

BUSINESS PLAN
“ECOBRICKS BALI”



JEFF VERNANDO

jeffvernando@gmx.us

SEKOLAH TINGGI PARIWISATA NUSA DUA BALI

TABLE OF CONTENTS

1. Executive Summary	3
2. Objective	3
3. Mission Statement	3
4. Key To Success	3
5. Company Description	4
6. Operation Hours	4
7. Company Management	4
8. Product and Services	4
9. Material and Supplies	5
10. Budget Financial	6

1. Executive Summary

EcoBricks Bali is an NGO Start Up Eco Organization affiliated with BSS (Bank Sampah Soverdi) in order to create “EcoBricks” and reduce the amount of plastic waste (plastic bottle), create a new socio-culture activities, and encourage tourist for eco-tourism sustainable.

EcoBricks Bali will be focused on plastic waste that had been known it couldn't be disintegrated in short time, eventough there are biodegreable bag or shorten disintegrated plastic bag (1 – 2 years), the usage of plastic bag keep increase time by time.

2. Objective

- a) Reduce the amount of plastic waste, especially plastic bottle by 10% in Bali in 2020,
- b) Achieve 1000 Low Cost Green Building consist of Playground, Classroom, Library, and Home for low scale people,
- c) Become one of many Eco-Voluntourism activities throughout waste management,
- d) Become one of socio-culture for local people as it for clean and safe environment,
- e) Become one of trade potential market for eco-tourism.

3. Mission Statement

- a) Provide a better coordination with Bank Sampah Soverdi, to achieve long lasting cooperation in order to achive the goals,
- b) Provide the training theory and practicum for local people (Waste knowledge, Language, Craft Skills, etc),
- c) Cooperate with tour and travel agent to create a new site for eco-tourism activities that might be potential for trade and better local genius,

4. Key To Success

In order to achieve the goals and in order to reduce plastic waste, team will be affiliated with Bank Sampah Soverdi, consulting and giving information as well seminar, training, and reward to local people from the benefit of this project. It will not only benefits for the local people by treat them, but for a long time as they will create a new socio culture that good for them.

5. Company Description

EcoBricks Bali is an NGO Company and Organization focused on reducing plastic waste, especially plastic bottle. EcoBricks Bali turns plastic bottle into a hard brick that could be made into variety by crafting each brick into another. EcoBricks Bali will be located in Soverdi School, Bali. EcoBricks Bali will be affiliated with Bank Sampah Soverdi for the produce and management team. EcoBricks Bali will be focused on trainings, research, and promotion.

6. Operation Hours

Due to the location inside the school area, from 09.00 am – 05.00 pm will be handled by school students and school teachers, while from 05.15 pm – 09.00 pm will be handled by local people.

7. Company Management

Due to affiliated with an organization based in school and also to help local people, most of the management team will be handled by school teachers and school organization. This decision were made as the local people need to be train to gain soft and hard skill.

The CEO will be 2 persons, 1 from EcoBricks Bali and 1 from BSS. Then, the CEO will pick 3 trainers, 2 from schools and 1 from local people (For now, all trainers will be form schools due to lack information and knowledge from local people), for assembly and production, the estimate of person still in calculation due to calculation and site survey for the local people (For now, all production and assemble being held by the students of Soverdi and being supervised by the teachers).

8. Product and Services

EcoBricks Bali and BSS will created EcoBrick. EcoBrick were made from wasted plastic bottle, filled with other type of waste such as foil and plastic that had been cut or disintegrated into smaller pieces and could fit into inside the bottle, being pushed and stacked by a small pieces of woods or bamboo to make it tight. After that, plastic bottle will be given specific colour to separate it by the size of the bottle.

After the EcoBrick had been done, it could be crafted for chair, table, wall, roof, or even stairs. The blueprint of the project should be understood and calculated well as it will be used for a long time to prevent the loss of the construction point in each side.



The module for furniture and main construction will be taken from ecobricks.org website as shared module to help local people access from the internet and could help them gain information and technology knowledge. The module on the website will be added tutorial video to make sure the crafting system followed as the step by step.

After the products were ready and being crafted, it could be used as company tools or sell it to the tourist, such as chair that had been furnished with colours or wrapped by a fabric to create a good and eco-friendly chair.

In the future, EcoBricks Bali will create a recycled eco-home that could be used as school for aside people.

9. Material & Supplies

The main supplies will be taken from dump area of Suwung, Denpasar. This area are well known for dump zone, as the staff will separate the kinds of waste into their type. Another method will be taken from the duo rubbish box that separate organic and unorganic kind of waste. This method had been applied to the school of Soverdi (from kindergarten to the senior high school).

Meanwhile, there's many materials that needed for this project, such as silicone glue, bamboo stick, these materials will be bought from local stationery store or by a suppliers.

10. Budget Financial

In order to create this project, a small building or warehouse needed for this project and a huge budget will be needed. By this time, all the project will be located in BSS (Bank Sampah Soverdi) as the basecamp. Meanwhile the production will be on the outside of the BSS but still inside the Soverdi School Complex. The production will be halted if the weather were rainy or will be moved inside the building.

Another budget will be purchased for material & supplies, socialization, trainings, collecting, and promoting. Hereby the estimate budget financial for the first month (All in Indonesian Rupiah):

1. Material & Supplies	2.000.000
2. Training Tools	1.000.000
3. Socialization	500.000
4. Promotion	1.000.000

This budget were estimated by the time of BSS were launched, as the material and supplies were collected from own school waste. Meanwhile, the material for the building consist of electricity, water, board, stationery (including silicone glue), chair, table, etc.

ANSWER SECTION

1. Indonesia are tropical country which in each day every year, were in warm temperature for about 25 – 32 degrees celcius. This tropical archipelago are attracted tourist to explore further more about it's art, culture, and experience. Due to the warm temperature and huge country to be explored, tourist needed water. A fresh water that sealed inside a plastic bottle than could be purchased in every store.

This single use plastic bottle will be thrown into rubbish box after being used and couldn't be disintegrated for about 300 – 400 years. It means in Indonesia, there are so many waste plastic bottle that needed to be disintegrated in a short time. The government had also did a payment for each plastic bag consist of Rp 200,00, but this method also failed. People were willing to pay Rp 200,00 for each plastic bag.

To reduce the amount of waste plastic bottle, this plastic bottle will be turned out or being recycled as a brick. This brick will contain unrecyclable waste of foils, cables, plastic, etc. The plastic bottle will be separated each other and categorized by it's type. This is to ensure that the EcoBrick could be crafted to create a new things using the available module. This action could be done by all level, to reduce plastic waste, create a new socio-culture activities, and to attract tourist attention in order to trade product (sell and buy) for improving local people infrastructure.

2. Plastic are made from petrochemical elements. This element are not suitable for our ecology. Research shown that this element are poisonous for human, we can taste it when we breathe in near the burned plastic. At the end, these plastic will be burned by humans and disintegrated the poisonous elements.

Plastic will not disintegrated biologically, but from electromagnetic particle. It means that waste plastic will be disintegrated into smaller pieces, and so on. After that, these chemicals will be absorbed to the soil, water, and air that will contaminate plants and animals. Afterwards, the chemicals will contaminate human, will resulting in uncomplete physical baby, unbalance hormone, and cancer. The moderns dump zone area are not the solution. In next 10 to 100

years, the chemical might be contaminate our biosphere, affected to our farms and our family.

The traditional method of recycle will not solve the plastic problem. Industry scale of recycle still are not perfect, it couldn't be aware, that plastic will be disintegrated. The high quality plastic will also being recycled into another product or a product that couldn't be recycled again. In another word, all plastic will be end on earth.

3. Here, Ecobricks will try to reduce the amount of wasted plastic as the main product, which is plastic bottle. The material that could be use is the plastic bottle that still didn't being recycled. In another meaning, a new wasted plastic bottle that still in a good condition. Not only that, another material that we needed is the smaller size of unrecyclable waste such as foils, plastics, and cables.

This plastic bottle will being categorized by it's type and it's amount level to ensure that the construction of the module will success.

After being categorized, this plastic bottle will be filled with unrecyclable waste such as smaller amount of plastic, foils, and cables. Being stuck down inside the plastic bottle by a small bamboo stick or wooden stick to ensure it's tighten. After being filled up, the plastic cap will be added colour for it's own type.

The filled plastic bottle will be called as Eco-Brick. These Eco-Bricks will be crafted into each another to create a module or furniture, such as chair, table, walls, a playground items, or even a home. These module will be created and it could be used for own to create a new eco-living space for family and children, or even sell to the tourist that came to the company.

4. The cost and barrier of this project would be the production of ecobrick itself. The training cost and the material cost will be the high due to lack information and the material itself will be either silicone glue with the machine, or cements. Therefore, the ecobrick should be avoid from direct sunlight to ensure the strength of the plastic. The barrier could be prevent by giving the staff (school students and local peoples) an information about the eco-brick and how to create & manage it. Other cost will be on training materials and other items based by the module.

The production time of ecobrick could take a long time, this is one of the barrier that should be cut down by the courage of the local people to create a new eco-living space for their society.

To handle the cost, a help from the school and CEO of EcoBricks Bali could close up the main cost of this project. For the next session, it could be taken up from the benefits of selling the crafted ecobricks. We estimate that the cost will not take much up as the resources could be found easily.

The barrier would take much time. To get a trust and full attention from the local people, team need a much time to give local people information regarding this activities. The courage from the local people could make them getting consume the water in plastic bottle because they want to filled up the bottle with unrecyclable waste, or getting consume the snacks or something requires packaging using plastic or similar package. This should be prevent by giving them an information that the resources could be found easily nearby them.

5. Another solution to challenge the barrier are to provide the resources in ready condition. This is mean that the plastic bottle, the unrecyclable waste, and other things are ready to use and the local people doesn't need to collect all the resources from the supplier or the dump zone area. Take the example of this: The bottle are clean and ready to be sort out. The unrecyclable waste are clean and ready to be filled up inside the bottle. This could help the local people to fasten the production time.

Solution to challenge the barrier by courage local people to create this activities as their socio-culture are by giving them an explanation or the reason why they should do this activities. The benefits of this activities will not only giving them a good future, but also to make the place that they handle as one of many eco-tourism destination.

As an eco-tourism destination, they could make a profit from this project. The tourist may be buy the furniture and they could order more as the trend of eco-living grow up time by time.

To gain trust from the local people, a good example of achievement and how to treat the achievement should be represent to the local people. As they will gain

trust, the production could be continued to create many kind of module that the local people could use it for their own eco-living space.