THE INTERNATIONAL JOINT SEMINAR &

VISIT TO CLEAN AUTHORITY OF TOKYO

(SHIN-KOTO INCINERATION PLANT)

TOKYO METROPOLITAN GOVERNMENT

Humanizing Collaboration between Indonesia and Japan

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And

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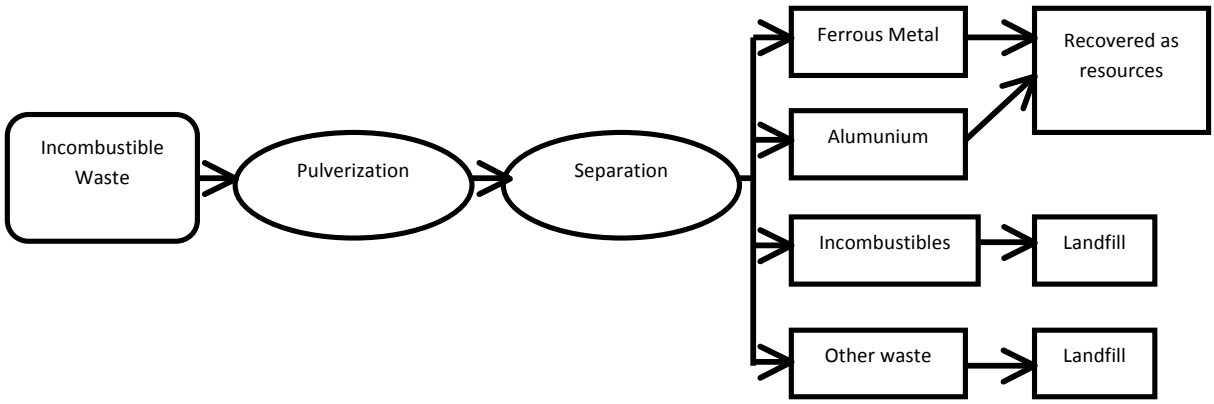
COMPANY VISIT ANALYSIS REPORT

Waste Sorting System

In Japan, people might have been carrying garbage around because they can not find a trashbin, and if these rare public trashbin finded, then they will see that the trash is not just one but will be grouped into several bins made into one. The trash (*gomi*) has to be divided into three categories (combustible waste, incombustible waste and recyclable/resources waste) for proper disposal.

a. Combustible waste (moeru gomi) is organic waste or garbage derived from kitchen scraps such as vegetables, fruits, eggshells. that can be destroyed by burning. This type of waste will be loaded onto collection sites, from which it is directly transferred by truck and taken to an Incineration Plants.
b. Incombustible waste is fire-retardant and can not be destroyed by the combustion process. Example for incombustible waste is plastics, glass, ceramics, metals, etc. Meanwhile bottles, cans, PET bottles, newspaper or used paper, etc included in the Recyclable Resources category. The incombustible waste will be transfered to the Incombustible Waste Processing Center. The process divided into pulverization and saparation. Incombustible waste is pulverized to reduce its volume, so that an efficient use of landfill sites is made possible. Incombustibles also contain recyclable resources, such as ferrous metals and aluminum, which are separated and collected into aluminum metals stockyard.



c. Resources are recycled into new resources by recycling centers or private recycling company. Which belong to these resources are bottles used drinks, cans, food sushi box, and so forth.

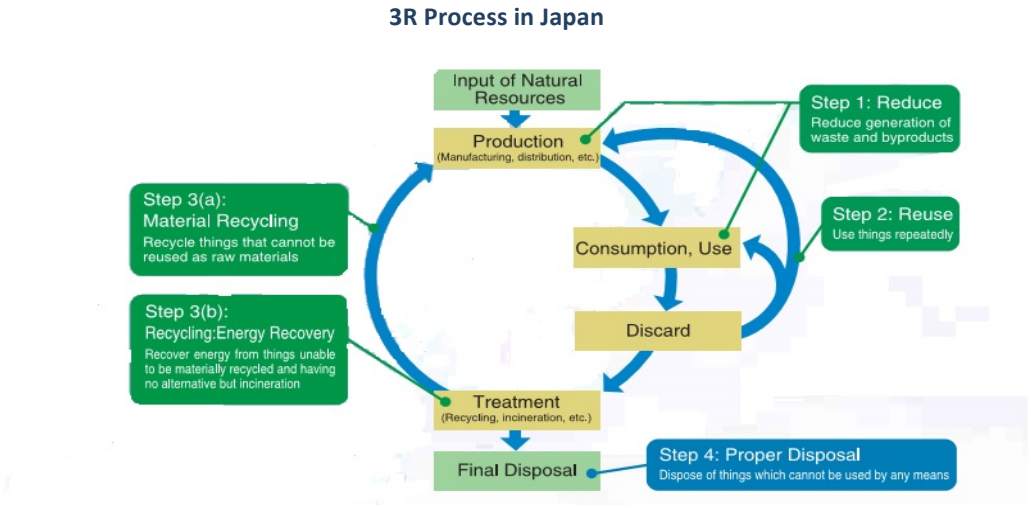
Trash separation and collection rules and how to dispose of trash vary depending on the local authority. And to dispose of large-size waste such as furniture, electronic waste or bicycles, its have separate collection with arrange a special pickup service reservation and have charge for the service.

The Japanese government is promoting the 3R program to help make waste management a success that is one of the problems for Japan since 20 years ago when Japan turn into an industrialized country. 3Rs is one of the important keyword for environmental policy as well as waste management in Japan.

- Reduce is activities in reducing waste volume by increasing efficiency and useful life of goods
  Example: refuse plastic bags and over-packaging, refuse to receive one-way chopsticks and avoid use one-way plates and utensil, buy refill product, etc.

- Reuse: Using unused items, as product, again without changing its shape
  Example: buy and sell second hand product, buy product that can reuse such as glass bottles for milk, etc
- Recycle: The activities of recycling unused goods by providing some treatment so that it can become a new item.
  Example: cooperate in collection for returning recyclables, buying recycled product.

There are three step to create a sustainable society about recycle is not applicable to everything, the first step "Reduce" is the most important. Citizen cooperation in 3Rs program would thus play an important role in 3Rs program.



Source: Ministry of the Environment Japan (2005)

The 3R program in Japan aims to reduce waste, suppress the level of consumer consumptions by reusing unused goods, using recycled goods to support re-manufactured products trading and promoting the technology produced in waste management. 3R is an idea derived from the Government of Japan's proposal in the G8 Sea Island in 2004,, and officially launched at the 3R Ministerial Conference Tokyo in 2005. At the conference all countries and international organizations that came agreed to promote 3R.

Collection and Transfer Waste

Japan is a eco-friendly country that is strict on recycling policy. Each city or district in Japan has a different waste disposal system each other. Even twenty-three cities in Tokyo have different waste disposal systems. The twenty-three cities and the Tokyo Metropolitan Government agreed to transferred the duties of municipal waste management to twenty-three cities on April1, 2000. It was decided that each of twenty-three cities would independently manage its own collection and transfer while waste management (incineration, pulverization, etc) was determined to be handled jointly. This was due to the existance of some cities that had no incineration plant in their cities.

Each city collection days and areas depending on the thype of waste and conducts efficient operation drafting operation plans that correspond to seasonal changes and regional trends in waste amount. Large-sized waste was collected twice a year, and you had to pay for disposal. To ensure effective and efficient waste transfer, the way to

transfer is divided into several methods based on the type of waste (combustible waste, non-combustible waste or large-sized):

a. Combustible waste will be transferred using collection vehicles that can compact the garbage and sent directly to the incineration
b. Incombustible waste will be sent to Incobustible Waste Processing Center using container vehicles or vessels for relayed transfers because The location of the landfills is on the waterfront.
c. Large-sized waste will be transferred to the Large-sized Waste Pulverization Processing Facility using various vehicles ranging from smaller collection vehicles to smaller vehicles

When combustible waste is incinerated, the bottom ash and fly ash are produced. The bottom ashes are separated from the ashes to melt into slag, and also fly ash after being processed with the chemical will be sent to a final dump at the New Sea Surface Surface Site. It is very difficult to find new landfill disposal sites in Tokyo, and then an idea has been made to recycle the bottom ash into cement material, to reduce the amount of landfill disposal and achieve more efficient use of resources.

When the bottom ash is melted at high temperatures above 1,200 0C and then cooled rapidly, it becomes sandy slag. As a slag, the volume is almost half of the ash, and about a quarter of its original state as waste. The process of making slag decomposes dioxin in ash, and traps heavy metals in it, thereby making it safe and efficient to use as a building material, etc.

Shin-Koto Incineration Pant

After all that waste has been sorted and collected will be transferred to Incineration Plant or Pulverization. For combustable waste will transferred to an Incineration Plant. Incombustible waste is transferred to either the Chubo Incobustible Waste Processing Center or the Keihinjima Island Incombustible Waste Processing Center. Since both are located on the waterfront, some cities have established land or boat transfer station, where waste is reloded onto container vehicles or vessels for relayed transfer. And for large-size waste is delivered to the Large-size Pulverization Processing Facility. Cities that have a transfer station conduct relayed transfer by reloading it from smaller collection vehicles onto larger vehicles.

Tokyo has 19 incinerations that handle waste disposal and burning from 23 cities in Tokyo. Of 19 Incinerations in Tokyo, Shin-Koto Incineration Plant is the largest incineration site in Tokyo with an incineration capacity of 18,000.

List of incineration in Tokyo

No.	Incineration Plant Name	Date Complate	Property Area	Incineration			
				Size (Tons x furnace)	Incineration capacity	Maximum designed heating value	Power generation capacity
1	Meguro	Mar-91	29.000	300x2	600	11.700	11.000
2	Ariake	Dec-95	29.000	200x2	400	14.200	5.600
3	Chitose	Mar-96	17.000	600x1	600	12.100	12.000
4	Edogawa	Jan-97	28.000	300x2	600	12.100	12.300

5	Sumida	Jan-98	18.000	600x1	600	13.000	13.000
6	Kita	Mar-98	19.000	600x1	600	12.100	11.500
7	Shin-Koto	Sep-98	61.000	600x3	1.800	13.400	50.000
8	Minato	Jan-99	29.000	300x3	900	13.400	22.000
9	Toshima	Jun-99	12.000	200x2	400	13.400	7.800
10	Shibuya	Jul-01	9.000	200x1	200	13.400	4.200
11	Chuo	Jul-01	29.000	300x2	600	13.400	15.000
12	Itabashi	Nov-02	44.000	300x2	600	12.100	13.200
13	Tamagawa	Jun-03	32.000	150x2	300	12.100	6.400
14	Adachi	Mar-05	37.000	350x2	700	12.100	16.200
15	Shinagawa	Mar-06	47.000	300x2	600	12.100	15.000
16	Katsushika	Dec-06	52.000	250x2	500	12.100	13.500
17	Setagaya	Mar-08	30.000	150x2	300	12.100	6.750
18	Ota	Sep-14	92.000	300x2	600	14.800	22.800
19	Nerima	Nov-15	15.000	250x2	500	14.300	18.700

Source : Clean Authority of Tokyo (2017)

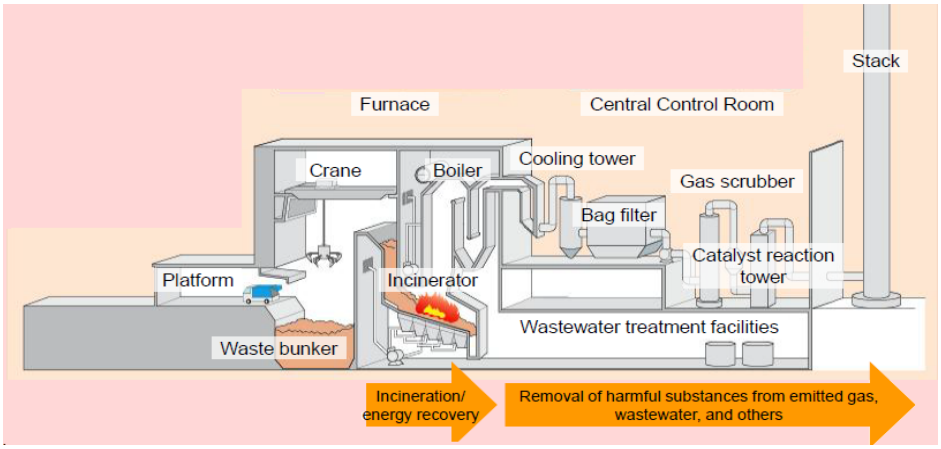
The Shin-Koto Incineration Plant plays an important role in combustible waste management and recycles waste in energy generation because the heat during the combustion process can generate electricity that can be used as recycling power in twenty-three cities in Tokyo. These plant is built on an area of 61,000 m^2 which was completed in September 1998, and operated for 11 months a years without stopping. The architectural design of the factory can be accessed by yachts to facilitate transportation to the marine environment close to the site. The existence of a spacious green public area around the site create a fresh environment and help pollution prevention. In addition to the kiln, inside the factory building there is a place of education about waste management that is applied in Shin-Koto Incineration Plant by using video and exhibition facilities.

Combustible waste burned in 19 incineration plants safely, stable and efficient. Incineration makes the waste volume reduced. Waste is recycled into cement and slag material. Hazardous emissions that cause air and water pollution from burning waste can be controlled and reduced well to the lowest level acceptable to the environment.

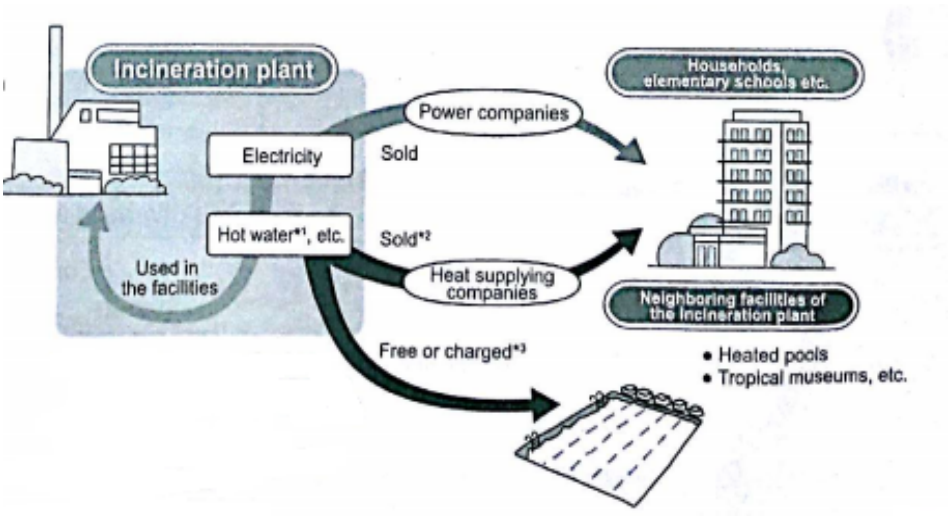
Sometimes improper waste is brought into an incinerator, such as metals, glass, or large-size waste that surpass the disposal capacity of the incineration. The improper waste may cause the incinerators stop or failure. Once the incineration can not be used because there is interference or damaged then the operational process of collection and waste transfer will be disrupted and will affect the waste management in 23 cities. To prevent carry-in of improper waste, and to ensure safe and stable plant operation, inspection of incoming waste is tightens, and

awareness-raising activities are carried out. Special weeks are stipulated to perfecting the inspection and to perform close observation at platforms in each incineration plant.

Incineration Process



The Shin-Koto Incineration Plant will recycle 1.800 ton capacity of waste per day totaling about 400.000 ton a year to incinerates and generates 50.000 kW with a steam turbine generator. The incineration plant is provided with the high-tech air pollution precaution facilities to eliminate the dust, hydrogen chloride, sulfur oxides, nitrogen oxide and mercury. Shin-Koto Incineration Plant incinerated waste to generates heat. Incineration heat other than used for company operations but also distributed to neighboring public facilities, such as sport centers, botanical gardens Yumenoshima House of Tropical Plants Museums Tokyo, warm-water swimming pools Tatsumi International Swimming Pool Tokyo, etc through steam turbine to generated electricity. And this energy is also sold to power companies, households, schools, etc.



Source: Ministry of the Environment Japan (2005)

While Japan may be good at dealing with waste issues that have been a bottleneck for the last 20 years in some way, the waste management process remains a challenge in Indonesia as growing household consumption. Volume of organic food waste, and industrial wate and plastic packaging waste in Indonesia are increasingly higher. Household waste in Indonesia had reached an alarming level due to the lack of infrastructure and poor environmental awareness. According to the Environment and Forestry Ministry, the amount of household waste generated nationwide has increased to 175.000 tons each day or around 64 million ton per year (concord consulting). In facing the problem of environmentally damaging waste, the Government of Indonesia needs strict waste management and recycling regulations.

Indonesia didn't have restriction on handling waste or incineration plant. The waste is taken directly from the household and then disposed of into the landfills without any sort of waste at the household stage or special treatment activities before the waste is discharged to the final disposal. Sorting of waste is the stage that distinguishes waste management in Indonesia compared to Japan. Furthermore, the incineration in Indonesia is required for new waste treatment in develop waste management infrastructure and facilities. Since the basic problem in Indonesia is waste management and pollutants, so Indonesia could learn from the Japan's waste management. 3Rs promote can educate Indonesian citizens to respect the environment. Another initiative is to build incineration that adopted features from Shin-Koto Incineration Plant, since pollutants is one of the Indonesian's problem in waste management. By adopting technology from Shin-Koto Incineration Plant then the pollution generated from incineration at the plant can be controlled with extra caution. With air pollution prevention facilities to be generated by an incineration plant equipped with sophisticated technology, hazardous pollution will be controlled around a plant site that can not damage the environment. In addition, technology in incineration heat can generate heat energy that can replace dependence on coal in electricity generation

Indonesia actually has incineration such as Incineration of Keputih in Surabaya, but due to high operational costs and rejection of the local residents because of insufficient pollution control so that incineration fails. On the other hand, the initiative of incinerator construction in Indonesia will face many constraints. The development of incineration will be difficult if there is no integration in the waste management either from household level until the last disposal, which includes 3R activities, cannot mitigate sewage problems in Indonesia. Incineration plants will be wasteful because of a lack of strategies to reduce waste at the source, even incineration can encourage people to produce more waste because they feel that all waste can be disposed of in an easy way. And the development of incineration requires substantial funds. Although current technology can control pollutants at minimum levels that meet international safety standards, pollutant levels will remain at risk for local residents. Therefore, the rejection of the community is also another obstacle faced by the government as happened in the case of Keputih Incineration in Surabaya.

Waste incineration can reduce the volume of waste and participate in resolving the lack issue of the final disposal site but can not eliminate waste. However Incineration is still beneficial by significantly reducing the amount of waste that should be disposed of into landfills. In addition, this incineration can produce useful energy.

It is time for the Government of Indonesia to make improvements to their waste management. Small improvements can be made by treating waste that has a waste classification and a healthy recycling industry. Meanwhile, the construction of an incineration plant should be able to provide problem solving to achieve a more sustainable waste management system but not the final solution for waste. And also the Government of Indonesia should estimate the costs incurred to build an incineration plant because it requires a lot of funds and operating costs when the factory is running.

Overall, Tokyo has developed their waste management model to solve short and long term problems. Tokyo uses incineration to deal with waste in the short term, and by promoting awareness of 3R (Reuse, Recycle and Reduce) it can solve long term waste problems. The Shin-Koto Incineration Factory shows how plant incineration can run side by side with local communities without causing environmental damage and this success makes it a signatory incineration facility in Tokyo, even in the region. Indonesia must learn from the methods used by Tokyo and try to apply into our local context to develop waste management policies that can reduce waste problems.

MARKETING ANALYSIS REPORT

Ginza Luxury Shopping Street

Tokyo as Japan's capital city is known as one of the world's shopping centre. By offering numerous shopping districts in which you can find everything from the luxury item to the daily needs, from modern cultures to the traditional crafts and vintage wares. aside from department stores, the city has a lot of shopping streets—starting from luxury boulevards that packed with flagship brand stores to narrow street that focused on a particular item such as sport or vintage clothing and some incredible malls.

The Japanese are interested in luxury product, this is evidenced by the many luxury shopping areas such as Ginza and Premium Factory Outlets. Ginza is known as one of the world's luxurious shopping districts, with various well-known department stores, boutiques, restaurants and coffee houses attracting visitors local and alike from across the globe. Numerous leading fashion houses', department store and electronic flagship stores are located here, like Uniqlo, Wako department store which is in a building that has a clock tower, Matsuya, Hermes, Dior, Giorgio Armani, Sony showroom, Apple Store, etc. Opening a shop in Ginza is considered the ultimate status. Most of the shops in the area are flagship brands.

The varied shopping options in Ginza reflect the city's consumer culture, which is a blend of high-fashion luxury, tradition and the heritage of the country. Ginza is, therefore, an interesting area where the latest trends and the oldest traditions meet. Despite we can sensed of the luxurious and modernity culture, the serene beauty and pride of traditional culture still lingers around every corner.

A PASTLE analysis is tools used by marketers to analyse external marketing environment in which our business operates The result of which is used to identify the opportunities and threats that surround it.

PESTLE stands for:

- P–Political
- E–Economic
- S–Social
- T–Technological
- L–Legal
- E–Environmental

In Ginza case, PESTLE analysis are as follows:

1. Political

   The political factor in PESTLE Analysis is to determine government control in a particular economy or industry. Examples of political factors include taxation policies, fiscal policy, etc. Government levies around can affect the business environment. Japan had a constitutional monarchy government system, but the Emperor was merely a ceremonial symbol of the state and the emperor's power was limited. The Prime Minister holds the administrative power of the government and is accompanied by members of the elected Diet (parliament of Japan).

   Japan's Ministry of Economy, Trade and Industry (METI) establishes and implements various economic, trade and industrial policies aimed at enhancing their international trade, while creating a conducive business

environment to enhance Japan's economic growth. Most goods imported from abroad do not require import license and can be imported to Japan but not for hazardous materials, plants, animals, etc.

To boost export, Japan have develop a acceptable industry that produces products to replace imported products that can compete in the global marketplace. Moreover, The government provides incentives for companies conducting export activities. In addition, Japan apply tax-free regulation for foreign tourists buyer, the tax is about 8%. These strategy have contributed to increase foreign exchange to the country from foreign tourists and the market expansion. In case PESTLE analysis of Ginza, the government legalized and transform Ginza as one of the shopping destination for local and foreign tourist. With Ginza made as one tourist destination then the government build facilities to support shopping activities.

2. Economic

Economic factors are determinants of performance that have long termed effects to company. Economic factors covers interest rates, inflation rate, economic growth, foreign exchange rates, etc. Japan has freedom of economy in all aspect. They have a foundation that solid, low level of inflation and almost absence of corruption. These things lead Japan be stable economic condition compare to other countries. Japan adhere to an industrialized free market economy system.

Japan implements a dumping policy in its economy, which sells imported goods below the market price inside Japan. Dumpling policy can be seen in well-known branded stores in Ginza, where the price of imported products is cheaper than in other countries, especially Indonesia. Most of the products that sold in Ginza are imported products that are exposed to dumpling policy, which causes the price of products in the Ginza district to be cheaper when compare with other countries. In addition, tax-free system makes foreign tourists interested in shopping at Ginza.

Japan's economic growth continued to increase since the 1960s, but after the earthquake and tsunami in 2011 its growth declined. The decline in Japanese economic growth followed by Declining levels of local consumption, budget deficits, Increased government spending, and political instability. The industrial sector is one that plays an important role in the Japanese economy. Japan is a country with low natural resources. To anticipate this, the company imports raw materials, then processes imported raw materials into finished goods, then will be sold domestically or exported. Therefore, Japan maximizes the ability of its human resources to make the Japanese economy able to grow and compete with other big countries.

Companies in Japan are applying business models and efficient and successful strategies such as quality assurance based on the Kaizen philosophy which focusing on continuous improvement in business enterprises. This strategy makes Japanese products better at value-added than their competitors in the global market.

3. Social

Which includes social factors is the social environment and all factors that can affect the needs of customers (like cultural trends, demographics, level of education, ethical issues, ethnic/religious factor, living standard, population growth rate, health consciousness and work environment) so that can affected the market share. Japanese fondness for luxury products makes Ginza crowded for shopping or just for meetings in the luxury restaurants in that area.

Gaming is a hobby that is very popular in Japan. However, Japanese people assume that playing games has a negative impact, because it brings an unhealthy life. Although the Japanese think gaming is bad, but they are not protesting against Nintendo or other gaming companies. Even gaming companies like Nintendo, Sony PlayStation, Sega, and CapCom compete to dominate market share in Japan.

In addition, to the sophistication and speed of cyberspace technology caused the Japanese addict to smartphones. They always carry a smartphone and can not be separated with their smartphone. Smartphones provide them with information, facilitate business activities, eliminate distance problems where people can

communicate with each other smoothly while different cities and much more. However, the smartphone also makes the user's sensitivity to the social environment becomes decreased. But smartphone can not be separated from the Japanese people lives. iPhone is most favorably smartphone of Japanese, it's not surprising that AppleStore in Ginza is crowded not only by foreign tourists who want cheaper prices but also by locals.

4. Technological

   Technological factors relate to innovations in technology that enable impacts on industrial operational efficiency and brand preferences. Ginza as a shopping center for luxury goods makes it easy for customers to make payments. Payments system not only in cash but also can be done through other financial products, such as credit cards or virtual payments such as Apple Pay. Ease of payment in Ginza, spoiling customers in shopping.

   Research and technology in Japan is growing very fast, which led Japan to leading in terms of manufacturing Hi-tech products. In addition, the Japanese government is also helping to develop and provide loan funding for new innovations in technology. Technology is an important factor for a country in maintaining the growth, growth and GDP of a country

   The growth of video game technology development is so fast that it provides opportunity to choose the right and preferred technology. How video game companies should develop the latest technological innovations to win the market. In addition, if viewed from the video game life-cycle that tends to be short, make the company should be more innovative in creating new games. As well as smartphones, rapid technological developments make smartphone companies trying to create the latest innovations to attract consumers.

5. Legal

   Which includes legal factors are factors that can internally and externally affect the company's business environment. Internal factors can take the form of company policy that must be maintained and carried out by the company, as far as external factors are applicable state laws where the company operates such as health and safety, labor laws, human rights, corporate governance, and environmental responsibility. Laws do not always mean written rules, but can also be ethics and habits. Generally, Japanese citizens are very law-abiding, both written and unwritten.

   The stores in Ginza have their own rules of operation (standard operational procedure) in the service of consumers who must be obeyed by their workers. In addition, the management also obeys any rules set by the state such as the minimum hours of workers, prohibit exploitation of underage workers, and the responsibility of protecting the environment.

6. Environmental

   Environmental factors can be used when implementing strategic planning in trying to influence buyer decisions that are determined by the surrounding environment such as geographic location factors. One that can distinguish Ginza from other shopping street is fashion style. Fashion style in Ginza is different from fashion style in Harajuku or Asakusa shopping street, Residents of Ginza are mostly established so that the colors and clothing models chosen look more fancy and classy

CROSS-CULTURE ANALYSIS REPORT

Value, Believes and Policy

Shintō is a system of gods and beliefs held by most Japanes society. In the history of Japan, Shintō and Buddhism beliefs are interconnected each other. And Shintō belief held by the royal family and being national ideology.

Management in Japan is strongly influenced by culture, values, ideology, tradition. There are three pillars of the Japanese system of industrial relations: the job of a lifetime; Seniority of wages and promotion of the system; And Union-based companies.

- Employment time: employees are expected to stay in the company for a lifetime.
- Seniority promotion: in Japan people get promotions based on seniority.
- Unions based company: in Japan there are unions in every company. Both white and blue-collar employees are their members.

Japanese consumers in buying goods pay more attention to the highest value and quality of the products offered to them. Japanese consumers have two opposite buying behaviors: on the one hand they buy new and luxury goods of high standard and others prefer the most economical value for other types of products. The Japanese are very concerned about new things, they are always looking for something new that can affect his loyalty. Therefore, the product life cycle becomes shorter because the company must develop and launch new products in order to compete and not be abandoned by its customers. Other than that the society consumetion is based on seasonal demand, , for example in the fashion or food industry, product offerings to the market undergo changes and adjustments to seasons and events throughout the year.

Japanese consumers will seek detailed information before purchasing. They are highly well informed. To consume some product, there are an magazine along with a detailed review of the latest trendy shops for their consumption guidance. These magazines will show their new and original products. This magazine is an important communication between the seller and the customer. In addition, at their outlet stores they also offer leaflets or catalogs describing materials, benefits, and origins.

As well as Indonesians customer that interested to brands, But they are not aware of the existence of local brands, so multinational companies feel in a safe position as long as they can create a brand position that attracts local buyers. Consumers value the benefits of products and brands that create a consumer need, and then can show how the product resolve those problems and needs. However, Indonesian consumers also have low levels of brand loyalty. The behavior of Japanese and Indonesian customers is not very different, there are only cultural differences.

Many Japanese products have been globalized like uniqlo, Sony, Toshiba, Casio, Honda, etc. And these products have entered the market share of developing countries such as Indonesia. Japanese products that have been globalized have made local Indonesian market slightly threatened so that the Indonesian government needs to protect local products. But the number of Japanese products that have become a world brand makes Indonesia reflect that to become a world brand Indonesia must improve the quality standards of its products to meet international standards. If properly managed, it is not impossible that the Indonesian product will be world brand.