

NEWS RELEASE

Sinar Sosro and Tetra Pak Launch Recycling Campaign “DAURI-Daur Untuk Negeri” to Boost Indonesia’s Sustainability Ambitions

Jakarta, September 16, 2023 – Tetra Pak, a world-leading processing and packaging solutions company and PT Sinar Sosro, the leading beverage company in Indonesia, today announced a collaboration to launch a recycling campaign called DAURI -Daur Untuk Negeri. Both Tetra Pak and Sinar Sosro signed a Memorandum of Understanding (MoU) witnessed by Ministry of Environment and Forestry (KLHK) at the Festival LIKE (Lingkungan Iklim Kehutanan dan Energi) held in conjunction to the lead up to COP28. The campaign will focus on raising awareness of the importance of recycling and encourage Indonesians to recycle their used beverage cartons.

Recently, the Ministry of Environment and Forestry (KLHK) of Indonesia announced that the country has successfully reduced waste generation by around 12 million tons in 2022. This achievement has exceeded half of the national waste reduction target of 30% by 2025. The Government believes that the success of this was due to increased public awareness of waste reduction and recycling, and improved waste management infrastructure.¹

“We are proud of the progress that Indonesia has made in reducing waste generation. Tetra Pak is committed to supporting these efforts and helping to create a more sustainable future for the country. Used beverage cartons are a valuable recyclable material that can be recycled into new products. By recycling used beverage cartons, we are helping to reduce waste and protect the environment. We are confident that the DAURI initiative, in collaboration with Sosro, will support the national agenda by improving recycling rates and enabling better waste management, ultimately contributing to a circular economy,” said **Tommy Srihartoyo Soetoyo, Key Account Director, Tetra Pak.**

As part of the campaign, Tetra Pak and Sosro will roll out a series of educational initiatives across various stakeholders such as communities, junk shops, and schools to raise awareness of the importance of recycling used beverage cartons and how it can be done.

"This partnership with Tetra Pak will help us achieve our sustainability goals and make a positive impact on the environment. Together, we will work to increase awareness of the importance of recycling used beverage cartons among consumers in Indonesia. We believe that everyone has a role to play in protecting the environment, and this campaign is a call to

¹ [KLHK Sebut Timbulan Sampah in Indonesia Berkurang 12 Juta Ton pada 2022](#), Tempo.co

action for everyone in the country to do their part to recycle,” said **Sabrina Kharisanti, Chief Marketing Officer, Sinar Sosro.**

Tetra Pak has partnered with Sosro for the past four years on numerous occasions, including initiatives to raise consumer awareness, improve collection and sorting, develop recycling facilities, and use recycled materials. For example, they collaborated at the Java Jazz Festival, which drew over 3,000 attendees. At the event, attendees were taught about beverage cartons and proper recycling practices.

The signing of the MoU reaffirms Tetra Pak and Sosro's commitment to playing a part in Indonesia's journey towards sustainability. Through partnerships with diverse stakeholders across various initiatives, they are building an ecosystem aimed at strengthening Indonesia's recycling infrastructure, paving the path towards a more circular future.

For more information and updates on the program, follow Tetra Pak Indonesia on Facebook, Instagram, LinkedIn and our official website: www.tetrapak.com

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ABOUT TETRA PAK

Tetra Pak is a world leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative, and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With more than 25,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business.

Our promise, “PROTECTS WHAT’S GOOD™,” reflects our vision to commit to making food safe and available, everywhere.

More information about Tetra Pak is available at www.tetrapak.com



[youtube.com/user/tetrapak](https://www.youtube.com/user/tetrapak)



[@tetrapak](https://twitter.com/tetrapak)



<https://www.linkedin.com/company/tetra-pak/>

About SINAR SOSRO

Sinar Sosro is the first ready-to-drink bottled tea company in Indonesia and the world. Sinar Sosro is officially registered in July 17, 1974 by Soegiharto Sosrodjojo, located on Jalan Raya Sultan Agung KM. 28, Medan Satria, Bekasi. In its business development, PT Sinar Sosro has distributed their products to all over Nusantara, also spread their wings to international market by exporting one way packaging (non-glass bottles) products to several countries in Asia, America, Europe, Africa, Australia, and Pasific Ocean. Sinar Sosro produces Tehbotol Sosro, Fruit Tea Sosro, S-Tee, Tebs, Country Choice, and Prim-A Mineral Water. In accordance with company business development, PT Sinar Sosro since November 27, 2004 joins its holding company, PT Anggada Putra Rekso Mulia (Grup Rekso). Sinar Sosro is living

a vision to be a world-class beverage company who serves consumer's needs anytime, anywhere, and adding values to all stakeholders, "The Indonesian World Class Beverage Company". With perpetual innovation, Sinar Sosro wished to be a host in its country.

DAURI

DAURI stands for Daur Untuk Negeri (Cycle for the Nation). This is a sustainability movement from Sinar Sosro to recycle packaging. The movement will focus on raising awareness of the importance of recycling and encourage Indonesians to recycle their used beverage packaging such as carton, pet plastic, can, etc.

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