



## Sinar Sosro and Tetra Pak Announce Winners of the DAURI Inter-School Competition

**Bali, 12 November 2024** – Tetra Pak, a world leading processing and packaging solutions company, and Sinar Sosro, the leading beverage company in Indonesia, today announced the winners of the inter-school competition from the DAURI-Daur untuk Negeri initiative. Spearheaded by Sinar Sosro, DAURI is a nationwide movement that aims to elevate public awareness around recycling and encouraging active participation in recycling used beverage cartons (UBCs) across Indonesia.

By partnering with leading companies like Tetra Pak and environmental organisations like EcoBali, DAURI aims to instil recycling habits in young students and the broader public, contributing to a more sustainable environment in Indonesia. Through their joint efforts, the school engagement initiative has successfully reached 30 schools in Bali, significantly amplifying the message of sustainability.

“Building awareness for collection and recycling used beverage cartons is one of our strategic sustainability focus areas. Throughout the world, we collaborate with our customers and retailers on joint awareness activities to share information and inspire consumers to place cartons in recycling bins. Here in Indonesia, we are honoured to be part of the DAURI initiative to educate school going children and their families on the importance of recycling and share how these cartons can be given a new life and turned into practical end-products for the local communities,” said **Tommy Srihartoyo, Sales Director, Tetra Pak Indonesia**.

Over the course of five months, the campaign engaged more than 20,000 students through a series of educational activities. Interactive sessions were organised to educate participating schools on best practices, the complete recycling process of UBCs, and the roles of key stakeholders across the value chain.

“At Ecobali, we are excited to be part of the DAURI movement and collaborate with like-minded partners like Sinar Sosro and Tetra Pak to drive a circular economy. Together, we have successfully raised awareness about the recycling process and its importance among the youth. By educating and inspiring young generations, we are empowering them to make responsible choices, such as recycling, in their journey towards living a more sustainable life. This not only helps protect the environment, but it creates a generation of responsible individuals who are deeply committed to the preservation of the planet,” said **Dwi Septiantari, Bali Services Area Lead, ecoBali**.



The participating schools competed to collect the most used beverage cartons for recycling with their efforts tracked and monitored throughout the campaign. The winners were honoured at a special prize-giving event featuring a presentation of the DAURI program and an award ceremony with representatives from Sinar Sosro, Tetra Pak, and EcoBali. The top three winning schools that collected the most UBCs were SMPN 1 Kuta Selatan with 95kgs, SMPN 12 Denpasar with 41kgs and two schools coming in third place were SMPN 1 Kuta Utara and SMPN 13 Denpasar at 25kgs each respectively. In total, the program collected over 350 kilograms of UBCs, which when recycled, can yield enough material to create 15 school whiteboards.

At the event, **Sabrina Kharisanti, Chief Marketing Officer, Sinar Sosro** shared, "We at Sinar Sosro are deeply committed to promoting the sustainability agenda in Indonesia. The success of the DAURI movement is a testament to what can be achieved when we come together to protect our environment. We are incredibly proud of the participating schools and their contributions to this important cause. Due to its high engagement and positive reception, we plan to bring this initiative to more schools across the country.

A Memorandum of Understanding was signed between Tetra Pak and Sinar Sosro last year to officially launch the recycling education programme. Since then, the ambition of this initiative is to expand the program and invite more communities to join in the shared mission of educating consumers on the need for recycling UBCs. As the DAURI movement continues to grow, Sinar Sosro, Tetra Pak, along with other partners such as EcoBali, remain committed to driving sustainability efforts forward.

For more information and updates on the DAURI initiative, follow Tetra Pak Indonesia on Facebook, Instagram, LinkedIn and our official website: [www.tetrapak.com](http://www.tetrapak.com).

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## TENTANG TETRA PAK

Tetra Pak merupakan perusahaan global terkemuka yang bergerak di bidang pemrosesan dan pengemasan makanan dan minuman. Bermitra erat dengan pelanggan dan pemasok, kami menyediakan produk yang aman, inovatif, dan berwawasan lingkungan yang digunakan untuk memenuhi kebutuhan ratusan juta orang di lebih dari 160 negara di seluruh dunia. Dengan lebih dari 25.000 karyawan secara global, kami percaya akan kepemimpinan industri yang bertanggung jawab dan pola pendekatan usaha yang berkelanjutan.

Komitmen Tetra Pak, "*PROTECTS WHAT'S GOOD™*," mencerminkan visi kami untuk menghadirkan makanan dan minuman yang aman dan tersedia kapanpun, di manapun juga.

Informasi lebih lanjut tentang Tetra Pak dapat diakses di [www.tetrapak.com](http://www.tetrapak.com)



[youtube.com/user/tetrapak](https://www.youtube.com/user/tetrapak)



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<https://www.linkedin.com/company/tetra-pak/>

## TENTANG PT SINAR SOSRO

PT Sinar Sosro adalah perusahaan teh siap minum dalam kemasan botol yang pertama di Indonesia dan di dunia. Dalam pengembangan bisnisnya, PT Sinar Sosro telah mendistribusikan produknya keseluruh Nusantara, juga merambah pasar internasional dengan mengeksport produk-produk *one way packaging*/non botol beling kebeberapa Negara di Asia, Amerika, Eropa, Afrika, Australia dan Kepulauan Pasifik. Sinar Sosro memproduksi Tehbotol Sosro, Fruit Tea Sosro, S-Tee, Tebs, Country Choice, dan Air Mineral Prim-A. PT Sinar Sosro mempunyai sebuah cita-cita yang tertuang dalam sebuah visi yakni "*The Indonesian World Class Beverage Company*". Dengan inovasi secara terus menerus, PT. Sinar Sosro diharapkan bisa menjadi tuan rumah di Negeri sendiri.

## DAURI

DAURI merupakan singkatan dari Daur Untuk Negeri. Ini merupakan kampanye keberlanjutan PT Sinar Sosro untuk mendaur ulang kemasan. Kampanye ini akan fokus pada peningkatan kesadaran dan mendorong masyarakat Indonesia akan pentingnya daur ulang kemasan minuman bekas seperti karton, plastik pet, kaleng, dan lain-lain.

## MEDIA CONTACTS

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