

# Beyond Bins

## Biji-Biji initiative for circular solutions



Biji-Biji Initiative aims to inspire action through innovative problem-solving, utilizing creativity and technology as powerful tools of community-driven solutions. We want to sow the seeds of progressive ideas, and drive momentum towards a more sustainable future.

Beyond Bins tackles the global plastic waste problem through innovative and self-sustaining solutions for the communities.

Through this programme, we introduce small-scale plastic recycling solutions and, at the same time, promote an alternative source of income to the community through the production and re-selling of recycled products.

## Stakeholders

The project is targeted to different types of stakeholders:

- 1) Villagers to residents of prospective communities to sign up to waste management programme.
- 2) Municipal boroughs to support Beyond Bins.
- 3) Companies to include Beyond Bins as CSR projects.
- 4) Individuals to sign-up for plastic collection programme at PSPK Community Centre and the Bohomys project at Kampung Tengah.

Beyond Bins  
Provider



Funder for  
Beyond Bins

YAYASAN  
HASANAH  
A foundation of Khazanah Nasional

Impact  
Management  
Partner

SOCIAL  
INNOVATION  
MOVEMENT

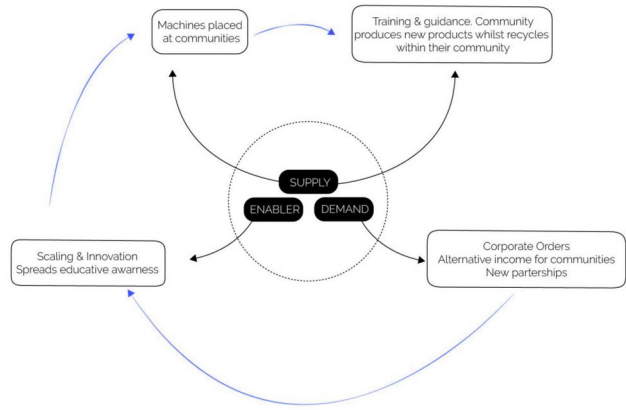
Funder for SV  
Certification

Brunel  
University  
London



# Our mission

Beyond Bins is a community intervention project to achieve a circular economy through a small-scale plastic recycling solution inspired by the open-source **Precious Plastic** project.



  
**4039**  
**individuals**  
 Directly impacted through our programme

  
**95 SE's**  
**/ Projects**  
 Communities / Community Leaders

  
**RM628,647**  
 Income + seed funding

# What we do

We work with underprivileged communities with no access to recycling facilities.

The project was inspired by the open-source project **Precious Plastic** founded by Dave Hakkens.

This small-scale recycling machine enable users to shred and mould plastic, creating beautiful, 100% recycled products that become part of a community's alternative source of income.





# Social Return on Investment (SROI)

**Certified by Social Value International as part of the Associate Practitioner Level 3 Certification**

The analysis focuses on grass-root level of two communities in Selayang Baru and Kampung Tengah highlights the impact of behavioral changes and challenges in developing the SROI process for community empowerment. The intention of examining the underlying assumptions of the social return on investment. The social impact analysis is based on a social return on investment (SROI) approach, which involves community participation through different methods of stakeholder engagement.

## **Circular plastic waste management activities provide positive return on the investment**

The SROI model found that very Ringgit Malaysia invested in the Beyond Bin program in 2020/21 creates RM7.32 social value. This is based on the total value of investment of RM310,986.50 which created present value of benefits of RM2,275,269.96.

This result shows the community-based program offers value and a positive investment for its funder Yayasan Hasanah.

**It demonstrates how the community-based social enterprise such as Beyond Bin is feasible in achieving Sustainable Development Goals.**

I am running my social enterprise in the community centre with the aim to empower the youth in my kampung. So, Beyond Bin works well for me as another opportunity to bring other skills to our youth here.  
*Siti Shaqira, founder of Bohomys of Kg Tengah*

This is a good opportunity for our centre to serve another group of single mothers who are less educated to work on this project at the same time keep our surroundings clean.  
*Rev Henry, President of PSPK Selayang Baru*

I have been served with VSS and I see this as an opportunity to create a job for myself which will also contribute to environmental sustainability.  
*Hafisah, Kg Tengah*

After two months into this program, we see the reduction of plastic wastes in the rubbish area of my flat. But we need more recycling bins from DBKL for the residents to throw the plastic wastes correctly.  
*Mary, PSPK Selayang Baru*

By executing my belief in sustainability from volunteer to a Community Leader, I feel I could help others to nurture their plastic waste management habits. This gives me as a sense of empowerment to change the attitudes of people towards waste management.  
*Sari of Kg Tengah*

# Case studies: Selayang Baru and Kampung Tengah

110 people participated in the empowerment behaviours on sustainable practice on household waste management. 13 out of 110 self-selected themselves to be community leaders underwent the training to upcycle the waste into products that provide additional income to the communities through Biji-Biji distribution channels.

Overall, both communities have developed positive behavioural changes towards recycling and already putting value into waste through the small-scale recycling machine.

The sponsored machines become the asset of community stewardship in raising the awareness of community identity as part of the solution of a circular economy.

The community no longer sees waste as a non-value item but as a vast potential to help them generate income. At the end of the program, the total plastic collected and the revenue generated are enough to increase their confidence level further to explore this avenue.

## Programme Outcomes



**437 KG**

Plastics collected



**381 KG**

Amount recycled



**RM3559**

Income generated



**3**

Sales channels generated



**289 UNITS 2 TYPES**

Products

Impact Management partner:



## How to get involved

We welcome stakeholders participations and support in the form of partnership and investment. Please express your interest through the contact details below:

Email: [collaborate@biji-biji.com](mailto:collaborate@biji-biji.com)

Phone: 03-6419 4755

[www.biji-biji.com](http://www.biji-biji.com)

[bijibiji.initiative](https://www.instagram.com/bijibiji.initiative)

