

IMPLEMENTATION OF ECOPRENEURSHIP FOR ENVIRONMENTAL SUSTAINABILITY (BASED ON THE STUDY OF: WASTE4CHANGE AND BIN-GO TRASH)

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Abstract. Trash is one of the impacts of environmental damage of the lifestyle community. The amount of waste that can be handled by the Government are still very few compared to the total amount of trash produced per day. Currently many conventional business activities that are not concerned with the environment. One of the highlights is the garbage of garbage generated by the coffee shop. Therefore the concept of ecopreneurship judged to be one of the solutions that can bridge the gap between economic and environmental interests. The concept of ecopreneurship has been implemented by Waste4Change and Bin-Go Trash as a business that is not only concerned with the increase of people's income and social welfare but rather concerned with environmental sustainability. This research aims to introduce and implement the principles of ecopreneurship on start-up Waste4Change and Bin-Go Trash. In terms of handling garbage Waste4Change have first stood as a start-up in the field of handling trash and has had many models offer a service that is Collect, Create, Consult, and Campaign. While Bin-Go trash the newly founded beginning in 2019 currently has to handle the garbage generated by some coffee shop that is in the city of Bandung. The model of the services offered by Bin-Go Trash till now is Collect, Distribution, and Create.

Keywords: Ecopreneurship; Trash; Coffe shop; Waste4Change; Bin-Go Trash.

I. INTRODUCTION

Bandung is one of the major cities in Indonesia which has the attraction of tourism that is quite high. The tourism industry in the city of Bandung have great opportunities to grow in the future, along with the growing interest of tourists to explore the city of Bandung. The one offered by the city of Bandung is a culinary tour. The large number of domestic and foreign tourists who come to the city of Bandung daily making business in Bandung is believed to be very profitable and very potential. This resulted in a large number of entrepreneurship that continues to innovate and create new ideas in creative that has the characteristic of each as well as attracting consumer interest for a visit.

At the end of year 2015 new culinary trend much discussed and being crowded in Bandung is culinary related to coffee, coffee-based culinary trend that increases with the level of coffee consumption in the city of Bandung that keeps rising from year to year, so that more and more young entrepreneur opens businesses café-coffee-themed new café. This indicates that the coffee industry in Bandung city increased and showed a competitive rivalry in the coffee business in Bandung.

The increasing activities of the solicitor will give impact for many things. One side of the community economy will increase along with the development of the entrepreneurial world. But it is inversely proportional to the environmental impact resulting from the activities of some particular activity associated with the industrial sector. Some people assume that a small industry not potentially because damage to the environment. Therefore, the responsibility for safeguarding the environment is often overlooked. The development of the world enterprenuer directs on the exploitation of existing resources where such exploits are likely to damage the ecology there. In addition, the development of entrepreneurial activities currently only

oriented on the magnitude of the resulting profit. So, sometimes the good ethics in producing or distributing products become less not even responsible.

The needs of development in entrepreneurship in Indonesia to develop an ethical behavior as a young entrepreneur and the need for protection of both the social aspects as well as the environment. It needs to be a concept-oriented entrepreneur not only profit, but also ethically and socially responsible and moral ecology. Therefore, this paper aims to introduce and implement the concept of ecopreneurship as bridging concept between the entrepreneur and the regard for the environmental sustainability aspects of economic, social and ecological.

II. BASIC THEORY

1. Entrepreneurship

Entrepreneurship or in Indonesian Language is translated with the word entrepreneurship, according to Slamet et.al (2016) entrepreneurship is the process of creating something new and have a value at the expense of time and energy, resolving the risk of financial, physical, and social events, as well as receive monetary rewards and satisfaction and personal freedom. The value of promoting entrepreneurship according to Suryana (2014) there are some values which are: (1) Confident, (2) leadership, (3) Oriented toward the future, (4) Originality, (5) Creativity and innovation, (6) Task-oriented the results. According to m. Scarborough and Thomas W. Zimmerer (2008) explains there are eight characteristics of entrepreneurship which include : desire for responsibility, preference for moderate risk, confidence in their ability to success, desire for immediate feedback, high level of energy, uture orientation, skill at organizing, value of achievement over money.

Thus, generally talking about entrepreneurs or people who have entrepreneurial souls are the ones who dare to

open a standalone business opportunity and has a good ability to create and cultivate existing opportunities. The development of the entrepreneurial world can deliver Indonesia become a country forward. Because an increasing number of entrepreneurs are able to minimize the amount of unemployment through labour absorption it generates. In addition to increasing the number of entrepreneurs will boost local economies followed by a rising economy as a macro.

2. Ecopreneurship

Ecopreneurship is derived from two words namely Eco and Entrepreneur. Taken from the word eco Ecological or ecology (Oikos: home or live). So, ecology is the study of the relationship of reciprocity between living things with the environment. While the Preneur comes from the word Entrepreneurship i.e. entrepreneurship which is derived from the French language (entreprendre) means opportunity, creator, and who manages the effort. Ecopreneurship i.e. an entrepreneurship refers to activities of undertakings with activities that provide benefits and give more attention and special towards environmental sustainability. An ecopreneurship is an enterprise (entrepreneur) which performs a variety of efforts to keep the environment good water, air or soil. An ecopreneur viewed the environment as something to be preserved and maintained. A ecopreneurship can generate income so as to make its activities unabated.

Be more specific about this entrepreneurial activity, was a ecopreneurship, namely an entrepreneurship that refers to activities of undertakings with activities that give more attention and special ecosystems or environmental sustainability. A true ecopreneurship is an enterprise or entrepreneurship which perform various efforts aimed at safeguarding the environment good water, soil or air. An ecopreneur viewed the environment as something to be guarded and preserved, even the enhanced his strength. And of its activities, an ecopreneurship can generate income so as to make its activities sustainable.

So, ecopreneur is entrepreneurial concerned with environmental issues or environmental sustainability. Thus in running its business activities, they are also always notice the power support environment and try to minimize the impact of its activities on the environment. Regarding the important three-dimensional Ecopreneurship i.e. society and economy and society, and ecology/environmental (Murniningtyas, 2014).

Based on the goal, ecopreneurs may be classified into two groups, the social ecopreneur and commercial entrepreneurs. Social ecopreneur is the individual aims to promote an idea/product/technology are environmentally friendly (eco-friendly) either through the market or non-market, while an organization that has the same purpose known with social ecopreneurial Organization. Commercial ecopreneurial or ecopreneurs corporations i.e. individual/group or company that aims to maximise private profit (Organization for the company) and identify opportunities (green business-friendly products and processes environment) and turn it into a profitable business.

The concept of Entrepreneursip

Referring to the concerns of regarding the development of entrepreneurship in Indonesia are drawing with cheating and only thinking about the sheer profit, then needed a concept of an entrepreneur stressed to the responsibility to preserve human sustainability in General using basic materials production and distribution of good products, ecological sustainability with attention to the aspect of environmental sustainability in the production process as well as using materials eco-friendly and economic sustainability by empowering communities around so that the business activities that are run to be able to improve the economy of the surrounding communities and can help the Government in terms of absorption of labor.

3. The Factors Motivation of Ecopreneurship

Kirkwood & Walton revealed that there were five factors underlying or motivate entrepreneurial in running a business based on a system of environmentally friendly or ecopreneurship, namely:

a. Green Values

The primary motivation underlying ecopreneurs is green values. A highly motivated ecopreneurs in spreading the values of green values them to others. In this case the green values referred to are those that start business ecopreneur eco-friendly products and their focus on the environment.

b. Gap in The Market

Most of ecopreneurs stated that they saw a gap in the market for a particular product or service. It identified or defined purely by their awareness about environmental problems is not for commercial use or profits. This reflects the findings of several studies on motivation ecopreneurs ecopreneur which shows that take advantage of the imperfections of the market and the opportunities that exist.

c. Making a Living

An ecopreneur isn't driven by the goal of profits but only business should be able to make enough profit to be able to support the sustainability of their family lives.

d. Be Their Own Boss Ecopreneur

Have a desire to be the boss and owner for their own efforts. Seen that motivation to be the boss for yourself is not too important in seeing and identifying gaps in the market for the products and services they will provide.

e. Passion

The ecopreneurs has a very high interest in the role to reduce environmental problems. They also have a great interest in providing products and services that have the values of green values. It is difficult to separate the passion with green values in the soul of a ecopreneurs.

4. The Challenges in the implementation of the concept of Ecopreneurship

To Inform, educate, and implement the concept of ecopreneurship requires the cooperation of all parties. Travel the world in the midst of the effort already underway with "wild" then without the cooperation and coordination of each party then the harder it is to realize the corporate world who pay attention to ecological sustainability and social aspects of the economy. There are several parties involved and has an important role in educating and informing the concept of ecopreneurship to society so that the public can understand the importance of sustainability aspects in running a business. The parties are as follows:

a. Educators

Educators in any line can act as a Messenger of information and to educate the candidates for becoming an entrepreneurs holds the principle of sustainability to ecological, social and economic community. With the role of educators begin to introduce the concept of ecopreneurship, entrepreneur world hopefully progress in Indonesia will have a better direction.

b. Academics, writers and researchers

Academics, researchers and writers with their ability to pick up and exploit the issue about the importance of paying attention to the aspect of ecological sustainability, social and Economics in developing world entrepreneur. With the lifting of the issue of the importance of the concept of ecopreneurship is expected to be a concern for Governments in developing world entrepreneur in Indonesia.

c. NGO

NGO's have a role similar to the researchers, academics and writers. Where the NGO with the role expected to be voicing the importance of sustainability aspects in the activity of entrepreneurship.

d. Government

The Government with the rights and the role of policy makers that would later become the basis of the implementation of activities and abrasive the entrepreneurial world. With a good understanding of the Government's partiality and against the direction of world development ongoing against some aspects of ecological, social and economic development of the world direction expected entrepreneur can be more responsible and ethical. Governments play an important role in the implementation of the concept of ecopreneurship.

III. DISCUSSION

1. Waste4Change

Waste4Change see waste as environmental problems and exploit the environment becomes an opportunity to resolved. Efforts to resolve the issue of the environment is to make the business promote waste and transporting the waste management is responsible. Waste4Change performs various innovations in the program and services offered. This is due to see a trash management system applied in Indonesia is not good even led to the emergence of new problems. The innovation strategy is also being done to be more effective in solving the problem of waste.

Innovations made by Waste4Change is a waste management system end-to-end i.e. waste management system starting from the source to the end. This is apparent from the core Waste4Change services namely Consult, Campaign, Collect, and Create. Consult and the Campaign was designed to educate the public about everything from the type of garbage. The importance of sorting waste to promote the principle of zero waste that must be applied in the community.

Then collect and create a real application is transporting and responsible waste management. To support these services, some Waste4Change made other innovations, ranging from garbage bags, reports on the waste generation data, and waste management facilities so

that the principle of zero waste that could materialize campaigned.

Waste4Change also benefited financially from the program and services. The profits are used to support the sustainability of their business so that the work done can last a long time. This is in accordance with the concept of identification of opportunities and see the environment as something to be resolved by way of making a business in an effort to get it done all at once to support sustainability.

Waste4Change offers sustainable solutions regarding waste management is good for all parties. With the main objective to build ecosystem of trash with the principle of zero waste, services offered Waste4Change in design to support those goals. Consult and service campaign created to prepare mentally, educate, and promote the importance of waste management. Services, namely freight collect garbage and create services to manage and utilize garbage to the maximum so as to reduce waste going into landfill.

2. Bin-Go Trash

The Several Pasundan University Environmental Engineering students have collaborated with the various other fields of expertise from several universities in the city of Bandung becomes a partner of start-ups that we give the name of the Bin-Go Trash. Bin-Go Trash is a start-up that moves as ecopreneur and focus on the issues of trash. Bin-Go Trash stands since January 2019 top urgency better waste management in the city of Bandung in particular and change the behavior of the management of trash by utilizing the power of collaboration and technology towards Indonesia free of trash. The target Bin-Go Trash in waste reduction, namely coffee shop.

Coffee Shop into a Trash Bin-Go target because it is a place often visited by and became the hangout of young people both in the city of Bandung, even outside the city of Bandung. Not without reason the start-up is targeting at the coffee shop, a fact mentioned that connoisseurs of coffee around the world contributed waste. Most waste generated by the coffee shop is a plastic cup, plastic straws and coffee dregs. The community of West Java consume coffee around 90,000 tons annually and has increased about 50% during the year 2018 (Jabarnews, 2017).

Another fact mentioned a coffee shop could use a 32 kg of coffee beans as well as produce 60 kg of coffee powder is spent in one week, 93% coffee shop coffee dregs to dispose of the garbage dumps and only 7% of the coffee dregs produced managed and processing of organic waste to be collected for composting purposes. It is triggered by a growing number of coffee shops, including in Bandung. In addition to the plastic cup and straw, we also handle the dregs of coffee beans and paper for recycling.

Although many brands of coffee that promotes the welfare and guarantee coffee farmers and sustainability of coffee farmers, but the attention given to the environmental impact of the waste coffee is very less. The future certainly Bin-Go Trash will target at other places so that the final destination is created start-ups is Zero Waste. The purpose of the establishment of the Bin-Go Trash in addition to managing waste from the coffee shop, we also invite clans millennials to contribute to the reduction of plastic waste.

Innovation done Bin-Go Trash waste management system is the end of the pipe that is waste management

system starting from the source to the end. This can be seen from the 2 services core Bin-Go Trash i.e. Collect, Distribution and Create. Collect and Distribution is a real application transport garbage from the coffee shop and distributes these to the bank trash bins and existing creative industries in Bandung.

Create application is managing waste paper pulp coffee beans and recycled into our soaps, fragrances, and other products. The results of the creative industry and recycling Recycling Bin-Go Trash we promote back to the coffee shop and customer coffee shop. Bin-Go Trash has teamed up with some of the coffee shop in the city of Bandung has a concern for environmental issues including: Koma Coffee Shop, Abraham and Smith Coffee Shop, Kozzy Coffee Shop, Uncofficial Coffee Shop, Kopi Warga Coffee Shop, Djournal Coffee Shop, Terminal Coffee Shop, Zero Hour Coffee Shop, Kopi Janji Djiwa Coffee Shop, Sejiwa Coffee Shop, Upnormal Coffee Shop, Northwood Coffee Shop and Janji Jiwa Coffee Shop.

III. CONCLUSIONS

With the presence of ecopreneurship then can give impact both for the preservation of the environment. Ecopreneurship is an entrepreneurship that performs a variety of efforts to keep the environment good water, soil, and air. The preservation of the environment by processing waste products or waste into Sepik through ecopreneurship will save the environment and have a beneficial and sustainable value. With a start-up Waste4Change and Bin-Go Trash creating value social, economic and environmental conservation. Waste4Change is a start-up that already handle waste properly, while Bin-Go Trash is a start-up that is being pioneered in dealing with waste produced by existing coffee shop in the town of Bandung so existing coffee shop in the city Bandung willing to manage the garbage responsibly so as to realize the goal of behavioral change and Indonesia towards zero waste.

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