

Pulau Plastik Launch Event: Collaborating for Plastic-Free Bali

Kuta, Bali. 28 January 2019 - Despite having millions of international and local tourists flock to its beaches every year, Bali is no longer just garnering international attention as a tropical paradise, but for the 300 tons of plastic marine pollution it produces per day. While there have been many community initiatives to address the mounting waste, support from a diverse range of stakeholders is urgently needed for the effort to be effective and sustainable.

In support of a Plastic-Free Bali, Kopernik with Akarumput and Potato Head Bali will launch the Pulau Plastik series, with a screening of the pilot episode on 1 February 2019 at Potato Head Beach Club, Kuta.

“Through Pulau Plastik, we want to increase public participation and encourage multi-sectoral collaboration between community, government, and the private sector to tackle plastic pollution in Bali,” said **Ewa Wojkowska, COO and Co-Founder of Kopernik.**

Denpasar Mayor Rai Mantra and Suzy Hutomo - the CEO of The Body Shop Indonesia, will speak at the launch event, which will be closed with a performance by Bali-based grunge band, Navicula.

Pulau Plastik is an edutainment series that leverages popular culture as an approach to reach communities, increase public awareness and help residents create positive change on the island and beyond through better waste management practices. Kopernik and Akarumput also partner with Hasan Yahya as the executive producer of Visinema Picture production house.

“Pulau Plastik is a series that will not only be entertaining for viewers, but will also raise awareness on the impact of plastic waste before it’s too late,’ said **Hasan Yahya, executive producer of Visinema Picture production house.**

The series stars Gede Robi Supriyanto, an environmental activist and front man for Bali-based band Navicula as its host. Robi believes that the Balinese philosophy of Tri Hita Karana – which focuses on harmony between humanity’s relationship with God, with each other, and with nature – can be the foundation to address Bali’s plastic problem.

“We only need to reflect on ourselves. Who else will feel the impact of plastic waste – if not ourselves,” Robi said.

In the pilot episode of Pulau Plastik, Robi scours through rivers in Semarang, Central Java to understand the pressing issue of micro-plastic in marine life.

Featuring Inneke Hantoro, a researcher from Soegijapranata University leading the world's largest study on microplastics, the episode takes the audience from the river to the table and finally to the lab. Many other stakeholders concerned with the issue of plastic waste are also showcased in the series, including volunteer clean-up groups and community initiatives such as Trash Hero, Malu Dong, Eco-Bali, Simalu App, Kono, Trashstock, Bersih-Bersih Bali, and Manik Bumi; activists and artists based in Bali; cultural and spiritual leaders; and businesses such as Tiara Dewata and The Body Shop; academics and researchers; as well as public officials.

For more information:

Vanesha Manuturi | Communications Officer

vanesha.manuturi@kopernik.info | (+62) 812 9742 3692