

# Short Story About Circular Economy Concept

## Based On Banana-Creativepreneur

Over the years, PT Petrokimia Gresik has focused on developing communities around our factories and headquarter. But in recent years, this enthusiasm to support national development has been widened to other regions outside Gresik.

Trepan, a little village near one of our water treatment facility on Lamongan Regency. Strategically located in the watershed of Bengawan Solo River, this village had 6.000 banana plant with various genom. Banana cultivation was a promising livelihood in this village. Banana are known and favored by many people, made it easier to sell them. Unfortunately, the remaining stems were usually just burned or thrown away to the river.

Talk about the villagers there were 700 of 2500 working age population, or 28% people with underemployment. These people worked less than 35 hours per week with substandard income. It might not be seen as a problem but it potentially lead this group to be less productive, lack of self confident, afterward easily caught in a poverty trap.

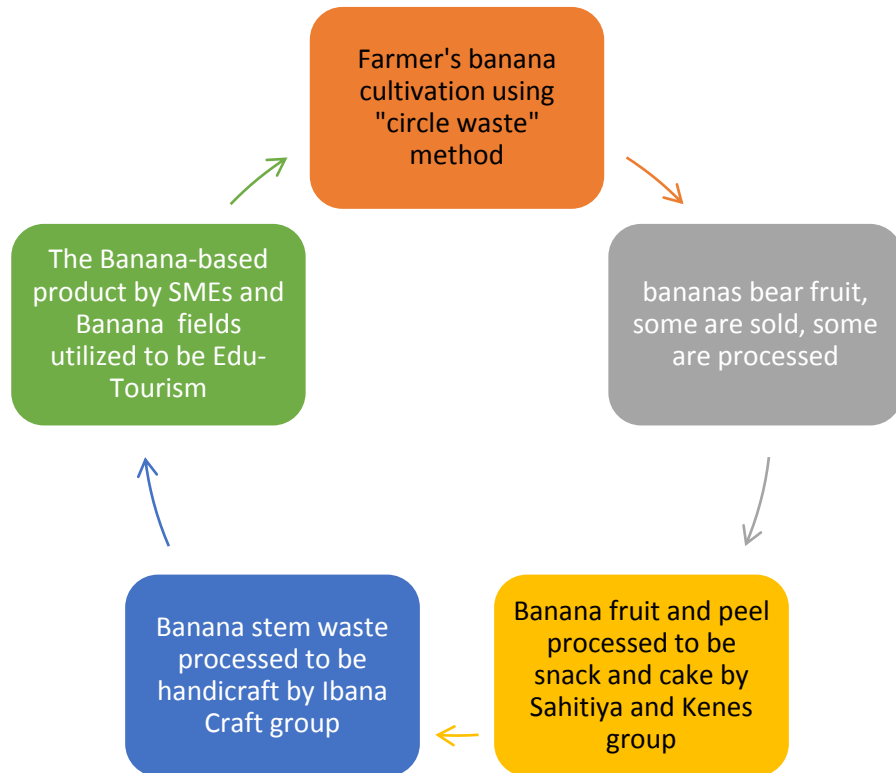
How about we connect this potential problem with nature potency and create one creative problem solving project?

We saw bananas not only as food commodities. Collaborated with villagers, we made a program to optimizing banana and the people. The aim was to empower unemployment, create value-added products from banana waste, and develop banana Edu-Tourism area. We wanted to promote Trepan village as “Kampung Pisang Trepan” (banana village).

First step, we communicated with the village government and agreed to form small groups (3-10 person per group) of underemployment. Sahitiya group focused on processing bananas, peel, and stems into snacks. Kenes group processed bananas and several other components into cakes. Ibana Craft, the third group, processed the remains of banana stems into handicrafts. Beside that, we provided support for banana farmers by assisting plant fertilization.

Next, we created “Banana Creative Hub”, a business incubator to accelerate the 3 SME’s group. Through this creative hub, we collaborated with local government, university, and other entrepreneur to give them mentoring, networking and funding to scale up their small business.

Here was the value chain of its circular economy:



After 18 months, this program provided tangible profit for the villagers. Sahitiya and Kenes group got a lot of food orders and could increase member income up to 80-120% per month. Their products have been provided with processed food permits and are in process to be distributed in supermarket chains throughout the city.

The Ibana Craft has resellers in 5 city, with 7.000 pcs craft sales and 35 Million rupiah turnover during last year. Moreover, they helped to process 1.400 kg banana stems made us saving 53.970kg CO<sub>2</sub> emission in a year. Their innovation and creativity brought them got awarded as 2<sup>nd</sup> consolation prize winner Stood Startup Competition regency level and 1<sup>st</sup> winner Young Entrepreneur Competition provincial level on 2019.

How to grow bananas has also changed. The farmers use “circle-waste approach”, a sustainable farming method that utilizing banana waste into organic fertilizer systematically and use sedimentation from our water treatment facility as a layer of planting media. They got faster fruiting plants and the waste problem no longer end up in the river. This method could save planting cost by 17,5 Million Rupiah in a year.

By optimizing the performance of those 3 banana based SMEs and banana cultivation, we aim to mix them up in Banana Edu-Tourism project by 2021. We believe that by escalating local village potency in circular economy concept, we are not only contributing to national development economic mission, but also saving our environment.

# Banana Creativepreneur Trepan village



**Kenes Group  
got cake  
making training  
by local chef**







**Sahitiya Group  
made recipes to  
process bananas,  
banana leaves, and  
other parts**







# Ibana Craft Group received craft- making training from craftsmen in Yogyakarta







**Banana farmers got knowledge about growing bananas for maximum results**





Sahitiya Group  
Products  
Made from Banana,  
banana peel, and  
other component



Semprong Banana, Banana Peel Cracker, Gapit Banana





Original Banana Chips



**Kenes Group Product**  
**Various cake made**  
**from Banana**





**Innovation  
Products  
Banana  
Brownie  
Chips**



# **Ibana Craft Group products. Any handicraft from banana stems**

*Contact : Ibana Craft on Facebook*





**BUMN**  
*Hadir untuk negeri*



*mempersembahkan*

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**Profile video playing on [https://youtu.be/H8yNjqMg4\\_M](https://youtu.be/H8yNjqMg4_M)**