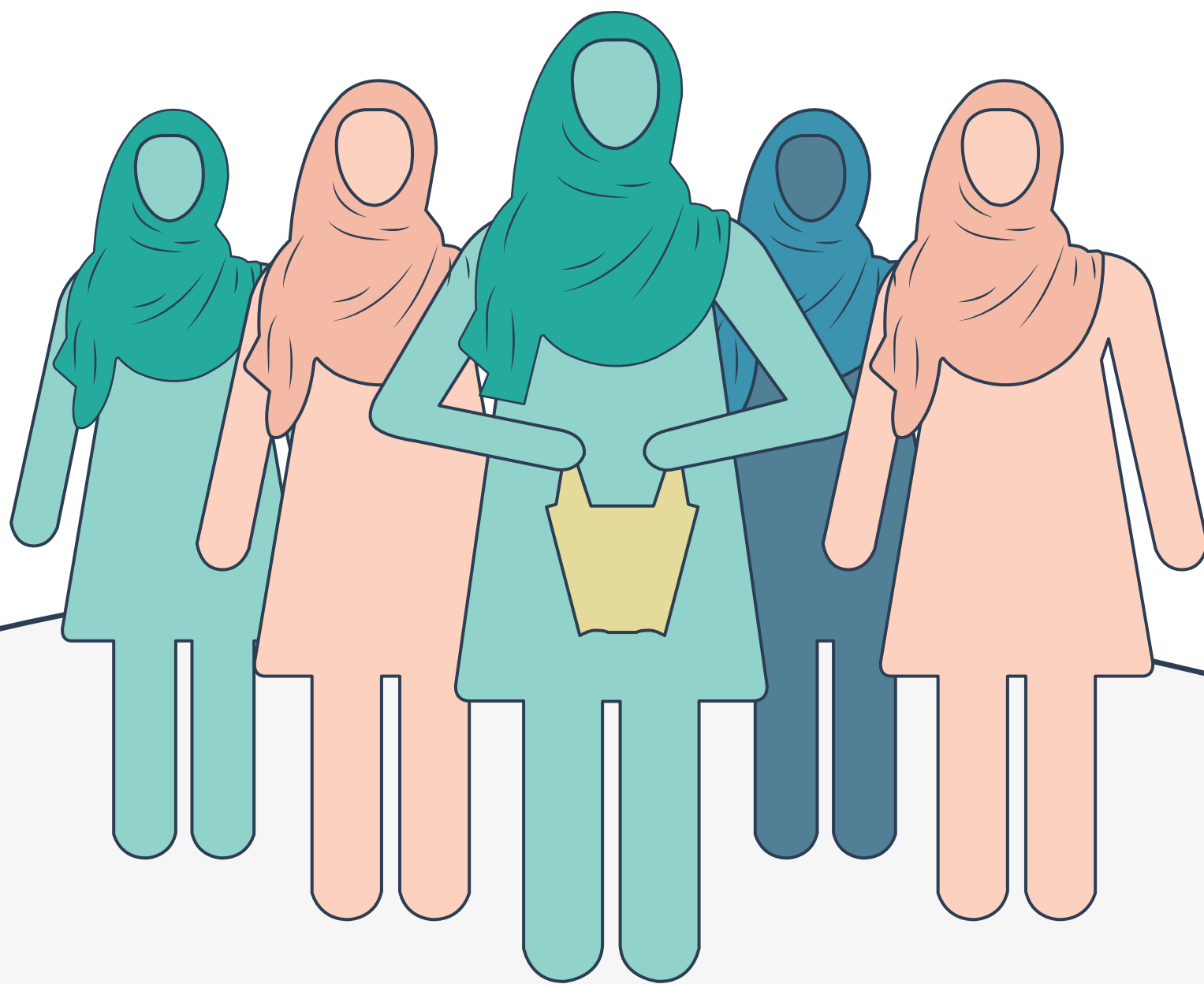


Integrated solid waste management good practices to prevent plastic marine litter in the East Asian Seas region



Untia, Makassar, Indonesia

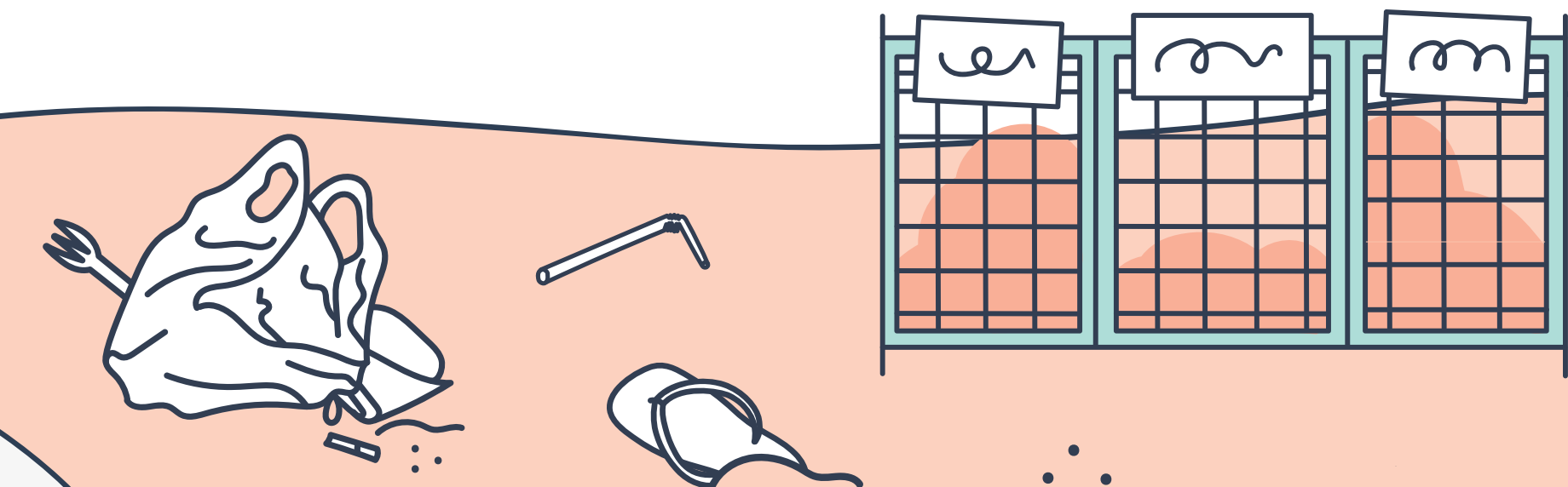
Women empowerment



Case overview:

With support from the US Environmental Protection Agency (USEPA), the Coordinating Body on the Seas of East Asia (COBSEA) piloted the implementation of training to build capacity among low income women, in partnership with World Wild Fund for Nature (WWF) Indonesia. The training was implemented by the social enterprise, Rappo in Untia, Makassar, Indonesia. During the training, women acquired valuable sewing skills to create reusable bags decorated with intricate patterns using hard-to-recycle plastic bags.

Rappo formed partnerships to sell these products both online and offline, collaborating with various stores within and outside the city, providing a source of income for the women involved. Additionally, the training sessions included activities focused on the women's overall wellbeing, improving their self esteem and possibilities. Through these initiatives, women were able to improve their livelihoods and contribute to a cleaner, more sustainable environment.



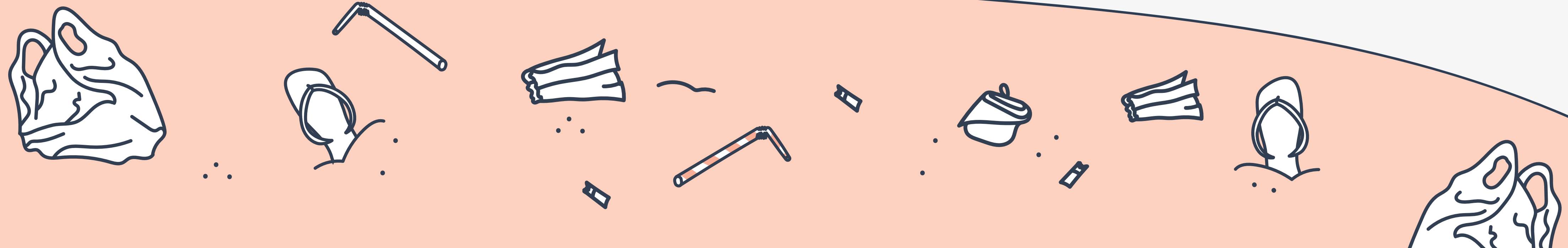
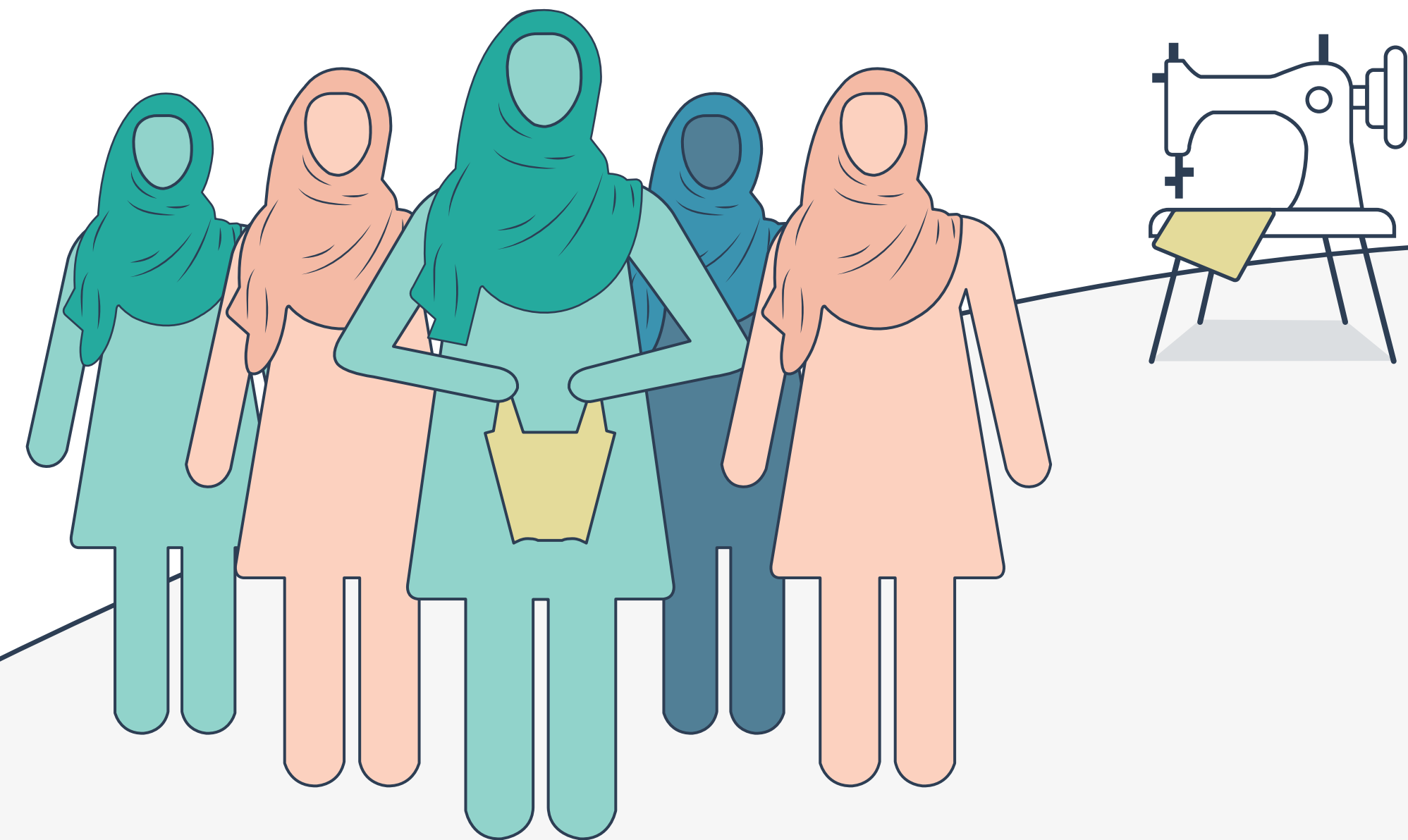
Testimonials from participants

"Since I was accepted into Rappo, I finally have an activity which is useful and can produce something, be it for other people or for me and my family. In addition to sewing, I felt benefits once I learned meditation and journaling. From there, I learned to express what I had been hiding, until finally, I could accept and make peace with the burden I had kept for years. Thank you to Rappo and the team for accepting us who have many shortcomings in Untia Village."

ERNI, 39, housewife

When the Rappo team came and explained this programme to me, I was curious, and I also felt that it would be a good thing that I could do apart from only staying at home. One of the changes in me is that I have become adept at sewing bags and making my own patterns. I have also started to be confident in speaking in public. Besides, thanks to Rappo, I have learned to instill awareness of the use of single-use bags and now I'm more careful in using plastic bags, I'm slowly learning to reduce the use of plastic bags when shopping."

AINUN, 30, housewife



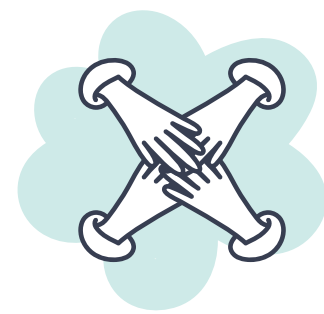
The situation in Untia, Makassar, Indonesia

Untia is a fishing village on the northern tip of Makassar, Indonesia. This village has an area of approximately 2.89 km² and consists of 14 neighbourhoods and five hamlets. The population was recorded to be 2,438 people in 2019.

Untia has a Materials' Recovery Facility (MRF) owned by the Environmental Agency of Makassar City. It has been in operation since October 2021. The MRF is supported through a waste bank system. However, plastic bags are not part of the pilot and are still found in the environment.



Case description:



Work in communities

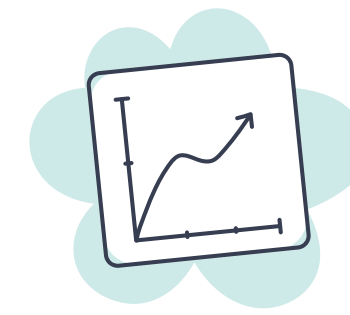
Several actions were implemented to increase participant attendance and engagement throughout the pilot. Firstly, a thorough application form and selection process ensured that dedicated individuals applied and were chosen to participate. Additionally, the training curriculum was tailored based on pre-assessment answers, ensuring it was adapted to the participants' specific knowledge and capabilities. Training included meditation, journaling and exercise sessions. To enhance motivation and enthusiasm, external speakers were invited, adding fresh perspectives to the sessions.

The training centre was made child-friendly, so mothers with children could be accommodated. Flexibility was also prioritized, with the team adjusting training times to suit the participants' schedules. Recognizing the importance of financial support, an allowance was provided as a form of motivation. This allowance served as an additional incentive, demonstrating the pilot's investment in the participants' commitment and progress.



Expansion

Rappo will continue to support the pilot's beneficiaries and is seeking additional funding to grow operations further. In the long term, Rappo intends to be self sufficient, supporting all its work through selling products made by the women.



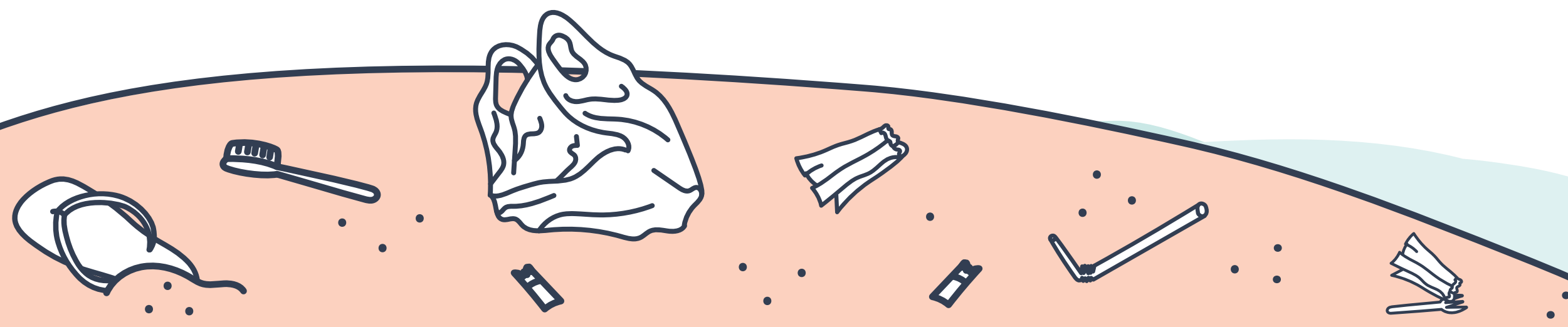
Long term sustainability, transparency & traceability

To ensure participants remain involved in the pilot beyond the pilot, Rappo has designed an engaging curriculum with local trainers who are empathetic and relatable to the beneficiaries. In addition, beneficiaries are financially rewarded for participating in the training and receive a stipend when the products they create are sold. These women previously did not have the opportunity to work and this pilot has given them that opportunity.



Funding

USEPA and COBSEA partnered with WWF Indonesia to implement the pilot in Untia. Rappo covered project management, the purchase of new sewing machines to expand the pilot to new beneficiaries, created new training material and carried out the training over 10 weeks. Additional funding was also obtained from the sale of products. Rappo has a social media presence to showcase the women's products. Product packaging includes the creator's story and biography. Rappo also organized special events to encourage sales. For example, it organized a product exhibition and talkshow that was opened to the public to showcase the work and promote the products.



Achievements (May – November 2022):



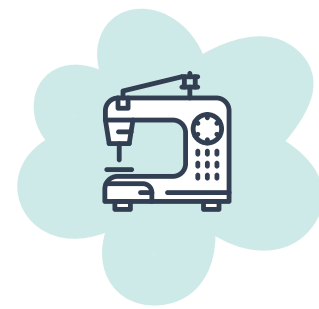
Upcycled plastic bags

A total of 2,252 plastic bags were collected, with 640 bags upcycled into new products, effectively reducing plastic litter in Untia.



Wellbeing improved

16 women experienced improved wellbeing and personal growth through training and education, gaining remuneration through the sale of the products.



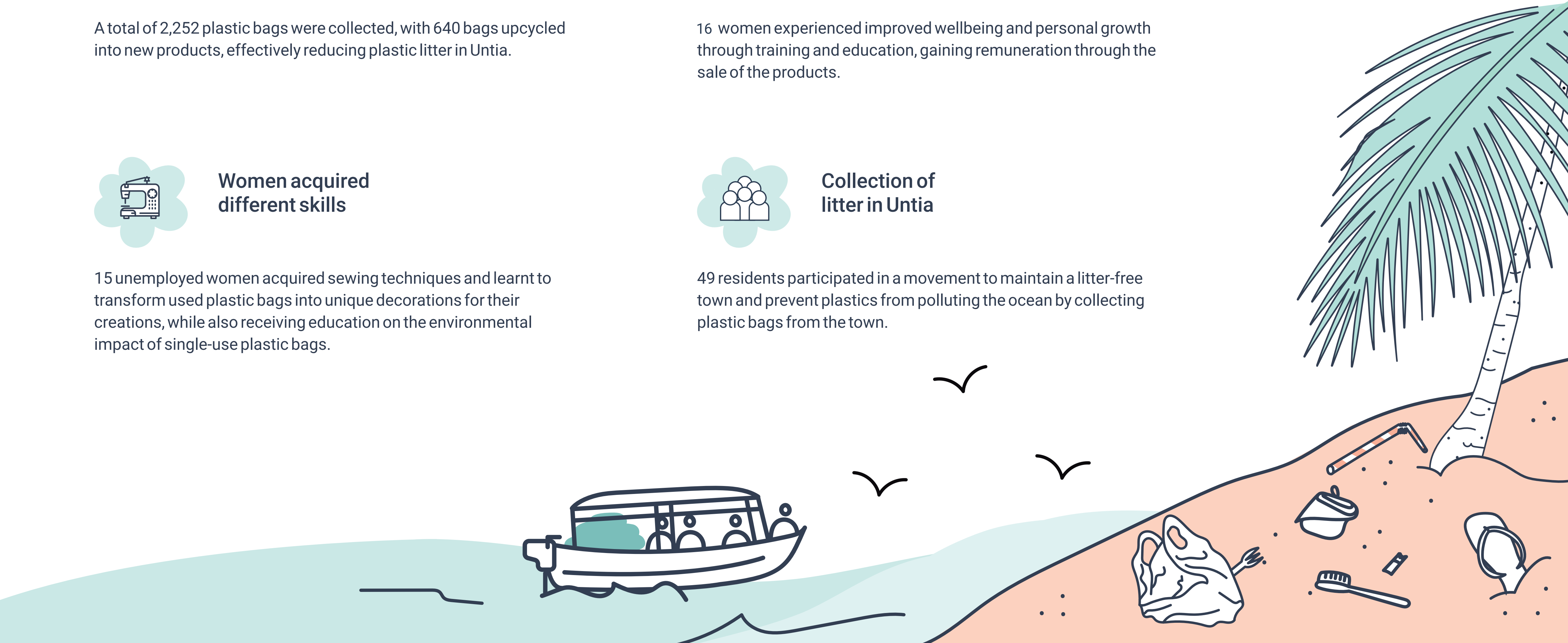
Women acquired different skills

15 unemployed women acquired sewing techniques and learnt to transform used plastic bags into unique decorations for their creations, while also receiving education on the environmental impact of single-use plastic bags.

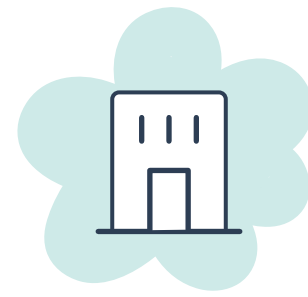


Collection of litter in Untia

49 residents participated in a movement to maintain a litter-free town and prevent plastics from polluting the ocean by collecting plastic bags from the town.



Overcoming challenges:



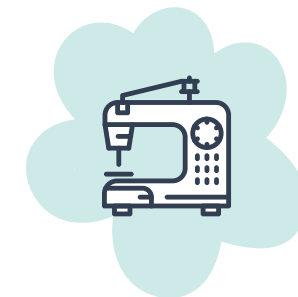
Adapting to the mothers' lifestyle

To accommodate the beneficiaries, who often had young children and other commitments, special measures were taken to ensure their participation. Rappo established a welcoming and comfortable centre, allowing women to bring their children along to sessions. Weekly schedules were also collaboratively designed. This approach fostered a supportive environment that empowered the beneficiaries to actively engage in the training while balancing their other responsibilities.



Connecting with beneficiaries

Despite the age gap between the beneficiaries and the Rappo team, dedicated efforts were made to bridge the generational divide. Recognizing the importance of building an emotional connection, the Rappo team took a personalized approach, providing close support and guidance to each individual. This fostered a harmonious and inclusive environment for all involved.



Maximizing resources

The pilot funding allowed for the purchase of three sewing machines, but each could only be used by one person at a time. To maximize the resources, a strategic scheduling system was implemented, ensuring efficient utilization of the machines. The beneficiaries took turns engaging in various tasks such as pattern cutting and operating the sewing machines. This approach not only optimized the use of equipment but also fostered a sense of teamwork and camaraderie among the participants. By keeping the beneficiary team smaller but committed, a tight-knit community was cultivated, where each member contributed their skills and dedication to the collective success of the pilot.

Key success factors:

▶ Knowledge base:

The approach adopted was based on improving past experiences and programmes. Similarly, lessons from the current pilot will be considered in order to make the next iteration even better.

▶ Holistic approach:

The approach is holistic. The pilot not only improves the economic situation of women, but it also improves their wellbeing, ensuring their long term participation.

▶ Support from the wider community:

Inspiring women from Makassar City gave presentations in the centre, making a long lasting impact on the participants.

▶ Experienced and local trainers:

The female and male trainers were experienced instructors with local knowledge, making the beneficiaries feel comfortable and in a safe environment.

▶ Commitment of participants:

The active participation and commitment of women attending the training were crucial for their success.



What do you need to replicate this practice?

- 01** Seed funding is required to establish the training centre, purchase equipment and support project management.
- 02** Local government support. Activities can be adjusted to suit the local government's schedule.
- 03** An engaged and enthusiastic local community.
- 04** Excellent communication and marketing campaigns to help sell the products and promote community education.

Contact us for further info:

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RAPPO: www.rappoindonesia.com / akmalidrus.rappo@gmail.com

Videos showcasing the pilot

English:



Bahasa Indonesian:





Working with cities worldwide to
keep plastic out of nature by 2030

