

Press Release

28th June 2024

Strengthening Sustainability Commitment, Bentoel Bangun Bangsa and Parongpong Launch Cigarette Butt Waste Management Campaign

Jakarta, 28th June 2024 — Under the Bentoel Bangun Bangsa initiative, Bentoel Group launched a cigarette campaign known as “Bopong”. The program was launched alongside a beach clean-up activity held on Untung Jawa Island, part of the Thousand Islands, in collaboration with Parongpong RAW Lab and OceanKita on Friday (28/6). The event was attended by Bentoel Group’s President Director, William Lumentut, and Parongpong RAW Lab’s CEO, Rendy Aditya Wachid, as well as company employees, local community members, and media representatives, with the aim of raising awareness about the pressing issue of waste in coastal and tourist areas.

The Bopong program is a collaboration between Bentoel Group and Parongpong RAW Lab to address the cigarette butt waste problem by providing drop boxes for cigarette butt disposal at six locations across Jakarta and Bandung. The program will run for six months, focusing on four key pillars: (1) raising public awareness, (2) collecting cigarette butt waste, (3) engaging communities, and (4) recycling the waste. The cigarette butts collected will undergo Parongpong RAW Lab’s prototech hydrothermal treatment and be transformed into renewable materials, such as various types of furniture.

Sebelumnya, program Bopong telah diujicobakan di Bandung pada tahun 2023 dengan menggandeng sebanyak 53 hotel, restoran dan kafe (horeka) dan berbagai komunitas setempat dalam upaya edukasi dan pengumpulan sampah puntung rokok. Hasilnya, sebanyak 160 kilogram sampah puntung rokok berhasil terkumpul dalam tiga bulan.

Previously, the Bopong program was piloted in Bandung in 2023, engaging 53 hotels, restaurants, and cafes (horeca) as well as local communities for educational and waste collection efforts. As a result, 160 kilograms of cigarette butt waste were collected in just three months.

William Lumentut, President Director of Bentoel Group, said:

“We are very pleased to be working with Parongpong RAW Lab and OceanKita today to organize this beach clean-up activity. This initiative aligns with our strategy of placing ESG at the forefront as part of our business transformation towards Creating A Better Tomorrow™.

This beach clean-up is part of the launch of BOPONG 2.0, a cigarette butt waste management campaign that is a collaboration between Bentoel Bangun Bangsa and Parongpong RAW Lab. Through Bopong 2.0, we are proud to be pioneers in the industry and part of the solution to the cigarette butt waste problem by engaging stakeholders and the wider community.”

Rendy Aditya Wachid, CEO of Parongpong RAW Lab, said:

“According to data from Ocean Conservation collected during their 2021 coastal cleanup, cigarette butts are the second most common type of waste found on beaches. Cigarette butts are also prone to ending up in gutters and waterways, eventually being carried into the ocean.”

“This collaborative program with Bentoel Bangun Bangsa is an example of a successful synergy between the business sector and the community in finding shared solutions to the waste problem. We hope to inspire many others out there to join in and take action.”

Parongpong RAW Lab is a research and development laboratory focused on sustainability, circular economy, and material innovation. It collaborates with businesses and industries to turn residual waste into high-value materials.

OceanKita, part of the Parongpong Group, offers comprehensive, innovative, and cost-effective solutions to reduce waste and ocean pollution. From marine waste collection to plastic processing and other services, OceanKita works with coastal communities to ensure a sustainable future.

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