

Rayakan Ulang Tahun, Great Eastern General Insurance Adakan Gowes Bareng dan Menanam Mangrove



Jakarta, 27 September 2023 – Great Eastern Group mempertegas komitmennya untuk terus memberikan dampak positif bagi lingkungan. Pelaksanaan inisiatif Environment, Social, and Governance (ESG) terus dilakukan untuk memberikan dampak positif jangka panjang kepada masyarakat dimana perusahaan beroperasi. Apalagi, ekonomi global akan menghadapi tantangan akibat perubahan iklim di tahun-tahun mendatang.

Upaya tersebut sejalan dengan pilar Keberlanjutan Great Eastern, yaitu mengelola dampak lingkungan, memberdayakan kebebasan finansial & perlindungan masyarakat serta mengelola bisnis secara bertanggung jawab.

Merayakan ulang tahun Great Eastern General Insurance Indonesia (GEGI) yang jatuh pada Jumat (22 Sept), perusahaan melaksanakan penanaman 1.000 bibit mangrove di pulau Pari, Kepulauan Seribu, yang diikuti oleh seluruh staf di Jakarta. Kemudian pada hari Minggu (24 Sept), untuk memperingati ulang tahun Great Eastern Group ke-115 tahun di Asia, GEGI menggelar aksi #GreatRideForCleanAir sebagai kampanye dalam upaya melawan polusi udara dan melestarikan garis pantai Jakarta. Terdapat dua kegiatan utama, yakni bersepeda (gowes) dari kantor GEGI di Jalan Sudirman menuju Taman Wisata Alam Mangrove, Angke Kapuk, Jakarta Utara, dan dilanjutkan dengan menanam 115 bibit pohon mangrove

Jakarta, 27 September 2023 – Great Eastern Group reinforces its commitment to continue to bring a positive impact to the environment. The implementation of Environment, Social, and Governance (ESG) initiatives are done to make a long-lasting and positive impact in the communities where we operate, as the global economy will face challenges due to climate change in the coming years.

These sustainability efforts are in line with Great Eastern's Sustainability pillars, namely managing environmental footprint, empowering financial freedom and community protection of our communities, and managing our business responsibly.

Celebrating the anniversary of Great Eastern General Insurance Indonesia (GEGI) on Friday (22 Sept), the company planted 1,000 mangrove plants at Pari Island, Kepulauan Seribu, which was attended by all Jakarta staff. On Sunday (24 Sept), to celebrate Great Eastern Group's 115th anniversary in Asia, GEGI held the #GreatRideForCleanAir action as an effort to campaign against air pollution and preserve Jakarta's coastline. There were two main activities, cycling from our office to the mangrove forest and then planting 115 mangrove tree seedlings in Taman Wisata Alam, Angke Kapuk, North Jakarta.



Presiden Direktur GEGI, Bapak Aziz Adam Sattar menuturkan, kampanye #GreatRideForCleanAir berkolaborasi dengan komunitas sepeda agar dapat turut mengurangi emisi karbon. Acara ini diadakan untuk menjawab isu pemanasan global dan perubahan iklim.

GEGI President Director, Mr. Aziz Adam Sattar said, the #GreatRideForCleanAir campaign collaborates with the bicycle community to help reduce carbon emissions. This event was held to address the issue of global warming and climate change.

“Acara ini merupakan bagian dari upaya Great Eastern untuk ikut ambil bagian dalam menjaga lingkungan melalui kerja sama dengan pihak-pihak yang dikenal aktif dalam menyuarakan isu lingkungan hidup,” ucap Aziz Adam Sattar.

“This event is part of Great Eastern’s efforts to take part in protecting the environment through cooperation with parties known to be active in voicing environmental issues,” said Aziz Adam Sattar.

Belakangan ini, kondisi kualitas udara di Jakarta cukup mengkhawatirkan dengan polusi udara yang terjadi. Mobilitas masyarakat dengan kendaraan bermotor pribadi menjadi salah satu penyebab utama polutan. Berdasarkan data Kementerian Lingkungan Hidup dan Kehutanan, sektor transportasi menjadi penyumbang 44 persen sumber pencemar. Lalu, diikuti sektor industri sebanyak 31 persen, manufaktur sebesar 10 persen, perumahan 14 persen, dan sektor komersial 1 persen¹.

Recently, the condition of air quality in Jakarta has been terrible. The mobility of people with private vehicles is one of the main causes of pollutants. Based on data from the Ministry of Environment and Forestry, the transportation sector contributes 44 percent of pollutant sources. Then, followed by the industrial sector as much as 31 percent, manufacturing by 10 percent, housing 14 percent, and the commercial sector 1 percent¹.



Acara #GreatRideForCleanAir dihadiri oleh seluruh Dewan Direksi GEGI dan sejumlah pimpinan mitra bisnis perusahaan. Acara ini juga melibatkan sejumlah influencer yang peduli terhadap lingkungan dan aktif mengkampanyekan bersepeda, Komunitas SOR Ride (komunitas pesepeda) dan Human On Wheels (media online penggiat isu lingkungan dan sosial). Rombongan bersama-sama gowes untuk meningkatkan kesadaran tentang perjuangan melawan polusi udara. Selanjutnya 75 peserta ini berpartisipasi dalam melakukan penanaman pohon mangrove.



Titik awal rombongan berangkat bersepeda dari Kantor Great Eastern di Mid Plaza Jalan Jenderal Sudirman, Jakarta Pusat. Rute gowes melewati Monas, Kota Tua, Pluit, Pantai Indah Kapuk, dan berakhir sekitar 20 km di Taman Wisata Alam Mangrove, Angke Kapuk, Jakarta Utara.

Di sana, para peserta mendapat pengenalan dan penjelasan terkait ekosistem hutan mangrove oleh organisasi pengelola konservasi mangrove. Tanaman mangrove diketahui dapat menyerap dan menyimpan jumlah karbon yang besar. Sekaligus sebagai penyaring alami limbah dan polutan dari air yang mengalir sebelum mencapai lautan.

Hutan mangrove merupakan rumah bagi berbagai spesies tumbuhan dan hewan yang khas. Selain itu, hutan mangrove juga dapat melindungi pantai dari erosi karena mampu menghadang hempasan ombak secara langsung dan mengatasi banjir kawasan pesisir. Penanaman mangrove diharapkan dapat turut berkontribusi pada keberlangsungan keanekaragaman hayati.

The #GreatRideForCleanAir event was attended by the entire GEGI Board of Directors and a number of leaders of the company's business partners. The event also involved a number of influencers who care about the environment and involving the SOR Ride Community (cycling community) that has been actively campaign about good benefit of cycling and Human On Wheels (online media activists on environmental and social issues). The group rode together to raise awareness to the fight against air pollution. 75 participants rode together and then participated in the mangrove planting.



The group departed for cycling from the Great Eastern Office at Mid Plaza Sudirman, Central Jakarta. The route went through Monas, Kota Tua, Pluit, Pantai Indah Kapuk, and ended after 20 kilometers at Taman Wisata Alam, Angke Kapuk, North Jakarta.

At the mangrove forest, the participants received an introduction and explanation of the mangrove forest ecosystem by the mangrove conservation management organization. Mangrove plants are known to absorb and store large amounts of carbon. As well as being a natural water filter, they helped trap waste and pollutants from flowing water before it reaches the ocean.

Mangrove forests are also home to a variety of unique plants and animal species. In addition, they can protect the coast from erosion by blocking the waves directly and alleviating coastal flooding. Planting mangroves contributes to biodiversity along the coastline.

Setelah mendapat wawasan konservasi, para peserta diajak untuk menanam langsung pohon mangrove. "Dalam rangka anniversary 115 tahun Great Eastern Group dan 29 tahun GEGI, kami ingin memberikan langkah nyata untuk memperbaiki kualitas udara di ibukota dan lingkungan yang lestari untuk Reach for a Greater Tomorrow," kata Aziz Adam Sattar.

"On the occasion of Great Eastern Group's 115th anniversary and GEGI's 29th anniversary, we would like to provide tangible steps to improve air quality in the capital and a sustainable environment to Reach for a Greater Tomorrow," said Aziz Adam Sattar.

¹ Source: <https://ppid.menlhk.go.id/berita/siaran-pers/7311/uji-emisi-dan-kendaraan-listrik-jadi-solusi-tekan-polusi>

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