

## Working with BRIN, Greenhope is doing a biochemistry study of the product



In order to ensure the positive impact of the use of environmentally friendly products produced and contribute to sustainable development, Greenhope is working with the BRIN Life Cycle Assessment (LCA) Centre. "It is important for us to understand the overall impact of our products from the early to the end of their lifecycle," said Sugianto Tandio, greenhope's Chief Innovation Officer at the time of signing the MoU with the head of BRIN Living Cycle Research Centre Nugroho Adi Sasongko in Tangerang some time ago.

Furthermore, BRIN will carry out LCA measurements on environmentally friendly resin products produced by Greenhope, namely Ecoplas, Oxium, and Naturloop products. Through the comprehensive and accurate application of the Life Cycle Assessment (LCA), it is expected to identify the role of the three lifecycles of these products, as well as to understand how to optimize the aspects that contribute to the positive environmental impact.

Speaking on the occasion, Nugroho, Head of the BRIN Living Water Research Centre, said that the results of the LCA study are expected to provide better information for industry, government, and society in making sustainable and environmentally friendly decisions regarding the use and production of eco-friendly products. "The collaboration of LCA with Greenhope will later generate data on plastic life, especially the environmentally-friendliness of the first time in Indonesia even in Southeast Asia," he said. In fact, in addition, Nugroho, at present unfortunately the LCA measurements for plastics in Indonesia are still using databases from the European Union as data from Indonesia has not yet been counted.

The implementation of scientific-based and comprehensive LCA on Greenhope's Ecoplas, Oxium, and Naturloop products is expected to encourage the use of sustainable and environmentally friendly products. According to Nugroho, with the availability of data on these alternative plastic lifecycles

It is expected to have an impact on reducing plastic garbage, reducing carbon emissions, and other positive environmental impacts. In addition, this collaboration is expected to stimulate greater collaboration between BRIN and Greenhope in developing innovative solutions that focus on sustainability. Thus, the programme will have a positive impact on the environment, the economy, and society as a whole, as well as a concrete step in realizing the vision of sustainable development in Indonesia.