



Veritas
Edukasi Lingkungan

2024

ANNUAL IMPACT REPORT

By aligning our Foundation's projects with SDGs we are creating a future, where sustainable living is not just an option but a reality for millions of ensuring a cleaner, greener and more equitable world for generations to come.





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Opening Letters from the Director and the Chairman of VEL

2024 has been a breakthrough year for waste education—there is clearly a demand in Indonesian society to receive information and solutions regarding waste management.

We have been tackling Indonesia's pressing environmental challenges through our awareness raising video productions and actionable on-site presentations and workshops.

As we close the chapter on 2024, the progress of VELs @bulesampah, SampApp and SampAssador programs set a benchmark for the power of digital waste education to make Indonesia clean again.

– **Benedict Wermter** (Director of VEL)



2024 has been a landmark year for VEL. Our approach emphasized not just awareness but measurable outcome and impact.

We are on a mission to built Indonesia's largest waste education institution partnering with governmental, industry and society stakeholders.

We prove that waste prevention is possible in ASEAN member states, while building capacity for a holistic circular economy. Please join us as a CSR or strategic partner.

– **Alex Chandra** (Chairman of VEL)





2024 in Numbers



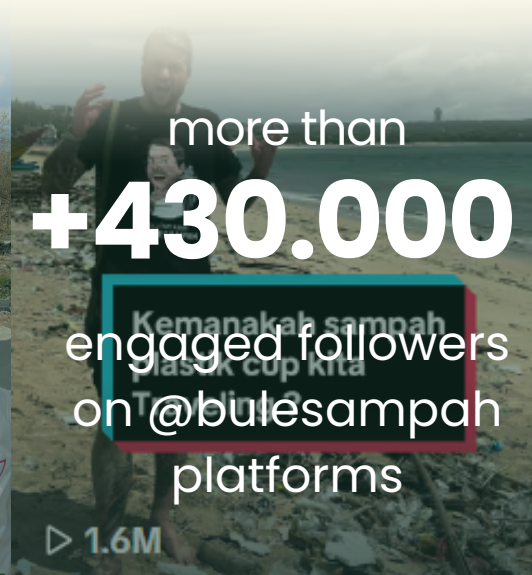
3

game-changing
sustainability
initiatives



24

transformative
events



more than

+430.000

engaged followers
on @bulesampah
platforms



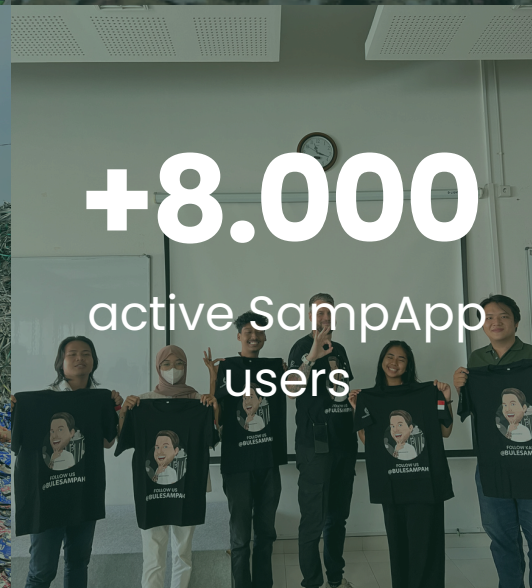
29

powerful
collaborations



33

transformative
events

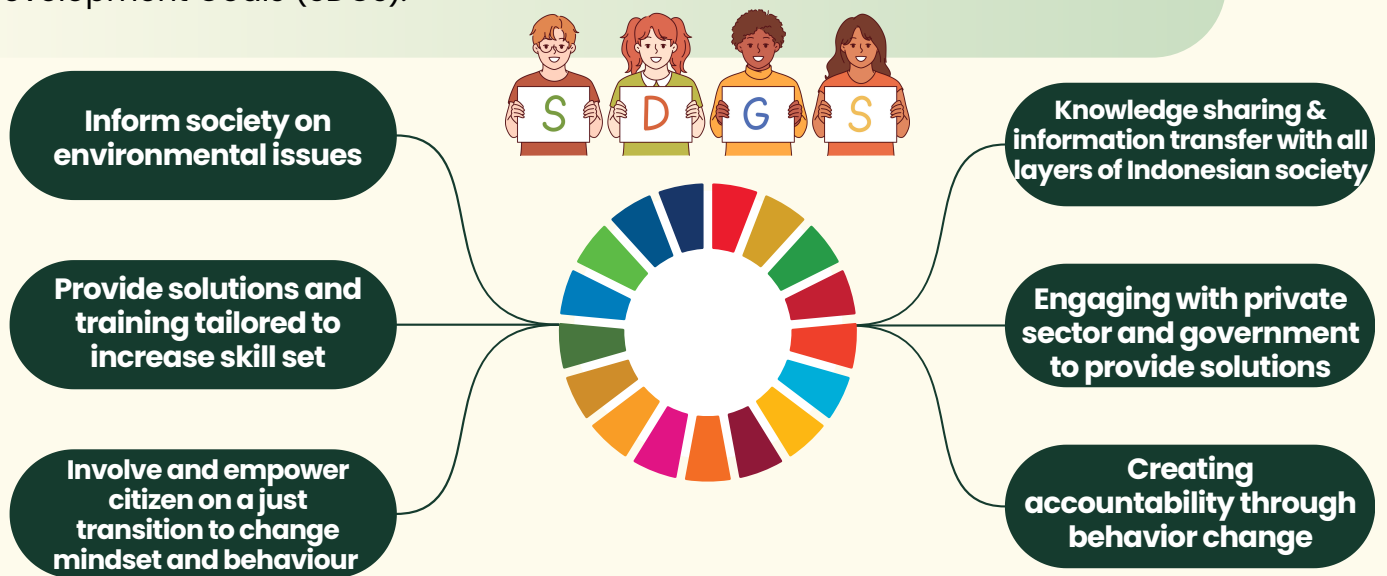


+8.000

active SampApp
users

About Us

Launched at November of 2023, Veritas Edukasi Lingkungan Foundation is a powerhouse of digital transfer of information and knowledge regarding waste streams. Our mission revolves around empowering individuals, communities, and organizations to embrace sustainability through knowledge transfer and behavior change. By leveraging digital platforms and innovative educational methods, VEL is addressing one of the most pressing issues of our time—waste management—while aligning our work with the United Nations Sustainable Development Goals (SDGs).



Our impactful initiatives, **@bulesampah** and **SampApp**, have driven significant impact throughout 2024. **@bulesampah**, with its growing reach over millions of accounts of which over **430.000+ follows**, continues to amplify awareness and information campaigning aligned with:



THE GLOBAL GOALS





Our Expertise



Behavior Changes of Consumers

- Promoting a **holistic concept** of waste management
- Enforcing the **waste hierarchy**
- Reducing the **consumption of low value** plastics
- Ensuring **source separation**



EPR Legislation, Waste Management, Plastic Credits

- **Connecting households** to waste infrastructure
- **Reducing costs** of waste management
- **Supporting communication & transparency** between circularity proponents



Just transition of the informal sector

- **Supporting initiatives** working on the transition of the informal waste sector in Indonesia.
- **Create visibility** for the informal sector and communicate solutions



Waste streams

- **Connecting the dots** between up & downstream approaches along the value chain of FMCGs
- **Extending information and knowledge** transfer to organic waste, textiles, tyres and electronics

Our Sustainability Impacts

- **Reducing environmental impact** through education and shifts in consumer habits.
- **Ensuring producers' accountability** throughout the product lifecycle and improving circular economy efficiency.
- **Enhancing the welfare of informal waste workers** while integrating them into the circular economy ecosystem.
- **Improving waste supply chain management efficiency** and reducing environmental impact in specific sectors.

Milestones

Since **building Bule Sampah** on social media in 2022 our team has traveled to all corners of Indonesia to **provide information about waste processing** to the public. Our foundation VEL has perceived **growing interest from the Indonesian society with hundreds of requests per month** on social media, dozens of invitations as well as several strong partnerships established with stakeholders of the plastic and waste management industry.



Benedict Wermter partnered with **Recovered Indonesia (RECO)**, a plastic recycling company, based in Indonesia.



Veritas
Edukasi Lingkungan



RECO

2024



- **SampApp Launch** and more than 8.000 downloads up to date.
- **Sampassadors** in the making



2023

Launch of VEL foundation to host several other programs, while @bulesampah hit **100.000 followers** on IG.

2022

@bulesampah **becomes viral** in Indonesia



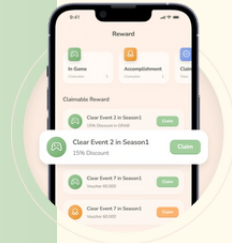
Pillar #1 Digital Waste Education

In 2024, VEL proudly **launched SampApp, Indonesia's first educational app dedicated to the environment and waste management.** By engaging with SampApp, users can transform into waste experts, gaining the ability to connect the dots between consumption habits and pollution.

SampApp offers an engaging experience with **animated infotainment videos and gamification elements**, making learning about waste management both fun and impactful. **The app is free** and accessible to all Indonesians aged 12 and above.

During its initial phase, **the top-performing users** on SampApp will **receive cash rewards.** Moving forward, VEL plans to extend rewards to all users who download and successfully complete the app's basic version.

SampApp is **linked to the Instagram community Bulesampah and our movement "#GenerasiBersih"**. Here, users can join discussion groups on waste and environmental topics beyond the app and participate in exciting challenges with rewards up for grabs.



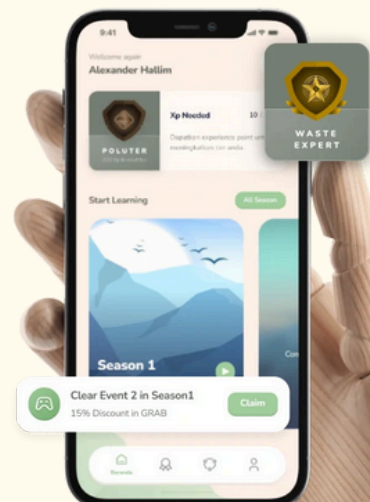
Aplikasi edukasi sampah SampApp

Mari bersama - sama
merubah Indonesia menjadi
bersih kembali



Mengenal sampah plastik lebih dalam

dengan SampApp kita akan belajar
cara mengkonsumsi, menggunakan
dan mengelola sampah secara
bertanggung jawab



Pillar #2 Content Production

Short Video Formats (1–3 minutes)

The content production team at **@bulesampah** focuses on **creating short, engaging videos tailored for popular platforms such as Instagram, TikTok, and YouTube**.

These videos, ranging from **1 to 3 minutes**, are optimized to align with user consumption trends, ensuring maximum engagement. By utilizing this format, **@bulesampah** effectively delivers impactful messages on sustainability, social responsibility, and behavioral change, making complex issues accessible to a broad audience.

Audience Reach

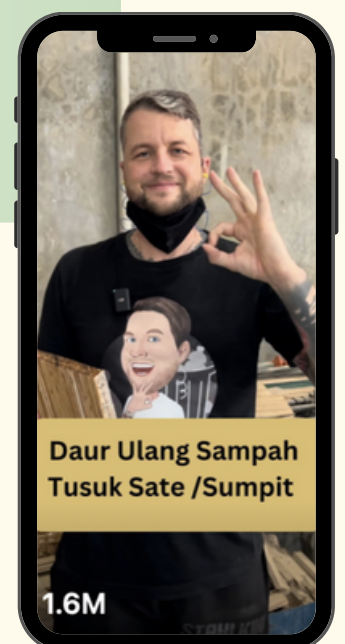
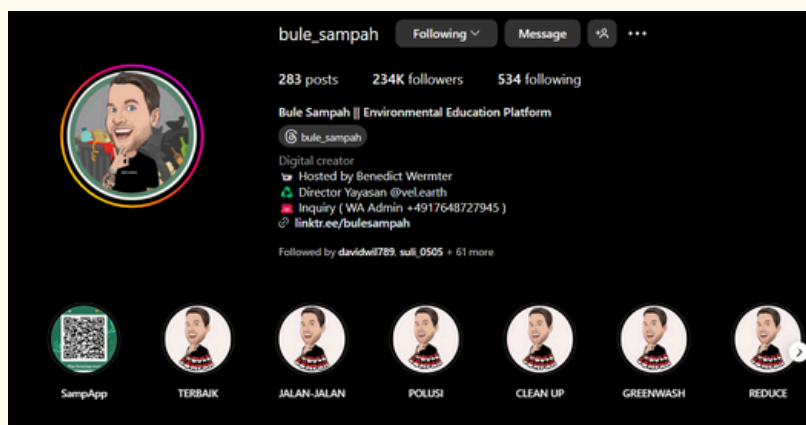
With an audience base of **+430K followers** across multiple social media platforms, **@bulesampah** has established itself as **a key player in digital advocacy and sustainability**.

This extensive reach provides an excellent opportunity for businesses and organisations to amplify their messages, ensuring high visibility and engagement for campaigns.

Strengths and Sustainability Alignment

The platform's ability to engage a large audience with tailored and creative content positions **@bulesampah** as **a leader in the circular economy**. Its CSR-focused campaigns are ideal for **promoting initiatives aligned with SDG 12** (Responsible Consumption and Production) and **SDG 13** (Climate Action).

The educational series raise awareness about waste management, supporting **SDG 4** (Quality Education), while the behavioral change focus directly contributes to **SDG 11** (Sustainable Cities and Communities)



Pillar #3 Capacity Building

The **Sampassador Community** is an initiative aimed at cultivating "**waste ambassadors**" who play a critical role in fostering sustainable communities through education and empowerment. This movement, driven by VEL, **focuses on equipping citizens** with the knowledge and skills to reflect critically on consumption patterns and waste management practices.

By nurturing these ambassadors, **the program creates a ripple effect**, multiplying sustainable behaviors across communities and contributing to long-term environmental resilience.

Program Approach and Activities

The Sampassadors initiative is implemented through a series of **community workshops, educational talks, and collaborations with academic institutions**. These activities are designed to provide participants with hands-on experience and actionable knowledge about waste reduction, recycling, and proper waste disposal.

Participants are engaged **not only as learners but also as advocates** who extend the message to their local networks. **The program ensures inclusivity** by incorporating diverse groups such as **students, citizens, and educational institutions**, creating a holistic approach to waste management education in order to build a 'Generasi Bersih - a clean generation.

Additionally, the initiative integrates SampApp, a digital platform where participants can continue their engagement either as paid contributors or active users, ensuring sustained involvement beyond workshops.



Our Commitment to SDGs



THE GLOBAL GOALS

VEL's approach integrates **SDG 4 (Quality Education)** by making environmental education accessible to all through the **SampApp**, a gamified e-learning platform. SampApp empowers users with the knowledge and skills to adopt sustainable practices and tackle waste management challenges. Through interactive learning and certification, **users are incentivized** to engage with sustainability content, contributing to a nationwide movement for environmental change.

In line with **SDG 13 (Climate Action)**, VEL's work also addresses climate resilience by tackling waste as a major contributor to environmental degradation. Through our partnerships with organizations like **Recovered Indonesia (RECO)**, we focus on **recycling hard-to-recycle plastics and advancing the circular economy**. By ensuring that waste is repurposed rather than discarded, we reduce the environmental burden on landfills and prevent further pollution, ultimately contributing to a more sustainable and climate-resilient future.



Our Commitment to SDGs

4 QUALITY EDUCATION



SDG 4 Quality Education

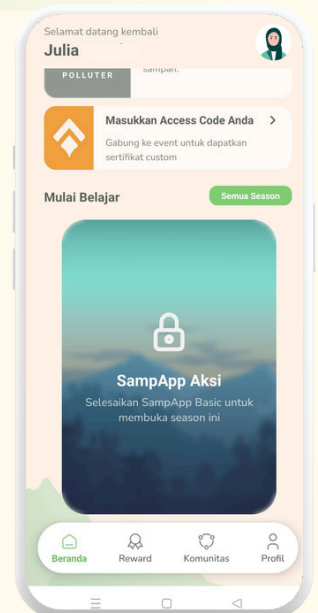
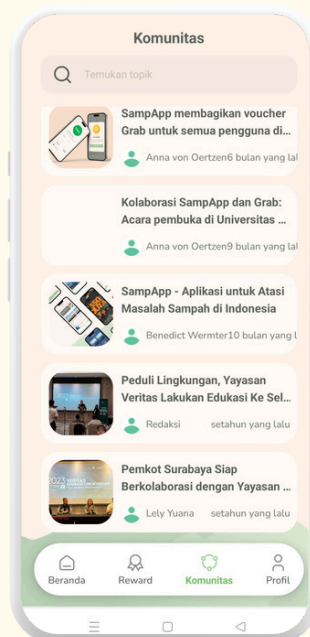
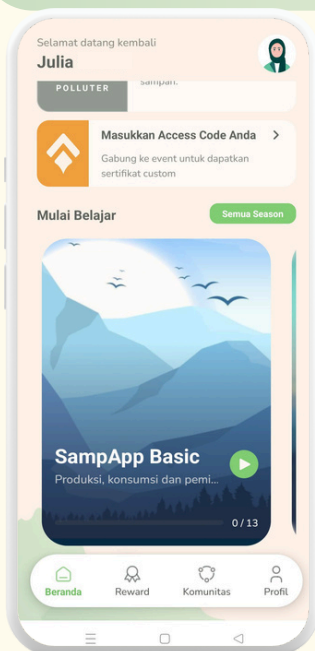
VEL, through its SampApp platform, serves as **Indonesia's first digital-first waste education** platform that emphasizes sustainable best practices and behaviors. This initiative directly aligns with the objective of providing inclusive, equitable, and quality education by:

- **Digital Accessibility:** Making waste management education accessible to students and communities nationwide via SampApp's e-learning modules.
- **Behavior Change Impact:** Certifying users who demonstrate competency in sustainability practices, thereby fostering a culture of informed, responsible citizens.
- **Scalability:** Leveraging digital tools to reach a broader audience, ensuring education on sustainable waste management practices is not constrained by geographic or economic barriers.

Quantifiable Outcomes

- **Number of accounts** reached and users certified through the SampApp platform.
- Metrics **tracking improvement** in knowledge retention and application of sustainable practices among certified users.

SampApp E-Learning Modules



Our Commitment to SDGs

11 SUSTAINABLE CITIES AND COMMUNITIES



SDG 11 Sustainable Cities and Communities

VEL's approach fosters sustainable cities and communities by **establishing meaningful partnerships and driving grassroots-level behavior** change:

- **Collaborative Initiatives:** Partnering with waste management organizations and corporate social responsibility (CSR) programs to implement community-focused educational efforts.
- **Community Engagement:** Conducting education and socialization campaigns to empower individuals to take ownership of sustainable waste management within their local environments.
- **Active Population Mobilization:** Encouraging behavioral change in urban populations to reduce environmental impact and improve waste management systems.

Quantifiable Outcomes

- **Number of partnerships** established with waste management organizations and CSR programs.
- **Community participation rates** in education and socialization events.
- **Measurable improvement** in local waste management outcomes (e.g. reduction in landfill contributions, littering and open burning).

Community Engagement and Partnerships



Our Commitment to SDGs



SDG 12 Responsible Consumption and Production

VEL's initiatives are instrumental in promoting responsible consumption and production behaviors by **engaging communities and individuals** to rethink their waste practices. Key aspects include:

- **Behavioral Data Tracking:** Engraining a willingness to adopt sustainable practices through monitoring and evaluation (M&E) of target groups.
- **Nationwide Reach:** Leveraging broadcast channels and digital platforms to cover diverse demographics across Indonesia.
- **Behavioral Shifts:** Measuring and encouraging gradual adoption of sustainable waste practices at both individual and community levels.

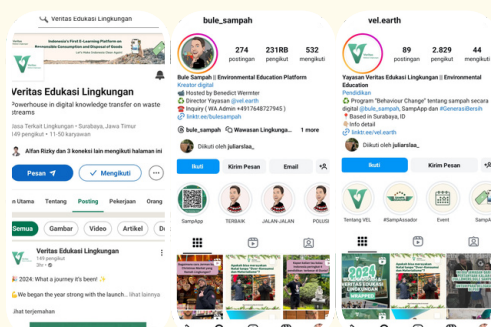
Quantifiable Outcomes

- **Percentage of target groups** demonstrating measurable improvements in responsible consumption behaviors.
- Data on **reduction in waste generation** and **increase in waste segregation** or recycling activities.
- **Broadcast channel** reach and **engagement** statistics.

Targeted Groups Demonstrating Measurable Improvement in Sustainable Practices



Broadcast Channel Reach



Our Commitment to SDGs

13 CLIMATE ACTION



SDG 13 Climate Action

VEL contributes to climate action by **supporting corporations in achieving Environmental, Social, and Governance (ESG)** objectives through targeted training and reporting initiatives:

- **Corporate Training Programs:** Equipping workforces with knowledge and skills to implement sustainable waste management practices, thereby reducing corporate environmental footprints.
- **Stakeholder Partnerships:** Collaborating with stakeholders to align corporate strategies with national and global climate action objectives.
- **ESG Integration:** Offering reporting tools and frameworks that help organizations monitor and evaluate their contributions to climate mitigation efforts.

Quantifiable Outcomes

- Number of corporations **trained and supported** in achieving their ESG objectives.
- Metrics showing **reductions in corporate waste generation or greenhouse gas emissions** as a result of VEL's initiatives.
- **Volume of stakeholder engagement and partnerships** facilitated by VEL to promote collective climate action.

Let's take Climate Action together!



Highlighted Events

Thrift or Threat

The first event handled by VEL Community. Objectives of this event is **to gain more SampApp users** (participants must install to join), and get insight from communities about waste management problems. **About 33 participants attended**, from various communities including MomCycle, Aksi Kita Indonesia, World Cleanup Day, school (Avicenna), business (Shanti Kitchen, SME, and Hapi Circle).



Langkah Membumi Festival



Langkah Membumi Festival is **an impactful gathering aimed at fostering eco-awareness and sustainable practices among students, businesses, and communities.** As an EcoPreneur exhibitor, VEL **showcased sustainable solutions**, and BuleSampah (Benedict Wermter) contributed as **a keynote speaker**, along with other speakers **discussing about Circular Economy**, moderated by Wisnu Nugroho (VP Sustainability KG Media).



Highlighted Events

Grill'd Burger

Managers from **Grill'd Healthy Burger Australia** visited Bali as part of a sustainable tour reward, where they participated in a workshop focused on waste management, comparing practices in Indonesia and Australia, and exploring the recyclability of various plastics to apply in their restaurants. The session began with **a tailored presentation** at Biliq Sunset coworking space, followed by **a hands-on activity** along the riverbanks involving a mini-cleanup to collect diverse plastic waste. Participants then conducted **a brief waste audit to identify plastic types, their applications, and recyclability**, equipping them with practical knowledge to implement sustainable practices.



Playful Journey to Zero Waste

Along With Ludere Gemilang Nusantara (Ludenara), **VEL held a webinar and workshop to introduce SampApp and Ludenara** in promoting zero waste to community. **We gained 54 registrants on Friday, and 24 more on Saturday** through Google Form within 41 participants attended, from various communities including waste bank, education, and public including parents within demographic

Highlighted Events

1.000 Perempuan Siap Pilah Sampah

1.000 Perempuan Siap Pilah Sampah is part Gerakan Peduli Tangsel, a movement to manage waste by sorting and process. Kick off event on December 21, also in celebrating National Mother's Day. VEL's invited to share about waste, along with other speakers: Green Prossa and Gerakan Pasti. This event was attended by approximately **200 participants** from Tangsel area.



Bicara Sampah – TBM Kancil



In collaboration with Forsepsti (Forum Sahabat Emas Peduli Sampah Indonesia, an organization supported by Pegadaian Peduli), this event has objectives **to educate communities at Taman Baca Masyarakat about waste management**. Recently, they already did waste sorting but needed a partner for gaining financial benefits. **We gained 40 registrants**, mostly by WAG distributed by TBM manager. At the day, approximately 20 person attended with female as dominant.

Our Partner



Our Donor: Röchling Stiftung

The partnership between **Röchling Stiftung** and **Veritas Edukasi Lingkungan** serves as a transformative milestone in waste management education. Röchling Stiftung, the foundation arm of the global polymer manufacturer Röchling, is **driving the growth and development of VEL's programs** through innovative and sustainable initiatives.

This collaboration is designed to achieve significant impact by focusing on:

- **Developing Digital Content:** Enriching SampApp and educational platforms like @bulesampah with relevant, interactive, and data-driven materials.
- **Gamifying for Enhanced Engagement:** Introducing gamification mechanisms to create a more enjoyable and effective learning experience for users.
- **Expanding Audience Reach:** Attracting more users and followers to strengthen the community-driven digital education ecosystem.



Our Partner



Educational Institution: Goethe Institut

Empowering Future Environmental Leaders through Sustainability Education

VEL has built various partnerships with educational institutions throughout the year. Our **pioneer work with schools, universities and designated communities** has made an impact on the Indonesian youth to become more waste aware.

Together with Goethe-Institut Indonesien we created the pilot of the "Sampassador" program. **It's the birth of Indonesia's environmental movement toward conscious consumerism and waste stewardship.** In this initial phase we designed educational waste workshops tailored for students within Goethe-Institut's school network and conducted them during a SampAssador week in Yogyakarta that Goethe-Institut initiated.

VEL's goal is now to grow the "Sampassador" community nationwide and install a culture of responsibility, transforming students into ambassadors of sustainability in their schools and communities. **This movement goes beyond individual learning;** it challenges participants to rethink consumption patterns and advocate for sustainable practices, creating ripples of change at local and national levels.



Our Partner



Sponsoring SampApp: FUCHS

VEL is honored to collaborate with **PT Fuchs Indonesia**, a global leader in lubricants and chemical solutions, as a sponsor committed to advancing environmental sustainability and education.

This sponsorship includes:

1. **Publications:** Creating and uploading a dedicated articles on the our website to announce and highlight PT Fuchs Indonesia's sponsorship.
2. **Product Giveaways:** VEL gives away FUCHS products for SampApp users and event participants within challenges for achieving milestones.
3. **Logo Placement:** Featuring the PT Fuchs Indonesia logo prominently on VEL's media platforms and project materials, symbolizing their support for a sustainable future.

Together, **VEL and PT Fuchs Indonesia** strive to drive meaningful change by fostering community awareness and action for a cleaner environment.



Our Media Partners

Kick Andy

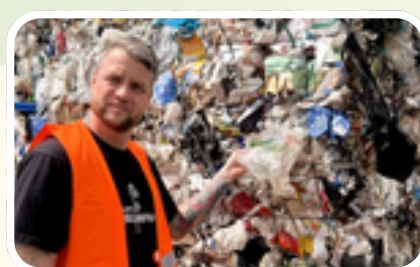


Bule Sampah was **invited to the renowned talk show Kick Andy** to share his inspiring journey in environmentalism. **The episode focused on fostering a deeper understanding of environmental issues**, particularly the challenges surrounding plastic consumption and waste management. His appearance on Kick Andy **not only raised awareness but also motivated viewers to take part in building a cleaner, greener future**. The episode stands as a call to action for individuals, businesses, and communities to rethink their approach to waste management and embrace environmental responsibility.



Insert Investigation

Bule Sampah was featured in **a special segment of Insert Investigation, highlighting his dedication to tackling environmental issues**. The program delved into his efforts to raise awareness about plastic waste and promote sustainable waste management practices. Through in-depth coverage, Insert Investigation showcased his innovative initiatives and impactful community projects, inspiring viewers to take meaningful steps toward environmental responsibility.



Our Strategic Partner

NAFAS



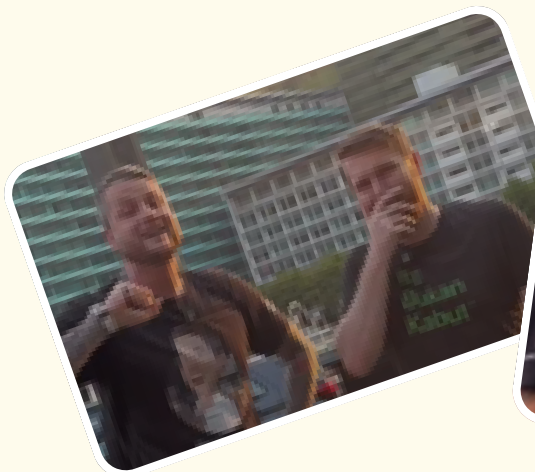
Strategic Collaboration for Cleaner Air in Indonesia

In the face of escalating air pollution challenges, Nafas Indonesia's innovative application for air quality analysis and reporting emerges as **a beacon of accessibility and awareness**. Through a strategic partnership with Nafas Indonesia on @bulesampah, VEL amplifies its mission to **promote impactful tools and practices for a healthier environment**.

This collaboration underscores a critical insight: waste management education is intricately linked to reducing air pollution. By integrating digital platforms like **SampApp** and **@bulesampah**, this initiative inspires millions to adopt sustainable habits that contribute to cleaner air across Indonesia.

"Education on waste management is key to reducing air pollution, with SampApp and @bulesampah inspiring millions to create cleaner air in Indonesia, says NAFAS founder Piotr Jabukowski.

Together we continue to find the answer for: **How can our efforts be scaled to drive a national transformation in environmental responsibility?**



Our Network and Partners

OVERALL SUPPORT



LUBRICANTS.
TECHNOLOGY.
PEOPLE.



SAMPAPP SPONSORS

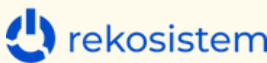
STRATEGIC & MEDIA PARTNERS



EMBASSY OF DENMARK



BULE SAMPAH CLIENTS



EDUCATIONAL INSTITUTIONS



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



UNIVERSITAS SURABAYA





Veritas
Edukasi Lingkungan

THANK YOU

Let's join our mission to make Indonesia clean again!

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SampApp



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