



Executive Summary

The Problem

On an average day on the island of Lombok, Indonesia, one might walk down a street and catch the scent of burning rubbish mingled with delectable street vendor fried chicken. It would not be uncommon to see crushed water bottles and scattered garbage peeking out in the sand of the coastline. While some of the waste is averted from the landfills by bank sampah, or waste banks, the people who collect waste for these banks are paid per kilo, not salaried, which amounts to incomes far below the living wage, let alone minimum wage. The lack of job security and the promise of a stable income is troublesome for the people of Lombok. With the island's tourism industry growing, increasing amounts of plastic pollution, along with an imbalanced economy, it leaves the local community on the receiving end of these problems.

Our Solution

Keluarga Eco Group is an Indonesian PT PMA (limited liability) company that operates in Kuta, Lombok. We are an environmentally friendly, alternative waste management company that offers our services to hotels and businesses in the tourism industry to collect and manage their waste for a fee. Plastic is then sorted, cleaned, and shredded to sell to local buyers. Our employee pool is majority local, marginalized people who come from histories of work in the informal sector without a guarantee of stable wages. They are often treated as not having value in society due to their status. Ultimately, we envision an island where less waste is sent to landfills, and our employees have stable, well-paying jobs and a healthy work environment.

Competitive Advantage

We differ from other services in that we are reliable, environmentally friendly, and care for our employees as humans, not mere numbers. Business culture in Lombok often does not see or treat employees as fully human or respect their decision-making skills, agency, and human dignity—something that we aim to transform at Keluarga Eco Group.

Financial Highlights

Keluarga Eco Group's initial expenses include purchasing plastic shredder machines, dumpsters, vehicles to transport the waste, office space, and other office supplies. Our pre-opening expenses will be paid upfront with the assistance of a grant to cover the cost of the shredder machines. From our conservative estimates, Keluarga Eco Group will be operating at a loss for the first three years. Grants will also be applied for throughout the first years of operation to assist in recovering losses. Recurring expenses consist of staff salaries, supplies, maintenance, merchandise, and advertising. Keluarga Eco Group's ongoing revenue streams will be primarily composed of the plastic recycling service fee paid by businesses and the purchase of shredded plastic by local buyers. We also plan to receive a small income from the sales of company branded merchandise.

