The Choking Problem

Some really bad air days…

… Mostly caused by the rides

Source of Air Pollution (Wet Season)

Source of Air Pollution (Dry Season)

Motor Vehicles Growth at DKI Jakarta 2018 - 2022

Source: databoks.katadada.co.id/BPS
The Commitment for a Transformation

Vision 2030

In its 50th year of establishment, Bluebird has announced the “50:30” vision

50:30 indicates a target where there will be 50% less emission and waste reduced by 2030, showing our commitment to implementing ESG values.

Sustainability Ecosystem

i. Capital and more affordable vehicles

ii. Sustainable vehicle options

iii. More incentives

iv. Infrastructure

Government should focus on creating policy to facilitate and focus on Sustainable Public Transport & transportation systems and incentivies more Zero Emission private Transport.