Universitas Esa Unggul

Smart, Creative and Entrepreneurial

Pengelolaan Sampah dan Peluang Bisnisnya

Melihat Kerennya Korea Selatan Tidak Hanya K-Pop Tapi Juga Dalam Mengolah Sampah

Presentasi oleh Fajar Satria, MSc., Mhum

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FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS ESA UNGGUL

Opportunity – Kesempatan Bisnis

Opportunity – Kesempatan Bisnis

Integrity

Solution

Collaboration

Responsible

Caring

Challenge - Tantangan

Up-stream	1 Office bin	2 Temporary waste station	3 Waste carriage	4 Landfill	Down-stream
Facts	• One employee produce 0.5 kg or 0.0025 kg/m3 • Assume there are 200 employees	• In 1 day, there will be 100 kg or 0,5 kg/m3 of waste	• Waste carriage by Local Clean Department • Total cost up to Rp 628.500.000,- /day	• Waste that gets into Bantar Gebang landfill can reach 5.500 ton /day	
Participant	• Employee sort the waste • management create waste sorting system	• office boy • management building	• waste carriage	• government	
Problem	• Waste still mixed in source	• Dehumanize waste pickers	• Waste carriage become stink and dirty	• Waste management become difficult and expensive	

3R Program

Client : DBS

Event Waste Management

Client : THE BODY SHOP

3R Program Concept

1. 3R Education Program

- Done gradually together with partner for :
  - School
  - Residences
- Education about responsible waste management

2. Bin Infrastucture

- Sorted waste bin based on its type:
  - Paper
  - Plastic, glass, metal
  - Organic

- Procurement on sorting waste & composter

3. Waste collection

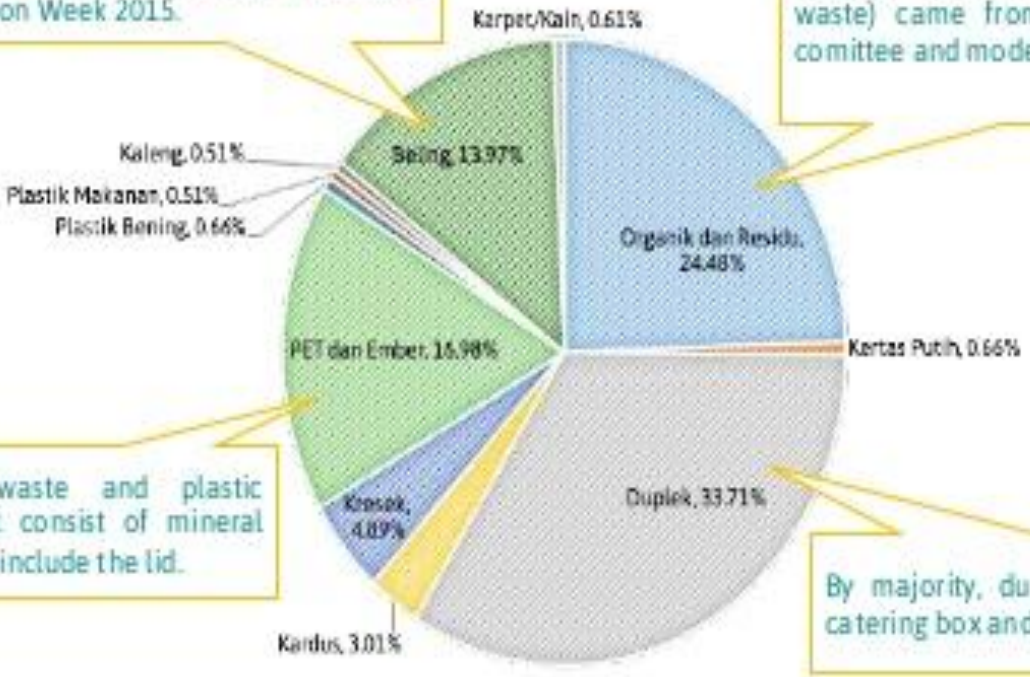
- Sorted waste collected once a week

- Waste composition & generation report every 3 months

Report : Waste Composition & Generation in Jakarta Fashion Week 2015

Glass bottle waste came from drink bottle that is distributed in Jakarta Fashion Week 2015.

Organic and residue (unprocessed waste) came from food leftovers for comittee and models.



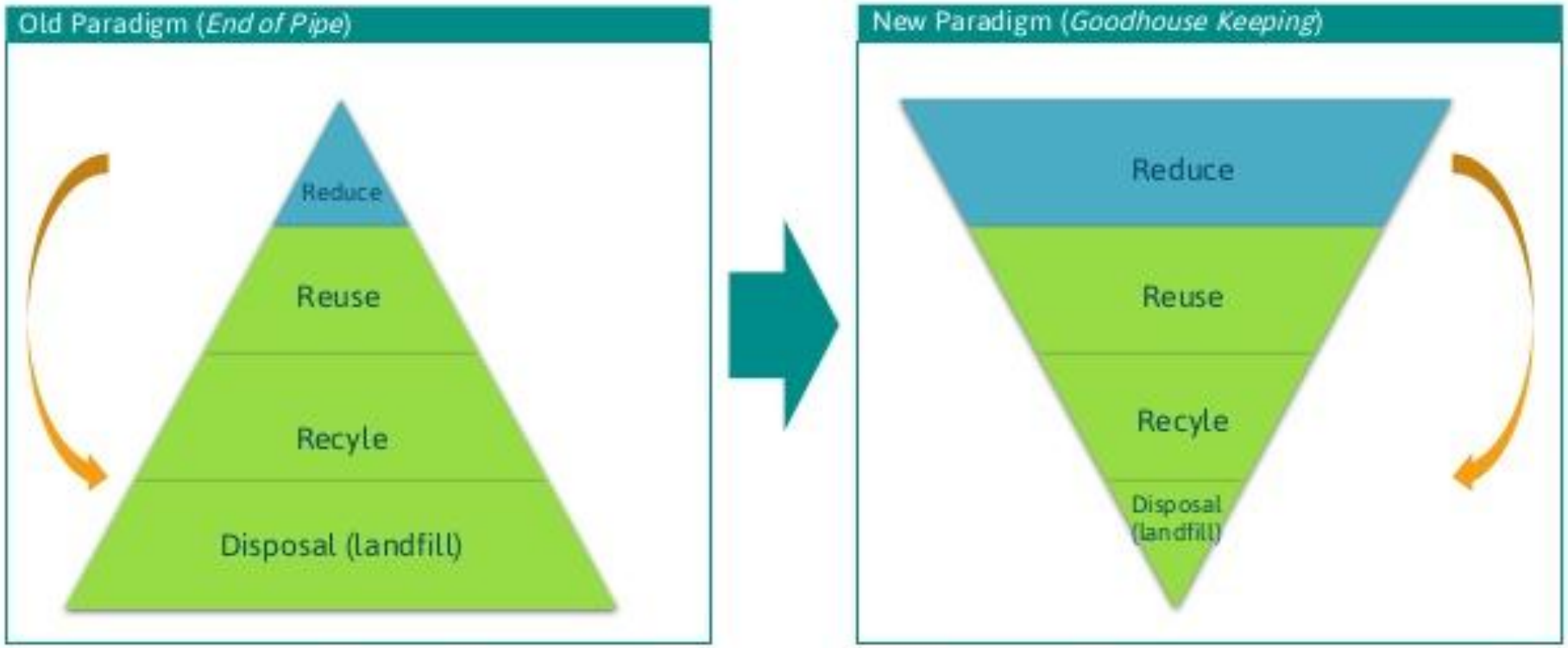
PET waste and plastic bucket consist of mineral bottle include the lid.

By majority, duplex waste came from catering box and drink cardboard.

- Waste recycled 75,52%.

Solutions – Pemecahan Masalah

Kita perlu mengubah paradigma pengelolaan / bisnis limbah (sampah)



Solutions – 5 Aspek Tanggung Jawab Pengelolaah Limbah/ Sampah

SOUTH
KOREA

The Korean Wave

The **Korean Wave** is a neologism referring to the increase in the popularity of South Korean culture since the late 1990s. The term was originally coined in mid-1999 by Beijing journalists who were surprised by China's growing appetite for South Korean cultural exports. They subsequently referred to this new phenomenon as "*Hánliú*" (韓流), which literally means "flow of Korea".

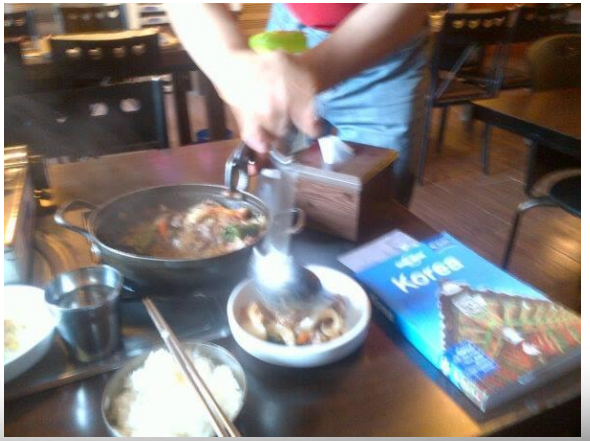
EKONOMI

KOREA SELATAN

- Korea Selatan adalah salah-satu negara terkaya didunia anggota OECD (organization for Economic Cooperation and Development) dan anggota G-20 utama
- Pasarnya berada di peringkat 15 dunia dihitung dari nilai nominal Gross Domestik Produknya (GDP)
- Urutan ke 12 Dunia dalam Daya Beli (Purchasing Power Parity)

EbEneZer

TOM N TOMS COFFEE


Korea

GIRLS' GENERATION
B2ST
CNBLUE EAR FUN
Jang Keun Suk
2AM

•Recycle Industry and local government

Busan Metropolitan city set up a 8.34-million dollar scheme for promoting r ecycle industry. The scheme will drive 16 projects over 4 major sectors an d build up local recycle economy infra. Busan city has 3.6 million residents , one of 5 largest cities in South Korea.

Jeollabuk-do prepares to recycle used , end-of-life photovoltaic system including module. Jeollabuk-do in the south western part of Korea is releas ing survey results of recycling used , end-of-life photovoltaic system includi ng module in the end of January.

Hadong county in Gyonggsangnam-do will execute visit•collect reservation scheme for recyclable products.

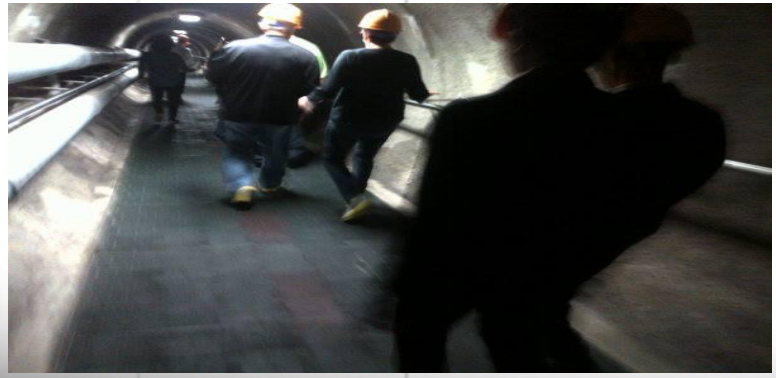
•Policy, automotive recycling pilot project

The ministry of environment&Hyundai·Kia motor made an agreement on driving pilot project to advance automotive recycling.

"Recycle culture"

A re-design exhit of recycling used, end-of-life Korea traditional music instruments was held in Bupyong-gu office, Incheon Metropolitan city.

분 단 의 끝
END OF SEPARATION, BEGINNING OF UNIFICATION
통 일 의 시



"Hazardous recycle"

Low quality recycled PVC pipe grasped 80% market share and caused w orries on environment. The recycled PVC pipe has eighteenfold to the ma x in lead content compared to authentic PVC pipe.

- Company

Turn2 inc., a recycle venture specalized in restoring lead-cadmium battery donates its techlogy for low-income residents in Kuro-gu, Seoul. Turn2 ba sed in Kuro-gu is restoring for free the battery of lead-cadmium battery-po wered 1024 vehicles that low-income residents drive and Kuro-gu office h olds.

Torecom, LS-Nikko subsidiary in recyling valuable metals, hired new empl oyees in a few departments including sales.

Samil polymer, a plastic recycler that GScaltex acquired in 2011, posted a job opening for experienced applicants for development team.

Lock&Lock, top maker of plastic food container in Korea, will launch a program recovering PCM at its retail store.

"illegal recycle pays a price"
Local prosecutor office imprisoned CEO and others in recycling, Gyonggi-do for illegal waste dumping, violating anti-air pollution law. Local prosecutor office used robot camera technology during investigation.

•Urban mine business seminar be held in Feb. 13th, Seoul.
The seminar subjects; the status of Korea urban mine business & rare,precious metals for 2012, and the way to secure technologies to develop materials.

A worker disassembles a discarded washing machine at the Metropolitan Electronics Recycling Center in Yongin, south of Seoul, South Korea, Jan. 13, 2017. Electronic waste is rising sharply across Asia, with serious consequences for human health.

Promoting recycling in schools.
Raising consumer awareness of recycling
The Green Roof Project
Our commitment to recycling

Event Waste Management Concept

1. Sorted waste bin

2. Pasukan Bijak Sampah

- Pasukan Bijak Sampah is **community managed by W4C** that **educate** visitor to **put waste** into bin **based on its type**
- Total volunteer **36**

3. Fun

Collection System

1. Socialization & Education

- Done gradually from :
  - Local committee (RT/RW)
  - Resident
- Sosialization method
  - Community
  - Social gathering

2. Bin Infrastructure

- Inorganic bin for:
  - Paper
  - Plastic, glass, metal

- Organic bin

3. Sorted waste collecting

- Inorganic waste collected in 1 times/ week

- Organic waste collected in 3 times/ week

Materials Recovery Facility

1. Waste Sorting Area

2. Temporary warehouse

3. Plastic Chopper

4. Office

5. Transportation Vehicle

Compost Facility

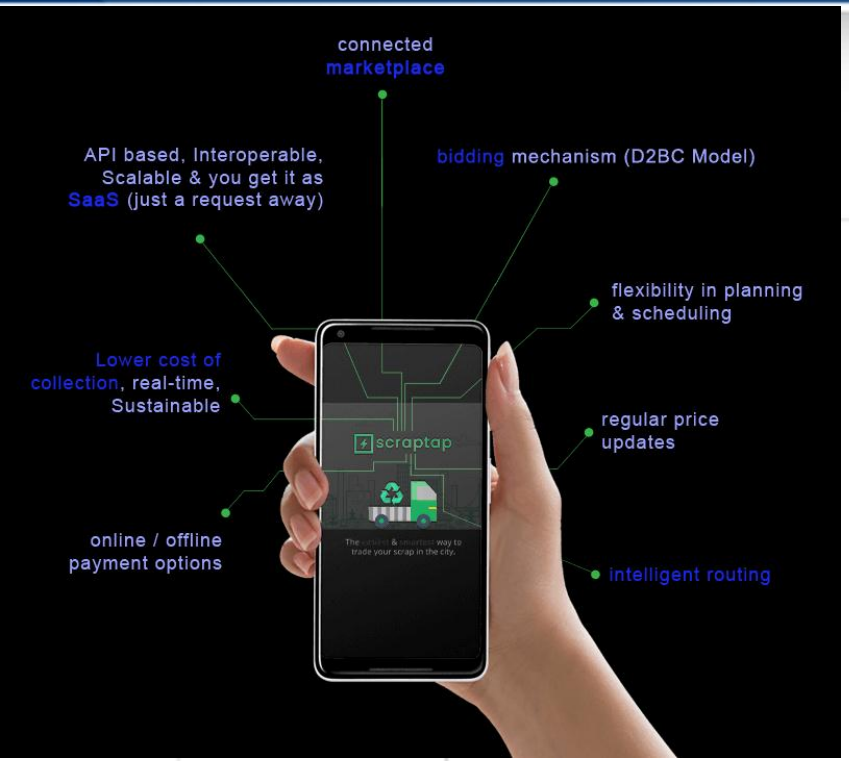
1. Composting area

Open windrow

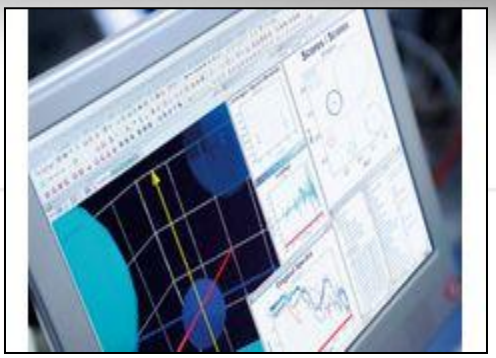
Vermicomposting

2. Farming Area (Partner: Farm4Life)

Find South Korea SME Opportunity & Ideas



MYRON L COMPANY



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TERIMA KASIH

+ Lampiran

Wirausaha dng semangat 17-8-45

- Delapan (8) macam sebagai syarat pokok wirausaha andal.
- Empat (4) macam ciri dan cara sebagai kualifikasi wirausaha tangguh.
- Lima (5) macam ciri dan cara sebagai kualifikasi wirausaha unggul

Delapan (8) macam sebagai syarat pokok wirausaha andal.

- Rasa percaya diri
- Menangkap peluang
- Bekerja keras
- Mampu berkomunikasi
- Terencana, jujur, hemat dan disiplin
- Lugas dan tangguh ttp luwes
- Meningkatkan kapasitas diri
- Mengendalikan lingk serta menggalang kerjasama

Empat (4) macam ciri dan cara sebagai kualifikasi wirausaha tangguh (*innovative entrepreneurs)*

- Berfikir dan bertindak strategis dan adaptif
- Penerapan falsafah dan teknik *total quality control*
- Berusaha mengenal dan mengendalikan kekuatan dan kelemahan serta meningkatkan kemampuan dengan sistem pengendalian intern
- Lalu meningkatkan kemampuan dan ketangguhan perusahaan dengan pembinaan motivasi dan semangat kerja

BERBAGAI TREN DAMPAK TEKNOLOGI INTERNET

Menurut Hermawan Kertajaya, dengan adanya perkembangan teknologi internet, mendorong berbagai tren (Buku Acuan (2014: hlmn 68-70):

1. ***From one-to-many broadcasting to many-to-many networking***
2. *From Ideology to Persona.*
3. ***From G7 to G20***
4. *From Belief to Humanity.*

BERBAGAI TREN DAMPAK TEKNOLOGI INTERNET (Lanjutan)

5. *From Close to Open Market*
6. ***From Competition to Co-opetition.***
7. *The Rise of New Customer : Digital Native.*
8. ***The Rise of New Customer : New Emerging Youth.***
9. *The Rise of New Customer : "New Urban Woman".*
10. ***The Connector.***

TANTANGAN BERKEWIRAUSAHAAN

E-bisnis → **proses mencari informasi dagang, promosi dagang, hubungan/kontak dagang secara internasional ke seluruh negara/dunia dengan sistem *online*** atau **melalui sarana internet (media sosial lainnya)**. Dikenal 2 model :

a) *Business to Business (B2B)*
b) *Business to Customer (B2C)*