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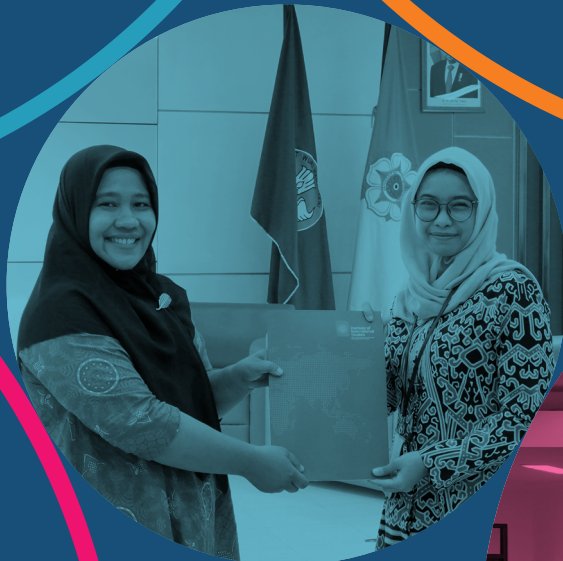
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Institute of  
International  
Studies  
DEPT. OF INTERNATIONAL RELATIONS  
UNIVERSITAS GADJAH MADA



Final Report

# Mainstreaming Circular Economy for Transformative and Sustainable Change

Monday, May 6th 2024

Special Region of Yogyakarta, Indonesia



Final Report



# **Mainstreaming Circular Economy for Transformative and Sustainable Change**

# Event Background

The era of endless consumption has given way to a linear economic pattern, where the economic cycle is confined to the extraction-consumption-disposal process. Our dependence on linear economic patterns has had massive negative impacts in environmental and economic aspects. The circular economy concept exists as an antidote to the linear economic pattern by rejecting the business-as-usual approach in handling economic development and environmental protection. In simple terms, circular economy can be interpreted as an economic model that aims to extend the life cycle of products, raw materials and resources. The fundamental variables in the circular economy concept can be summarised into five main principles: reduce, rethink, reuse, repair and recycle (van Buren et al., 2016).

Circular economy is not a new concept in Indonesia. Through a policy paper, Bappenas in partnership with the Royal Danish Embassy and UNDP has demonstrated the urgency of implementing circular economy in Indonesia. Bappenas demonstrates that implementing circular economy will not only help in achieving SDGs and transforming

the economy, it will also create real impact on five main sectors: food and beverages, textiles, construction, wholesale & retail trade, and electrical equipment and electronics. The study projects that implementing a circular economy will have a significant positive impact. The implementation of the circular economy concept has the potential to increase Indonesia's Gross Domestic Income (GDP) by Rp. 593-638 T, open up 4.4 million green jobs, 75% of which are for female workers, and reduce greenhouse gas emissions amounting to 126 million tons (Bappenas, 2021). Therefore, mainstreaming the circular economy concept in state governance is crucial in creating a meeting point between economic development and environmental sustainability. In practice, the development of the Indonesian Capital City (IKN) has adopted various circular economy principles. This city, which is predicted to be the "city of the future", is built on an environmentally sustainable development principle. Through this spirit, it is hoped that IKN can become a city that reflects the principles of "sustainable, healthy, productive, efficient, innovative and environmentally friendly" (LCDI Communications, 2022).

On the other hand, circular economy implementation in Indonesia still faces various challenges. First, the implementation of circular economy is still dominated by a top-down approach. Circular economy policies are generally passed down from the government to the community level or seen as global knowledge, which is then adapted to a local approach. As a result, circular economy policies are not formed by the community's knowledge regarding the everyday practice of circular economy. Apart from that, discussions about circular economy between the government, academics, communities, business practitioners and youth remain largely divided. These two factors – minimal community participation and limited space for discussion regarding the circular economy – make implementing circular economy sustainably and comprehensively more challenging. Second, public awareness regarding the circular economy concept is still limited to changing individual attitudes, leadership and energy conservation (Nurdiana et al., 2019; Awalin et al., 2022). Even though the aforementioned concepts are important, a narrow understanding of these aspects will obscure the urgency of internalising the circular economy concept in

the production process (Yuana et al., 2024).



Based on this background, the event “Mainstreaming Circular Economy for Transformative and Sustainable Change” is held. As an integral part of the Green Economy EXPO 2024 by BAPPENAS through the Deputy for Maritime Affairs and Natural Resources, in collaboration with various partners, including UN-PAGE/UNDP Indonesia and the Institute of International Studies (IIS), Gadjah Mada University, there are two activities held to support the implementation of the green economy in Indonesia, namely the **circular economy workshop and the circular economy voices short video competition**. This activity is a strategic medium for mainstreaming circular economy ideas in Indonesia.

# Event Objective



Illustration: UNDP Climate Promise

This event was held based on the awareness of the importance of a bottom-up approach to mainstreaming the circular economy concept. This means that circular economy is rooted not only at the community level, but also among the academic community, research institutions, education and/or among youths. The event consisted of two main activities. The first activity, namely the circular economy workshop, invited experts and practitioners to deepen public understanding regarding theories, challenges and novelties in implementing circular

economy in the education sector. The second activity, namely the Circular Economy Voices short video competition, aims to highlight the daily circular economy practices that have been carried out by the community through a short video competition. These two activities encourage the development of a circular economic ecosystem to support the implementation of a green economy in Indonesia. More specifically, by involving young people, this activity also aims to encourage circular economy innovation in the younger generation.

# Output

## 1. Workshop

### Event Description

The circular economy workshop aims to provide an in-depth understanding of the urgency of mainstreaming circular economy policies. This discussion aims to fill the gap between theory and practice of implementing CE principles in educational institutions, encourage change at the grassroots level, and contribute to the transformation of higher education and schools towards the Circular Economy paradigm.

### Agenda Acara

The workshop consisted of several agendas which includes:

Time	Agenda	Speaker
09.30 – 10.00	Participant Registration	
10.00 – 10.05	Opening Ceremony	Master of Ceremony (MC)
10.05 – 10.20	Opening remarks: 1. Institute of International Studies 2. Faculty of Social and Political Science, Universitas Gadjah Mada 3. Donor Representative (Online) of the EU Delegation 4. UNDP Country Office Indonesia	1. Dr. Luqman Nul Hakim (Director of the Institute of International Studies, UGM) 2. Dr. Wawan Mas'udi (Dean of FISIPOL UGM) 3. Novita Sari, M.Sc., Programme Manager, Environment & Climate Change, The EU Delegation (Representative from Funding Partner) 4. Dr. Aretha Aprilia, Head of Environment Unit Country Office Indonesia, represented by a representative from PAGE

10.20 – 11.20	<p>Panel session:</p> <ol style="list-style-type: none"> <li>1. Representative of the Directorate of Environment Ministry of National Development Planning</li> <li>2. Academician</li> <li>3. Community</li> <li>4. Private sector</li> <li>5. Youths</li> </ol> <p>Moderator: Nur Azizah, Lecturer of the Department of Politics &amp; Government, Faculty of Social and Political Science, UGM.</p>	<ol style="list-style-type: none"> <li>1. Asri Hadiyanti Giastuti, Planning Staff, Directorate of Environment, Ministry of National Development Planning/Bappenas (representing Mr. Priyanto Rohmattullah, Director of Environment, Ministry of National Development Planning/Bappenas)</li> <li>2. Suci Lestari Yuana (Lead Researcher of Mundane Circular Economy Policy, IIS UGM)</li> <li>3. Dr. Junita Arfani (Founder of Indonesia Green Principal Awards)</li> <li>4. Mr. Suharji Gasali, Managing Director of PT. Amandina (Circular Economy Private Sector Representative)</li> <li>5. Ngupahan Team, National Finalist of Youth Ideathon-FLW/UNPAGE/ UNDP</li> </ol>
11.20 – 11.50	Q&A Session	Moderator
11.50 - 12.00	Conclusion and Handover of Key Takeaways Document to Government Representative through the Directorate of Environment/Bappenas	
12.00 – 12.35	Presentation and Q&A session from Short Video Competition Winners	
12.35 - 12.50	<i>Info Session: Road To Bappenas Green Economy Expo</i>	Directorate of Environment, Ministry of National Development Planning/ Bappenas
12.50 – 13.00	Closing and Lunch	



## Event Details

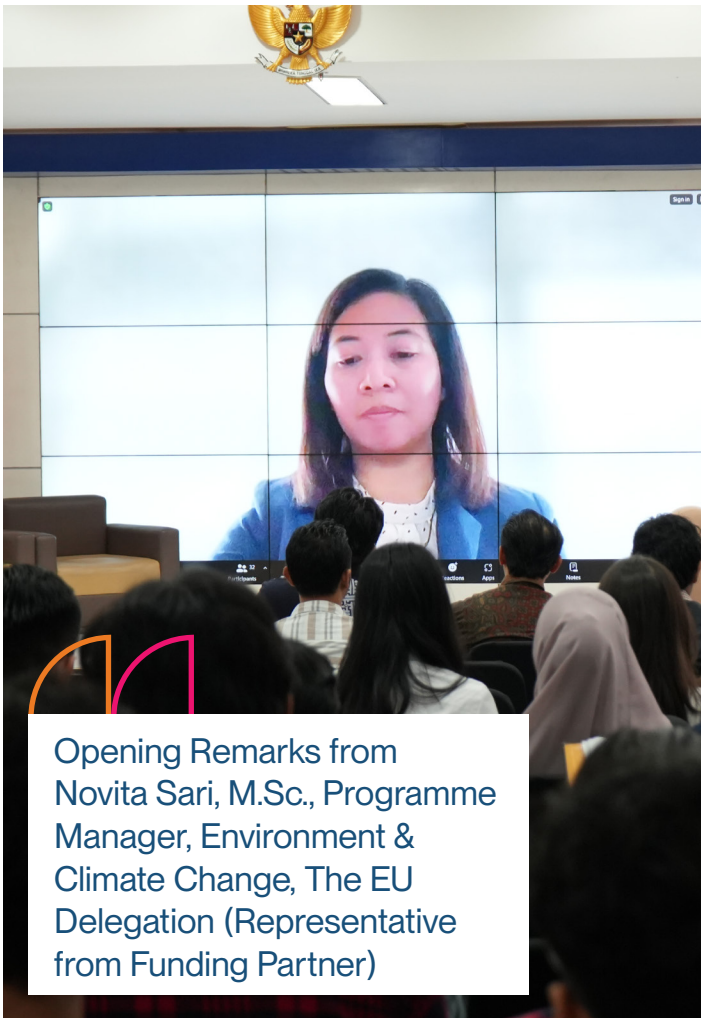
The IIS-UNDP workshop was held at:

Date : Monday, May 6th 2024

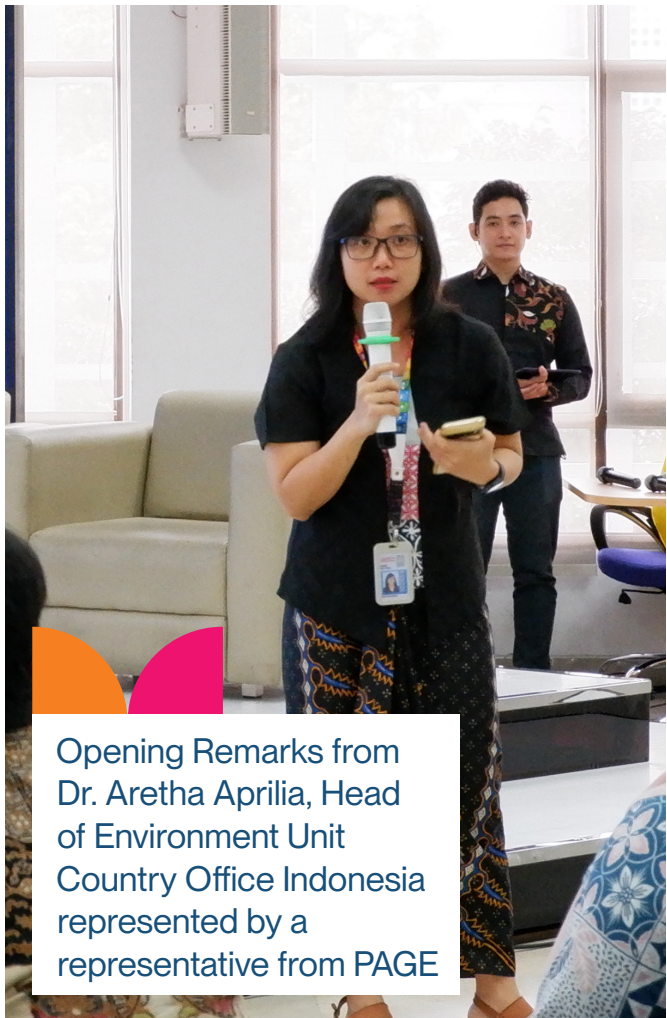
Time : 10.00-13.00 WIB

Place : Hybrid - FISIPOL UGM Auditorium Floor 4 (Livestream via Youtube)





Opening Remarks from Novita Sari, M.Sc., Programme Manager, Environment & Climate Change, The EU Delegation (Representative from Funding Partner)



Opening Remarks from Dr. Aretha Aprilia, Head of Environment Unit Country Office Indonesia represented by a representative from PAGE



Workshop Session Opening by Moderator Nur Azizah, Lecturer of the Department of Politics & Government, FISIPOL UGM



# Speakers

The IIS-UNDP event invited five speakers from different institutions which includes:

## 1. National Circular Economy Strategy and Policy in Supporting Green Economy Policy in Indonesia

**Asri Hadiyanti Giastuti**, Planning Staff, Directorate of Environment, Ministry of National Development Planning/Bappenas (representing Mr. Priyanto Rohmattullah, Director of Environment, Ministry of National Development Planning/Bappenas)



*First Presentation from Asri Hadiyanti Giastuti, Planning Staff, Directorate of Environment, Ministry of National Development Planning/Bappenas (representing Mr. Priyanto Rohmattullah, Director of Environment, Ministry of National Development Planning/Bappenas)*

The first speaker discussed the strategies and steps taken by the National Development Planning Agency (BAPPENAS) in integrating circular economy policies, especially in the national development planning process.

The speaker emphasized the urgency of implementing circular economy, namely the existence of a triple planetary crisis consisting of climate change, pollution and environmental damage and loss of biodiversity. All three must be faced simultaneously. On the other hand, material use at the global level still uses a business-as-usual (BaU) practice. This causes the decline of the level of circularity in material use at the global level from 8.6% in 2022 to 7.2% in 2023. In the Indonesian context, the speaker emphasized that the business as usual approach would reduce the amount of Indonesian natural resources which would impede Indonesia's effort to get out of the middle income trap. Therefore, a circular economy under a green economy framework could be the answer.

Indonesia's commitment to circular economy can be seen through the 2020-2024 RPJMN Priority No. 6 documents and the 2025-2045 RPJPN. In this document, collaboration instead of competition is emphasised as the keystone to mainstreaming circular economy. Additionally, the circular economy concept also encourages more efficient use of materials and resources through the 9R principle: Refuse, Rethink, Reduce, Reuse, Repair, Refurbish, Remanufacture, Repurpose, Recycle and Recover. The speaker

emphasized that circular economy has developed a lot in everyday life in Indonesia. Examples of circular business models that have been implemented in Indonesia include circular input, product use/life extension, platform sharing, and resource recovery.

Even though circular economy practices has developed, there are still several challenges in developing the circular economy concept at the national level. The challenges are: 1) minimal funding capacity, especially in terms of the local government budget, 2) Specific regulations related to the circular economy do not yet exist and regulations between ministries related to the circular economy are not yet sustainable, 3) Infrastructure to support circular economy practices is inadequate and, 4) there is no clear and harmonious governance for circular economy implementation. Therefore, cooperation from various parties is needed to encourage the mainstreaming of circular economy. The future steps envisaged are in the form of financial support, development of incentives that encourage changes in business & society's behavior, capacity building on circular economy practices, as well as the implementation of standardization of sustainable materials, products and services.

## 2. Circular Economy: For Whom and From Where?

**Suci Lestari Yuana**, Chief Researcher Mundane Circular Economy Policy, Institute of International Studies, UGM



*Second Presentation from Suci Lestari Yuana, Lead Researcher of Mundane Circular Economy Policy, IIS UGM)*

When discussing the concept of the circular economy, critically examining the knowledge surrounding it is the fundamental aspect that needs to be considered. In other words, questions about who produces the knowledge and where it originates become crucial. Oftentimes, the knowledge we adopt is a product of Global North countries. Hence, can we produce knowledge on circular economy independently?

Upon exploring various journal media, it is evident that Global North knowledge still

dominates the circular economy concept. This implies an urgency for Indonesia to reflect on its real conditions and situation, thereby creating a space for knowledge production regarding the circular economy concept in Indonesia. At the very least, with the Institute of International Studies, Universitas Gadjah Mada, one study project focuses on the Mundane Circular Economy Policy theme. This study collectively produces knowledge from various parties, including researchers and representatives from various educational institutions in Java.

One objective of the Mundane Circular Economy Policy is oriented towards efforts to popularise the language of the circular economy, which is often difficult for the general public to understand. This means there is a process of transforming the use of language into simpler terms that are easily understood by the public. Consequently, the knowledge internalisation process could be run strategically. This study departs from the awareness of the urgency of implementing the five (5) principles, namely **Rethink** (preventing the use of raw materials), **Reduce** (minimising the use of raw materials), **Reuse** (optimising the utility of a product), **Repair** (fixing a product instead of activating the production process), and **Recycling** (recycling). Moreover, this study aims to demonstrate that the principles of the circular economy are not solely focused on recycling, but there are four (4) other principles that can be further explored. It is even possible that there are other concepts that will enrich these five (5) R principles.

This study involves various educational institutions in Java, considering the collaborative space to be an essential

part of implementing the circular economy concept comprehensively. Furthermore, the involvement of educational institutions in this research project opens up space for collective knowledge production. Hence, there is a process of reflection and knowledge sharing. At the very least, three instruments are produced through this research project: 1) *The Mundane Circular School Decision Mapping*; 2) *The Mundane Decision Prioritisation Mapping*; 3) *The Transformative Pathways for Mundane Circular School Transition*. These three instruments are crucial in translating the five (5) R principles into everyday practices, mapping the prioritisation of policy implementation, and evaluating the transformation journey of the circular economy model.

This research project explicitly proves there is a potential for independently producing knowledge about the circular economy without relying on dominant knowledge from the Global North. However, such efforts must involve various parties, including the local communities, so the knowledge product can accurately and inclusively meet local needs.

It is crucial to understand that 'waste' is one of the indicators of success in implementing the circular economy concept. This means the implementation is considered unsuccessful as long as economic activities continue generating waste. We must envision whether major industrial sectors can internalise the circular economy principles in production and distribution. This is crucial, considering that the circular economy concept is oriented towards transforming the economic system. In other words, the circular economy concept emphasises transforming economic activities — production, distribution, and consumption — that are ecosystem-friendly.

Speaking of the circular economy, there is often a tendency to associate it with sustainability as equivalent concepts. However, both concepts have fundamental differences.

Although both concepts encourage intra- and inter-generational commitments, there are significant differences, such as the origin of terminologies, the objectives of the concepts, the motivations for the existence of both concepts and several other variables. For instance, the existence of the circular economy concept is motivated by absolute motivations, namely controlling excessive resource usage, minimising waste, and carbon emissions. In contrast, the sustainability concept has relative motivations (open-ended). This means that the objectives of the sustainability concept will depend on the agencies involved. Therefore, it is important to understand the basic principles of both concepts so that conceptual ambiguity can be minimised.



Foto: Shivam Tyagi dari Pexels



### 3. Indonesia Green Principal Award (IGPA): Efforts in Building the Circular Economy Community

**Dr. Junita Widiati Arfani**, The Initiator of Indonesia Green Principal Awards



*Third Presentation from Dr. Junita Arfani, Founder of Indonesia Green Principal Awards*

The Indonesia Green Principal Award (IGPA) is one effort to build a circular economy community at the institutional level of education. This event consists of a series of three-day workshops, serving as a forum for school principals to shift from a linear economic mindset to a circular one.

We believe that the success of implementing the circular economy concept needs to start at the local level, such as households. Subsequently, schools play a key role in strategically implementing the circular

economy concept. This is because schools encompass the entire economic process – production, distribution, and consumption. Indonesia has a large number of schools. If the entire economic process within schools is not based on circular economy principles, the amount of waste produced by educational institutions daily – will be massive. Therefore, raising awareness among schools regarding the urgency of implementing circular economy principles is important.

Schools are a potential medium for disseminating information about the circular economy concept. This means that the internalization process of the circular economy concept received by students can be redistributed to the surrounding community. Thus, the knowledge dissemination process can be done effectively. Currently, there are 71 schools in eight provinces participating in this program. Interestingly, from the number of partnerships formed under the IGPA activities, each school has unique problems and challenges. This proves that universalizing top-down policies is not targeted. Therefore, a bottom-up approach is needed so that the production of circular economy policies can be contextual.

At least, there are four fundamental aspects in realising circular schools, such as 1) collective knowledge production by educational institutions related to the circular economy; 2) curriculum design reflecting the spirit of the circular economy; 3) initiation of various circular economy programs by educational

institutions for external parties; and 4) partnership construction to accommodate various initiatives and strategic missions regarding school circularity.

Through IGPA, at least some partnerships have integrated circular economy principles into school governance. For example, there are schools that implement the TADARUS policy (*Tabungan dari Sampah untuk Biaya Sekolah* – translate to – Savings from Waste for School Expenses). By collecting plastic waste and networking with external parties, this policy can provide grocery packages to teachers and school staff. Moreover, the TADARUS policy has positively impacted tuition fees by reducing them by up to Rp 50,000 per month. Not only that, some schools also implement policies regarding organic waste, such as maggot cultivation, which is then raised as catfish feed and the production of eco-enzymes. This means that the implementation of the circular economy provides many incentives.



Foto: PasarMIKRO

## 4. Innovation and Corporate Social Responsibility in Circular Economy

**Suharji Gasali**, Managing Director PT. Amandina



*Fourth Presentation from Mr. Suharji Gasali, Managing Director PT. Amandina (Circular Economy Private Sector Representative)*

The fourth speaker discussed the role of the private sector in encouraging innovation and corporate social responsibility in the context of a circular economy. The presentation includes case studies, sustainable business strategies, and practical steps taken by companies to integrate circular economy principles in their operations.

PT. Amandina Bumi Nusantara produces PET from recycled plastic. This business was started as an effort to reduce single-use plastic. The plastic processing process is carried out by PT. Amandina is quite detailed to ensure the quality of the plastic produced. First, PT. Amandina washes plastic waste, which often comes to the company in dirty

condition. The washing process is carried out using a food-saving machine. Second, the machine sorts the plastic waste, prevents it, and sterilizes the plastic so it can be reused. The plastic is then converted into pellets that will be used as material for new plastic products.

During its operational period, PT. Amandina has collaborated with local organizations who live and work near the waste dump. PT. Amandina helps in providing education, health assistance, capacity-building consultations, and other facilitation for the target group. PT. Amandina is proud to be a catalyst for change in Indonesia in helping the environment and local communities.

## 5. Food Waste Management Innovation in Bogor District through Food Waste Strategy and Application

**Tim Ngupahan**, Finalist National Youth Ideathon-FLW/UNPAGE/UNDP



*Fifth Presentation from Ngupahan Team, National Finalist of Youth Ideathon-FLW/UNPAGE/UNDP*

As part of the youth involvement in the implementation of green economy policies through the circular economy, one of the finalists of the “National Youth Ideathon” organized by the UNPAGE project through UNDP Indonesia presented their innovation by creating a food waste management solution in Bogor district through the “Food Waste” application. Hopefully, the ideas and innovations developed by this finalist team will be able to be replicated in other regions in Indonesia.

The ideas constructed by the Ngupahan team were born and developed from the process

of reflection on the problem of excessive waste production in Bogor District. Research carried out by the Bogor Agricultural Institute shows that 55% of the waste in Bogor District is food waste. As a result, there is an emergency to accommodate the problem. At least, the Ngupahan team has identified some approaches in accommodating the problem. **Firstly**, it is necessary to transform the behavior of society in waste disposal, in other words, the dissemination process towards the urgency of sustainable waste disposal.

**Secondly**, with the existence of disseminating processes related to waste disposal, there is a need for initiatives relating to the manifestation of sustained waste processing. For example, the initiative of managing food waste into organic compost.

The innovation's core is connecting different sectors in the crop and food disposal process. The solutions produced by this youth team are very relevant to the digital age because they are produced as applications. The app, named Ngupahan as the team that developed it, has four main features: educational features, compost banks, transportation, and a "market" page. Firstly, the app provides a page that

displays news and tutorials about food waste management. This is the service provided by the education feature. Secondly, app users can sell and buy compost produced by food waste in households in the compost bank features. There is also a transportation feature, which is used to bring the food garbage to various sectors that will use it for compost. Finally, the "market" page in the app is used as an e-commerce platform that can be used to contact farmers with households who want to buy food remains that are still edible but can't be sold in retail stores. They can also be bought at a much cheaper price than what is usually available in regular supermarkets.



## 2. Circular Economy Voices Short Video Competition

As part of the workshop series organised by UNPAGE UNDP, IIS UGM, and BAPPENAS with the theme “Mainstreaming Circular Economy for Transformative and Sustainable Change,” the organisers are launching a short video competition with the theme “Circular Economy Voices.” This competition allows participants to contribute to advancing understanding and awareness of the circular economy. The competition is open to three categories: Schools, Youth, and MSMEs, where each participant can create a short video addressing key aspects or challenges related to implementing the circular economy in daily life, education, or the surrounding environment. Participants are expected to find creative ways to convey the message about the importance of the circular economy in creating positive change.

### General Requirements

#### Categories of Short Video Competition

- **Schools** : Open to all educational institutions at the elementary, middle, and high school levels.
- **Pemuda/i** : Aged 15-24 years old.
- **MSMEs** : Minimum of 1 year in operation with fewer than 50 employees.

### General Rules

- a. The maximum video duration is two minutes.
- b. Content must be original and create a clear understanding of the circular economy concept.
- c. It can be produced in video format with a minimum quality of 720p.
- d. The introductory language can be in Indonesian or English.
- e. Participants must follow the IIS UGM Instagram account.
- f. Participant’s Instagram account must be accessible to the public (not private).

# Participation Mechanism

- a. Register as a participant by filling out the registration form at <http://ugm.id/shortvideo>.
- b. Produce a short video according to the guidelines and theme provided.
- c. Upload the video to Instagram with the hashtags #circulareconomy #circularvoices.
- d. Tag the Instagram account @iis\_ugm in the video post.
- e. Write a caption including the event theme: “Mainstreaming Circular Economy for Transformative and Sustainable Change.”
- f. Send the video link along with participant contact information to [publication.iis@ugm.ac.id](mailto:publication.iis@ugm.ac.id), with the email subject: ShortVideo\_[Category]\_[Full Name]

## Judging Criteria

- a. Relevance to the theme and creativity.
- b. Strength of the message conveyed.
- c. Quality of video production and editing.
- d. Potential to motivate and inspire viewers.

## Prize Awards

- a. **First Place** : Rp1,250,000, Certificate of Appreciation, and the opportunity to present the video during the main online event.
- b. **Second Place** : Rp1,000,000, Certificate of Appreciation, and the opportunity to present the video during the main online event.
- c. **Third Place** : Rp750,000, Certificate of Appreciation, and the opportunity to present the video during the main online event.

# Target Participants, Urgency, and Activity Impact

## Workshop

This workshop activity is open to **youth, students, and the general public**. Participant inclusivity is crucial to ensure the proportional distribution of knowledge about the circular economy concept. This means that the participation of youth, students, and the general public can build greater awareness regarding the urgency of transforming the linear economic model towards a circular economy. It is important to provide space for innovative thinking about various resources available. The workshop activities are conducted in a hybrid format to expand audience reach.

## Short Video Competition

### The Youth

Youth are agents of social change. Through the short video competition, youth can become agents, bring new perspectives and fresh ideas to realising the circular economy concept. Simultaneously, youth play a crucial role as disseminators of knowledge to the communities around them. Therefore, the youth category is strategically important in mainstreaming the circular economy concept.



*Short Presentation from The First Winner of Short Video Competition (Youth Category)*

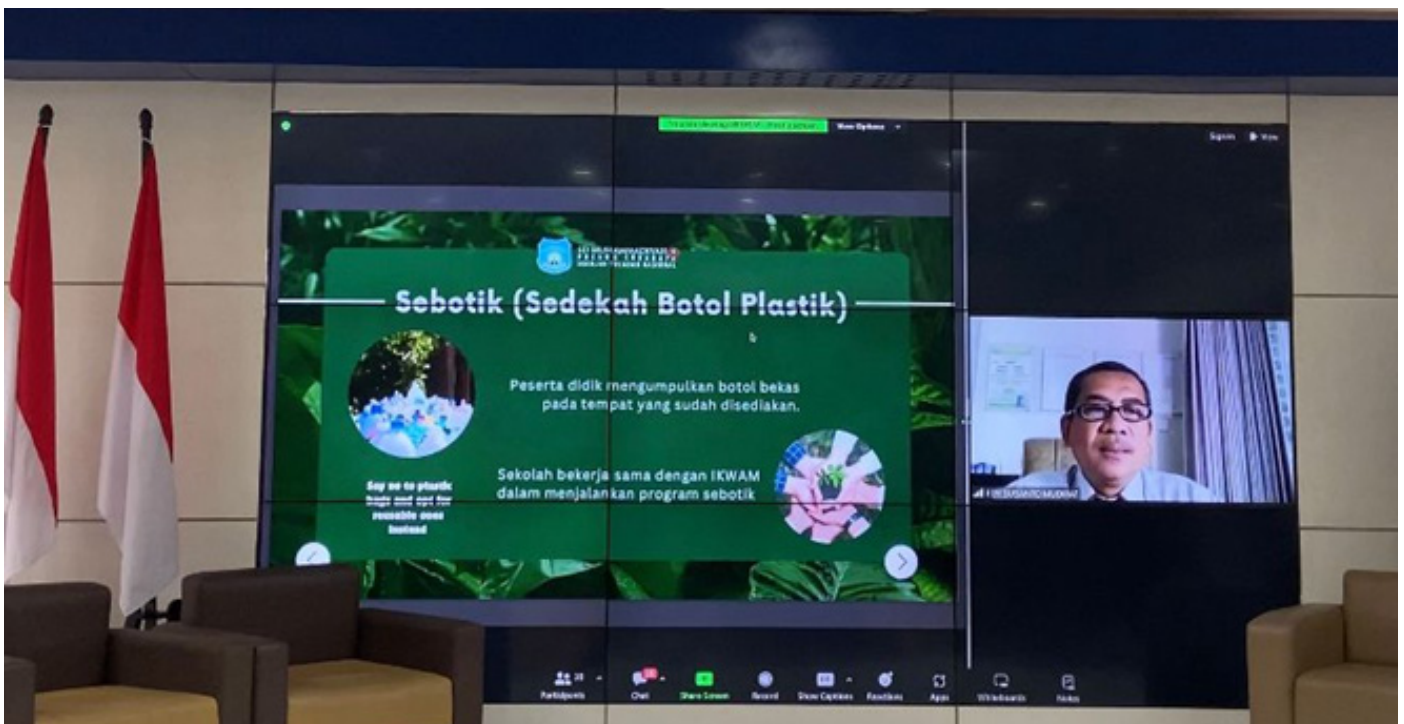


## MSMEs

MSMEs are expected to be pioneers in mainstreaming the circular economy concept within local networks. Participation of MSMEs in the short video competition is expected to bring about change and alternative ideas in the production, distribution, and consumption processes of MSMEs in Indonesia. Through this competition, MSME actors have the opportunity to channel initiatives, various ideas related to challenges, and opportunities for implementing the concept of the circular economy. Thus, it provides a learning platform for the Indonesian MSME network.

## Schools

As an institution, schools are strategic instruments in distributing the circular economy concept. This involves building awareness among school members about the urgency of implementing a circular economic model. At the same time, school participation is important in persuading other educational institutions to implement the circular economy concept practically. Furthermore, this competition serves as a means of promoting various integrated school policies based on circular economic principles. Thus, this short video competition also serves as a collective learning platform for schools.



*Short Presentation from The First Winner of Short Video Competition (School Category)*

Based on the accumulated evaluations from the jury panel, here are the details of the winners of the “Circular Economy Voices” Short Video Competition.

## *Youth Category*

<b>Winner</b>	<b>Name</b>
1	<i>Aqnan Syandi Syahsena</i>
2	<i>Muhammad Rifqi Faza Naufal Herdiman; Roisul Umam; Riza Aditya Nur Fauzi; Ajeng Sarah Nur Rahmah</i>
3	<i>Renata Laras Syati</i>

## *MSMEs Category*

<b>Winner</b>	<b>Name</b>
1	<i>Toto Sukamto</i>
2	<i>Nicolaus Rievael Suprpto</i>

## *School Category*

<b>Winner</b>	<b>Name</b>
1	<i>SD Muhammadiyah 4 Pucang Surabaya</i>
2	<i>SD Semut-Semut the Natural School</i>
3	<i>SD Muhammadiyah Program Khusus Kottabarat Surakarta</i>



# Event Impact

Circular economy workshops and the Circular Economy Voices video competition have positively impacted the mainstreaming of the circular economy concept. These positive impacts can be measured at a technical and substantive level.

Technically, the impact of activities can be seen from the reach of publications and the number of participants who take part in this event. The Short Video Competition poster has been published via various social media platforms, such as Twitter, LinkedIn, Instagram, and Facebook, where the highest post engagement comes from Instagram. The number of Instagram user accounts that saw the Short Video Competition post reached 3,140, with 308 likes, 150 shares, 9 comments, and 110 saves. Furthermore, the public's enthusiasm for the circular economy workshop was also reflected in the number of Instagram user accounts that visited the workshop's "Mainstreaming Circular Economy for Transformative and Sustainable Change" poster post. This post reached 4,150 accounts with 286 likes, 85 shares, 3 comments and 87 saves. Apart from that, this activity also reached a fairly large number of participants. The short video competition gained 25 registrants. Meanwhile, the workshop was attended by 163 offline

participants and 30 online participants, of which 101 participants (52,3%) were women and 92 (47,7%) were men. Not only that, this workshop was also broadcasted on YouTube, which has been viewed by 138 viewers as of May 14, 2024. Youth involvement was very high in these two events. There are 7 youth participants in the video competition, and as many as 80% of workshop participants are youths at university and high school levels. This data shows that the enthusiasm of youths to actively participate in efforts to mainstream circular economy is very high.

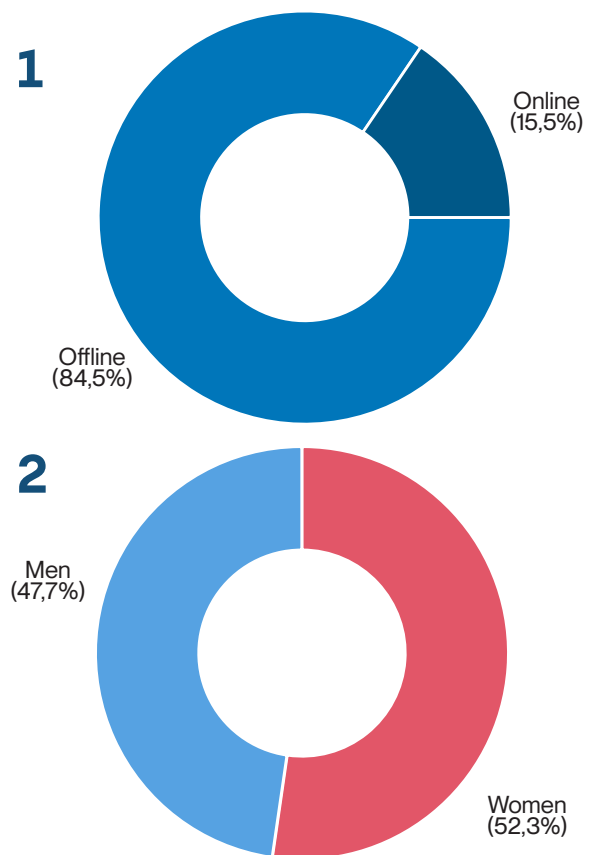


Figure 1. Diagram of participant participation based on: 1) type of presence, 2) gender

Substantively, the circular economy workshop demonstrated that each actor has a crucial role in transforming the linear economic model into a circular economy model. From an academic level, academic studies related to the circular economy help bridge theory and practice. At the government level, inclusive policies help to encourage the mainstreaming of the circular economy on a macro scale. On the other hand, communities have also proven

community that proactively advocates the urgency of implementing a circular economy in educational institutions.

The Circular Economy Voices short video competition has also generated enthusiasm for the circular economy. The general public's enthusiasm can be seen through various creative video submissions that attempt to portray various forms of circular economy



*Participant Registration*

to be key players in driving various initiatives that support implementing a circular economy. This can be identified through the existence of the Indonesia Green Principal Awards — initiated by one of the speakers — as a

implementation at the level of everyday life. Furthermore, this competition increases awareness that implementing the circular economy concept requires a sustainable commitment, not special skills.

## Q&A Session



## Info Session: Road To Bappenas Green Economy Expo



## Activity Timeline

- 4 - 26 April 2024 : Registration and Submission of Short video “Circular Economy Voices”
- 27 April - 2 May 2024 : Short Video Competition Judging Period
- 3 May 2024 : The Announcement of Short Video Competition Winners
- 6 May 2024 : Workshop “Mainstreaming Circular Economy for Transformative and Sustainable Change”

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# Institute of International Studies

Established in 2010, IIS is a university-based research institution that aims at developing a theoretical understanding of international issues and incorporating them at the practical level for the actualisation of peace and justice. IIS is home to lecturers, students, academic staff, and researchers of the Department of International Relations who are committed to deepen and employ their expertise in research, policy advocacy, academic writing, and publication, as well as community service activities.

IIS' areas of expertise comprise four core topics under the umbrella of international relations:

- Democracy, Conflict, and Social Inclusion
- Foreign Policies, Emerging Powers, and Regional Intersections
- Security and Global Governance
- Globalisation, Development, and Environment

In 2018, we reconfigured the orientation of our research activities into the South which reflected our works in the past years. This perspective reconfiguration made us the first and only research institution in Indonesia that specifically discussed the subject of international relations from the Global South perspective and experience.





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