

Clean Water Crisis, *What PT KP can do?*

Properties of
**Future Enterprise &
Corporate Citizenship**



Billy



GeonTae



Lucie



Ryan



Cilegon, Banten Province, Indonesia



Cilegon, where PT KP rests, is not currently doing well

Background



Cilegon is a major coastal industrial city in Banten province.

162.51 km²
450,271 people

1 out of 10 households

don't have access to clean water.



Because of the water crisis ...

- They seek water to forests for 1.5+ km
- Take a bath 1x /week
- Drink unhygienic water
- Many more!



Complication

As a result of Sea Water Pollution and Industry, Cilegon Is Threatened by the Clean Water Crisis

By: rohmanudin Editor: Dendy Fachreinsyah May 29, 2023 - 18:31 Banten



Cilegon Taufiqurrohmah City PDAM is in his office (RR/Rohmanudin)

This issue is caused by the sea water pollution and industry activities that concern

- Government of Cilegon

What PT KP can do?

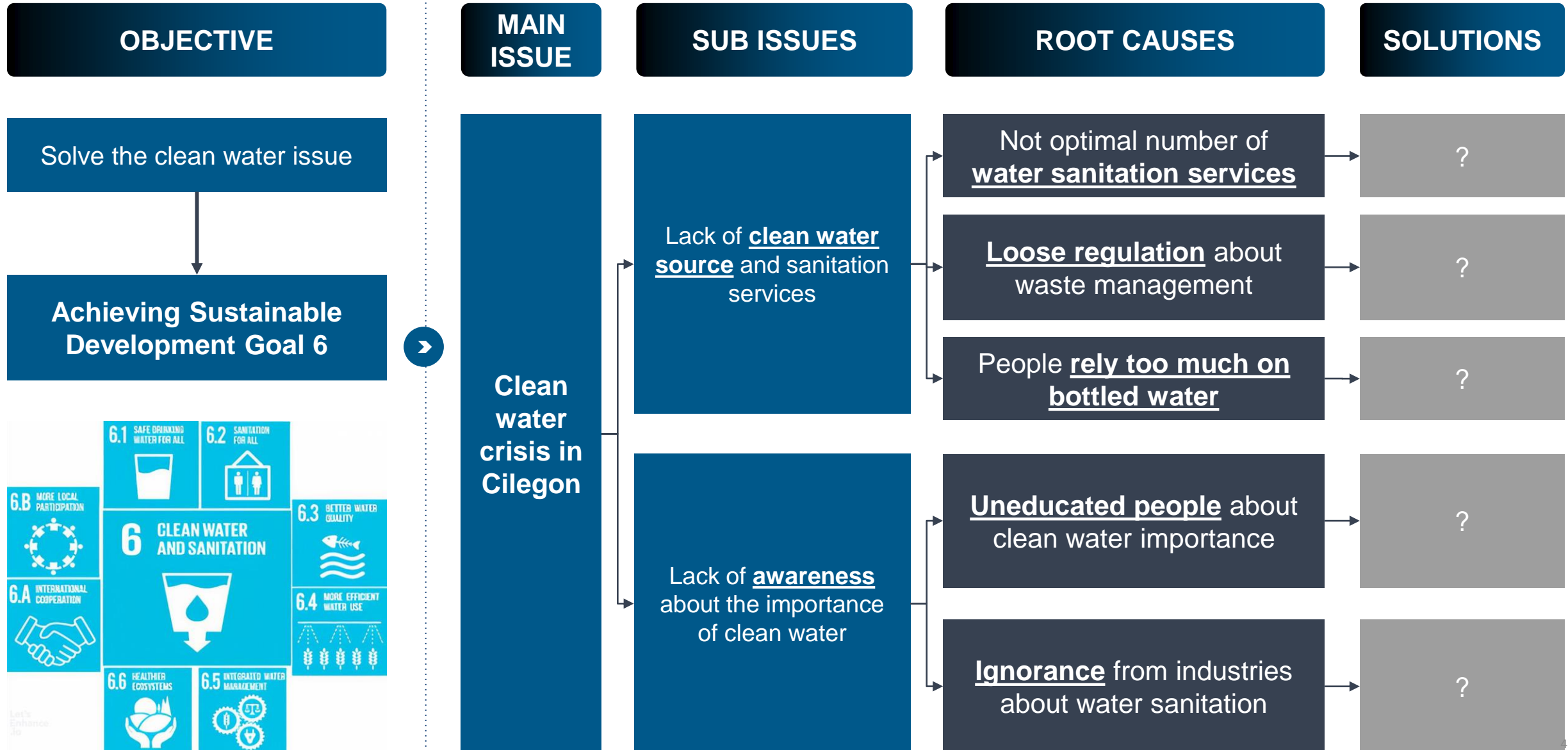
Be the...



Pioneer!

- Provide rainwater capture technology
- Bring up the awareness of the water crisis
- Solve the water crisis problem in Cilegon

We can achieve SDG 6 by solving these root causes with solutions



Solution: #ABC:AirBersihCilegon

#ABC:AirBersihCilegon

Air : water

a clear liquid, without colour or taste, that falls from the sky as rain and is necessary for animal and plant life:

Bersih : clean

free from any dirty marks, pollution, bacteria, etc.

Cilegon

The largest steel producer city in Southeast Asia, about 6 million tons of steel produced each year in the Industrial Area Krakatau Steel, Cilegon.

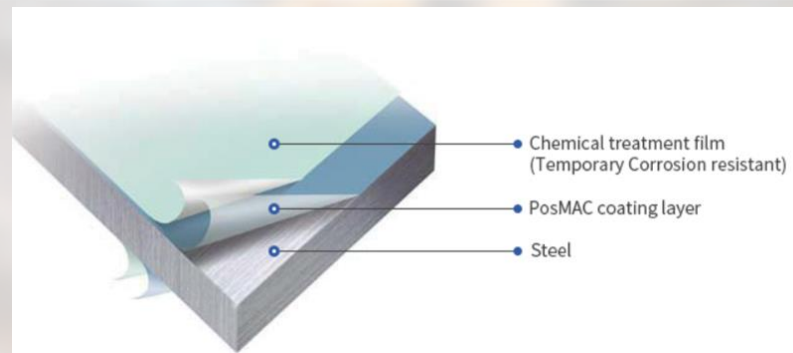
#ABC:AirBersihCilegon - Using POSCO Resources

POSCO Resources

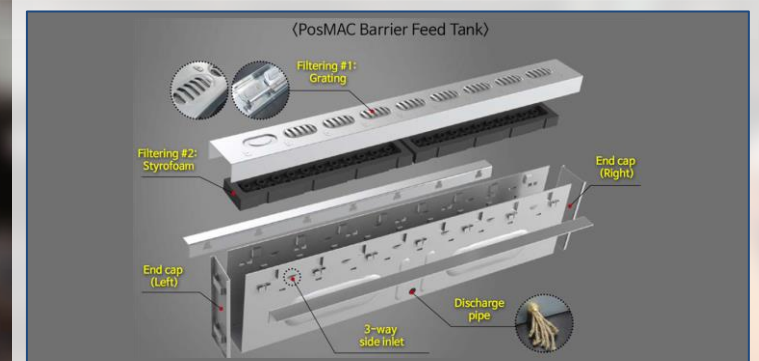
Technology



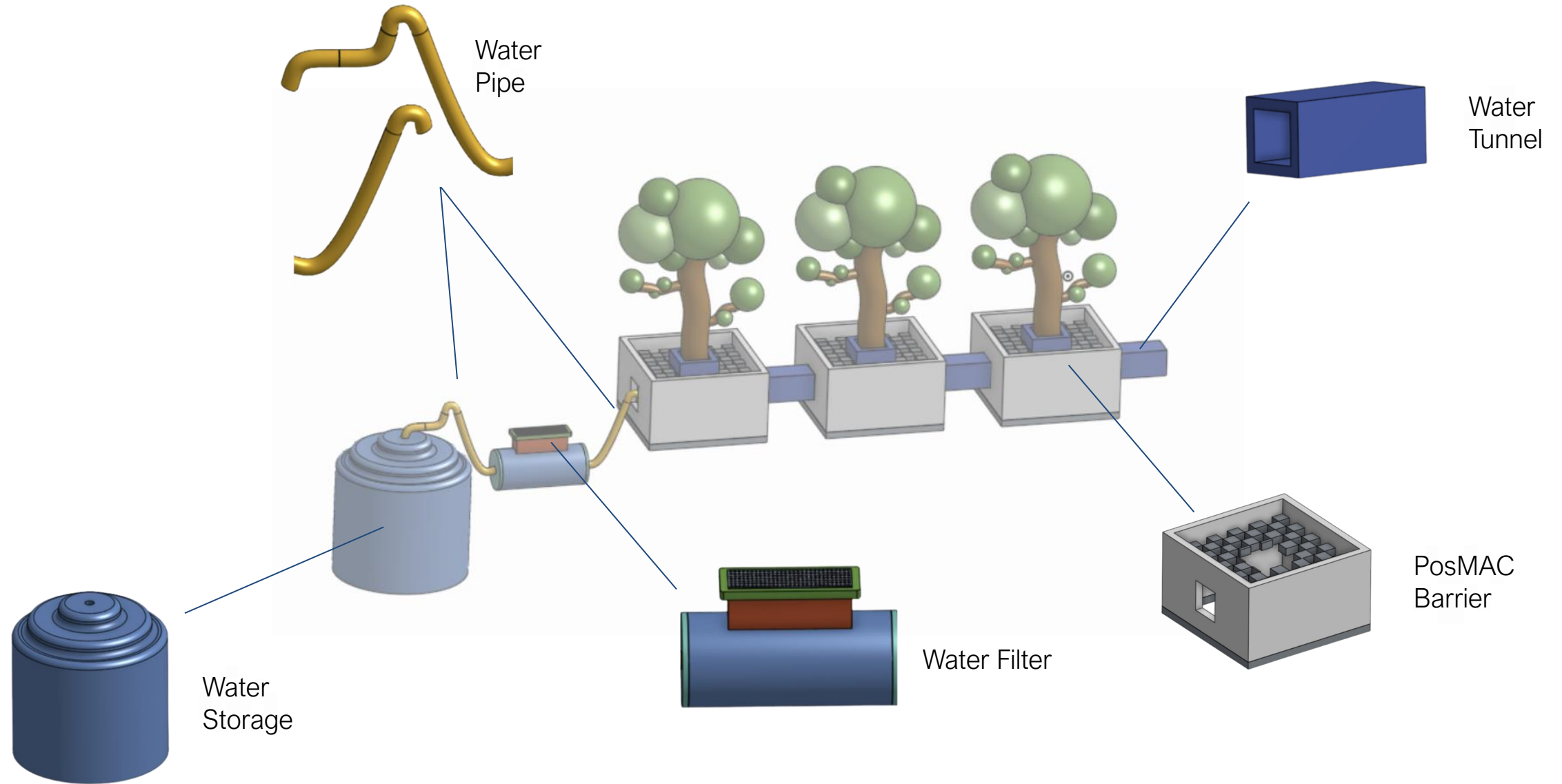
Material



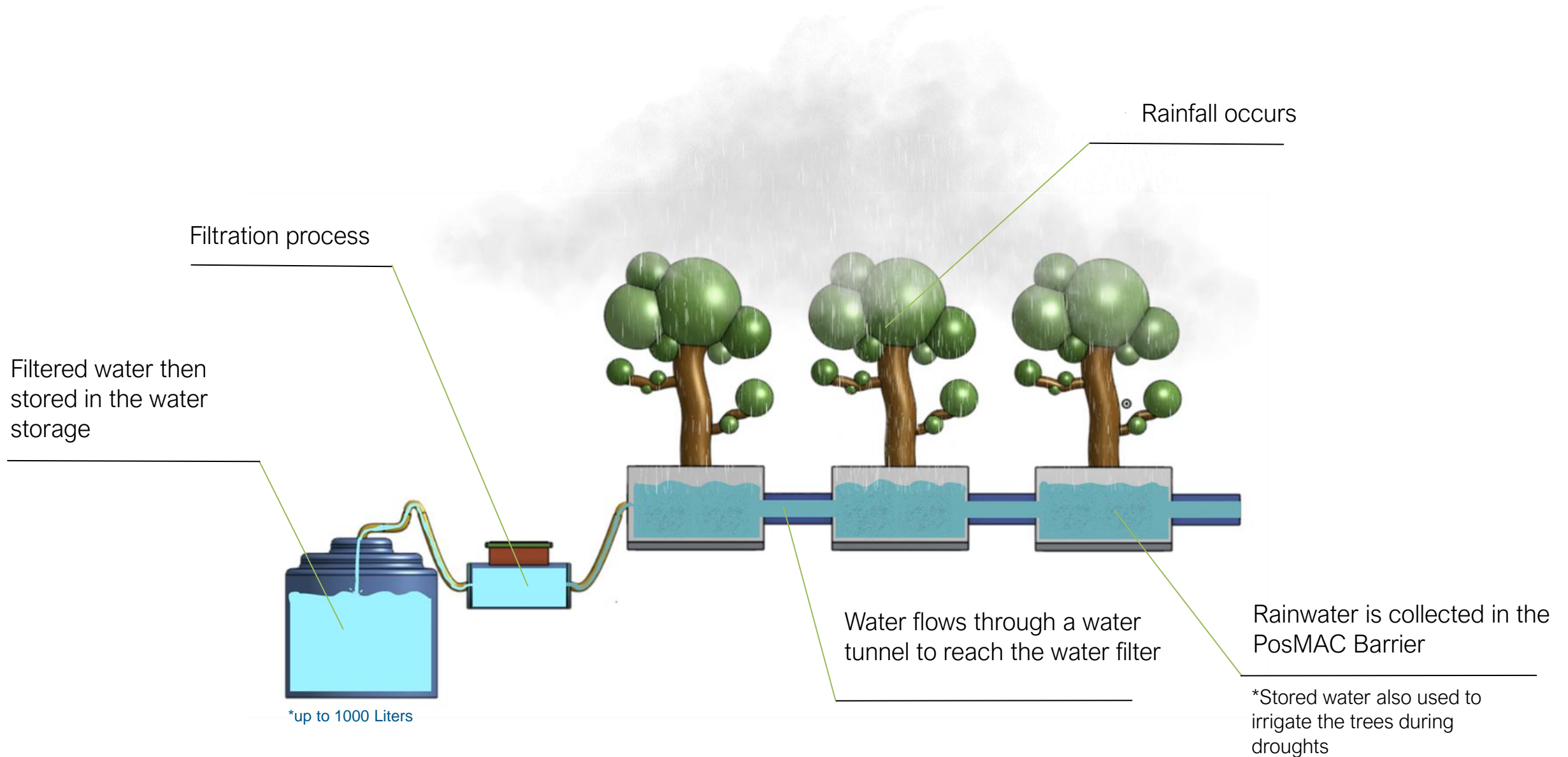
Product



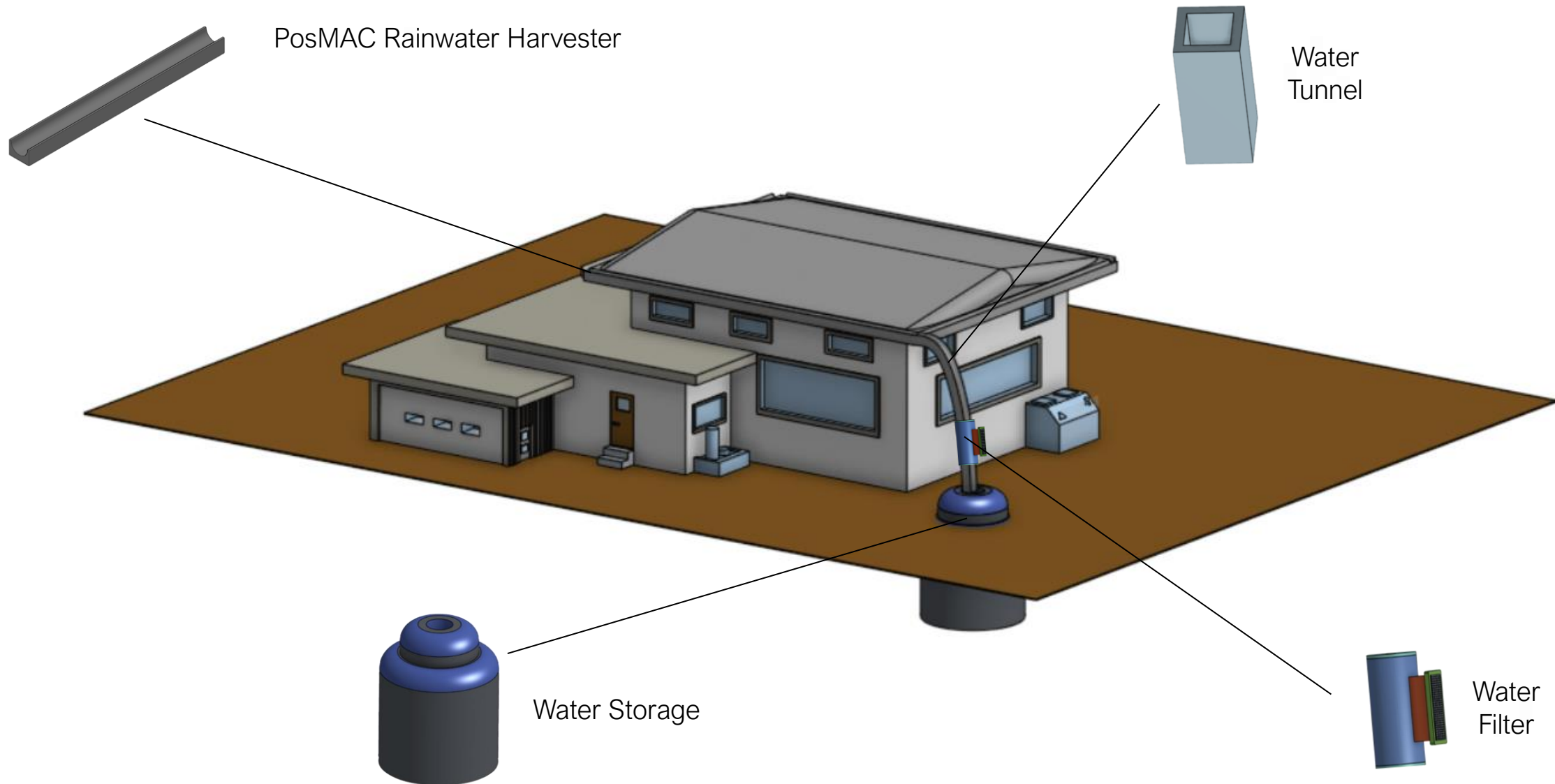
Solution #1 - PosMAC Ground Rainwater Collector



Solution #1 - PosMAC Ground Rainwater Collector - Process



Solution #2 - PosMAC Rooftop Rainwater Harvester



Solution #2 - PosMAC Rooftop Rainwater Harvester - Process

Rainwater captured by
PosMAC rooftop harvester

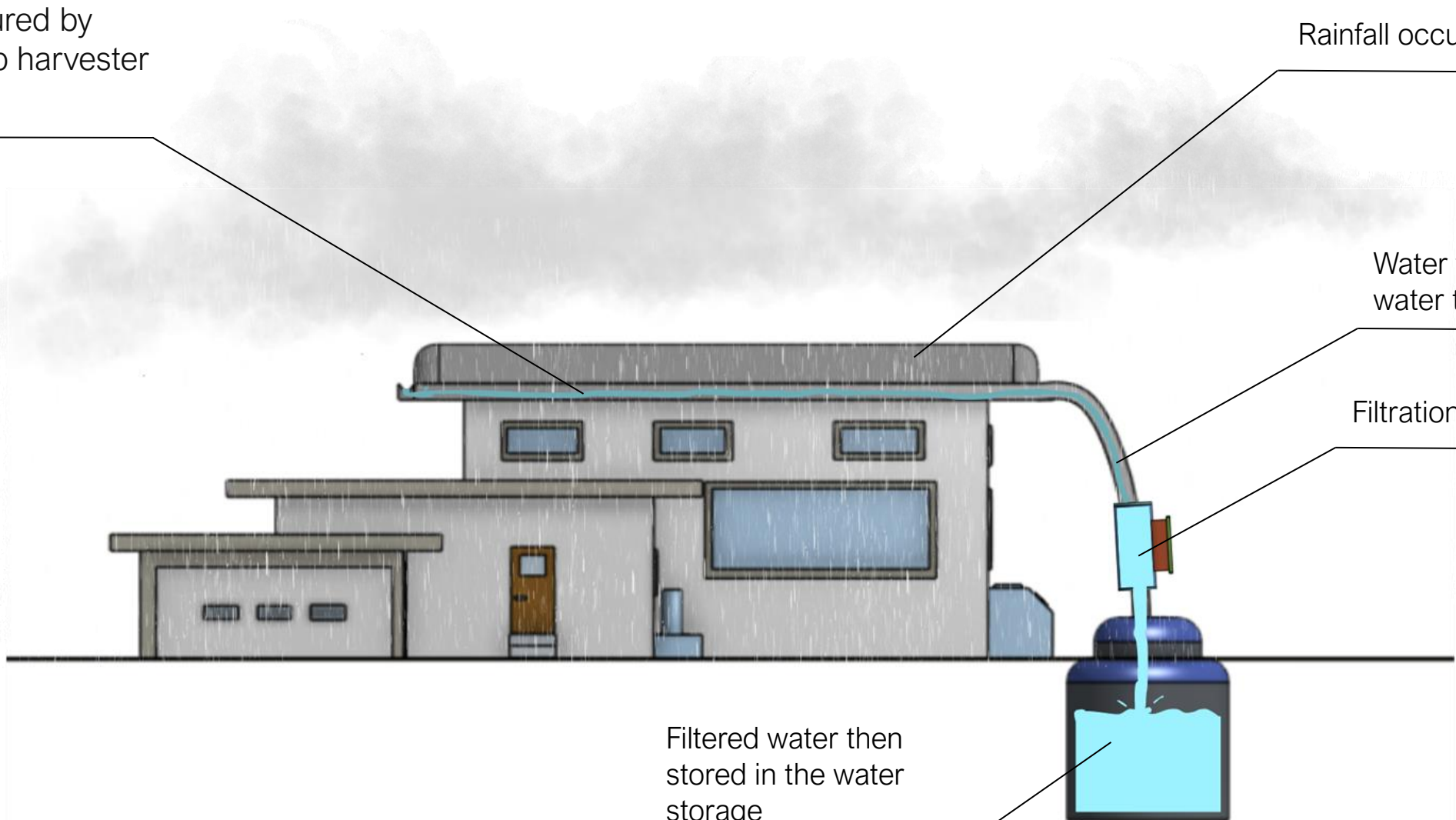
Rainfall occurs

Water flows through a
water tunnel

Filtration process

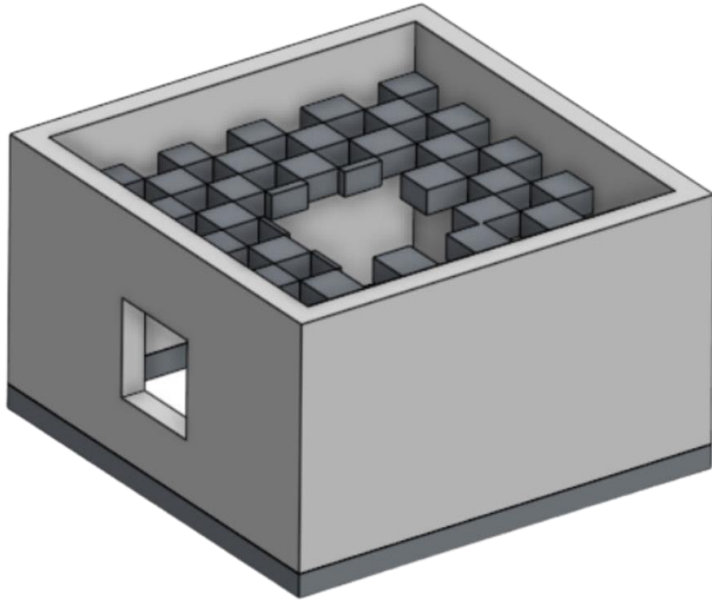
Filtered water then
stored in the water
storage

*up to 1000 Liters

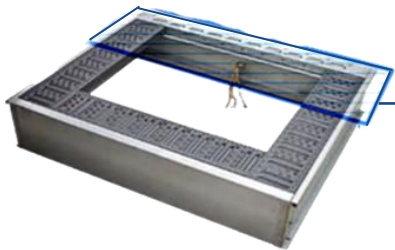


PosMAC Barrier Detail

Our Model:



Reference:



Barrier Upper Body

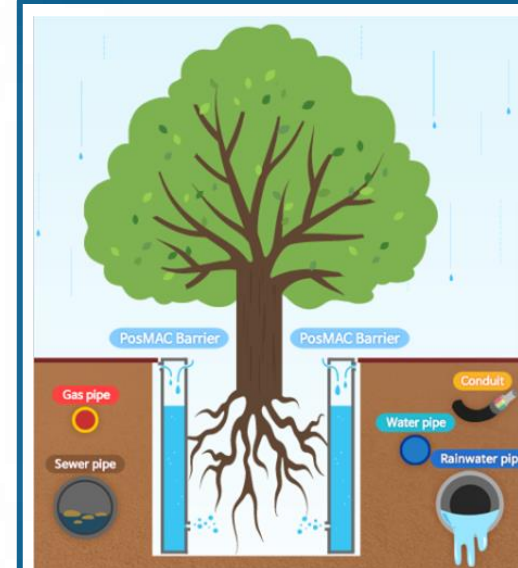


Rainwater Storage, Feed tank

Initial Function

Keep trees hydrated by collecting and using stored rainwater for irrigation

Implementation

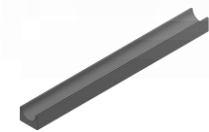


- **Advantage:** Alternative water resources when it's raining
- **Why?** Easy to be implemented
- **Capacity:** Feed tank: 180 Liters/tree
Water storage: 1000 Liters

Innovation

Upgrade the initial function to store and process water for societal drinkability.

Apply the same material and concept to the PosMAC Rooftop Rainwater Harvester.



#ABC will be delivered step by step, starting from industrial site



	#ABC for Industrial	#ABC for society	POSCO for Cilegon
Objective	<ul style="list-style-type: none"> Initiate to solve the crisis Implement the solution in industrial site 	<ul style="list-style-type: none"> Give awareness about the crisis and solution to society Start implement into house sites 	<ul style="list-style-type: none"> Encourage people to advocate about POSCO's technology Gain awareness about company
Key message	<i>"If not us, who? If not now, when?"</i>	<i>"No more difficulties to find a clean water source"</i>	<i>"As a responsible corporate citizen, POSCO is committed to leverage the society building a green tomorrow"</i>
Key Result	<ul style="list-style-type: none"> POSCO being the technology inventor Government will be noticed 	<ul style="list-style-type: none"> Easier to get a clean water People are getting aware of the crisis 	People are aware how impactful POSCO is and how they perceive our better future together

Slowly we transition the Cilegon into a better future city

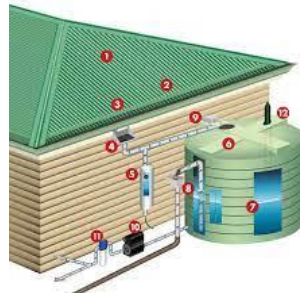
#ABC for Industrial

#ABC for society

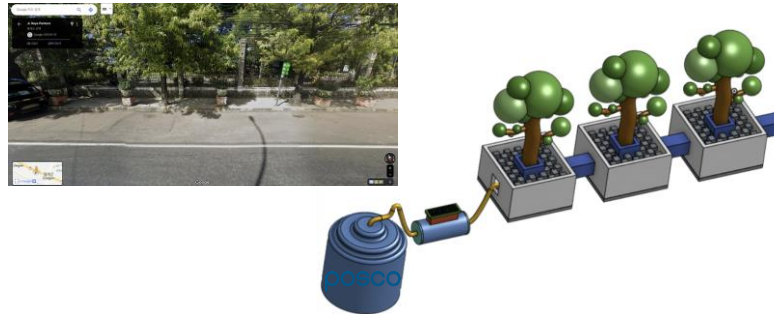
POSCO for Cilegon



Initiate:
Start the project and showcase into social media about POSCO's currently project

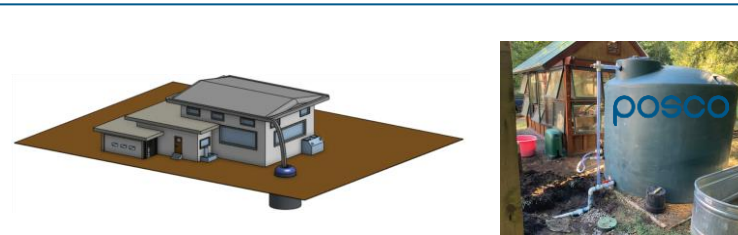


Implement:
Posmac is installed on the industrial site of POSCO, with the rooftop as the rain road



Attract:

- Implement Posmac next to roads while collaborating with governments
- Each big trees on big roads will be connected into one big water storage on park, so people can try the water at Park
- Potential water storage: Nurul Ikhlas Park



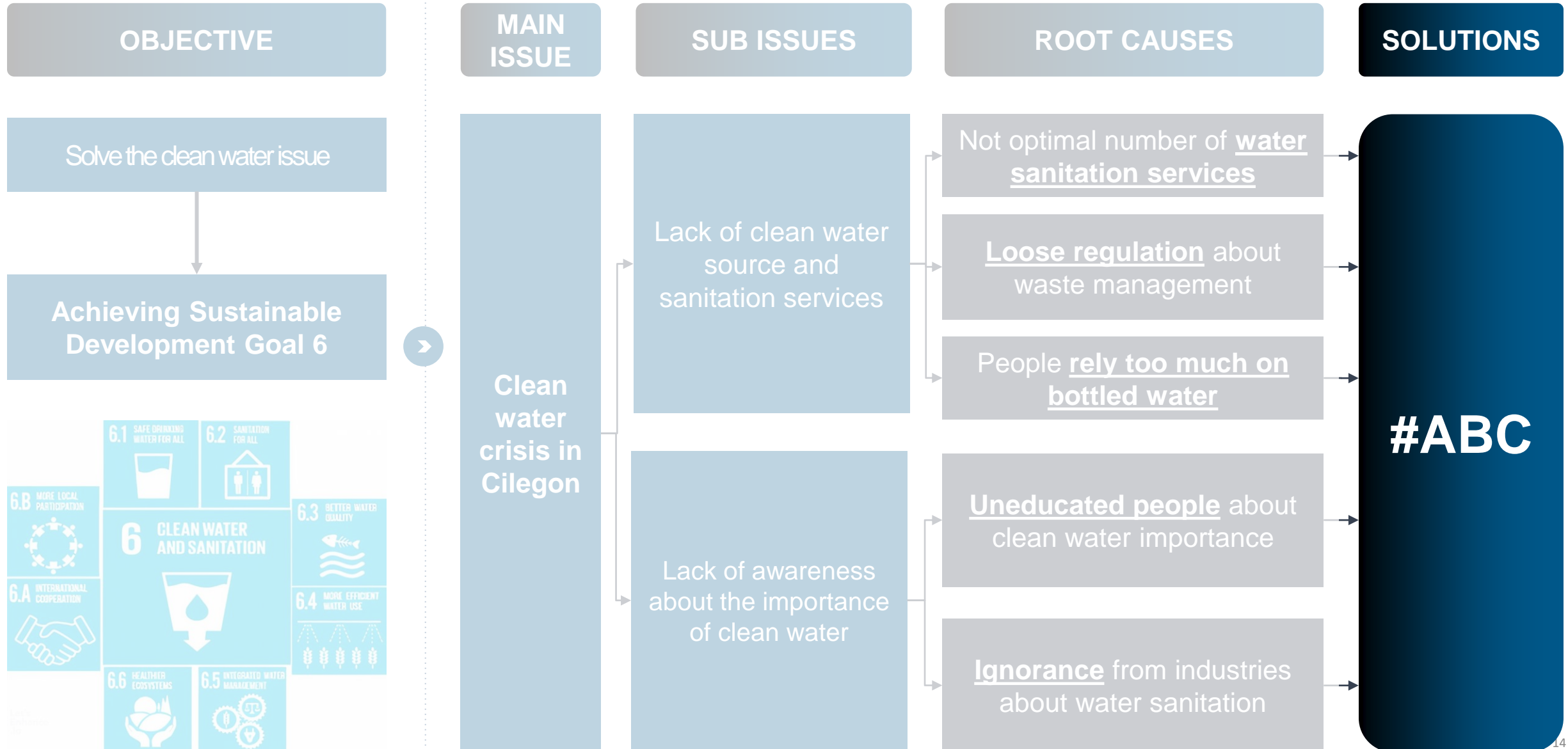
Adopt:
As people already aware of PosMAC, we can start to Implement Posmac on homesites



Advocate:

- Slowly people will talk about POSCO mouth-to-mouth
- Newspaper will start to take a look at POSCO's impact
- POSCO can try to build an engaging contents, to showcase to Indonesia that Cilegon is being transformed by POSCO
- Build an offline mascot around the city (e.g. in parks), so people can feel that POSCO is close to us

So Remember Cilegon, remember #ABC:AirBersihCilegon





“

Thousands have lived without love,

not one without water.