



## **Ninja Xpress Activates the Online Shopping Waste Management Movement to move towards Environmentally Friendly Logistics**

**JAKARTA, INDONESIA, 19 JANUARY 2023** – Seeing the increasing amount of waste generated from online business activities, Ninja Xpress has been taking the initiative to work with shippers on waste collection activities for the purpose of recycling. This time, Ninja Xpress is inviting employees to recycle their own online shopping waste.

Ninja Xpress's waste collection, together with Kamibox, is a step towards an environmentally friendly logistics. **Andi Djoewarsa, the CMO of Ninja Xpress** says: "As a concrete step towards implementing responsible and environmentally friendly logistics, Ninja Xpress has been collaborating with Kamibox to collect and recycle waste from online business activities. First, we started in October 2022 with our shippers. Now, we started doing with our employees. We want shippers and employees to start realizing the impact of these online business activities and take small concrete steps towards environmentally friendlier logistics."

Ninja Xpress and Kamibox are collecting three main categories of waste:

1. metal (cans, iron, aluminum),
2. paper and cardboard (HVS paper, drink cartons, newspapers, magazines), and
3. plastic (bottles, glasses, jerry cans, soap/shampoo/skincare bottles, bottle caps, plastic baskets).

All waste generated from Ninja Xpress operations, including that from shippers and employees, will be picked up by Kamibox for recycling every two weeks. All funds generated from the waste collection will be dedicated to sustainability activities, including social impact activities for the children living in the Bantar Gebang Landfill.

Ninja Xpress's collaboration with Kamibox and several waste administrators during 2022 has managed to collect up to 3,000 kilograms (kg) and 1,000 kg of cardboard and sack waste materials from shippers for recycling. These efforts have helped with:

- Rescuing of more than 10 trees
- Reducing of about 10 tons of CO2 gas
- Reducing the need for more than 500 m3 of land for Final Disposal (Landfill)
- Savings of about 22,500 kWh of energy, and
- Saving up to 275 kiloliters of water.

Waste handling by industry including logistics is also a requirement to have high competitiveness. Competitiveness is not only assessed from the quantity and quality of production, but also how the logistics industry manages the impact from its economic activities.



Therefore, Ninja Xpress promotes a logistics industry model that applies a reduce, reuse, and recycle approach.

Based on Indonesian Institute of Sciences Oceanographic Research Center (P20) record in 2020, the increase in online business has triggered an increase in consumptive behavior. This behavior has led to the increased use of packaging materials such as plastic and bubble wrap. In addition, the Ministry of Environment and Forestry (KLHK) also noted that 11.6 million tons out of 68.5 million tons of waste in 2021 consisted of plastic waste originating from land activities.

Ninja Xpress is ready to help with easy package delivery via pick-up directly to the location by first registering at <https://selalusiap.ninjapress.id>. Various services from regular, same day, to COD (Cash on Delivery) with precise calculations and disbursement 2 times a week help MSMEs send packages to all over Indonesia.