

## **Tasini launches campaign to support Indonesia in becoming a world leader in reducing plastic pollution**

*Over the past few years, news headlines have been filled with sad findings from scientists showing Indonesia as the second largest source of marine plastic pollution. This has acted as a clarion call to action for organizations and institutions across the country. With the launch of its newest campaign “Ayo Indonesia, mari jadi nomor satu kurangi polusi plastik”, Tasini aims to create a different story, one that is encouraging and inviting for everyone, with the clear goal of bringing the change we all want to achieve!*

Tasini is an idea by the environmental initiative, “Making Oceans Plastic Free (MOPF). MOPF was started by four friends from Indonesia and Germany. Increasingly frustrated and saddened by the pollution of the world’s oceans and the millions of tons of plastic waste entering the sea every year, they came up with an idea to create a solution that would not only promote awareness of the ecosystems that needed to be protected, but would also make it easy and fun to break the plastic bag habit. Tasini was born - a marine animal keychain with a foldable bag inside.

After a successful crowdfunding campaign, the team received the plastic pollution innovation award by the United Nations Environmental Program in 2018. This exposure has been invaluable in generating interest from many organizations and businesses who can now join in the efforts of reducing plastic pollution.

“The step from an idea to bringing it to life is challenging on many fronts,” says co-founder Roger, “but with the amazing response and great partnerships we have built, we are getting closer to our goal every day.” Roger continues.

“We know that the problem of plastic pollution is much more than just plastic bags, but they do make up a significant share of what studies have found when looking at the types of waste in the ocean.” says Roger’s colleague Adityo. He further explains, “During beach clean-ups conducted over the past years, we have found that plastic bags make upto 15-30% of the total amount of waste items collected.”

It is estimated that up to 500 Million plastic bags are being used in Indonesia every day. In a common effort with Indonesia’s large retail chain Alfamart, Tasini will now be available in more than 5000 stores in the greater Jakarta region, ready to help consumers make the transition from single use plastic bags. “Since just one Tasini can save up to 400 plastic bags a year, this outreach alone, will reduce millions of plastic bags!” states team member Lia, and adds “since each bags material is made from two recycled plastic bottles, Tasini helps to stop plastic bottles from polluting our environment as well!”

The team of four sees this collaboration as a great opportunity to reduce a lot of plastic pollution and is looking forward to bringing this positive change to the next level. Considering the size of

the plastic pollution crisis, Tasini wants to go even further and decided to launch their new campaign. Adityo says “We need everyone to join! individuals, organizations and companies. This is why our new campaign creates the space for all of you to gather and encourage each other. If you lead by example, together we can all change Indonesia from being one of the biggest plastic polluters to becoming number one in reducing plastic pollution!”

The campaign encourages everyone to lead by example by refusing single use plastics such as plastic bags, plastic straws, and plastic bottles and replacing them instead with reusable straws from metal or bamboo, refillable bottles and other great alternatives and post their photos on social media adding #AyoIndonesia #NomorSatuKurangiPolusiPlastik #Tasini

“For our initial crowdfunding campaign we received support from people in over 50 countries,” remembers team member Paritosh, and “we hope that with this campaign, Indonesia can become an inspiration for many other countries to follow”.