



IMPACT REPORT 2022

SPARKING A REUSE REVOLUTION: REMOVING SINGLE-USE PACKAGING
FROM THE EQUATION AND ACCELERATING THE TRANSITION TO
CIRCULAR ECONOMY

A SOCIAL ENTERPRISE BY:



we build
world changing
companies



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Converting 20% of plastic packaging into reuse models is a USD 10 billion business opportunity that benefits customers and represents a crucial element in the quest to eliminate plastic waste and pollution.

”

A letter from Alner CEO

Dear Reader,

I am honored to address you as the Cofounder and CEO of Alner and share our collective journey towards a more sustainable future. Since our inception, we have been driven by the vision of transforming the way consumer goods are packaged and consumed, while making a positive impact on the environment and society.

At Alner, our mission is rooted in our deep concern for the pressing environmental challenges posed by single-use packaging. We are committed to making a tangible difference by replacing non-recyclable, single-use packaging with our innovative reusable packaging system. Through this approach, we not only prevent vast amounts of plastic waste from entering landfills but also create opportunities for small businesses to flourish.

I am incredibly proud of Alner's accomplishments thus far. Together, we have prevented the use of over 560,000 non-recyclable, single-use packages and empowered 150 sales points, serving thousands of customers in Greater Jakarta. These achievements underscore our commitment to creating a cleaner and more sustainable future. Looking ahead, our goals are ambitious. We strive to expand our partnerships to reach 5,000 sales points by the end of 2025, enabling us to replace millions of single-use packages and significantly reduce plastic waste.

To support our growth and achieve these goals, we are actively exploring avenues for funding and strategic partnerships. By securing the necessary resources, we will further accelerate our commercialization efforts, expand our reach, and strengthen our impact solution.

I am incredibly grateful for the dedication and passion of our team, the unwavering support of our partners, and the trust and loyalty of our community. It is your commitment that propels us forward on this transformative journey.

Together, we can reshape the way we consume, protect our environment, and create a brighter future for all. Thank you for being an integral part of the Alner movement.

Sincerely,

Bintang Ekananda



PICTURED: Packaging return activities are carried out at one of our sales points, Waste Bank Dahlia, located in South Jakarta.

About

Taking on the systemic issue of plastic waste in Indonesia, Alner is at the forefront of a transformative solution that empowers households to embrace zero-waste living on a substantial scale. Our innovative model operates through a deposit and reward scheme, offering everyday essentials like shampoo, soaps, dish care, food products, and more in returnable, reusable packaging. Gone are the days of single-use sachets and pouches. Our packaging, crafted from rPET, PP, and rHDPE, contains 5% post-consumer resin (PCR) and can endure up to 50 use cycles. It embodies strength, safety, and full recyclability, epitomizing our commitment to a future free from waste. By utilizing PCR, we not only contribute to a circular economy but also support the growth of the recycling industry by creating a market for recycled plastics.

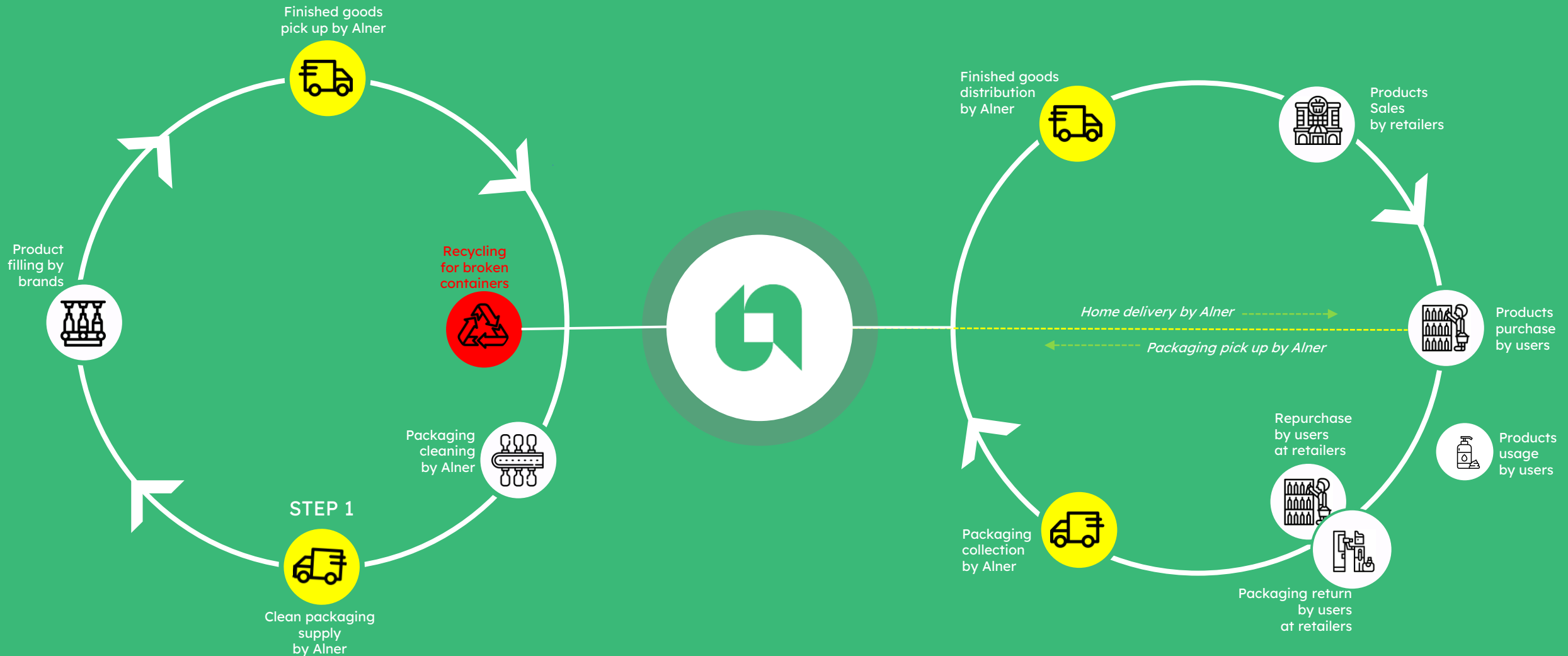
Our mission is to create a world where single-use packaging is replaced by reusable alternatives, reducing plastic waste and fostering a more sustainable and circular economy. We are driven by a deep concern for the environmental challenges posed by plastic pollution and a commitment to making a positive impact on both the planet and local communities. Key points of Alner:

1. **Sustainable Packaging:** We offer an innovative reusable packaging system for consumer goods such as detergent, shampoo, body wash, dish care, food products and more. Our solution eliminates the need for single-use containers, significantly reducing plastic waste and its harmful impact on the environment.
2. **Environmental Impact:** Alner is committed to combating the plastic waste crisis. By replacing millions of single-use packages, we aim to prevent tons of plastic waste from entering landfills, oceans, and ecosystems. Our goal is to create a sustainable and circular economy that prioritizes the well-being of our planet.
3. **Empowering Small Businesses:** We partner with community-based points of sale (PoS), including waste banks, warung stores, and peer-to-peer sellers, to distribute products in our reusable packaging. By offering an additional revenue stream and increased customer loyalty, we support the growth and resilience of these small businesses.
4. **Social Inclusion:** Alner's solution is designed to be accessible to all, including low-income consumers. We provide an affordable alternative that allows them to purchase essential products at a discount upon returning the packaging. This approach promotes social equity and inclusion in the transition to sustainable consumption.
5. **Scalable Impact:** We are committed to scaling our impact by expanding our network of points of sale and partnering with more fast-moving consumer goods (FMCG) brands. Through strategic growth and continuous innovation, we aim to extend our reach and influence, making reusable packaging the new standard in the industry.
6. **Collaboration and Partnerships:** Alner believes in the power of collaboration. We actively seek partnerships with like-minded organizations, FMCG brands, and local communities to create a collective force for positive change. Together, we can drive sustainable practices and foster a global shift towards a circular economy.



Alner Prefill Model

Prefilled packaging is a form of reuse where the product is provided pre-packed in high-quality durable reusable packaging for the customer.

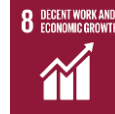


Impact Definition

The United Nations' (UN) SDGs provide a blueprint of how we tackle the world's most critical problems. Adopted by all the UN Member States in 2015, the SDGs is the call for global action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.



At Alner, we committed to aligning our business model with the SDGs. Our target for SDGs are as follow:



SDG 8: Decent Work and Economic Growth

Target 8.5: By 2030, achieve full and productive employment and decent work for all, including women and young people.

Alner's collaboration with small businesses, such as waste banks and warung stores, promotes economic growth and job creation. By partnering with 150 sales points to date, Alner has supported the growth and resilience of local businesses. This collaboration has created additional revenue streams and increased earnings by 10-15% per month for the partnering points of sale, contributing to the goal of decent work and economic growth.



SDG 9: Industry, Innovation, and Infrastructure

Target 9.4: By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource efficiency and greater adoption of clean and environmentally sound technologies.

Alner's innovative reusable packaging system promotes sustainable practices within the consumer goods industry. By providing an alternative to single-use packaging, Alner drives industry innovation and encourages the adoption of clean and environmentally sound technologies. The use of reusable packaging contributes to increased resource efficiency and aligns with the goal of sustainable infrastructure development.



SDG 12: Responsible Consumption and Production

Target 12.5: By 2030, substantially reduce waste generation through prevention, reduction, recycling, and reuse.

Alner actively addresses Target 12.5 by significantly reducing waste generation. Through its reusable packaging system, Alner has successfully avoided the use of over 560,000 of non-recyclable, single-use packages since 2020. Alner aims to replace at least 50 million single-use packaging from entering landfills or the environment by 2025.



SDG 13: Climate Action

Target 13.2: Integrate climate change measures into national policies, strategies, and planning.

Alner's solution significantly reduces carbon emissions associated with packaging production, deliveries, and disposal.



SDG 14: Life Below Water

Target 14.1: By 2025, prevent and significantly reduce marine pollution of all kinds.

Alner's efforts in reducing plastic waste contribute to the prevention of marine pollution. By avoiding the use of single-use containers, Alner has prevented an estimated 5,000 kilograms of non-recyclable, single-use packaging from polluting oceans. This contribution aligns with the broader goal of reducing marine pollution and protecting marine ecosystems.

By addressing these SDGs, Alner's operations and impact directly contribute to the achievement of specific targets within the Sustainable Development Goals.

Theory of Change

INPUT	ACTIVITIES	OUTPUT	OUTCOME	IMPACT
<p><u>Reusable Packaging</u> Alner's innovative reusable packaging system for consumer goods.</p> <p><u>Collaborative Partnerships</u> Partnerships with FMCGs (Fast-Moving Consumer Goods) brands, sales points such as waste banks, warung stores, and peer-to-peer sellers as well as NGOs</p> <p><u>Funding and Resources</u> Financial investments, grants, and operational resources.</p> <p><u>Research and Development</u> Continuous improvement and innovation of the reusable packaging system.</p>	<p><u>Product Development</u> Designing and manufacturing durable and reusable packaging materials.</p> <p><u>Partnership Development</u> Collaborating with FMCGs to integrate the reusable packaging system into their supply chain.</p> <p><u>Distribution and Logistics</u> Supplying Reusable packaging to FMCGs and facilitating its distribution to sales points and end customers.</p> <p><u>Customer Education and Engagement</u> Educating and incentivizing customers to use and return the reusable packaging.</p> <p><u>Research and Development</u> Continuous improvement efforts to enhance the features, performance, and sustainability of the reusable packaging system.</p>	<p><u>Reusable Packaging System</u> Availability of Alner's reusable packaging system for FMCGs and customers.</p> <p><u>Collaborative Network</u> Strengthened partnerships with FMCGs, sales points and NGOs.</p> <p><u>Packaging Distribution</u> Supply and distribution of reusable packaging to FMCGs and sales points and end customers</p> <p><u>Customer Engagement</u> Adoption and utilization of reusable packaging by end-customers.</p> <p><u>Continuous Improvement</u> Enhanced product features and performance based on research and development efforts.</p>	<p><u>Waste Reduction</u> Decreased generation of single-use packaging waste due to the adoption of reusable packaging.</p> <p><u>Increased Revenue for FMCGs</u> Cost savings, improved sustainability, and enhanced brand reputation through the use of reusable packaging.</p> <p><u>Increased Revenue for Small Businesses</u> Additional revenue streams and improved financial sustainability for partnering sales points.</p> <p><u>Cost Savings for Consumers</u> Lower costs for consumers through discounts and incentives for using and returning reusable packaging.</p> <p><u>Environmental Awareness and Behavior Change</u> Increased awareness and adoption of sustainable consumption practices among consumers.</p>	<p><u>Sustainable Consumption and Production</u> Contribution to SDG 9, 12 and 13 through industry innovation, responsible consumption, reduced waste, and CO₂e generation</p> <p><u>Economic Growth and Resilience</u> Alignment with SDG 8 by supporting small businesses, FMCGs, and creating employment opportunities.</p> <p><u>Environmental Preservation</u> Contribution to SDGs 14 by reducing marine pollution, protecting land ecosystems, and conserving natural resources.</p>

Key Impact Indicators

This impact report explains the outcomes that occurred in 2022 and each outcome is measured with an indicator. We shortlisted the indicators into the key indicators as follows:

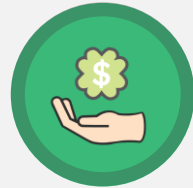
Single-Use Packaging Avoided

Alner's primary goal is to replace single-use packaging with its reusable packaging system. By encouraging FMCGs and consumers to adopt reusable containers, Alner has successfully avoided the use of a substantial number of single-use packaging items. This impact indicator quantifies the number of single-use packages that have been avoided as a result of Alner's efforts. The number is calculated based on the sales of products in our returnable packaging, where each container replaces an average of eight single-use packages. It showcases the positive environmental impact of the company's approach and the reduction in waste generation.



Cost Saving

One of the key benefits of Alner's reusable packaging system is the cost savings it offers. By utilizing reusable containers and implementing a convenient return system, customers can return their empty packaging and receive a cashback based on the value of the packaging. Alner's impact report highlights the cost savings achieved by end-users and showcases how the adoption of reusable packaging contributes to improved affordability and financial well-being for consumers.



Empowering Microentrepreneurs

Alner's impact report highlights the role of sales points within its network, consisting mainly of microentrepreneurs. These sales points are empowered to be changemakers by educating customers about environmental issues and waste reduction. They serve as advocates for Alner's reusable packaging system, spreading awareness about its benefits and inspiring sustainable choices. By partnering with Alner, sales points become environmental educators, actively promoting reusable packaging and encouraging customers to reduce their environmental footprint. The impact report showcases the number of microentrepreneurs involved, demonstrating Alner's commitment to empowering local communities and fostering a grassroots movement for sustainability.



Revenue Creation

Alner's operations generate additional income for various stakeholders through strategic partnerships with small businesses. By becoming resellers of Alner's products, microentrepreneurs such as waste banks, PKK communities, peer-to-peer sellers, and warungs (small convenience stores) benefit from increased earnings and revenue opportunities. The impact report highlights the financial benefits experienced by these partners, underscoring Alner's commitment to fostering entrepreneurship and supporting local communities. Through these partnerships, Alner not only promotes inclusive economic development but also strengthens the resilience of microenterprises, creating a positive social impact.



Job Creation

Through its expansion and collaboration with FMCGs and small businesses, Alner has also played a role in job creation. The impact report highlights the number of jobs created within Alner's operations, including roles such as distribution staff, customer service representatives, and other support positions. It demonstrates how Alner's business model contributes to employment opportunities, promoting economic resilience and providing livelihoods for individuals and communities.



Greenhouse Gas Emission Reduction

Alner has made significant strides in reducing greenhouse gas emissions through its distribution methods. By utilizing electric motorcycles and bicycles for delivering reusable packaging to sales points and consumers in the Jakarta area, Alner has effectively reduced carbon emissions associated with transportation. This approach has led to a considerable decrease in the carbon footprint compared to traditional delivery methods. The exact reduction in greenhouse gas emissions can be quantified by calculating the proportion of distribution done by Alner using electric vehicles.



The Impacts

Planet

Single-use packaging



502,180

Single-use packages avoided



CO₂ emissions



7,354.25

Kg of CO₂e saved from the
production, transportation, and
end-of-life stages

The Impacts

People

Employment



10

New employee in 2022, 100% increase vs 2021



Microentrepreneurs



150

Sales points empowered in 2021 and 2022 to be our changemakers

The Impacts

Prosperity

End-consumers



USD 7.6k

Cost savings for end customers
since 2021-2022



Microentrepreneurs



USD 38.7k

Revenue created since 2021-2022 for
our sales points partners who are
majorly microentrepreneurs

Qualitative Impacts

Industry Innovation

Alner has made a significant impact on the FMCG industry by revolutionizing packaging practices and fostering sustainability. Through its collaboration with FMCG brands, Alner has successfully implemented its reusable packaging system, enabling FMCGs to transition from single-use packaging to a more environmentally friendly and cost-effective solution. By working closely with FMCGs, Alner has demonstrated the viability and benefits of reusable packaging, influencing the industry to adopt more sustainable practices.

Alner's partnerships with five FMCGs have showcased the effectiveness of its solution in real-world settings. By integrating Alner's reusable packaging system into their supply chains, these FMCGs have experienced numerous benefits. They have achieved significant cost savings by reducing the need for single-use packaging production and disposal. Additionally, their brand reputation has improved as they align with sustainability goals and demonstrate environmental responsibility.

Moreover, Alner's collaboration with FMCGs has sparked innovation within the industry. Through knowledge sharing and open dialogue, Alner has encouraged FMCGs to explore new packaging designs, materials, and supply chain models that align with circular economy principles. This collaboration has not only created a positive impact on individual FMCG brands but has also influenced the broader industry, inspiring other companies to adopt more sustainable packaging practices.

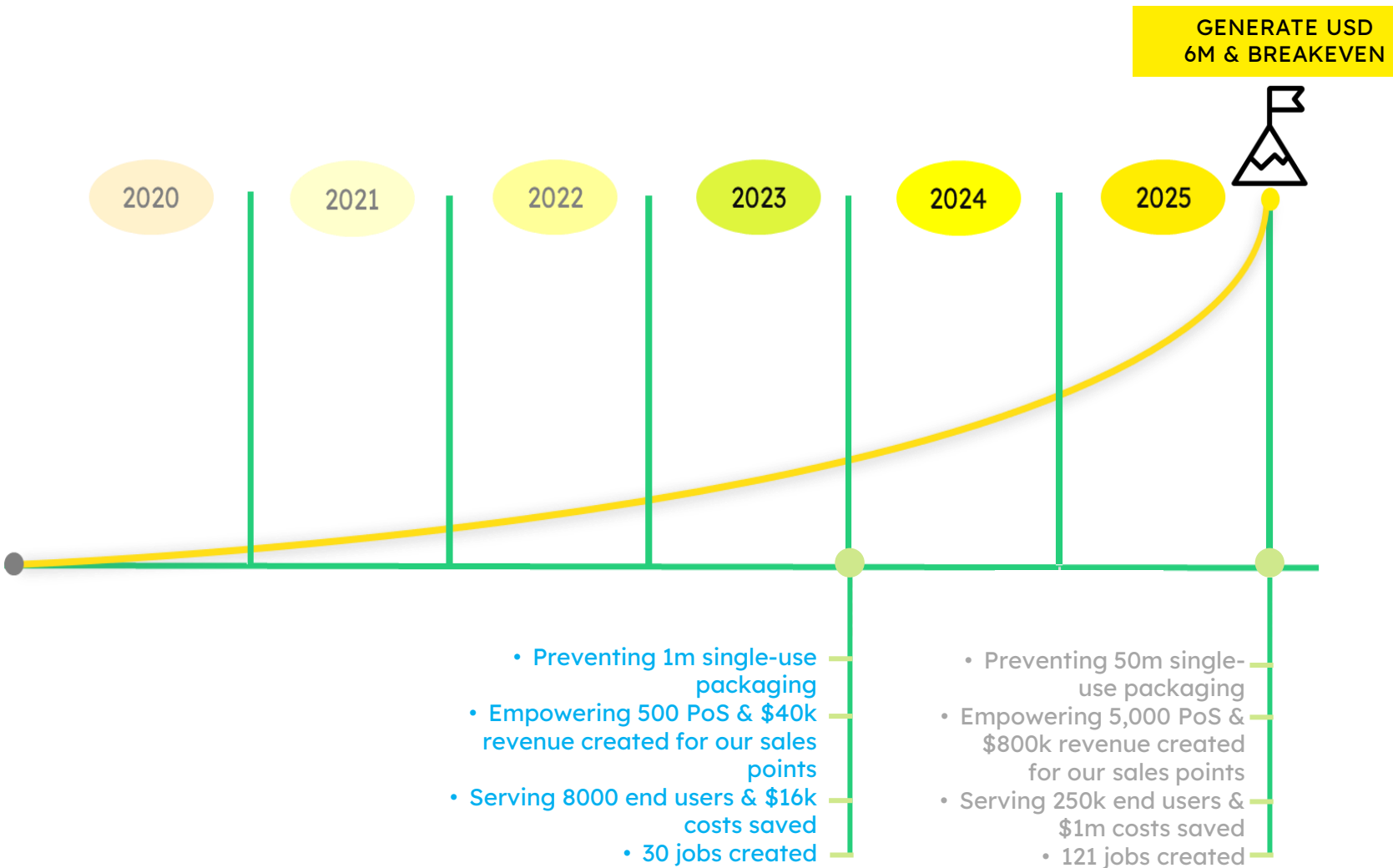
Advocacy

Alner actively advocates for reuse and refill initiatives in the FMCG industry. Through partnerships with organizations like P4G (Partnering for Green Growth and Global Goals) and GIDKP (Indonesia Plastic Bag Diet Movement), Alner participates in the Reuse Working Group to advocate for regulations that support reuse and refill practices. By providing expert insights and engaging in strategic meetings with regulatory bodies like BPOM (Indonesian Food and Drug Administration), Alner contributes to the development of regulatory frameworks. The release of the refill regulation by BPOM is a significant achievement, and Alner remains committed to monitoring its implementation and maintaining a strong relationship with regulatory authorities.



Projected Key Impact Indicators

Exponential growth, exponential impact



Milestones

Alner's (was Koinpack) scalability is set to inspire similar initiatives across Indonesia, Southeast Asia, and other regions facing similar environmental and economic challenge



Testimonials: Voices of Satisfaction and Success



“

Alner is so convenient... They deliver the products to my home and pick up the bottles at the same time. Reducing waste was never so easy like this.

”

Rafini
Online Customer



“

Alner helps our waste bank have an additional income stream by selling their products and to be more impactful by reducing more waste.

”

Waste Bank Mekar Sari
Sales Point Partner



“

Alner's platform and team are so reliable making us able to piloting our products in reuse system quite fast and cost-effective.

”

Wipro Unza
FMCG Partner

We would like to thank our supporters for their constructive collaborations!

AWARDS & RECOGNITIONS . 1

MEDIA FEATURES . 2

PARTNERSHIPS . 3



Eco-Business



COMPASSLIST



**WORLD
ECONOMIC
FORUM**



Instellar and
IKEA Social Entrepreneurship
Indonesia Accelerator 2021



**TEMPO 76TH INDONESIA
MERDEKA**



**Norwegian Retailers'
Environment Fund**



Ainer Dream Team

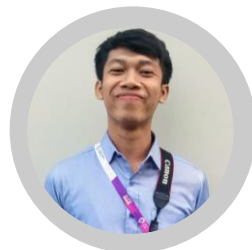
We are a collective of individuals with diverse backgrounds and experiences that bring clarity, inspiration, and passion to our mission.



Bintang Ekananda
Co-founder & CEO



Ridwan Firdaus
Operations Lead



Fajar Hidayat
Marketing Lead



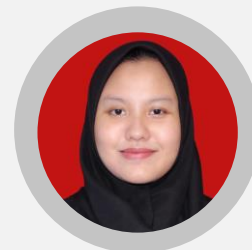
Darina Maulana
Communications Lead



Aldino Anugrah
Project Manager



Trian Effransa
Commercial Lead



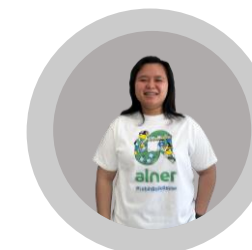
Wening Sinan
Commercial Associate



Dieuwertje Nelissen
*International Partnerships
& Advisor*



Eline Leising
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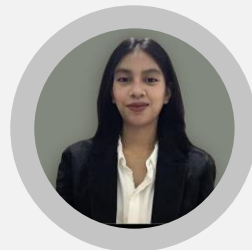
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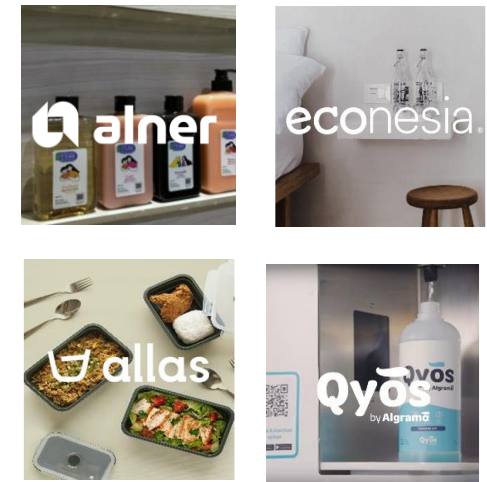
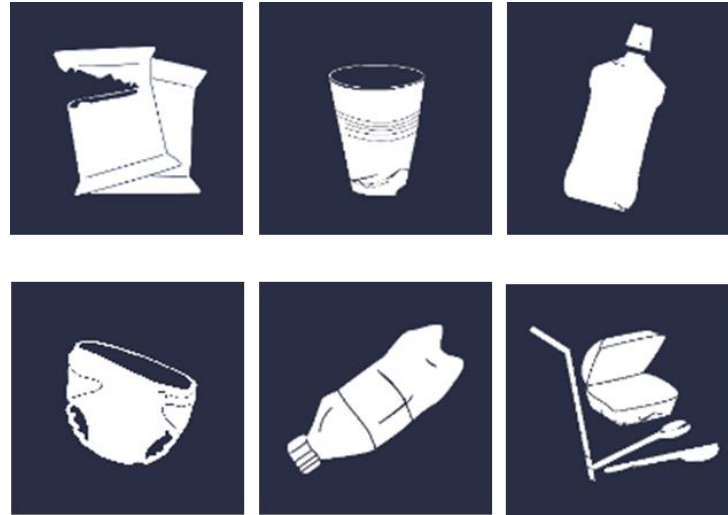
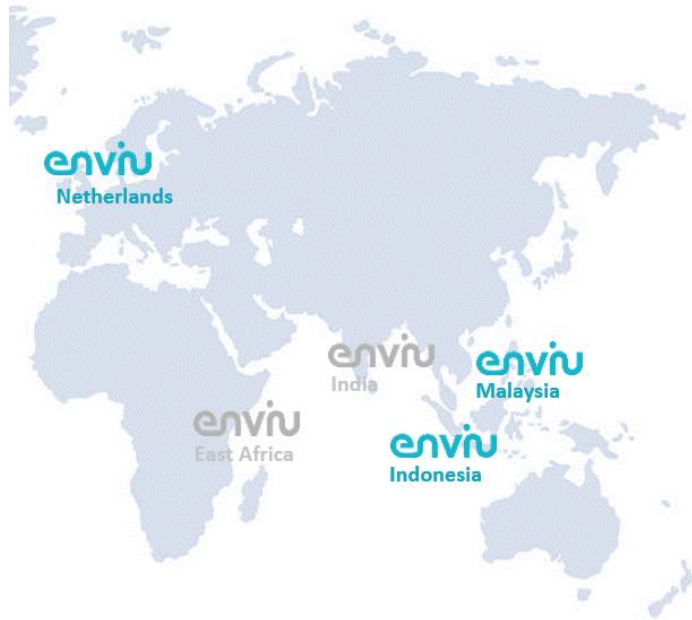
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APPENDIX



Alner is a venture built by **enviu** we build world changing companies



Enviu is a venture building studio, working in multiple impact domains and focusing on reducing plastic waste in Indonesia and the Netherlands.

Enviu started the Zero Waste Living Lab Indonesia in 2019: building reuse solutions to replace problematic disposables.

Enviu has built 7 reuse solutions, with several macro projects to enable the ecosystem. Currently active with 4 ventures.