

Siaran Pers

Untuk Segera Dipublikasikan

Sociopreneur Talks, an Initiative from Citi Indonesia and Prestasi Junior Indonesia in Supporting the Entrepreneurial Spirit among Young People

- *A discussion that concludes this year's series of Youth Sociopreneur Initiative coaching activities*
- *In five years of implementation, the program has successfully educated 46,912 high school/vocational school students in six cities in Indonesia*
- *Supporting the growth of creative industry which becomes the government's focus*

Jakarta, 18 September 2019 – Social entrepreneurship is a way to achieve success by presenting solutions to social problems and having a positive impact on the surrounding community. Globally, this enthusiasm is consistent with supporting the implementation of Sustainable Development Goals (SDGs), especially in the field of community economic empowerment. In order to strengthen the sociopreneurship empowerment program for young people, Citi Indonesia (Citibank) and Prestasi Junior Indonesia (PJI) again held the periodic discussion 'Sociopreneur Talks', which this time raised the subject 'Be A Changemaker with Social Enterprise' and involved hundreds of high school/vocational school students in Jakarta, and a successful young sociopreneur figure as a guest speaker. Sociopreneur Talks closed the series of Youth Sociopreneur Initiatives initiated by Citibank and PJI, which has entered its fifth year.

"Citibank has great concern for the future of Indonesia's young generation. Together with PJI, through the Youth Sociopreneur Initiative, which targets high school/vocational school students, we are trying to instill fresh entrepreneurial ideas, social entrepreneurship, which brings sustainable benefits. Students are expected to understand about not only making profit for themselves, but also how a business can have a positive impact on society. At Citibank, we believe that it is social entrepreneurship that is capable of making change. Therefore, it is crucial to immediately transmit sociopreneurship inspiration among young Indonesians to realize reliable new social business figures who can become changemaker leaders," said **Chief Executive Officer Citi Indonesia Batara Sianturi**.

In Sociopreneur Talks, which is the final agenda of this year's Youth Sociopreneur Initiative, Citibank gave a special focus to the relationship between leaders and social enterprise, as well as strategies, directions, and tips for achieving them.

Premiered in 2014, the Youth Sociopreneur Initiative has successfully educated 46,912 students from 138 high schools and vocational schools in six cities in Indonesia including Jakarta, Bandung, Medan, Semarang, Surabaya, and Denpasar. Specifically in 2019, Citibank and PJI succeeded in carrying out social entrepreneurship assistance to 9,115 students from 26 schools in five cities: Jakarta, Bandung, Semarang, Surabaya, and Denpasar. Through a series of coaching activities, which are Youth Entrepreneur Camp, Indonesian Student Company Competition (ISCC), and Sociopreneur Talks, students received guidance to establish and run a company (student company-SC). During the activity period, students also received intensive mentoring from PJI mentors and Citibank employees who are members of Citi Volunteers; from creating business ideas, planning business strategies, selling products, to learning about company liquidation.

“The potential of social entrepreneurship needs to be nurtured since adolescence. As a generation that dominates the composition of the Indonesian population – and later becomes the nation's successors – for them, opportunity and trust are inevitable. That is what keeps motivating Prestasi Junior Indonesia (PJI) and Citibank to continuously foster the capacity of social entrepreneurship among young people in the country; give birth to qualified sociopreneurs who are keen to seize opportunities, as well as maximize productivity to increase their usefulness to the surrounding environment,” continued **Co-Founder & Academic Advisor Prestasi Junior Indonesia Advisor Robert Gardiner**.

Indonesia is actually considered conducive in building enthusiasm for entrepreneurship. The 2018 Global Entrepreneurship Index (GEI) shows the score of one indicator of entrepreneurship, Product Innovation, reaches 58%. It means that the Indonesian people are quite capable in developing new products. However, the same finding also found the Startup Skills score is only 29%, and Human Capital is only 16% – indicating the lack of knowledge and skills of Indonesian human resources in starting a business.

“This is what adds to Citibank’s optimism to be more vigorous in embracing the country’s young people in realizing their future, especially as sociopreneurs. We believe that their creativity is not inferior to other countries. Moreover, they are reaching more extensive and diverse domains, including the creative industry which has become increasingly unique and of high economic value. Evidently, Indonesia is home to several global-level social entrepreneurship based leading startups. These are the things that we want to accommodate and develop,” added **Director, Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki**.

Being the focus of government attention, the creative industry in Indonesia have recorded an increasing contribution to gross domestic product (GDP) in recent years; reached IDR 923 trillion in 2016, rose to IDR 990 trillion in 2017, and last year was estimated at IDR 1,000 trillion.¹

The enthusiasm of the creative industry is also visible at the Indonesia Student Company Competition 2019 stage – an arena to compete ideas and business skills among student companies, which ended last August. The student company fostered by PJI and Citi Indonesia, EMI SC from SMAN 2 Denpasar focusing on the fashion category, won the top position. Their creation the Versatile Jacket product was rewarded The Most Innovative Product in this annual competition. EMI SC defeated 42 high schools/vocational schools from eight regions at the national level and will represent Indonesia in a similar event in the Asia Pacific region in Guam in March 2020.

Departing from concerns about the issue of plastic waste in Indonesia, EMI SC produced Versatile Jacket – which can transform into bags and has many functional features such as multi-pocket, earphone holder, inflatable pillow, eye patch, and headgear. The latest variant will even be equipped with photovoltaic capabilities to recharge cellphones and anti-drowsiness technology. Through this innovation, EMI SC also provides solutions in reducing the use of plastic. “Having the opportunity to represent Indonesia in international competition is a source of pride and responsibility that motivates us to continue working. This achievement is of course thanks to the guidance and support of Citibank and PJI. We hope that EMI SC can

¹ <https://kemenperin.go.id/artikel/19735/Target-Kontribusi-Rp-1.000-Triliun,-Kemenperin-Suburkan-Industri-Kreatif>

continue to grow and inspire friends our to take steps to become young social entrepreneurs who contribute positively to their community and environment,” said **Adelia Putri Adnyana, representative of EMI SC, student of SMAN 2 Denpasar.**

In connection with environment, Citibank has also introduced the “Be Wise with Your Waste” campaign, which was the theme of the Global Community Day 2019 annual event some time ago. Through this campaign, Citibank, together with all of its employees, encourages changes in individual attitudes and behavior to manage waste wisely. A series of educational activities and initiatives were carried out by inviting Citibank employees as Green Champion. In addition, a series of corporate initiatives from Citibank have also been carried out to support the environmentally friendly movement and waste management, including a) Citibank has occupied the building with LEED Platinum Grade international standard certification, the highest international standard in terms of environmental protection and sustainability development; b) saves energy on each floor through motion sensor lights; c) application of waste segregation on each floor; d) regulation of water discharge in terms of water use; e) default printing on both sides; and f) paperless initiative for customers in e-statements, as well as paperless applications both through Citi Mobile and CitiDirect.

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Tentang Citibank N.A. Indonesia

Citibank N.A., Indonesia merupakan cabang dari Citibank N.A., New York, USA. Di Indonesia, Citibank N.A., Indonesia telah berdiri sejak tahun 1968 dan merupakan salah satu bank berjangkauan internasional terbesar di negara ini. Citibank mengoperasikan 10 cabang di enam kota besar – Jakarta, Bandung, Surabaya, Semarang, Medan, dan Denpasar. Di Indonesia, Citibank memiliki jaringan transaksi konsumen sekitar 33.000 titik pembayaran dan jaringan distribusi korporasi sekitar 6.000 lokasi di 34 provinsi. Citibank N.A., Indonesia tersambung dalam jaringan ATM Bersama dengan lebih dari 70.000 terminal ATM yang tersebar di berbagai lokasi di seluruh wilayah Indonesia.

Di tahun 2018, Citibank Indonesia mendapatkan penghargaan bergengsi sebagai **Best International Bank in Indonesia** dari Finance Asia, **Best Bank-Global in Indonesia**, **Best Bond Adviser-Global in Indonesia**, **Best Digital Bank in Indonesia**, **Best Retail Mobile Banking Experience** dari majalah the Asset, **Digital Banking Initiative of the Year** dari Asian Banking and Finance serta **Innovative Company in Digital Services** di kategori Foreign Bank dari Warta Ekonomi.

Informasi lebih lengkap dapat diperoleh di Website: www.citigroup.com | Twitter: @citi | Youtube: www.youtube.com/citi | Blog: <http://blog.citigroup.com> | Facebook: www.facebook.com/citiindonesia | LinkedIn: www.linkedin.com/company/citi
Untuk mendapatkan pengalaman perbankan digital, silahkan kunjungi www.citibank.co.id

Citibank N.A., Indonesia adalah bank yang berlisensi, terdaftar dan diawasi oleh Otoritas Jasa Keuangan Indonesia (OJK).

Tentang Prestasi Junior Indonesia

Prestasi Junior Indonesia (PJI) adalah anggota organisasi non-profit terbesar di dunia, JA Worldwide, yang membekali generasi muda mengenai pekerjaan dan kewirausahaan. Selama 100 tahun, JA telah memberikan pembelajaran dengan pengalaman langsung yang berfokus pada kewirausahaan, kesiapan kerja, dan literasi keuangan. Kami menciptakan jalan menuju kelayakan kerja, penciptaan lapangan pekerjaan, dan kesuksesan finansial. Sepanjang tahun 2018, Prestasi Junior Indonesia telah memberikan manfaat kepada lebih dari 49 ribu siswa di 25 wilayah di Indonesia melalui kemitraan inovatif antara komunitas bisnis, pengajar dan relawan.

Informasi lebih lanjut dapat mengakses:

Website: www.prestasijunior.org | Instagram: [@prestasijunior](https://www.instagram.com/prestasijunior) | Facebook: www.facebook.com/prestasijuniorID

Photo Gallery



(Left-right): *Co-Founder & Academic Advisor Prestasi Junior Indonesia Robert Gardiner, Director, Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki, Chief Executive Officer Citi Indonesia Batara Sianturi, and Governor Emeritus AmCham Indonesia Peter Meyer* pose together after the opening of Sociopreneur Talks



Chief Executive Officer Citi Indonesia Batara Sianturi and Director, Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki, along with high schools and vocational schools students who participated in the event of Sociopreneur Talks