

SIG launches Recycle for Good Programme in Indonesia

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SIG Way Beyond Good Foundation has announced the launch of the Recycle for Good Programme in Indonesia, a new initiative towards sustainable lifestyle.

With the Recycle for Good programme, Switzerland-headquartered SIG and the SIG Way Beyond Good Foundation want to change people's behaviour and promote a mindful use of natural resources. The programme is designed to encourage the public to drop off recyclable waste such as beverage cartons, glass, plastic or cooking oil at a collection point and thus return it to the cycle. In return, they receive food vouchers or coupons for other goods and services that they can exchange at Recycle for Good partners. The materials are sorted on site and recycled by a recycling partner.

With the experience of SO+MA, a Brazilian social startup that has been working with SIG since 2018 to promote the circular economy through a reward system, the foundation developed its global Recycle for Good programme. Indonesia has launched the programme as the first country in Southeast Asia.

"This innovative model to promote recycling not only brings environmental benefits, but also socio-economic advantages by offering people in low-income communities an opportunity to improve their quality of life by saving money on essentials or learning skills to open the door to new job opportunities," said Noer Wellington, Head of Market Indonesia, Malaysia, Philippines and Vietnam at SIG.