



**Veritas**  
Edukasi Lingkungan

# 2025

# ANNUAL REPORT

By aligning our Foundation's projects with SDGs Veritas Edukasi Lingkungan (VEL) is creating a future, where sustainable living is not just an option but a reality for Millions of Indonesians ensuring a clean, prosper and healthy country for generations to come.

We - Veritas Environmental Education Foundation - make Indonesia clean again!





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# Opening Letters from the Director and the Chairman of VEL

**2025 marked a year of strengthened impact for Veritas Edukasi Lingkungan (VEL)** – Through the continued social media awareness raising campaign @bulesampah and the development of SampApp, Indonesia's first educational application on waste management, VEL reached Millions of viewers and over 13,000 active app users. It expanded its environmental education efforts by integrating digital learning, gamification, and community-based action, while deepening collaboration with partners, volunteers, and communities to encourage sustainable behavior change across Indonesia.

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



**2025 represented a period of strategic consolidation for Veritas Edukasi Lingkungan (VEL)** – by reinforcing digital innovation, community engagement, and organizational governance, the Board supported program expansion and institutional strengthening, enhanced stakeholder trust, and ensured accountability, long-term sustainability, and meaningful environmental impact. We have laid a strong foundation for VEL's continued growth in the years ahead.

– **Alex Chandra** (Chairman of VEL)



# 2025 in Numbers



transformative  
community events



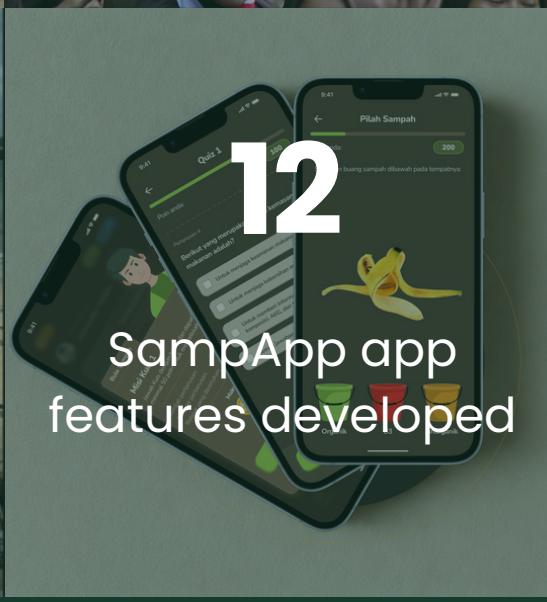
individuals reached  
and educated on-site



powerful  
collaborations



followers across  
@bulesampah  
platforms



SampApp app  
features developed



new, active  
SampApp  
users

# About Us

Launched in November of 2023, Veritas Edukasi Lingkungan (VEL), is a non-profit on a mission to educate about the environment, specifically focusing on waste streams in and around Indonesia. We transfer information and knowledge about consumption behavior in relation to waste management preferably digitally but also in the field.

We create an impact on the societal and environmental sphere. We catalyze the circular economy of Indonesia by strengthening waste management. We cooperate with sustainable industries, governmental institutions and civil society.

## Our Vision



We believe that the environmental challenges Indonesia faces are human-made and, as such, can be solved by adequate awareness raising, willingness to change and behavior change.



## Our Mission

- 1 Knowledge sharing & information transfer with all layers of Indonesian society
- 2 Engaging with private sector and government to develop solutions
- 3 Creating accountability through behavior change



THE GLOBAL GOALS





# Our Expertise



## Behavior Change of Consumers

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



## EPR Legislation, Waste Management, Plastic Credits

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



## 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 Bule Sampah went viral across Indonesia in **2022**, the initiative has grown into a nationwide waste education movement; by **2023–2024**, it expanded through the establishment of VEL Foundation, partnerships with waste management and plastic recycling stakeholders, the development of SampApp, and the launch of the Sampassador program, while in **2025**, VEL collaborated with partners in Indonesia and abroad, with **SampApp engaging over 13,000 active users**, the Sampassador program conducting **56 activities and reaching +19,000 people**, and Bule Sampah surpassing **+624K followers** across social media platforms.

- Collaborating with **14** partners in Indonesia and around the world
- Created **+60** community education programs, with more than **+19,000** people educated through SampAssador.
- **+13,000** new active users on SampApp (total downloads **+20.000**)
- @bulesampah has over **620k** followers across all platforms - monthly reach **6 Mio accounts** on average

**2025**



**2024**



**2025**

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



- **Launch of VEL foundation** to host several other programs, while @bulesampah hit **100.000 followers on IG**.
- **Benedict Wermter** partnered with **Recovered Indonesia (RECO)**, a plastic recycling company, based in Indonesia.

**2023**



**2022**



@bulesampah **becomes viral** in Indonesia





SampApp

# Pillar #1 Digital Waste Education



2025 Active Users

+13,000



Growth Rate

71.56%



Feature Development

12

Launched in 2024, **SampApp** is Indonesia's first educational application dedicated to environmental education and waste management. In 2025, SampApp demonstrated significant growth, reaching **+13,000 active users**, representing a **71.56% year-on-year** increase compared to the previous year. This growth reflects increasing public interest in accessible, digital-based environmental learning platforms.

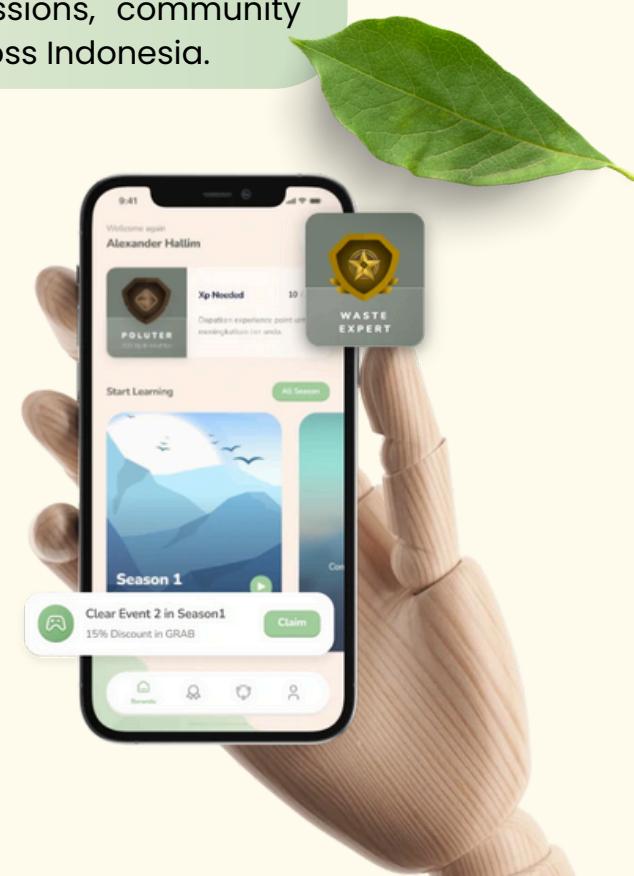
Throughout 2025, SampApp underwent continuous development with **12 key feature development areas**, aimed at enhancing user experience, learning effectiveness, community engagement, and platform reliability. Through interactive infotainment content, gamification, missions, and reward systems, SampApp enables users to better understand the relationship between daily consumption patterns and environmental pollution, while encouraging real-world action.

Integrated with the **Bule Sampah** digital community and the **#GenerasiBersih SampAssador** movement, SampApp extends its impact beyond the application by fostering discussions, community participation, and collective environmental action across Indonesia.



## SampApp Feature Development Overview – 2025

1. Authentication & User Management
2. Gamification & Engagement Features
3. Store System & Rewards
4. Content Education
5. Community & Social Features
6. Analytics & Dashboard
7. Notification & Communication
8. Technical Improvement & Optimization
9. Landing Pages & Marketing
10. UI/UX Improvements
11. Data Management & Validation
12. Infrastructure & Deployment



# Pillar #2 Content Production



Overall Followers on  
Bule Sampah Platform

**+624K**

@bule\_sampah  
Instagram

**362K**

@bulesampah  
TikTok

**177.7K**

@bule\_sampah  
TikTok

**26.6K**

@bulesampah  
YouTube

**57.7K**

## Digital Content & Investigative Impact – Bule Sampah

Through short-form videos (1–3 minutes) on Instagram, TikTok, and YouTube, @bulesampah delivers engaging and accessible content on sustainability, waste management, and behavioral change, aligned with current digital consumption trends. In **2025**, the platform surpassed **624,000 followers**, solidifying Bule Sampah as a leading digital channel for environmental education and advocacy in Indonesia.

Beyond educational storytelling, Bule Sampah also serves as a platform for investigation and public accountability. In April 2025, a **field investigation in Tropodo Village, Sidoarjo, East Java**, exposed the practice of burning plastic waste as fuel in traditional tofu production. The investigative video reached over **2.5 million views** and generated more than **50,000 interactions**, sparking widespread public discussion.

The investigation led to tangible real-world impact, with the issue raised at the ministerial level and followed by local government inspections and initial enforcement actions to encourage safer alternative fuels. This work highlights Bule Sampah's role in amplifying community health and environmental concerns while contributing to **SDGs 4 (Quality Education), 11 (Sustainable Cities and Communities), 12 (Responsible Consumption and Production), and 13 (Climate Action)**.



**bule\_sampah** ...

Bule Sampah || Environmental Education Platform

483 kiriman 362 rb pengikut 666 diikuti

Kreator digital

Hosted by Benedict Wermter

Veritas Edukasi Lingkungan @vel.earth

Inquiry (Admin: +62 821-3198-8150)

[linktr.ee/bulesampah](http://linktr.ee/bulesampah) @bule\_sampah



## **Amplifying Marine Debris Reduction Efforts through Collaboration with KfW**

The collaboration with German **Development Bank** KfW was established to communicate and disseminate the efforts related to **marine debris reduction policies in Indonesia**. This project forms part of the technical assistance under the Marine Debris Reduction Policy-Based Program, aiming to highlight key challenges, progress, and national policy achievements in reducing plastic leakage into the ocean, while strengthening the narrative of international cooperation between the Government of Indonesia, KfW, and the European Union.

Through this collaboration, a series of videos were produced as part of the **"Bersama Indonesia Bersih"** Campaign, including a **5–7 minute documentary video** and a **short video of up to 2 minutes for digital and social media use**. To capture diverse local contexts and on-the-ground realities, the VEL team conducted field visits to various regions across Indonesia, with a particular focus on **central and eastern Indonesia**. The videos showcase policy achievements, the roles of key stakeholders, and practical marine debris reduction efforts implemented at the local level, complemented by supporting communication materials for dissemination.

The produced content is expected to **enhance public understanding and awareness of marine debris issues**, while strengthening the visibility of Indonesia's marine debris reduction policy achievements across different regions. Furthermore, the collaboration is intended to support transparency, accountability, and effective program communication, and to serve as a strategic communication asset in fostering multi-stakeholder engagement and the sustainability of marine debris management efforts at the national level.



# Pillar #2 Content Production

## **YouTube Documentary Series called RICE**

### **Documentary 1: Plastic Waste Burning in Indonesia** (publication in 2026)

This documentary **investigates Indonesia's plastic pollution crisis**, with a specific focus on the widespread practice of burning plastic waste. Hosted by Benedict Wermter, founder of Bule Sampah, the investigation goes beyond household behavior to uncover who is responsible for large-scale waste burning and why it persists.

The film reveals that more than **2.5 million tons of unmanaged waste** are burned annually, four times the amount entering Indonesia's oceans. Field reporting documents illegal dump sites, in so-called "**plastic villages**," and evidence of industrial plastic waste being systematically burned as a cheap disposal method, pointing to a broader shadow economy behind waste burning. Expert commentary from public health professionals highlights severe health risks, with air quality measurements reaching dangerous levels and local communities reporting respiratory illnesses and related fatalities. The documentary concludes by emphasizing the need for enforcement, industry accountability, and inclusive waste management solutions that integrate the informal sector.

This pilot serves as the first episode of "**RICE: Uncovering Southeast Asia**"

### **Documentary 2: Greenwashing – How Consumers Are Fooled in Asia** (publication in 2026)

The second documentary focuses on greenwashing practices in Asia, examining how brands use environmental claims without implementing meaningful sustainability strategies. Through case studies, public figures, brand examples, expert interviews, and industry perspectives, the film explores how consumers are misled and what real sustainability should look like in practice.

The documentary contrasts misleading green claims with verified best practices, highlights the role of government and consumers in demanding transparency, and concludes with a call for real green competition, where genuine sustainability efforts are rewarded, leading to cleaner and more responsible consumption patterns in Asia.

Together, these two documentaries strengthen Bule Sampah's impact by combining education, investigation, and advocacy, positioning the platform as a credible voice in exposing environmental injustice while promoting systemic solutions.

**>2.5 million tons of plastic  
burned a year**

4x the amount entering Indonesia's oceans



# Pillar #3 Capacity Building



Community Events

56



Educated individuals

+19,000

## Sampassador #GenerasiBersih

The Sampassador Community is an initiative by Veritas Edukasi Lingkungan to **cultivate waste ambassadors who play a key role in building sustainable communities** through education and empowerment. The program equips citizens with the knowledge and skills to critically reflect on consumption patterns and waste management practices, creating a ripple effect that multiplies sustainable behaviors and strengthens long-term environmental resilience on a transition to a clean generation (#GenerasiBersih).

Throughout 2025, VELs community team actively implemented its programs across the Greater Jakarta (Jabodetabek) area through a series of **community events, workshops, and educational sessions**. These activities were delivered in collaboration with **key partners**, including **Yayasan Multi Bintang Indonesia, and Alam Sutera**, ensuring broader outreach and cross-sector engagement. Over the course of the year, the program successfully conducted **56 community activities**, educating over **+19,000 participants** from diverse backgrounds.

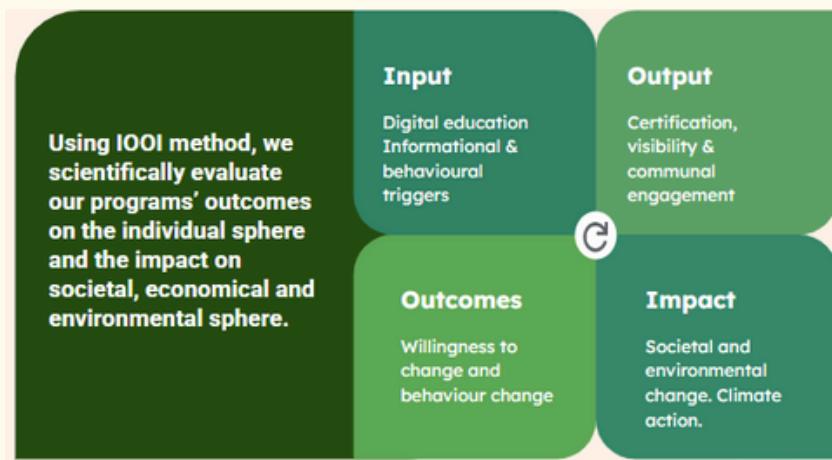
Participants are engaged not only as learners but also as advocates who extend environmental messages within their local networks, supporting the vision of building the **"GenerasiBersih"**. To ensure sustained engagement beyond offline activities, the initiative is integrated with SampApp, VEL's digital platform, where participants can continue their involvement as active users or contributors, reinforcing continuous learning and long-term impact.



# Pillar #4 Impact Monitoring & Evaluation

Indonesia's waste challenge demands evidence-based solutions, not just activities. To ensure measurable and meaningful change, VEL applies the **Input–Output–Outcome–Impact (IOOI)** framework to systematically monitor and evaluate its interventions. Through SampAssador, individuals and communities across regions are engaged to strengthen and sustain existing awareness, while SampApp functions as an entry point for learning and reflection- bridging awareness into daily habits and community-scale action.

## Our Methodology



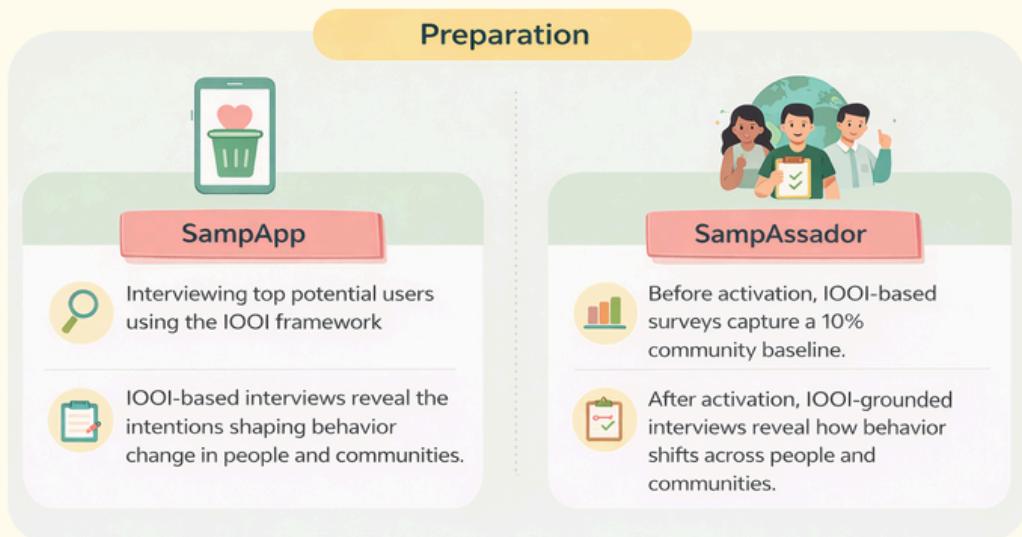
Our monitoring and evaluation approach applies **a pre- and post-assessment** methodology combining quantitative and qualitative research to measure transitions across **three key dimensions: awareness, commitment, and behavioural change**. Baseline assessments are conducted prior to community activation to capture initial levels across these dimensions, followed by post-activation measurements to identify shifts over time. Complemented by **qualitative interviews**, this approach allows us to track both individual and community-level transformation, while generating evidence that supports program improvement and enables CSR partners and clients to communicate and report impact.





# Pillar #4 Impact Monitoring & Evaluation

## How We Measure Impact



## Impact Data Summary

### SampApp Users – Qualitative Interviews

- SampApp Users Qualitative Interview with 44 SampApp users
- Pre-test in SampApp, 7503 Total Participants, 36369 total answers
- Post-test in SampApp, 370 users answered

### Community Surveys (Pre-Events)

- A pre-event survey was conducted across 26 communities to understand baseline conditions and perceptions before the activities took place.
- 169 respondents were selected as the analytical sample

### Post-Event Interviews

- Following the events, in-depth interviews were carried out with 8 participants to capture qualitative insights and reflections.





# Pillar #4 Impact Monitoring & Evaluation

## Result of Impact & Monitoring Evaluation

### Key Outcome observed across SampApp and SampAssador

- ✓ **SUP Reduction (Consumption Prevention)** : Awareness shifts into daily waste management habits.
  - SampApp users already report awareness of the environmental impacts of single-use plastics (SUPs), but prior to the app, this awareness rarely translated into everyday strategies for reducing consumption.
  - The app reinforces reduction intentions through daily reminders and behavioral nudges, helping users reflect on their consumption choices weekly or daily.
  - Users increasingly focus on contextualized habits, such as shopping routines, food consumption, and on-the-go behaviors.
- ✓ **Litter Prevention** : Target groups move from passive tolerance of littering to actively preventing waste, while waste disposal practices shift from unmanaged dumping to more regulated handling.
  - Target groups shift from passive tolerance of littering to actively preventing waste in their surroundings.
  - Users mostly stop littering individually and, through gameplay and guided challenges, begin forming informal coalitions in their communities to address litter collectively.
  - This includes initiating discussions, identifying local gaps in waste management, and exploring alternatives to littering or dumping hotspots, fostering shared responsibility and collective action.
- ✓ **Waste Separation** : Waste separation becomes an instinctive behavior, integrated into daily routines.
  - Waste separation evolves into an increasingly instinctive behavior among users.
  - SampApp strengthens this by linking users to existing waste management mechanisms, such as waste banks (Bank Sampah), and encouraging peer activation within households and communities.
  - Users report greater confidence in separating waste correctly and motivating others to do the same.
- ✓ **Informal Sector Interaction** : Informal waste actors are increasingly recognized as part of the solution. Due to infrastructure gaps, target groups still report cultural constraints in fully engaging with informal sector waste (ISW).
  - Users increasingly recognize informal waste workers, including waste pickers and aggregators, as essential to local waste management, especially where formal infrastructure is lacking.
  - SampApp contributes by highlighting the role of the informal sector in material recovery and circularity.
  - However, cultural and social barriers continue to limit direct interaction, suggesting that while awareness and appreciation are improving, further efforts are needed to reduce stigma and normalize collaboration between communities and informal waste actors.

# Pillar #4 Impact Monitoring & Evaluation

## Result of Impact & Monitoring Evaluation

### From Awareness to Habit Formation

#### Before SampApp

- ▶ Environmental awareness was abstract & unregular
- ▶ Waste often ignored, burned, or dumped, increasing leakage risks.
- ▶ Open dumping or burning is seen as normal due to limited alternatives.
- ▶ No consistent source separation; mixing discouraged good practice.
- ▶ Informal actors worked alone, undervalued, and unsupported.

#### After SampApp

- ✓ Daily habits reinforced through challenges, modelling, and community commitment but section still unregular
- ✓ Immediate action to pick up, separate, and recover waste.
- ✓ Controlled disposal through composting, recovery, and pilot systems.
- ✓ Separation is embedded as a daily norm at household, school, and institutional levels.
- ✓ Informal sector recognized and linked to waste bank and recovery pathways.

#### Before SampAssador

- ▶ Open burning and illegal dumping were common, with limited alternatives and weak community response.
- ▶ Waste management was handled individually, and dumping hotspots were largely tolerated.

#### After SampAssador

- ✓ Communities actively monitor and intervene at illegal dumping hotspots, reducing burning and uncontrolled disposal.
- ✓ Residents organize collective solutions, practice early waste separation, and engage authorities together

### Representative Voices



"This is the first time I've tried a dedicated app like SampApp."  
(Alna - SampApp User)



""If waste is managed properly, it can reduce problems like flooding."  
(Rosi - SampApp User)

# Highlighted Events

## SampAssador School Challenge

**The SampAssador School Challenge: Generasi Bersih 2025** is an initiative by VEL that positions schools as key centers for sustainability education and action. Through the use of **SampApp**, our gamified learning application focused on waste reduction and source segregation, the program encourages junior and senior high school students and teachers to adopt more responsible consumption and waste management practices. The initiative aligns with **SDGs 4, 11, 12, and 13**, and supports the implementation of **Presidential Regulation No. 98/2021** on waste management in Indonesia.

In 2025, the program engaged **24 schools** with more than **5,000 students and teachers**, who participated through online registration, the gamified use of SampApp as a learning tool, and reflection on school-level waste management practices. This approach strengthened collaboration across school communities and reinforced the **Generasi Bersih movement** toward more sustainable institutional behaviors.

To ensure long-term impact, the **top 10 schools** received access to an **exclusive sustainability curriculum**, while the **top 3 schools** benefited from **on-site workshops** to deepen practical implementation. The program was monitored through a structured **Monitoring and Evaluation framework**, including activity tracking via SampApp and post-program reflections, to ensure measurable improvements in knowledge, engagement, and waste management practices.



# Highlighted Events

## #GenerasiBersih Festival 2025



In 2025, Veritas Edukasi Lingkungan (VEL) organized the **#GenerasiBersih Festival 2025: "Ayok Tangerang Langit Biru"**, (Tangerang Blue Sky) a collaborative movement responding to the growing air pollution challenges in Tangerang Regency caused by open waste burning and industrial emissions. Sponsored by **Alam Sutera** and implemented in partnership with the **Tangerang Regency Government**, the festival also formed part of the celebration of the **392nd Anniversary of Tangerang Regency**, reinforcing its significance as both an environmental and civic milestone.

The festival was designed as a multi-stakeholder platform involving government institutions, communities, schools, the private sector, and media, with a strong focus on engaging young people and the wider public. Key activities included a **2.4 km Fun Walk and Plogging** led by the Governor of Banten and the Regent of Tangerang, **environmental education sessions for more than 1,000 students**, inter-school environmental competitions, media doorstop interviews, cultural and artistic performances with sustainability themes, and a low-waste MSME culinary exhibition.

Through this event, VEL strengthened public awareness of air quality issues, responsible waste management, and collective action to end open waste burning. The **Generasi Bersih Festival 2025** marked an important step in advancing the **Generasi Bersih movement** and fostering long-term behavioral change toward cleaner air and healthier communities in Tangerang.



# Our Partners



## 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 Partners



## CSR Partner: Greiner Packaging

Veritas Edukasi Lingkungan (VEL) partnered with Greiner Packaging, to strengthen environmental awareness and waste management education. Greiner Packaging supports VEL's sustainability initiatives through SampApp, a gamified platform designed to encourage responsible consumption and waste reduction behaviors. This partnership reflects the shared **commitment of VEL and Greiner Packaging to promoting responsible plastic use, recyclability, and waste reduction.**

Through this partnership, SampApp released several new features, including a **Waste Footprint Calculator** to monitor user consumption data and a **Referral System** that encourages community-driven growth by rewarding users for inviting new participants to the platform.

Complementing its digital initiatives, VEL implemented offline activations through school-based events, including the **School Challenge 2025**, alongside an **influencer campaign** that expanded SampApp's reach across Indonesian communities. These combined efforts contributed to **over 11,000 SampApp users** since Greiner's support, with Greiner further supporting the development of **VEL's impact monitoring and evaluation framework**.



# Our Partners

## Our CSR Partner: Alam Sutera

In 2025, **Veritas Edukasi Lingkungan (VEL)** collaborated with **Alam Sutera (PT Delta Mega Persada)**, the developer and manager of the Suvarna Sutera area in Tangerang Regency, in implementing a Corporate Social Responsibility (CSR) program themed "**Ayok Tangerang Langit Biru**" (**Let's Make Tangerang's Sky Blue**). This collaboration aims to support waste management efforts and raise environmental awareness in residential areas, in line with PT Delta Mega Persada's commitment to sustainable development and corporate social responsibility.

In this collaboration, **Alam Sutera acts as a supporting partner and program funder**, while also facilitating the location and policy coordination in the implementation area. Meanwhile, **VEL is appointed as the program implementer**, responsible for the design, implementation, and reporting of waste management campaign activities, including environmental education, community activation, and program operations in line with mutually agreed standards. In 2025, **22** community and school-based events were delivered, reaching nearly **7,500** students, teachers, parents, and community members.

Through this collaboration, VEL and Alam Sutera encourage behavioral change in waste management, strengthen the role of local communities, and contribute to improving the quality of the environment and the image of the Suvarna Sutera area as a region that cares about sustainability issues.



# Our Partners

## Our CSR Partner: Heineken (MBI)

In February 2025, VEL became part of the **Cisadane River Community Engagement Program**, a collaborative initiative between Yayasan Multi Bintang Indonesia (MBI), PT Waste Hubs Indonesia (WAHU), and Veritas Edukasi Lingkungan. This program was initiated by MBI as part of its (CSR) commitment to environmental management and community empowerment, particularly in river-based ecosystems. WAHU acts as the implementing partner, responsible for providing waste collection services, while VEL acts as an environmental education partner focused on raising awareness and implementing behavior change campaigning as part of the CSR consortium.

Through this program, **Veritas Edukasi Lingkungan** seeks to strengthen the role of the community as **agents of change** in protecting rivers as a source of life while connecting residents to WAHUs waste collection initiative. Throughout 2025, the collaboration engaged more than **330 individuals** and collected nearly **one ton of waste**. This initiative is part of **VEL's commitment** to supporting sustainable environmental management, improving the quality of life of the community, and contributing to long-term efforts to reduce plastic and waste pollution in the Tangerang area and its surroundings.



# Our Partner

## Educational Institution: Deutsche Schule Jakarta

The **DSJ Donation Run** is a fundraising initiative initiated by **Deutsche Schule Jakarta (DSJ)**, a German international school in Jakarta, as part of its commitment to fostering social responsibility and environmental awareness within its school community. Through the DSJ Donation Run, DSJ successfully mobilized community contributions, with the funds allocated to support the implementation of the SampAssador Program.

Funds raised through the DSJ Donation Run were allocated to support the **SampAssador Program implemented by Veritas Edukasi Lingkungan (VEL)**. In 2025, the program reached **7 schools**, focusing on waste management education and empowering students to act as environmental ambassadors by strengthening knowledge, promoting sustainable practices, and encouraging active participation in environmental initiatives within schools and surrounding communities.

This collaboration highlights the role of educational institutions in driving environmental change and demonstrates how partnerships between international schools and environmental organizations can generate lasting social and environmental impact through education-led initiatives.



# Our Media Partners

## ASRI



KOMPAS GRAMEDIA

The **Akademi Sekolah Lestari (ASRI)** program is an initiative launched by **PT Digital Inisiatif** -part of Kompas Gramedia Group (KG) that focuses on digital solution)- to improve the sustainability competencies of high school students through a series of educational activities. Through this collaboration, **VEL** has gained support and media exposure for its Bule Sampah and Sampassador initiatives through collaborative publications on the ASRI and Lestari Academy microsites, ASRI's Instagram and TikTok channels (@temanasri), and the Kompas Gramedia media partner network, which includes Kompas.com, Kompas TV, and National Geographic, thereby expanding the reach of waste management education to a national audience.



**JawaPos.com**

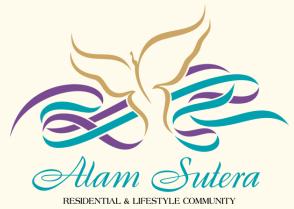


**Kompas & Jawa Pos**

On September 26, 2025, **Veritas Edukasi Lingkungan (VEL)** and **PT Waste Hubs Indonesia (WAHU)** inaugurated the **WAHU Hub at Super Indo Poris Cipondoh, Tangerang**, as a community-based waste management center and launched the **"Keep Rivers Clean"** campaign with **MBI**. The event included an inauguration ceremony, plogging, and a media doorstep session to introduce the Hub's objectives and its long-term impact in supporting waste reduction and river protection. This initiative received support from the local village government and was covered by **Jawa Pos** and **Kompas** as a best practice that can be replicated in sustainable waste management in Indonesia.

# Our Network and Partners

## OVERALL CSR AND MEDIA SUPPORT



EMBASSY OF DENMARK



JawaPos.com



## BULE SAMPAH CLIENTS / PARTNERS



WESTIN  
HOTELS & RESORTS





**Veritas**  
Edukasi Lingkungan

# THANK YOU

Join us to make Indonesia clean again!

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SampApp



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