

## Reducing Plastic Waste in Traditional Market in Bandung and Banjarmasin – Less Plastic, More Tradition



## The Indonesia Plastic Bag Diet Movement (GIDKP) Indonesia

# Plastic-free Market: Measurable reduction through behavior change and awareness

## OUTPUT

Behavior changing initiated by market traders and ultimately followed by market consumers, so that the most common single-use plastics such as plastic bags, clear plastic packaging, and plastic utensils are no longer offered.



## OUTCOME



Measurable reduction of single-use plastics waste and increased awareness and behavioral change by market traders and consumers.



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# Interventions: Important steps to create behavior change



## Intervention: Packaging alternatives

Reusable options:

Single-use options:



Used reusable bags and calico bags



Used paper



## Increased number of consumer to bring their own reusable bag:

- Bandung:
  - Cihapit Market: increased by 33%
  - Kosambi Marke: increased by 13%.
- Banjarmasin:
  - Pandu Market: increased by 21%
  - Pekauman Market: increased by 42%.

## Decreased number of single-use plastic bags:

- Bandung:
  - Cihapit Market :decreased by 19%
  - Kosambi Market: decreased by 11%
- Banjarmasin:
  - Pandu Market: decreased by 27%
  - Pekauman Market: decreased by 18%



## Success Factors and Challenges:



### Success Factors:

1. Support from Government (Ministry and Local Government)
2. Engagement with local stakeholder (market management and vendors)
3. Regular public campaign

### Challenges:

1. Compliance with local regulations
2. Government budget for law enforcement
3. Complex process to create system change for the traditional market .



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# THANK YOU

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