

Press Release

Lazada Supports Sustainable Operations for MSMEs through the Indonesia Sustainable Seller Acceleration Camp 2023

The Indonesia Sustainable Seller Acceleration Camp 2023 is a holistic training program to support the benefits of integrating sustainable practices into business operations and access to financial opportunities for business owners

Bali, 18 October 2023 – Environmental issues, specifically waste, has always been a topic of discussion in Southeast Asia, including Indonesia. The ASEAN Regional Action Plan for Combating Marine Debris in the ASEAN Member States 2021 – 2025 Report predicted that Southeast Asia produced more than 31 million tons of plastic waste every year. In 2022, Indonesia alone reached 12.54 million tons of plastic waste and this number is predicted to increase every year¹. As stated in the *Jajak Pendapat (JakPat)* survey from September 2022, this issue has attracted the attention of Indonesian consumers, where many young consumers, specifically Millennials and Gen Zs, who are increasingly concerned with the environment. This is clearly shown by the 56.2% of the survey respondents who purchased eco-friendly products².

This environmental issue has also motivated Lazada Indonesia (Lazada) to double down on its focus on developing sustainable programs in its digital ecosystem. Through the Lazada Logistics business unit, Lazada initiated the **Indonesia Sustainable Seller Acceleration Camp 2023**, an intensive six-month incubation program that invites Indonesian sellers from Lazada's platform to learn about sustainability, starting with a two-day camp from 18-19 October 2023. Lazada's incubation program is held through strategic partnerships with Kopernik, International Trade Centre (ITC), and Modalku.

The **Indonesia Sustainable Seller Acceleration Camp 2023** is a part of the latest initiative under Lazada Group's Environment, Social and Governance (ESG) framework, Lazada Sustainability Academy (LSA). The initiative, which will soon be launched regionally, aims to empower business owners by broadening their horizon and deepening their knowledge for sustainable business growth. Under LSA, the **Indonesia Sustainable Seller Acceleration Camp 2023** is designed to cater to the needs of Indonesian business owners, who wishes to transform towards a more sustainable operation.

Philippe Auberger, Chief Logistics Officer Lazada Indonesia said, "We are aware that sustainability efforts should be a collective endeavour involving all stakeholders within the Lazada's digital economy ecosystem. After previously focusing on Lazada's own efforts for a more

¹ [TKNPSL \(Tim Koordinasi Nasional Penanganan Sampah Laut\), 2023](#)

² [Survei: Banyak Anak Muda Semakin Peduli Terhadap Lingkungan](#)

sustainable operation as well as collaborations with several brands to support eco-friendly packaging and delivery, we are now working with several strategic partners that have the same vision of sustainability to invite more local businesses to understand the concept of sustainability and how to integrate this concept into their business operations, while still making their business profitable.”

The initial intensive training session on the **Indonesia Sustainable Seller Acceleration Camp 2023** incubation program facilitates 30 chosen sellers from Bali and Jakarta over the course of two days. As a knowledge partner, ITC will provide introductory insights on the concept of sustainability and effective measurement of the impact of sustainability. Kopernik will provide coaching and further supervision to ensure that the participants fully understand how to operate their business with a mission towards sustainability. Aside from that, Modalku will facilitate education and access to financing for business-owners that are seriously considering operating a sustainable business. The coaching and supervision initiatives will continue to be carried out for the camp’s participants for the next six months.

Lazada Group’s commitment to support sustainable operations have been executed through various initiatives. In 2022, Lazada Logistics in Indonesia was honored as the winner of the Responsible Consumption and Production (Plastic) category under the prestigious B20 Sustainability 4.0 Awards, a Europe-Indonesia collaboration program, which is part of the B20 Indonesia 2022 event. Most recently, Lazada released its ESG Impact Report for financial year 2023: Enriching Lives, Emerging Stronger, highlighting Lazada’s capability in providing economic opportunities to more than 1.1 million stakeholders in the digital commerce industry. On the environmental aspect, Lazada has managed to decrease its overall greenhouse gas emissions by 10% compared to the previous reporting period³.

“The **Indonesia Sustainable Seller Acceleration Camp 2023** program strengthens our commitment to support sustainable growth for the digital economy ecosystem. We will continue to develop our programs and collaborate with strategic partners to provide education and coaching for local business-owners that wish to start and conduct a more sustainable operation, with the hope of building a digital economy ecosystem that contributes toward Indonesia’s growth,” Phillipe closed.

For those who wish to study sustainable business opportunities, Lazada offers Lazada University, an interactive education program for sellers or brands, who have joined Lazada.

For more information about Lazada, including Lazada’s efforts on applying sustainable operations, please visit <https://www.lazada.co.id/blog/>.

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³ 1 April 2022 – 31 March 2023 versus 1 April 2021 – 31 March 2022



About Lazada

Lazada Group is Southeast Asia's pioneer eCommerce platform. For the last 11 years, Lazada has been accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. Today, a thriving local ecosystem links about 160 million active users to more than one million actively selling sellers every month, who are transacting safely and securely via trusted payments channels, receiving parcels through a homegrown logistics network that has become the largest in the region. With a vision to achieve USD100 billion annual GMV, Lazada aims to serve 300 million shoppers by 2030, and be the best at enabling brands and sellers in digitalizing their businesses.

In Indonesia, Lazada is known for pioneering Harbolnas, the largest shopping festival in the country. Indonesians can enjoy a secure and convenient shopping experience with fast and free shipping, made possible by Lazada's own logistics service. As part of its efforts to build a sustainable eCommerce business in Indonesia, Lazada is committed to empowering Indonesian talents to be future-ready.

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