



Citi Foundation



## **Citi Indonesia and UNESCO Support 200 Youths in Central Java Heritage Sites through Young Entrepreneur Boot Camp 2019**

**Yogyakarta, January 30-31, 2019 -- UNESCO Office, Jakarta** in collaboration with **Citi Indonesia (Citibank)** empowers young entrepreneurs through *Creative Youth at Indonesian Heritage Sites* program. Funded by Citi Foundation, the program intends to support 400 emerging young entrepreneurs to take advantage of livelihood opportunities that popular heritage destinations offer, in particular Toba Lake, Yogyakarta, Central Java, and Kota Tua Jakarta, while contributing to enhancing the cultural heritage values of the sites. This series of five boot camps targets 200 young entrepreneurs from Yogyakarta, Klaten, Sleman and Magelang, including youths from Borobudur and Prambanan areas. Nine creative sectors benefit from this program, including fashion, handicraft, culinary, tourism, audio-visual, fine arts, interior design, architecture, advertising, and game development.

**Director, Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki** says, “By implementing this program, we aim to increase the number of youths in Indonesia’s heritage areas and other key priority tourist destinations to have better income, which enables them to contribute to the local economy, and eventually to scale up their businesses. Through series of vocational skills training and entrepreneurship preparation, these youths will gain competitive skills for their businesses as well as access to financial literacy and inclusion, and other resources that set them on the path to economic success.”

Held in Yogyakarta and Borobudur throughout January 2019, the boot camps offer training on business development and financial management methodology, with awareness raising session on heritage preservation, inviting heritage experts and business practitioners as trainers. Sessions on social media branding and storytelling for product marketing are also on the menu.

“Indonesia’s creative industry is growing and it is expected to be a new economic powerhouse. Young entrepreneurs in the creative sector thus have the opportunities to become the agent of change and driver of sustainable development and bring new life to heritage sites. We sincerely thank Citi Foundation for enabling this program and we hope the young people to take advantage from this,” says **Director and Representative of UNESCO Office, Jakarta Prof. Dr Shahbaz Khan**.

As a next step, business strategic planning consultations are provided for the youth beneficiaries for the next three months, where they will benefit from mentoring and technical support catered to the specific need of each sector. An online platform under the handle @kitamudakreatif is available for marketing and promotional support for both the programme as well as the beneficiaries and their products and



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services. Under this project, UNESCO is also in the process of developing a collaboration activity with a number of universities in Yogyakarta to develop a campaign called “Branding Bahagia”. This campaign will specifically address the issues of product identity and branding faced by the youth beneficiaries, while fostering a sustainable collaborative framework between the youth groups and universities.

Citibank and UNESCO have been implementing this program since 2017. Focusing on youth located at Indonesia’s cultural heritage sites and tourist destination, the first phase of the program is able to give positive impact to 350 youths in Yogyakarta and Central Java provinces. Meanwhile in Toba areas, cultural and creative industries mapping were successfully conducted to 100 youth, which located on number of districts surrounding the Toba Lake.

Elvera closed, “We are committed to support this program, as it is align with Indonesia’s National Strategy for Financial Inclusion and Sustainable Development Goals of the United Nations, especially on promoting sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (goal no. 8) and strengthening the means of implementation and revitalize the global partnership for sustainable development (goal no. 17).”

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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 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. In 2017, Citibank Indonesia has received various awards, including from Global Finance Magazine as both “**Best Corporate/Institutional Digital Bank**” and “**Best Consumer Digital Bank**”, “**Best Foreign Bank in Indonesia**” from Finance Asia, “**Best Bank in Compliance Reporting of Foreign Exchange Flows (LLD = Lalu Lintas Devisa) and Export Proceeds (DHE = Devisa Hasil Ekspor)**” by the Indonesia Central Bank, “**Best Bank in Indonesia**”, “**Best e-Bank in Indonesia**”, “**Best Corporate and Institutional Bank – Global in Indonesia**”, “**Best Corporate Bond**



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in Indonesia", "Best Liability Management in Indonesia" from The Asset magazine and "Best Perform in Custodian Bank" along with "Indonesia's Digital Innovation Award 2017 in Foreign Bank category" from Warta Ekonomi magazine.

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).

#### **About UNESCO**

For over 40 years the UNESCO World Heritage Convention has conserved, protected and presented the Outstanding Universal Value of our shared heritage. These unique natural and cultural wonders represent our past and present, and belong to all. World Heritage properties are important travel destinations, that if managed properly through appropriate tourism management, have great potential impact for local economic development and long-term sustainability.

Website: [www.unesco.org/jakarta](http://www.unesco.org/jakarta) | Facebook: [www.facebook.com/unesco](http://www.facebook.com/unesco) | Twitter: [@unescojakarta](https://twitter.com/unescojakarta)

**PHOTO GALLERY**



Youths celebrated the end of their boot camp program in Yogyakarta.



***Director, Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki*** motivates the youths during the boot camp closing ceremony in Yogyakarta.



The youths presented their creative businesses in hopes of enhancing the cultural heritage values of the area.