## ECOPRENEURSHIP EMPOWERMENT

Vania Santoso  
Co-founder & Project Director of AV Peduli Indonesia

<table>
<thead>
<tr>
<th>JOURNAL PUBLICATION</th>
<th>NATIONAL ACHIEVEMENTS</th>
<th>INTERNATIONAL ACHIEVEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>The First International Conference on Regional Development by Ministry of Public Work &amp; FT Undip</td>
<td>Optimist Marketer Woman Champion by Hermawan Kartajaya - Markplus 2010</td>
<td>Asia’s Most Inspiring Young Entrepreneurs &amp; Change-makers, Hong Kong 2009</td>
</tr>
<tr>
<td>Asians of the Year in Channel News Asia – Singapore TV 2010, etc.</td>
<td>Kartini Award from East Java Legislative Body, 2012, etc.</td>
<td>Asia Pacific Environmental Ambassador 2012, etc.</td>
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</tbody>
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International Students Scientific Meeting, London, UK 2011

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Kartini Award from East Java Legislative Body, 2012, etc.
ECOPRENEURSHIP

Background

Sustainable Development

Results so far

Replication Strategy

Why ECOPRENEURSHIP?
Job Vacancy? Consume something → Produce waste Environmental degradation?

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Population (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>1,304</td>
</tr>
<tr>
<td>2</td>
<td>India</td>
<td>1,104</td>
</tr>
<tr>
<td>3</td>
<td>United States</td>
<td>296</td>
</tr>
<tr>
<td>4</td>
<td>Indonesia</td>
<td>222</td>
</tr>
<tr>
<td>5</td>
<td>Brazil</td>
<td>184</td>
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<td>6</td>
<td>Pakistan</td>
<td>162</td>
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<td>7</td>
<td>Bangladesh</td>
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<td>8</td>
<td>Russia</td>
<td>143</td>
</tr>
<tr>
<td>9</td>
<td>Nigeria</td>
<td>132</td>
</tr>
<tr>
<td>10</td>
<td>Japan</td>
<td>128</td>
</tr>
</tbody>
</table>

ECOPRENEURSHIP

- Natural compost
- Artistic recycled products
What makes us DIFFERENT?

Youth engagement campaigns using unique media
fun prolonged workshops
Motivation building come in by providing their needs
How to keep it **SUSTAIN**?

**How...?**

- Waste collected **VS** buyers’ desires/mindset
- Time needed **VS** Time available
- Funding **VS** personal allocation

**GAP**
**LESIONS**

<table>
<thead>
<tr>
<th>Build the creativities</th>
<th>Find alternative financial resources</th>
<th>Empower more people (quantitatively &amp; qualitatively)</th>
</tr>
</thead>
</table>
| • On varieties of the products  
• On suppliers  
• Waste Bank  
• Own waste management | • Prize  
• Partnership | • Set up the standards  
• Training on the spot |

**How...?**

**Youth as the Agent of Changes**
green jobs

What...?

Eco-printing
• Recycled papers

Handicrafts
• Souvenirs for events

Farmers
• Healthy fresh fruits
• Medicines

Jobs?

Results so far...?
Results...?

ECO-PRENEURSHIP
Multi Benefits for Multi Aspects
Recognition
- More socializations
- Rules & regulations

Cooperation
- The established companies with green projects
- Follow up on CSR

Appreciation
- Competitions
- Rewards
- Special incentives

Who...?
When...?
Where...?
Thank You
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