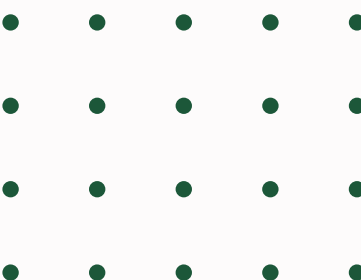




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TEAM THUMB

Team 10: Jihan, Janna, Rehan, Rozan






Content

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PRODUCT DESCRIPTION

The problem

Stakeholder
mindset &
expectations



Food loss
& waste



Sustainability
& profitability



Partners



How to use the leftover
fruit peels for something
useful for the customers
and the hotel?



Key user

Chris the Chef



10 years of
Master of Arts
experience
Wife and three children

Goals

- Contributing in making the hotel more eco-friendly

Desires

- Making profit while becoming sustainable

Pains

- Reducing the amount of food waste in the kitchen.
- Making customers understand the new ways of working

Need

- Finding a solution to reduce food waste that is favourable to all stakeholders

The solution: watermelon rind bioplastic



Transforms
watermelon rind waste
into sustainable
bioplastic



Offers a more
environmentally
friendly lifecycle



Promotes the use of
more sustainable
products and supports
the growth of the eco-
friendly product market

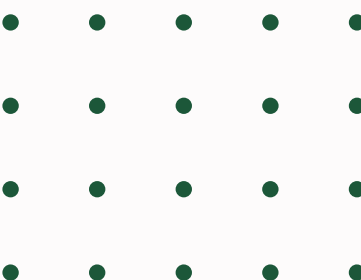
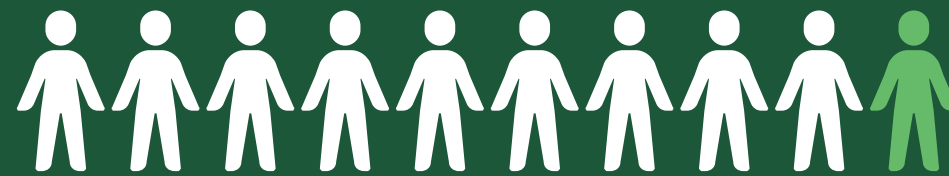
What is bioplastic?

Bioplastic is a type of plastic made from natural sources such as plants, algae, or organic waste. Unlike conventional plastics derived from petroleum, bioplastics can naturally decompose and have a lower environmental impact, making them a more sustainable alternative in efforts to reduce plastic pollution.



10%

Bioplastic in the world



The prototype

A walkthrough of the process

Ingredients:

- Watermelon rinds
- Corn flour / potato starch
- Honey
- Lime juice / vinegar
- Thyme / cinnamon

Shape and heat in an oven on low heat for approx. 2 hours

The prototype

A walkthrough of the process



01

Cut and blend the watermelon rinds.

Pour the pulp into a sieve. Absorb excess water and add other ingredients.



02



03

Mix until combined and cook the batter until heated.

Transfer to parchment paper and knead flat.



04

05

Shape and heat in an oven on low heat for approx. 2 hours



The prototype

Visualization and
details



The prototype

Visualization and
details



THE RITZ - CARLTON

Made from watermelon peels!

Find more information

www.ritzcarlton.com/en/hotels/jktrt-the-ritz-carlton-jakarta-pacific-place/sustainability



IMPLEMENTATION PROCESS

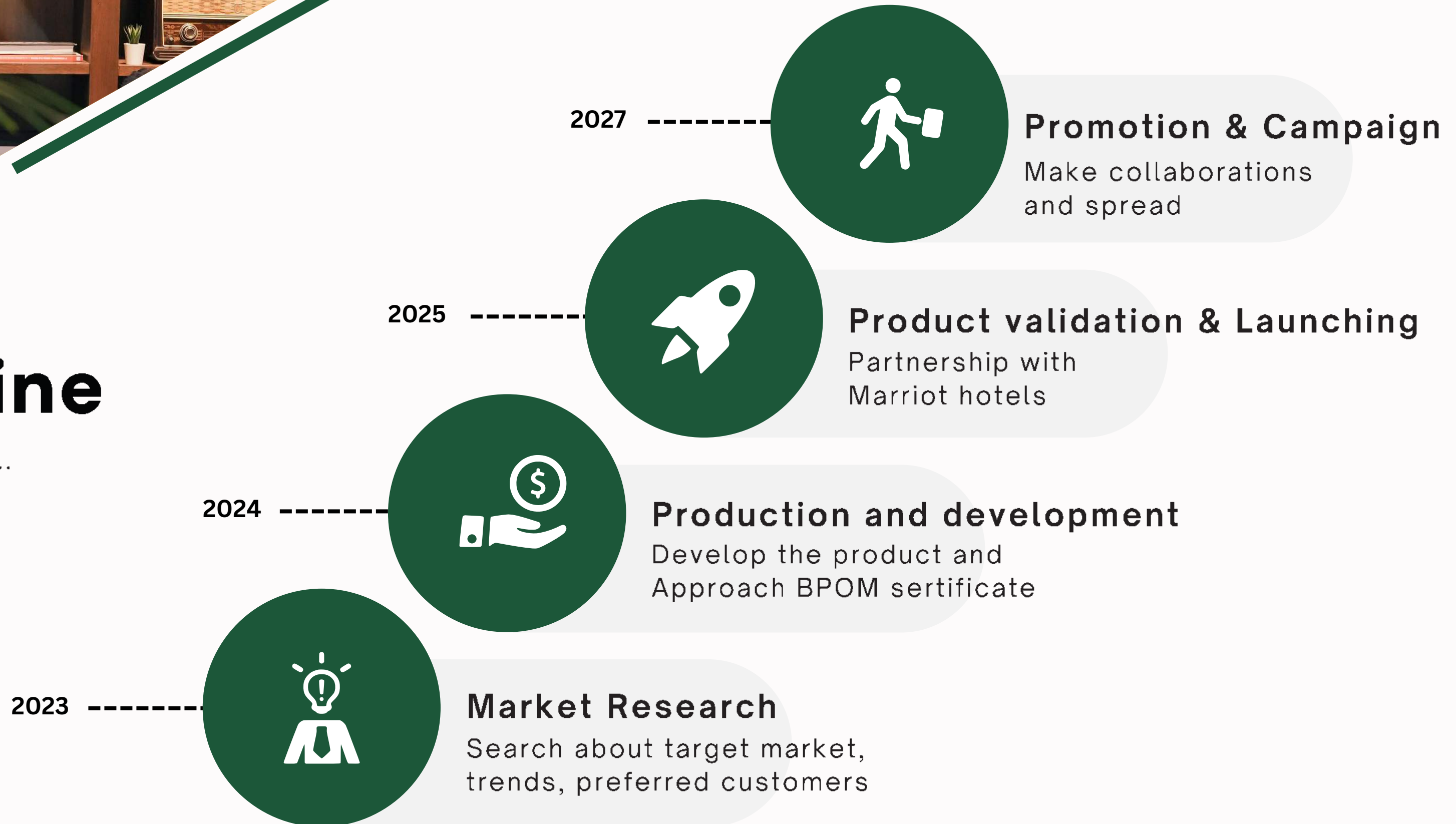
Key stakeholders

	✓	✗	✓
	✓	✓	✓
	✓	✗	✓



Timeline

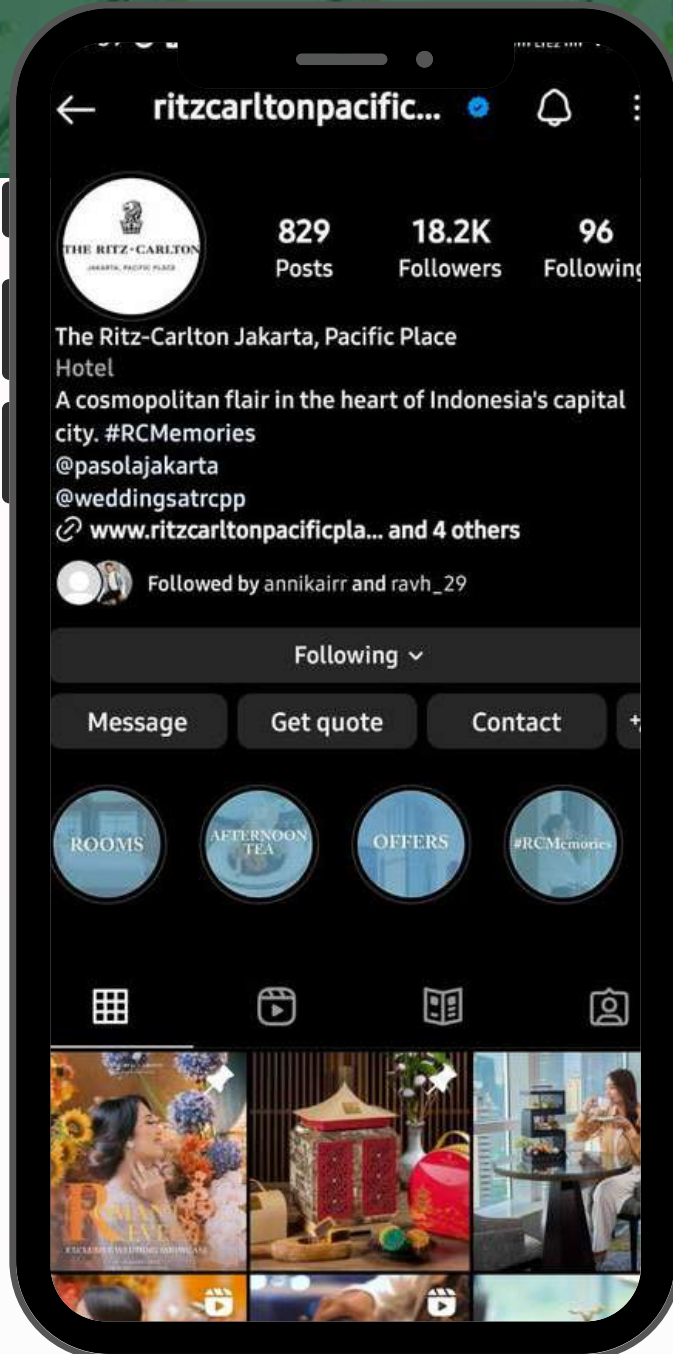
The next steps...



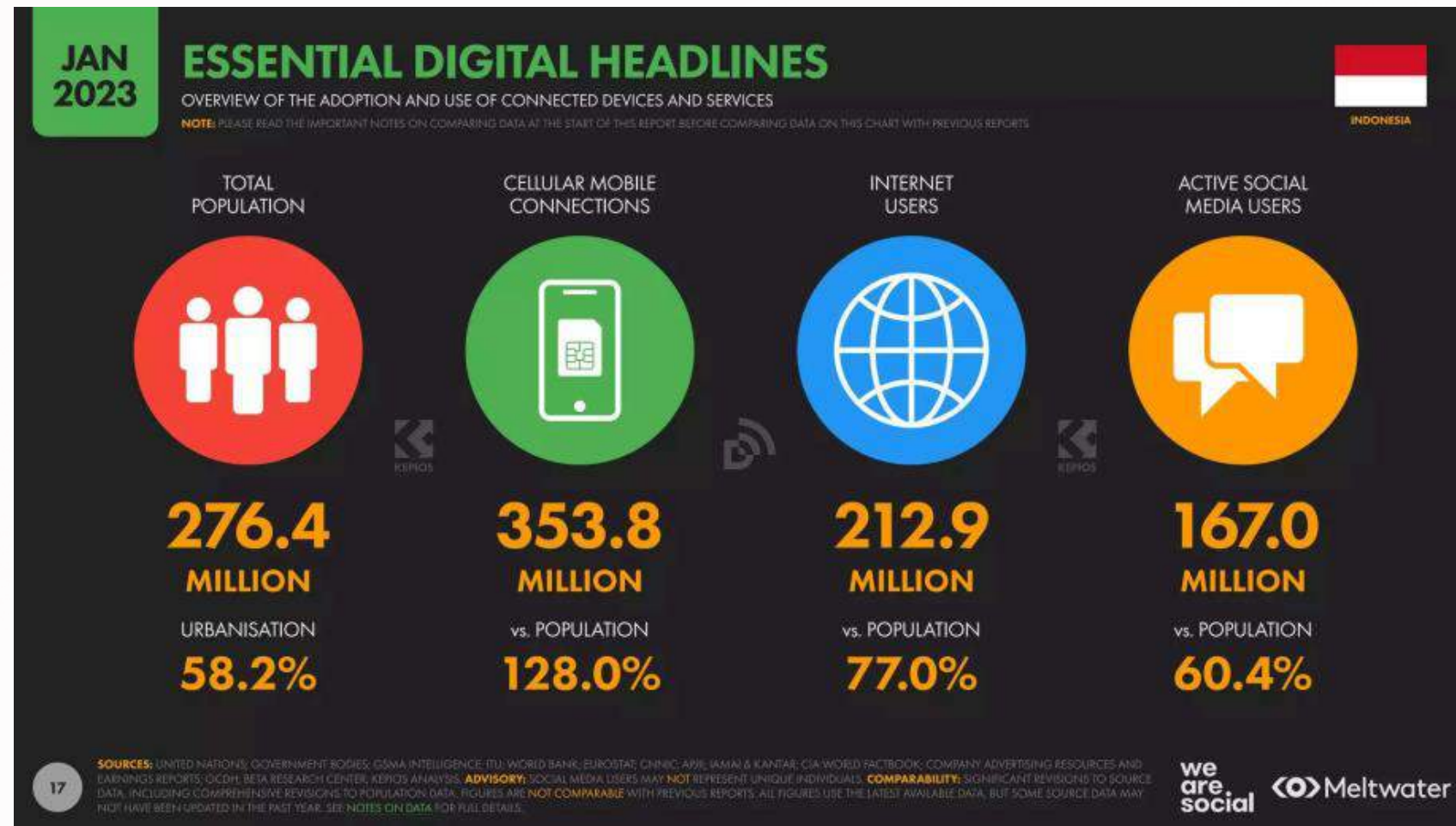


RIZT CARLTON
BIOPLASTIC FANTASTIC!

COMMUNICATION STRATEGY



INDONESIA DIGITAL REPORT 2023



Collaboration with
government, local
communities, micro green
influencer, macro influencer

NICHOLAS
SAPUTRA



Actor and celebrity,
Environmental Activist,
UNICEF Ambassador 2019

Source : <https://www.google.com/url?sa=i&url=https%3A%2F%2Fandi.link%2Fhootsuite-we-are-social-indonesian-digital-report-2023%2F&psig=AOvVaw3pw2GmMhAB5xUIStbInfRG&ust=1692380775601000&source=images&cd=vfe&opi=89978449&ved=0CBiQjhxaFwoTCMjMjO6f5IADFQAAAAAdAAAAABAw>



SCALING PROCESS

Future goals



01

Collaborate with local communities / manufacturers to produce bioplastic

02

Produce bioplastic on a large scale so it could be implemented on daily basis



Future goals



03

Expand to other products / amenities in the hotel

04

Expand to other Marriot hotels

05

Change stakeholders' mindsets and behavior regarding waste



What do we need to get there?



1.

Establish a research and development unit



2.

Start discussions with local communities and manufacturers



3.

Implement marketing campaigns and staff training sessions



4.

Communicate and share ideas with other Marriot hotels



THANK YOU!
TERIMA KASIH!



Questions
?



References

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<https://youtu.be/ql9J84zmMAU>