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Waste4Change: Making Responsible Waste Management a Business Service

Waste4Change · Waste management · Indonesia
GCEIP Editorial Desk · 12 November 2026

WHERE WASTE GOES NEXT

Companies often announce waste-reduction goals before they have a clear way to manage what they discard. Waste must be separated, collected, transported and processed. A business that wants to reduce landfill waste needs a service partner who can handle those steps and explain what happened to the material.

Waste4Change was founded in Indonesia in 2014 by Mohamad Bijaksana Junerosano. The company provides waste-management services to businesses and households, combining collection, sorting, recycling, education, consulting and technology. Its stated purpose is to reduce the amount of waste that ends up in landfill and to support a circular economy.

Waste4Change

The company began through a collaboration between Greeneration Indonesia and EcoBali, according to its account of its history. It opened its first Material Recovery Facility in East Bekasi in 2015. The facility gave the company a physical base for sorting and processing, while its service model created a connection to customers and waste generators.

Building beyond collection

Waste4Change expanded through service growth and acquisitions. It says it acquired Sampah Muda, a waste-management startup in Semarang, in 2020, and EcoBali in 2022 to extend coverage in Bali. In 2023, the company launched engineering, procurement and construction services intended to support circular-economy projects. Those moves broadened its role from waste pickup toward infrastructure and implementation.

In 2024, Jakarta's environmental agency recognised Waste4Change as a top-performing waste collection and management service provider in the province, according to the company. In 2025, it inaugurated construction of a Material Recovery Facility in Jatiwaringin. The infrastructure investment is a sign of an operating business that needs capacity on the ground. It does not, by itself, show the facility's eventual throughput or environmental outcomes.

Waste4Change's service portfolio addresses different customer needs. A household may need regular pickup and information about sorting. A company may need a site-wide collection plan, reporting and advice. Producers may need help handling packaging after sale. These services share the same physical materials but involve different contracts, costs and reporting responsibilities.

The difficult part is the destination

Waste data can be confusing if every step is reported as recovery. Material collected is not necessarily recycled. Sorting can reveal contamination; some items have limited markets; and residual waste may still require disposal. Companies need to know whether a report refers to total material handled, material sent to a processor or verified output from recycling.

Waste4Change's 2025 impact materials describe an integrated approach that combines collection, recycling, education, consulting and technology. The company's public profile also names partner locations and service areas. Its reported volumes should be used with clear definitions and dates, and any claim about emissions or landfill diversion should identify how the calculation was made.

The wider Indonesian waste challenge is too large for a single company to solve. A service provider can help individual organisations handle waste more responsibly, while municipalities, producers, communities and recyclers shape the broader system. Waste4Change's business depends on working across these groups and building enough demand for recovered materials to be commercially useful.

For founder Junerosano, scale means keeping the service accountable as it grows. More sites and partnerships can expand access, but they also require consistency in collection, worker safety, data and downstream processing. Credibility rests on the chain of custody, not a sustainability label.

That accountability matters to procurement teams as well as communities. A customer needs to know which materials can be separated at source, what service is included in a contract and where exceptions are recorded. Clear reporting helps a company improve its own sorting practices and gives Waste4Change a basis for showing operational progress without overstating environmental results.

GCEIP View

Waste4Change is building a service layer for a problem many organisations struggle to manage themselves. Its facilities, acquisitions and consulting work show an effort to connect collection with processing and customer support. The next proof is transparent material accounting: how much was collected, how much was recycled, and what remained. A business that answers those questions clearly can help customers move from a waste pledge to an operating practice.