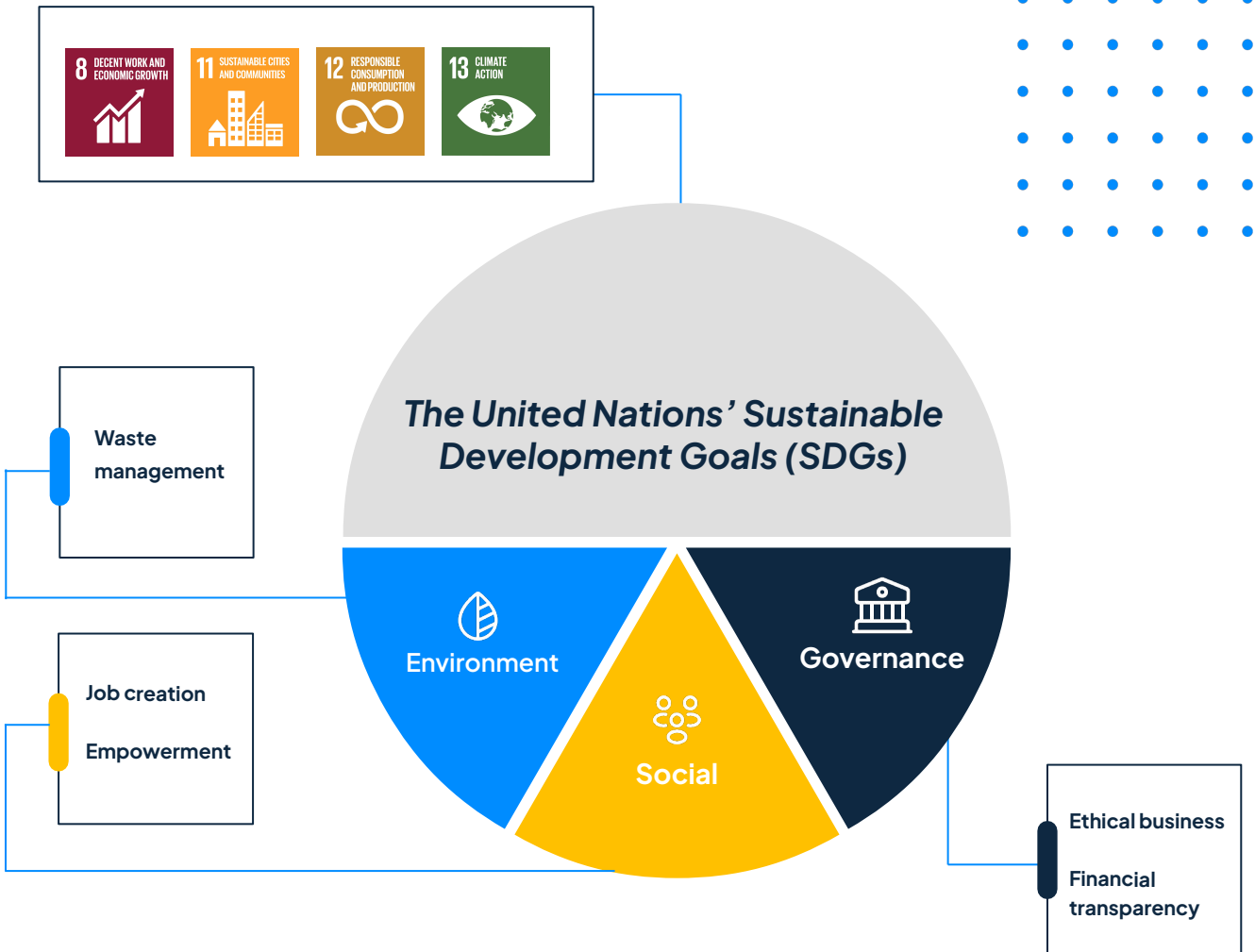


Impact & ESG

The following section discloses our impact progress and sustainability efforts to improve business practices related to environmental, social, and governance (ESG) topics. Our efforts are aimed at driving positive change not only for our company, but also for the environment, the community, and all stakeholders involved.



Impact Summary



Despite ongoing sustainability efforts, **the sheer volume of waste in Indonesia** remains a critical challenge. However, with one of the world's largest populations, **Indonesia also holds the key to its own waste crisis—widespread public participation.** If every part of society, from households to businesses, actively engages in waste sorting, collection, and recycling, waste can be transformed from an environmental burden into a valuable resource.

Kepul exists **to bridge the gap between individuals and waste management solutions**, making waste sorting, collection, and sustainable practices easily accessible. By making waste management a collective effort, we accelerate the shift toward a circular economy and a cleaner Indonesia.

A strong and sustainable waste management system cannot exist without empowering those who play a vital role in it—waste collectors, especially those in the informal sector. Historically undervalued and working under unstable conditions, these collectors are essential to Indonesia's recycling efforts. By **elevating waste collection into dignified and sustainable employment**, we strengthen the backbone of Indonesia's recycling infrastructure, ensuring that waste is not only managed effectively but also creates economic opportunities.

In this endeavor, we align our efforts with Sustainable Development Goals (SDGs) as our commitment to impactful and meaningful work. Furthermore, we also believe in ESG best practice on our own premises for a holistic impact approach.

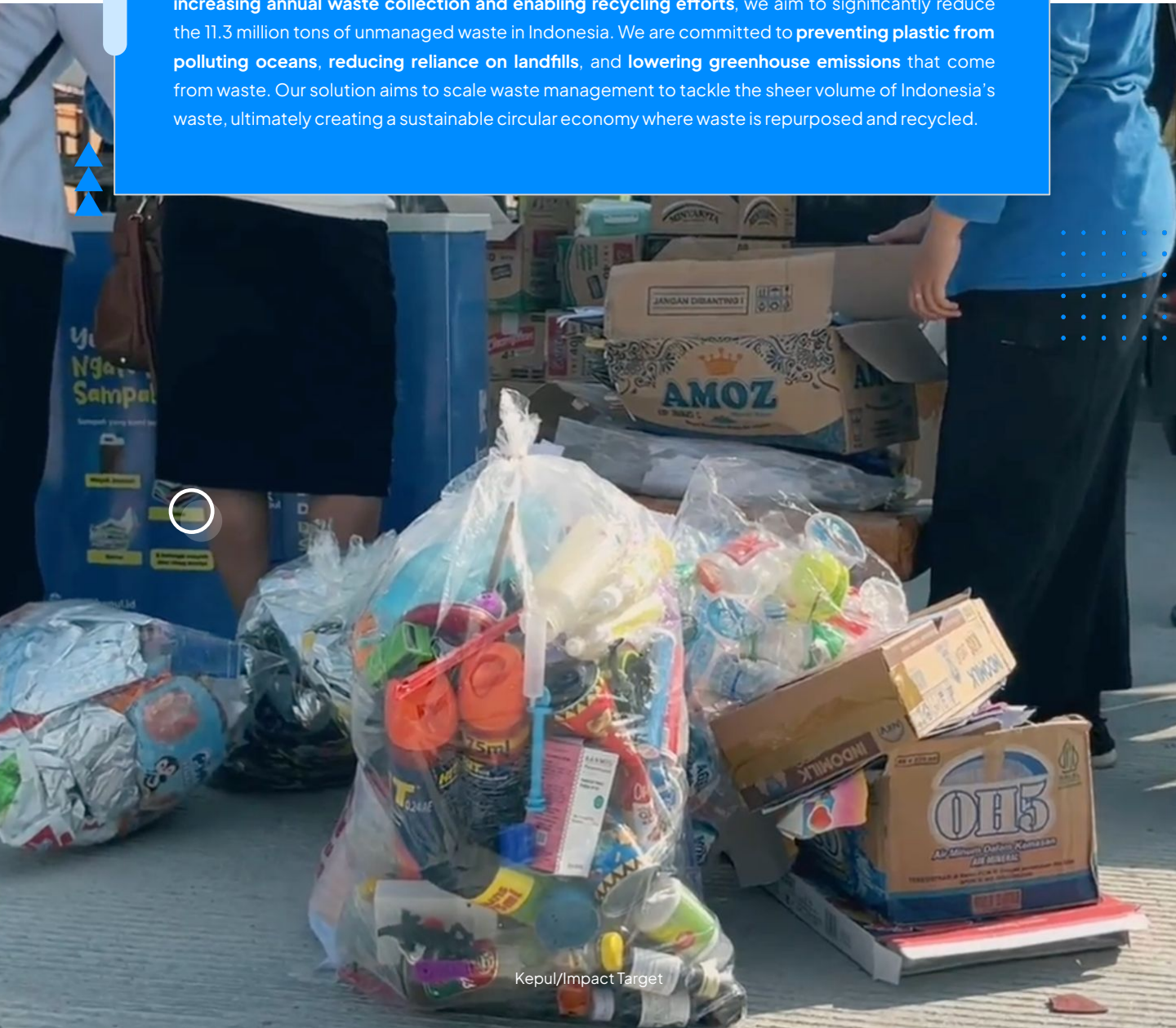
Impact Target

Kepul aims **to build a strong waste management system in Indonesia through accessible and profitable digital waste solutions**. We are tackling environmental burdens that stem from waste – including pollution and greenhouse emissions – with an approach that place equal importance on social and economic aspects. Ultimately, we are working towards a circular economy where sustainable waste practices become an integral part of our society's every day life.

Primary impact target

The environment

Our foremost goal is to mitigate the environmental crisis caused by waste mismanagement. By **increasing annual waste collection and enabling recycling efforts**, we aim to significantly reduce the 11.3 million tons of unmanaged waste in Indonesia. We are committed to **preventing plastic from polluting oceans, reducing reliance on landfills, and lowering greenhouse emissions** that come from waste. Our solution aims to scale waste management to tackle the sheer volume of Indonesia's waste, ultimately creating a sustainable circular economy where waste is repurposed and recycled.



Secondary Impact Target

Indonesia's public

We believe that a sustainable future takes collective effort. Hence, we engage various stakeholders in this endeavor, while building impact that empower them in the process.



Waste collectors

We are committed to empowering waste collectors, particularly those in the informal sector, by providing **fair pricing, training, and dignified employment opportunities**. Through our initiatives, we aim to formalize their roles within the waste management ecosystem, ensuring stable incomes and improved working conditions. By integrating these collectors into our system, we expand waste collection efforts while fostering **economic growth and social inclusion**.



Consumers

Engaging the public is essential to fostering sustainable waste practices. Our solution incentivizes waste sorting and collecting while offering economic benefit that promote the potential value of waste. We also educate and empower the consumer public through various programs; 'Waste Free Schools' educates students and teachers on sustainable practices, 'Medical Checkup' offers health services in exchange for recyclable waste. Through many other programs, we empower the public towards collective sustainable behavior and environmental stewardship.



Businesses

We partner with businesses to integrate sustainable waste management practices into their operations, helping them adopt recycling programs and reduce waste output. By providing waste-to-value solutions, we enable businesses to **achieve cost savings, improve operational efficiency, and align with sustainability goals**. Our partnerships with **thousands of B2B clients** reflect our commitment to driving a shift towards a circular economy, where businesses play a vital role in reducing environmental impact.



Our Impact Framework



Kepul is a waste management company, focusing on digital solutions that enable public participation in waste recycling. We strive to accelerate efforts towards widespread sustainable behaviour – ultimately addressing the waste problem in Indonesia and building environmental stewardship.

We incorporate the United Nations' Sustainable Development Goals (SDGs) into our impact framework – to shape, steer, and communicate our vision of **creating a circular economy that turns waste into opportunity, generating economic value for all.**

Goals	Targets	Kepul's Initiatives
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.</p>	<p>Work opportunity creation</p> <p>Kepul's operations create direct employment opportunities, as well as indirect jobs through its partnerships with waste collectors, recyclers, and small businesses. By providing stable income, formalizing waste collector work, and empowering our waste collector network with skill development, Kepul supports decent job creation in a sustainable waste management ecosystem.</p>
 <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>11.3 By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.</p> <p>11.6 By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.</p>	<p>Digital infrastructure for easier public participation in sustainable waste management</p> <p>Kepul's waste management solutions help make cities and communities more sustainable by reducing waste, promoting recycling, and improving overall cleanliness and sanitation. Our mobile app platform addresses the waste management problem with a digital solution befitting the fast-paced urban lifestyle – aiming to integrate sustainable practices seamlessly into everyday behavior. Through widespread access and public participation, we endeavor towards sustainable cities with strong waste planning and management.</p>





Goals	Targets	Kepul's Initiatives
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12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.

Circular economy as core business

Kepul's core business model is centered around the principles of circular economy, where waste is transformed into valuable resources – we divert waste from landfills and promote the recycling of materials. By incentivizing both households and large businesses to participate in waste sorting and collecting, we are scaling sustainability efforts across all parts of the consumption and production chain. Ultimately, we are striving towards a circular economy through accessible, convenient, and profitable management of waste.

12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

Community engagement

Redefining society's interaction with waste requires direct engagement and education. Through programs like Waste-Free Schools, we educate students and teachers on proper waste management, embedding sustainability into daily life. Meanwhile, incentive-based programs demonstrate how recycling can provide tangible benefits, encouraging greater participation. Other than our main mobile-app solution, we place equal importance on these programs, further integrating sustainability into everyday activities – making waste management an accessible and rewarding part of community life.



13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries.

Emissions offset through waste management

Our waste management efforts contribute to offsetting carbon emissions by diverting waste from landfills, reducing methane release, and promoting recycling – which significantly lowers the need for energy-intensive raw material production.



Impact in Numbers

01

PRIMARY METRICS

The environment

4,700

Tons of recycled waste saved from landfills in 4 years

14,000

Tons of CO2 emissions prevented through waste diverted from landfills in 4 years

10%

Increase in waste collection compared to 2023

10%

Increase in CO2 emissions prevented compared to 2023

60

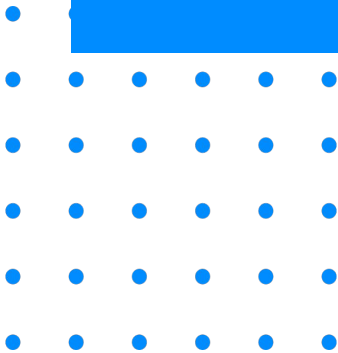
Types of waste processed

1,500

Tons of plastic collected and recycled

1,200

Tons of used cooking oil collected and recycled



Impact in Numbers

02

SECONDARY METRICS

Waste collectors

100

Waste collectors
in Kepul network

20%

increase in Kepul's network
of waste collectors in year
2024 compared to 2023

50%

Income increase in
Kepul's network
of waste collectors

03

Consumers, Businesses

70,000+

Kepul users

11,000

B2B partners
+

10,000+

beneficiaries of social and
environmental programs in the
community in 2024

100+

schools collaborated for
zero waste programs

Impact Deep Dive

Waste Collectors



Kepul is working towards digital infrastructure for accessible waste management, encouraging public participation to tackle Indonesia’s waste problem – while building impact for waste collectors as an important part of the waste management infrastructure.

Kepul plays a transformative role in the lives of waste collectors by integrating them into a structured and efficient waste management system. Through our platform, collectors gain access to fair pricing for the waste they collect, ensuring stable and predictable incomes. By eliminating intermediaries and offering transparent payment processes, we provide collectors with greater financial security and a direct connection to the recycling ecosystem. Additionally, our technology-driven logistics support, such as optimized GPS-based routes, helps collectors save time and reduce operational costs, enabling them to focus on maximizing their earnings.

We also prioritize skill development and empowerment for waste collectors. Kepul offers training programs to enhance their knowledge of waste sorting, handling, and sustainability practices. By creating dignified employment opportunities, Kepul elevates the role of waste collectors from informal, often overlooked labor to a respected and essential part of Indonesia’s circular economy.



Study Case

Formal Recruitment as Kepul Employee

In our commitment to create sustainable impact, Kepul transforms high-performing waste collectors from our network into professional drivers through a structured recruitment and training program. This transition elevates their role from informal collectors to full-time employees who manage customer relationships, optimize collection routes, and educate communities on proper waste management. Complete with stable monthly income, health benefits, and social security, this initiative represents our dedication to dignifying waste collection work while strengthening Indonesia’s circular economy infrastructure.



Impact in Numbers

Saint-Gobain Indonesia

20

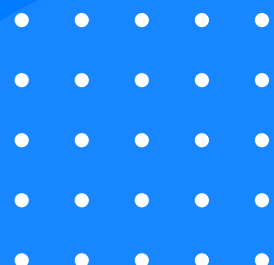
Informal waste collectors recruited as Kepul drivers

+100

Training programs / workshops for waste collectors

+10.000

Job opportunities created through our formalization of waste collecting processes



Impact Deep Dive

Waste Collectors



Joni

Kepul Driver



"Hi, I'm Joni, and I've been a Kepul driver for two years. Before Kepul, I was a waste picker with uncertain daily income, and people often looked down on me.

Everything changed when I joined Kepul. Now I have a stable income, regular customers, and people respect what I do. They call me 'Mr. Kepul Driver' and thank me for keeping our environment clean.

Because of Kepul, I can provide better for my family. My children's education is secured, and we live more comfortably now. I'm proud to be both a hero for my family and for the environment.

Thank you Kepul for transforming my life and showing that waste isn't just trash - it's an opportunity to build a better future."



Impact Partners

Kepul partners with both companies and local governments, collaborating for meaningful waste education and community engagement initiatives. Through these key partnerships, we are able to strengthen and expand our reach of impact.



PEMERINTAH KOTA
KOTA MEDAN



01

Medan City Government, North Sumatra

We have been partnering with the Medan City Government since 2021. This partnership has been instrumental in supporting various initiatives across multiple departments of the city government, including the Tourism as well as the Education Department. We collaborated on programs such as Waste-Free School, Medical Checkup with Trash, National Waste Awareness Day events, and the Ramadhan Green Festival. This collaboration demonstrates the government’s commitment to environmental sustainability and community welfare – while allowing us to scale our impact and engage more communities.



02

Toba Regency Government, North Sumatra

To commemorate the National Waste Awareness Day in 2024, the Toba Regency Government partners with Kepul for a community-wide initiative. We mobilized various community elements and government institutions to participate in a unique recycling program – Buy Groceries with Trash, where participants can exchange recyclable waste for affordable basic necessities. The program generated remarkable enthusiasm among local residents, resulting in an extraordinary collection of recyclable waste that filled an entire field. This has been a display of the effectiveness in combining environmental awareness with practical community benefits.

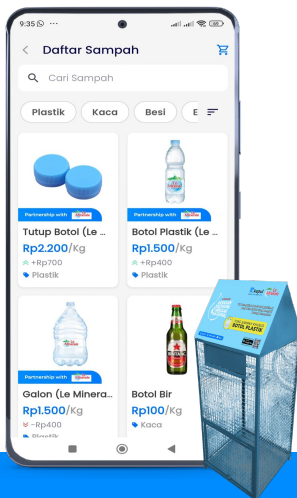
Impact Partners



03

Le Minerale

We began our partnership with Le Minerale, a leading mineral water brand in Indonesia, in the year 2023. We have been collaborating on comprehensive sponsorship activation programs, combining Le Minerale's brand visibility on our mobile application with meaningful environmental initiatives. Through this partnership, we are able to execute our community engagement programs, including Medical Checkup with Trash and Waste-Free School. We have also collaborated on strategically placing plastic bottle collection bins in markets and residential areas, with all collected plastic bottles systematically tracked and recorded. Ultimately, our partnership with Le Minerale has enabled us to extend our impact reach in the endeavor towards sustainable waste habits.



Cek Kesehatan Gratis bersama Le Minerale

Bawa sampah kemasan botol plastik dan kardus Le Minerale dan dapatkan layanan cek kesehatan gratis!

kepul.id | kepul | #JualSampah2diRumah

YUK IKUT PROGRAM LINGKUNGAN BERSAMA KEPUL X LE MINERALE

TUKAR 1 GALON LE MINERALE BARU DENGAN 30 GALON LE MINERALE KOSONG

Syaratnya :
Harus memesan melalui website atau aplikasi Kepul

www.kepul.id | kepul.id | kepul

04

Other partnerships

Association of Hospitality Leaders Indonesia (AHLI) - Indonesian Food & Beverage Executive Association (IFBEC) - Trisakti Institute of Tourism - 50+ schools in Medan and Tangerang for Waste-Free School program.



ESG Overview

We recognize that there are critical factors of Environmental, Social, and Governance (ESG) conduct that have impact on both our business and the communities we operate in. In this report, we provide an overview of our ESG performance with a deep dive highlight **on social metric**.

Current initiatives

	<p>01 Environment</p>	<p>Develop waste sorting ecosystem:</p> <ul style="list-style-type: none"> ● Separates organic and inorganic waste ● Converts organic waste into animal feed and fertilizer ● Prepares recyclable waste for sale to factories
	<p>02 Social</p>	<ul style="list-style-type: none"> ● Job creation and empowerment for waste collectors ● Community engagement programs ● Fair and transparent pricing on Kepul app
	<p>03 Governance</p>	<ul style="list-style-type: none"> ● Transparent business model with clear waste pricing ● Foster company culture of integrity ● Ensure legality of company financials

Ways we will explore to increase our ESG impact even further

	<p>01 Environment</p>	<ul style="list-style-type: none"> ● Continue scaling up waste collection efforts ● Expand waste recycling capabilities ● Develop more innovative recycling processes
	<p>02 Social</p>	<ul style="list-style-type: none"> ● Create more economic opportunities for local communities ● Enhance driver and employee training
	<p>03 Governance</p>	<ul style="list-style-type: none"> ● Enhance transparency in business operations ● Implement robust digital infrastructure



ESG

Overview



ESG Deep Dive Social

While our primary goal at Kepul is sustainable waste management, we believe in social conduct as an equally important aspect of our work.



What we want to do better

—

More job creation
To create 10,000 new jobs through our business scaling – supporting economic growth and promoting decent work.

01 Job Creation and Empowerment

- We provide dignified employment for 20+ drivers, many of whom are former informal waste collectors
- We revolutionize the role of informal waste collectors as an important pillar to our operations – by formalizing their work and improving working conditions

02 Community Engagement

Consumers are key stakeholders to our business operations. We ensure transparent and regularly updated pricing for each type of waste on our app as part of fair pricing conduct. Furthermore, our incentive-based community engagement programs seek to bring public benefit while encouraging sustainable practices.

- **Medical Checkup with Trash**
We offer health services in exchange for recyclable waste
- **Umrah with Trash**
We enable participants to fund religious pilgrimages through waste collection
- **Buy Groceries with Trash**
We facilitate access to essential goods by trading recyclable materials
- **Save Gold with Trash**
We help individuals grow their savings by exchanging waste for gold investments

Certifications

As part of our commitment to continuous improvement in environmental and social impact, we are working towards obtaining internationally recognized certifications. These certifications will help us enhance credibility and accountability, further validating our sustainability efforts and responsible business practices.

Future Certifications



ISO 14001

Sistem Manajemen Lingkungan

01

ISO 14001

To be issued by The International Organization for Standardization (ISO)

An internationally recognized Environmental Management System (EMS) standard. ISO 14001 provides a structured framework for organizations to identify, manage, monitor, and continuously improve their environmental performance – ensuring compliance with global sustainability standards and best practices. This certification evaluates how effectively an organization minimizes its environmental footprint through waste reduction, pollution prevention, and resource conservation.

By obtaining ISO 14001, we will strengthen our environmental governance, minimize waste-related risks, and demonstrate a structured approach to reducing environmental impact through responsible waste management. This certification will enable us to further validate our position as a trusted partner for businesses and governments seeking sustainable waste management solutions – ultimately elevating and expanding our network of impact.



02

SA8000

To be issued by Social Accountability International (SAI)

A globally recognized standard for social accountability. SA8000 focuses on ensuring that businesses uphold ethical labor practices, fair wages, workplace safety, and workers' rights. The certification measures compliance with universal human rights principles, anti-discrimination policies, occupational health and safety standards, as well as fair treatment of employees and subcontractors.

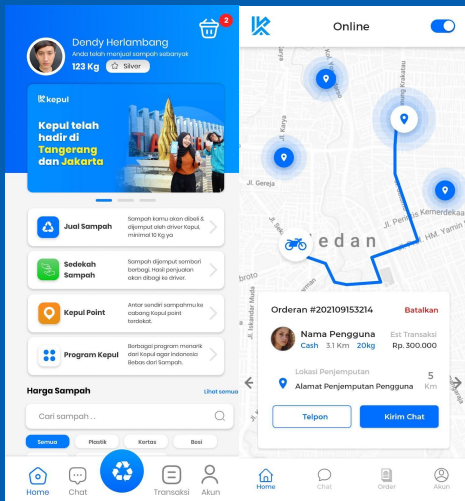
For Kepul, obtaining SA8000 certification will reinforce our dedication to empowering waste collectors and workers in the waste management sector, ensuring they receive fair wages, stable employment opportunities, and appropriate working conditions. This certification will help us build stronger partnerships with organizations that prioritize social responsibility, amplifying our impact in creating dignified job opportunities.

What's Next

Looking ahead

As we move forward, Kepul is committed to scaling our waste management operations to expand our impact across Indonesia. By 2025, we aim to increase our annual waste collection to 4,200 tons, ensuring that more recyclable materials are diverted from landfills and reintroduced into the circular economy. We are also working toward onboarding 12,000 B2B partners, allowing businesses to integrate sustainable waste practices into their operations. To support this growth, we will enhance our monthly waste processing capacity and develop a more comprehensive recycling infrastructure, ensuring that waste management becomes more efficient and accessible to individuals, businesses, and communities alike.

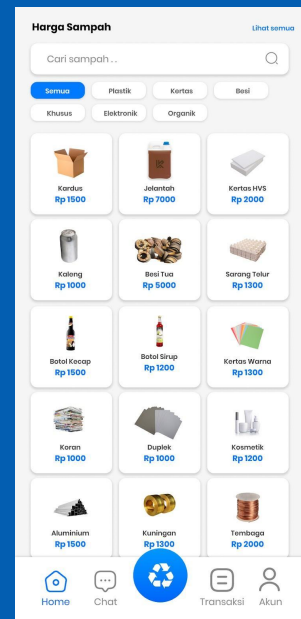
Technology remains at the core of our expansion strategy, with the full implementation of #kepulpintar, our AI-powered waste management tool, set to redefine waste identification and sorting processes. We aim to provide real-time waste classification and sorting recommendations, making sustainable waste management more intuitive and scalable.



New UI & UX for our mobile app

Beyond environmental impact, Kepul remains dedicated to empowering communities and creating economic opportunities. We are on track to generate 10,000 new jobs, particularly by formalizing the roles of waste collectors and integrating them into a structured system with fair wages and improved working conditions. Our community engagement programs will continue to evolve, with new waste-to-value initiatives that allow individuals to exchange recyclable waste for essential goods, services, and financial benefits. We are also strengthening partnerships with local businesses and communities, ensuring that sustainability efforts are deeply embedded in everyday economic activities.

At Kepul, we envision a future where waste is no longer a problem, but a valuable resource. Our mission extends beyond simple waste collection – we are building an ecosystem that transforms environmental challenges into economic opportunities. We aim to revolutionize Indonesia's waste management landscape, create sustainable economic opportunities, and empower communities through innovative solutions. By proving that environmental responsibility can drive economic growth, we are positioning Kepul as a catalyst for systemic change – turning trash into cash, waste into opportunity, and challenges into solutions. Our journey has only just begun, and the potential for impact is limitless. Together, we can build a cleaner, more prosperous, and sustainable future for Indonesia.



In development: Kepul Driver App



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