SESAMA
Trash2Cash Apps
Urban Waste Management Initiative
Waste in Jakarta

Daily Volume
Source: Sanitary Office, 2016

- 7000 Ton per day
- 5200 Ton transported
- 1800 Ton unmanaged
They said “yes” – online survey

96% Waste is being a big problem

93% Will separate with additional value

42% Usually separate their waste

47% Know waste bank

72% Will bring to waste bank

84% Need apps to help utilizing waste
Waste Bank

• Collection Center
• Community-led
• 2\textsuperscript{nd} hand Resources
• Banking Process
Business Process

Customers

Registration

Waste Bank

Sorting
(15-30 classifications)

Weighing & sorting

Packing & compacting

Factory agent

Pricing, saving, withdrawing, utilities payment

Profit

Waste Bank
Waste Bank Profile

- 180 household customers
- 3.5 years operation
- Managing 3-5 tons/month
Waste Bank Locations in Jakarta

North Jakarta : 30
South Jakarta : 118
East Jakarta : 80
West Jakarta : 58
Central Jakarta: 92

Total: 378
How Does the Apps Work?
SESAMA Apps

Administrator

Customer
“Helping her in book-keeping, organizing data base and tracking customer’s transaction easily.”
“SESAMA is also very useful for government to monitor the amount of wastes managed by the community. I believe that the community would understand the benefits of garbage by using this application,”

Yani Wahyu Purwoko, the Vice-Mayor of North Jakarta.
Challenges & Opportunities

- 6 waste banks
- Reliable and affordable

Smart-phone user
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