

Greiner Packaging and VEL Join Forces to Boost Waste Education in Indonesia with SampApp

- **Greiner Packaging partners with Veritas Edukasi Lingkungan (VEL) to support environmental education and waste prevention in Indonesia.**
- **SampApp, VEL's free educational app, provides all Indonesians with essential knowledge about plastic waste and sustainable waste management.**
- **The partnership reflects Greiner Packaging's commitment to sustainability and fostering a circular economy.**

Kremsmünster, Austria / Surabaya, Indonesia. April 8, 2025. Greiner Packaging is expanding its sustainability efforts through a new partnership with Veritas Edukasi Lingkungan (VEL), an Indonesian non-profit organization dedicated to environmental education. By supporting SampApp, VEL's innovative digital learning platform, Greiner Packaging aims to help make waste education more accessible to Indonesians of all backgrounds, empowering them with knowledge to make informed, sustainable choices.

A Strong Commitment to Sustainability

“Our sustainability efforts go beyond designing better packaging - we also want to be part of the conversation about waste management and its prevention,” explains Beatrix Praeceptor, CEO of Greiner Packaging. “Supporting initiatives like SampApp aligns with our vision of a future where education, innovation, and responsible consumption work hand in hand to create lasting change.”

Plastic pollution remains one of the most pressing environmental challenges worldwide. With Indonesia generating millions of tons of unmanaged waste each year, raising awareness about responsible consumption and proper waste management is crucial. SampApp serves as a powerful tool to bridge this knowledge gap by engaging users in an interactive learning experience that explores the life cycle of plastics - from production to disposal - and introduces practical solutions for waste reduction and recycling.

SampApp: A New Way to Learn About Waste and Sustainability

Unlike traditional educational materials, SampApp adopts a fresh and engaging approach. The app features animated infotainment videos, gamification, and interactive quizzes, making sustainability education not only informative but also enjoyable. By completing learning modules, users can earn rewards, further incentivizing them to actively participate and apply their newfound knowledge.

“With SampApp, we provide a basic understanding of the world of plastics. Preventing over-consumption, reducing pollution, and giving people an understanding of the needs of waste management are key to solving the plastic waste crisis,” says Benedict Wermter, Director of VEL.

A Shared Vision for a Greener Future

For Greiner Packaging, this partnership is part of a broader mission to promote a circular economy. As a leading global producer of innovative and sustainable packaging solutions, the company is actively working toward reducing environmental impact through recyclable materials, responsible design, and improved production processes.

Through this collaboration, Greiner Packaging and VEL aim to inspire change at both individual and community levels. By making waste education more accessible and engaging, they hope to promote better waste management practices and encourage more sustainable handling of packaging materials. Together, Greiner Packaging and VEL are investing in education today to help building a future where sustainability is not just an ideal, but a lived reality.

For more information on SampApp and Greiner Packaging's sustainability initiatives, visit <https://sampapp.org/>

Text & images:

Text document as well as images in high-resolution quality for download:
<https://greinerpackaging.canto.de/b/NRPPU>

Credit: © Greiner Packaging



Caption: Greiner Packaging partners with SampApp to boost waste education in Indonesia.

Credit: © Veritas Edukasi Lingkungan



Caption: SampApp: Learning how to reduce plastic waste in a fun way.

About Greiner Packaging

Greiner Packaging is one of the leading European manufacturers of plastic packaging in the food and non-food sector. For over 60 years, the company has stood for a high level of expertise in finding solutions in development, design, production, and decoration. Greiner Packaging meets the challenges of the market with two business units: Packaging and Assistec. While the former stands for innovative packaging solutions, the latter focuses on the production of customized technical parts. Greiner Packaging employs over 4,800 people at 30 locations in 19 countries worldwide. In 2023, the company achieved an annual turnover of 845 million euros (incl. joint ventures). This is almost 40% of Greiner's total turnover.

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