



Press Release

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## **Citi Indonesia Distributes USD 695,000 in Grants for Financial Literacy and Education and Empowerment Programs for Youths**

- Funded by the Citi Foundation, Citibank's Corporate Social Responsibility (CSR) program collaborates with the United Nations Educational, Scientific and Cultural Organization (UNESCO), Prestasi Junior Indonesia, and Indonesia Business Links
- Over the next year, through 2020, Citibank's CSR program aims to deliver a positive impact on 450 young people in various tourism sites, 8,000 students from 25 senior high and vocational schools in 5 cities, and 1,000 young people in industrial areas
- This event also featured Citi Talks with the theme "Untukmu, Generasi Muda Indonesia" in which businesspeople and young sociopreneurs engaged in interactive discussions about opportunities and challenges for young people to achieve a bright future

**Jakarta, 26 November 2019** - Citi Indonesia (Citibank) through Citi Peka (Peduli dan Berkarya), its umbrella for Corporate Social Responsibility (CSR) programs, today announced the handover of USD 695,000 in grants from the Citi Foundation to 3 selected partners namely: United Nations Educational, Scientific and Cultural Organization (UNESCO); Prestasi Junior Indonesia; and Indonesia Business Links, to implement various social community programs. In a symbolic ceremony, Citi Indonesia Chief Executive Officer Batara Sianturi and Citi Indonesia Director, Country Head of Corporate Affairs Elvera N. Makki awarded the grants to representatives of the recipient partners, witnessed by representatives from Bank Indonesia, Otoritas Jasa Keuangan (OJK), and the Ministry of Tourism and Creative Economy, Republic of Indonesia. The grants are expected to be used for implementing CSR programs focusing on education and financial literacy for youths, empowering economic opportunities and developing entrepreneurship for youths over the next year through 2020.

**Citi Indonesia Chief Executive Officer Batara Sianturi** stated, "As a bank with a global network that exists in more than 160 countries and jurisdictions, Citi has a mission of enabling growth and economic progress to all of our stakeholders, including the people and communities where we operate in Indonesia. Therefore, we affirm our commitment to continue supporting economic growth and progress by distributing grant funds to selected partners to jointly run social programs that can help to overcome social and economic problems, especially for youths in the country."

Data from Statistics Indonesia (BPS) shows that per August 2019, Indonesians aged 15-24 years account for the highest portion of unemployed, at 18.62%. Meanwhile, the highest open unemployment rate (Tingkat Pengangguran Terbuka-TPT) occurs among Vocational School (SMK) graduates, at 10.42% of the total of 7.05 million unemployed<sup>1</sup>. Based on these data, community economic empowerment is still an important agenda prioritized by the government, and it is also part of the implementation of the U.N. Sustainable Development Goals (SDGs).

**Citi Indonesia Director, Country Head of Corporate Affairs Elvera N. Makki** added, "In Indonesia, Citi's Corporate Social Responsibility activities focus on financial education and literacy, entrepreneurship and better economic opportunities especially for youths where we see this in line with the agenda of the

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<sup>1</sup> <https://www.bps.go.id/pressrelease/2019/11/05/1565/agustus-2019--tingkat-pengangguran-terbuka--tpt--sebesar-5-28-persen.html>



government of the Republic of Indonesia. Within the one-year period through 2020, our CSR programs together with implementing partners are targeted to have a positive impact on 450 youths in various tourism sites, 8,000 students from 25 senior high schools and vocational schools in 5 cities, and 1,000 youths in industrial areas. The implementation of these programs also supports the achievement of Sustainable Development Goals for education, gender equality, decent work and economic growth, sustainable cities and communities, climate action, and partnerships for the goals."

To support youths with capacity building, Citi Indonesia is collaborating with UNESCO to hold the 3<sup>rd</sup> stage of Creative Youth at Indonesia's Heritage Sites program. This program focuses on enterprising youths who work in the creative industries at tourism sites in Indonesia, including the Lake Toba region, Yogyakarta, Borobudur and Prambanan Temples, Jakarta's Old Town, and Bali. Through this program, beneficiaries in these regions will be given work skills training, creativity and design training, entrepreneurship groundwork, access to financial literacy and inclusion, and marketing strategies for the digital world. In the 2 years since it was first implemented, the program has provided positive impacts to more than 850 youths in the Lake Toba region (Toba Samosir, Samosir, Simalungun, Humbang Hasundutan, and North Tapanuli), Yogyakarta, Prambanan and Borobudur Temples, and Jakarta's Old Town.

Together with Prestasi Junior Indonesia, Citi Indonesia will also conduct Sociopreneur Initiative for Youth Generation / Youth Sociopreneurs Initiative program. The 2019-2020 period will be the 6<sup>th</sup> year of the implementation of this program. Over the past five years the program has been able to provide entrepreneurial education and made a positive impact on more than 35,000 senior high school and vocational school students in 6 cities in Indonesia, namely Jakarta, Bandung, Surabaya, Semarang, Medan, and Denpasar. Through a series of coaching and mentoring activities, namely Youth Entrepreneur Camp, Indonesia Student Company Competition, Job Shadowing, and Sociopreneur Talks, students are supervised to establish and operate a student-based company (Student Company-SC), starting from creating business ideas, planning business strategies and finance from the company, selling products, to knowledge about company liquidity. The winner of the 2019 Student Company national level competition is SMAN 2 Denpasar, whose students will represent Indonesia at the Asia Pacific Student Company Competition which will take place in Guam in 2020.

In enhancing the expansion of economic opportunities for youths in Bekasi, Cikarang, Karawang and Bandung Regency, Citi Indonesia is collaborating with Indonesia Business Links to run the 4<sup>th</sup> stage of the Skilled Youth program. The program aims to empower the economic potential of young people aged 16-25 years, including vocational school students, through education and financial literacy, strengthening character and behavior, training in technical and entrepreneurial skills, as well as assisting in job searches and business initiatives. During the three years of its implementation, the program has succeeded in providing positive benefits and impacts on more than 1,300 young people in these industrial areas. This program is part of the global commitment "Pathways to Progress" which was initiated by the Citi Foundation and aims to have a positive impact on 500,000 young people worldwide, including in Indonesia, by 2020.

Besides partnering with these institutions, under the principle of "More than Philanthropy" Citi employees who are members of Citi Volunteers also participate in providing assistance and guidance by sharing their knowledge, experience, and expertise. To date, more than 50% of Citi employees participate in various social community programs run by Citi Indonesia.

"We hope that with all this youth entrepreneurship and strengthening skills for young people, they will be able to reach their highest potential, especially by increasing the employment opportunities and



entrepreneurial skills they have so that they can contribute to the development of Indonesia's economy both locally and nationally. This is in line with the aspirations of the government of the Republic of Indonesia to develop the nation and support the achievement of Sustainable Development Goals," concluded **Batara**.

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**About Citibank Indonesia**

Citibank, N.A., Indonesia is a branch of Citibank, N.A., New York, USA. Citibank, N.A., Indonesia has been in Indonesia since 1968 and is one of the country's largest foreign banks. Citibank operates 10 branches in six major cities in Indonesia - Jakarta, Bandung, Surabaya, Semarang, Medan and Denpasar. Citibank has consumer transaction networks of around 33,000 payment points and corporate distribution networks of around 6,000 locations in 34 provinces. Citibank, N.A., Indonesia is connected to ATM Bersama networks with more than 70,000 ATM terminals throughout Indonesia.

In 2019 Citibank Indonesia received a prestigious award as **Best International Bank in Indonesia** from Asiamoney, **Best Corporate/Institutional Digital Bank in Indonesia** from Global Finance and **Wealth Management Platform of the Year in Indonesia** from Asian Banking and Finance. In 2018, Citibank Indonesia received awards as **Best International Bank in Indonesia from Finance Asia**, **Best Bank-Global in Indonesia**, **Best Bond Adviser-Global in Indonesia**, **Best Digital Bank in Indonesia**, **Best Retail Mobile Banking Experience** from the Asset, **Digital Banking Initiative of the Year** from Asian Banking and Finance, as well as **Innovative Company in Digital Services** in the category of **Foreign Bank** from Warta Ekonomi.

Further information can be obtained at Website: [www.citigroup.com](http://www.citigroup.com) | Twitter: @citi | YouTube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://blog.citigroup.com> | Facebook: [www.facebook.com/citiindonesia](http://www.facebook.com/citiindonesia) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)  
To enjoy a digital banking experience, please visit [www.citibank.co.id](http://www.citibank.co.id).

Citibank N.A., Indonesia is a bank that is licensed, registered and supervised by the Indonesia Financial Services Authority (OJK). Citibank N.A., Indonesia an insured member of Deposit Insurance Corporation

**Photo Gallery**



***Citi Indonesia CEO Batara Sianturi*** (second from left) symbolically presented grants of USD 695,000 from the Citi Foundation to ***UNESCO Office Jakarta Head of Culture Unit and Specialist Program Moe Chiba*** (third from left), ***Executive Director of Indonesia Business Links Mohamad Fahmi*** (fourth from left), ***Prestasi Junior Indonesia Co-Founder & Management Advisor Robert Gardiner*** (fourth from right). This will be used to carry out various programs which focus on education and financial literacy, empowering economic opportunities and developing entrepreneurship for youths. The handover of this grant was witnessed by ***Citi Indonesia Director, Country Head of Corporate Affairs Elvera N. Makki*** (far right), ***Deputy of Capital Access Ministry of Tourism and Creative Economy / Tourism and Creative Economy Agency of the Republic of Indonesia Fajar Hutomo*** (far left), ***Director of Financial Inclusion Indonesia Financial Services Authority Edwin Nurhadi*** (third from left), and ***Customers Handling and Protection of Bank Indonesia Fransiska Heni*** (second from right).



***Director, Country Head of Citi Indonesia's Corporate Affairs Elvera N. Makki*** (far right), ***Deputy of Capital Access Ministry of Tourism and Creative Economy / Tourism and Creative Economy Agency of the Republic of Indonesia Fajar Hutomo*** (far left), ***eFishery CEO Gibran Huzaifah*** (second from right), ***Nares Essential Oil CEO Khafidz Nasrullah*** (center), and ***Tinung Rambu Founder Stephanie Saing*** (second from left) in the Citi Talks session: *Untukmu, Generasi Muda Indonesia*.