



Chandra Asri

PRESS RELEASE

Chandra Asri Launches #IndonesiaAsri Campaign, Cross-Generational Participation Space Promoting an Environmentally Prioritized Lifestyle

The launch of the #IndonesiaAsri campaign is marked by access to education and information through the Indonesia Asri microsite and the Asri 365 Action challenges for the wider community

Jakarta, November 23, 2023 – **PT Chandra Asri Petrochemical Tbk (Chandra Asri)**, a leading chemical and infrastructure solutions company in Indonesia, today, Thursday (23/11), launched the **#IndonesiaAsri** campaign, where the company provides space for every generation to create a positive impact on the environment. This commitment is the company's initiative to shape a societal perspective that prioritizes environmental care as a primary concern. It aligns with the government's target, urging the community to adopt a sustainable lifestyle to support the achievement of the Sustainable Development Goals (SDGs) by 2030, primarily focusing on SDGs 11 and 12 regarding sustainable cities and communities and sustainable consumption and production patterns.

At the launch of the **#IndonesiaAsri** campaign, Chandra Asri invited various parties with a keen interest in sustainable living to share insights and experiences in contributing to the environment, including Mohammad Naufal - Sustainability Engineer and founder of Carbon Addons, Vania Herlambang - SDG Ambassador 2019-2021 & Putri Indonesia Lingkungan 2018, and Nada Arini - Ecopreneur & Co-Founder of Sustainable Indonesia, along with representatives of students, communities, and the Asri Citizens, those who have joined as volunteers for #IndonesiaAsri. Through the #IndonesiaAsri initiative, behavior that balances the needs of each generation and preserving the environment from potential more significant crises can be achieved.

According to **Director of Human Resources & Corporate Affairs Chandra Asri, Suryandi**, this campaign is the company's contribution to addressing environmental issues proactively and collaboratively, involving all generations to grow together and inspire positive changes in their environment.

"As a growth partner, the company presents the #IndonesiaAsri campaign with the hope of being a platform for every generation to make positive changes that impact a better future. Thus, the campaign emphasizes education with various new knowledge to support them in adopting sustainable living standards starting from their daily behaviors," **said Suryandi** during the launch of the #IndonesiaAsri Campaign in Jakarta.

Head of Corporate Communication Chandra Asri, Chrysanthi Tarigan, revealed that the #IndonesiaAsri campaign focuses on three approaches: education on the importance of sustainable waste management, initiatives to reduce carbon footprints, and tangible actions to encourage active community participation in making positive changes for the environment, starting from minor steps.



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"We believe #IndonesiaAsri can be a platform for the aspirations and needs of every generation to prevent environmental crises by moving more massively across generations. To facilitate this commitment, we present the #IndonesiaAsri microsite (<https://indonesiaasri.com/>) as an information center and movement for real actions that the general public can access to enhance their understanding of sustainable lifestyles," she explained.

This #IndonesiaAsri microsite will provide easy access to educational content and inspiration on sustainable living, encouraging people to initiate change through tangible actions, one of which is the #365AksiAsri challenge. This program includes daily challenges for the next year aimed at adopting daily lifestyles focused on environmentally friendly aspects with an easy but impactful approach.

To participate in #365AksiAsri, each individual can register by creating an account as 'Warga Asri' and completing personal identification to join the challenge. Next, they will receive daily reminders about what activities they must do and the benefits they can provide to the environment. By carrying out the daily challenge, they will get points that lead them to cool prizes from #IndonesiaAsri.

Santi further emphasized that by joining and taking on various challenges, Asri Citizens become drivers of change, contributing to environmental sustainability. The hope is that with this educational and enjoyable approach, public interest will increase and be transmitted to other generations, expanding this mindset and behavior to an even larger audience.

"We believe that change for the environment needs the support of greater collective awareness and action from every generation. Thus, it requires individuals who are increasingly strong in understanding and practicing sustainability well in their daily activities so that this positive change will slowly impact a better Indonesia in the future," **concluded Santi.**

About Chandra Asri

Chandra Asri is the leading chemical and infrastructure solutions company in Indonesia with a track record of over 31 years as a petrochemical company. The company employs more than 2,000 dedicated staff, combining advanced technology and supporting facilities strategically located in the industrial centers of Cilegon and Serang. As a Growth Partner, Chandra Asri is committed to creating high-value jobs, expanding the domestic chemical value chain, providing infrastructure solutions, and serving the dynamic and evolving needs of the Indonesian market. Chandra Asri is expanding its investment portfolio in the energy sector and integrating its assets and operational infrastructure to support the second world-scale integrated petrochemical complex expansion plan in Indonesia, CAP2.

For more information, visit: www.chandra-asri.com.

About the Indonesia Asri Campaign



The #IndonesiaAsri campaign is Chandra Asri's initiative to promote positive change towards sustainable living. This initiative is dedicated to creating a greener Indonesia, an environmentally conscious Indonesia, as a valuable legacy for future generations. The campaign emphasizes education as the key to shaping each generation's awareness and positive actions and encourages active collaboration to engage all stakeholders in achieving sustainable change.

For more information, visit: <https://indonesiaasri.com/>.

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