



Sirkular Sampah Kemasan

<https://www.sirsak.co>



About us

Sirsak (Sirkular Sampah Kemasan) helps companies manage packaging waste responsibly.

We make it easier for businesses to **collect, track, and recycle** their waste through combining **technology** with our **network** of stakeholders in the waste value chain.

Since 2023, we've partnered with major companies, communities, recyclers, waste workers, and government to **reduce packaging waste and support better livelihoods.**



Beberapa klien dan partner kami:



Kami adalah bagian dari:





The problem

The Packaging Waste Crisis: A Missed Opportunity for Businesses

Indonesia generates 34+ million tons of waste annually (SIPSN, 2025), with **packaging waste making up 30–40%** (World Bank, 2018; NPAP, 2020), much of it is low-value plastic, especially multilayer types, leaking into oceans and the environment.

- **Consumers are watching:** 81% of Indonesians expect companies to take responsibility (NielsenIQ, 2022).
- **Brands are under pressure:** 74% of SEA executives lack visibility on post-consumer packaging waste (Bain & Co, 2023); companies are blamed for packaging waste.
- **The regulatory bar is rising:** MoEF Reg. 75/2019 mandates waste reduction and verified roadmaps. Non-compliance risks fines and backlash.



OUR SOLUTION

Sirsak is building Indonesia's **most comprehensive waste value chain network**, powered by **technology-backed transparency** to help companies manage packaging waste at scale.



2025 Target Coverage

- **Collection Points:** 1,000+ incl. waste banks and schools
- **Aggregator & Recyclers:** 100+
- **Area:** Jakarta, Bogor, Depok, Tangerang, Banten, Lampung



Waste Managed

- **Capacity:** ~4000 ton/year (all types of waste)
- **Type of Waste:** High value and low-value materials including multilayered plastics (MLP)



Technology

- Digitize waste data **end-to-end** from collection points, aggregators to recycling facility
- **Real-time waste traceability dashboard** for producers*

Sirsak

Our Services

1 Manage packaging waste, effectively



- **Packaging Recovery Program (PRP)**
Recover your post-consumer waste from our collection points network
- **Packaging waste management** for expired, damaged products, or factory waste.

2 Establish your waste management infrastructure



Collection Infrastructure:

- Build **community-based** collection hubs
- Convenient **customized bins** suitable for offices, retail or schools

Processing Infrastructure:

- **Centralized sorting center** for large-scale collection

3 Track and amplify your circular impact



- Get support to **comply with government regulations** (extended producer responsibility)
- **Run empowerment and behavior change campaigns** and engage schools, communities, and consumers

We collaborate with producers to plan for reduction, to collect more packaging, and to ensure their compliance.



Producer

We work with community to raise awareness and establish more community recycling points.



Consumer

We collect packaging waste, both directly and together with our network of partners, while supporting women and waste workers with social security.



Collection points

Aggregators



We partner with aggregators to distribute collection incentive and track waste flow, to enhance transparency.

We partner with recyclers to encourage innovation and ensure sustainable demands, especially those of low values.



Recyclers



 **Sirsak
Ecosystem**

How  Sirsak works with different stakeholders to close the loop in waste value chain

Our Impact as of 2025



100+ tons
waste managed



500+
collection points



10+
company
partners



300+
women waste collectors
empowered through social protection
program (BPJS), training and advocacy



3,438
committee and waste bank
members are part of our
network



566
teachers, staff, and students
trained on sustainability
initiatives and the circular
economy

Our Technology

From Creating Seamless Data Entry Point to Full Traceability

Sirsak is enabling waste traceability in Indonesia by:

- Digitizing waste banks through streamlined digital data entry
- Collecting and visualizing granulated data on all types of waste transactions



SPOP (Sirsak Point of Purchase)

Point of Purchase implemented in collection points* to ease seamless and automatic data entry

*implementation on waste banks

STrace (Sirsak Traceability)

Traceability tool that generates full transparency data and collected by each player of the value chain, which then are visualized in the dashboard.



Building network of stakeholders with comprehensive data, from end-to-end

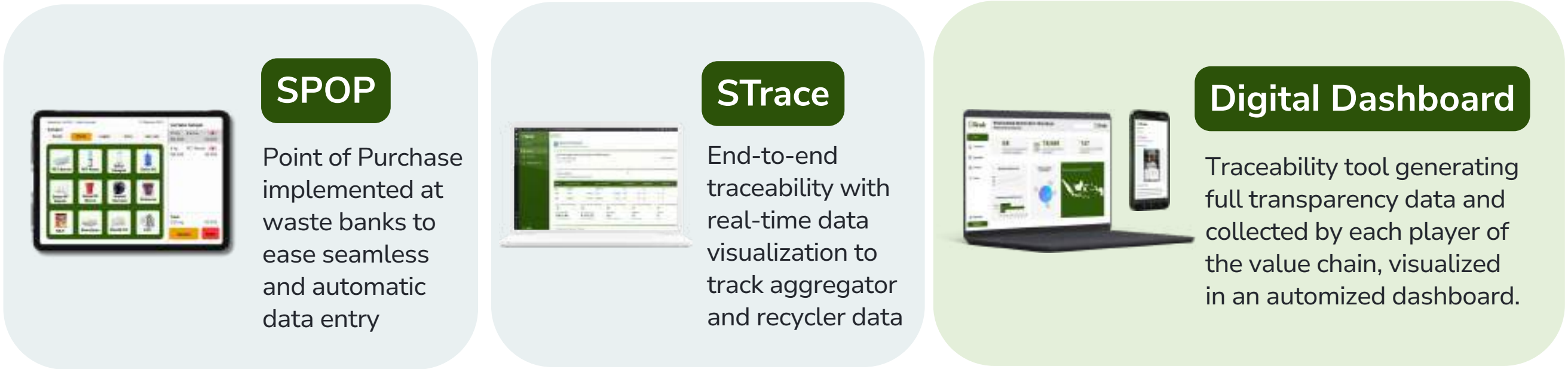
Stakeholders

Under the waste value chain



Digital tools

Integrating technology with on-the-ground operations



Our team

Our diverse team has more than 25 years of experience in the field of waste and circular economy

Co-founders



Angeline Callista
Co-Founder & CEO



- Almost a decade in the waste sector overseeing policy, project and community perspectives
- Lead expert for Indonesia's Extended Producer's Responsibility Regulation and Guideline
- Actively advocating in the waste space in international & national forums and multiple media channels
- Certified Circular Economy and ESG Advisor
- Earned her MSc in Social Policy and Development from the London School of Economics and Political Science



Violy Purnamasari
Co-Founder & COO



- Brings a unique blend of expertise in finance, startup building, and community development
- Raised \$14 million for a fintech company based in Singapore
- Led an NGO's behavior change team to deliver an educational campaign on responsible waste management to over 100K individuals
- Headed a team at a sustainability consulting firm, focusing on shaping corporate net zero strategy
- Earned an MPhil in Development Studies from the University of Cambridge



Lie Mangkusatya
Co-Founder & CPO



- Extensive experience in SAP ABAP with a key role in leading an IT team for an FMCG company, overseeing IT infrastructure and SAP implementation
- Founded a waste management company specializing in waste collection services for businesses
- Combines deep industry knowledge with IT leadership to drive innovation at the intersection of technology and sustainable waste management
- Earned a Bachelor's degree in Industrial Engineering from Bina Nusantara University

**Join us in our mission to
manage 100,000 tons of
packaging waste by 2030!**

 sirsak.co

 ovantinus@sirsak.co

 081341879986