



Citi Foundation



PRESS RELEASE

Citi Indonesia Builds Community Awareness on Waste through “Citi Clean-up Community”

Partnering with YCAB Foundation, Citi Raises Awareness on Environmental Hygiene and Waste Management

Jakarta, February 18, 2016 – Through the corporate citizenship umbrella of Citi Peka (acronym for caring and creating something meaningful), Citi Indonesia and its implementing partner YCAB Foundation (Yayasan Cinta Anak Bangsa), launched *Citi Clean-up Community* initiative. With grant from the Citi Foundation of USD 130,000, the program aims to provide an understanding of environmental hygiene and waste management in seven regions, namely, Jakarta, Bandung, Semarang, Yogyakarta, Malang, Palembang, and Samarinda.

According to data from the Ministry of Environment in 2012, the average Indonesian produces 0.76 kg of waste per day, or a total of 192,128 tons of waste per day from 252.8 million people in Indonesia.

Elvera N. Makki, Country Head Corporate Affairs Citi Indonesia said, “This program is a reflection of Citi’s commitment in supporting the welfare of the community, particularly in regards to the environment. Together with YCAB Foundation, we believe that this program will benefit the community, particularly in improving the hygiene and the living condition of the underserved communities whilst at the same time improving their economy through proper waste management and development of recycled products.”

In supporting the awareness of environmental hygiene and waste management, Citi Clean-up Community program consists of variety of environmentally themed activities. As the first step, activities are being held at the pilot areas of Tanah Abang and Manggarai which will involve 1,200 Jakarta residents. In addition, social movements with local communities are also being held in six other cities in Indonesia, carrying out the theme #NyampahItuKuno, Indonesian for littering is out of date, will commence from February 18 to April 22, 2016.

“Waste is an important issue in our lives today, where there are still less awareness on hygiene. Therefore, as citizens, we have a very important role in tackling the problem of environmental hygiene. With the initiative supported by Citi, we invite the people to sort and manage waste so that it can be reused and recycled. Citi volunteers are also very enthusiastic in helping people with the creative use of waste, and by acting as mentors at our Rumah Belajar (Study Houses),” said M. Farhan, Secretary General of YCAB Foundation.



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Together with *Do Something Indonesia*, the social movement of #NyampahIkuKuno will also involve inviting people to maintain the cleanliness of their surrounding environments. Through the photo contest on social media such as Facebook and Instagram, people are invited to participate in updating their personal status on social media when reducing and recycling household waste.

“Through this program, Citi Peka will create public awareness on waste management and environmental hygiene, including opportunities to improve their economy through production of recycled waste. People are not only encouraged to have a clean life, but also guided to process household waste into something useful and has economic value,” added Elvera N. Makki.

This is in line with the Government Regulation No. 81 Year 2012 on Household Waste Management and Waste that is Similar to Household Waste.

“At Citi, we call it urban transformation which is how we contribute in the transformation of big cities through improvement of livelihoods and living conditions,” closed Elvera N. Makki.

Citi Clean-up Community is one of Citi Peka’s community outreach activities. Since its establishment 18 years ago, Citi Peka focuses on environmental programs; youth entrepreneurship; financial education for women, children, and youths; award and recognition for micro-entrepreneurs; as well as provision of access and financial inclusion for farmers.

About Citi Indonesia

Citi, a global leading financial services company, has approximately 200 million customers with business transactions in more than 140 countries. Citi offers a range of products and financial services to individuals, corporations, government, and institutions. Those products include retail banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management. Citi has been in Indonesia since 1968. Citi operates 14 branches in six major cities – Jakarta, Bandung, Surabaya, Semarang, Medan, and Denpasar. Citi also has consumer transaction networks with more than 33,000 payment points and corporate distribution networks at 4,800 locations across 34 provinces.

Throughout 2015, Citi has received various awards including “Best Foreign Bank” from Triple A Asset Awards, “Best Tax Payment Bank in Indonesia” from KPPN VII Kantor Pajak Indonesia, “Best Service Provider - Transaction Bank” from The Asset Magazine, “Service Quality Awards 2015” from Service Excellence Magazine together with Carre – Center for Customer Satisfaction & Loyalty (Carre CCSL), “Best Foreign Bank in Indonesia” from Global Banking & Finance Review, “Best Consumer Digital Bank 2015” (Indonesia) from Global Finance Magazine. For further information go to website:



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About Citi Peka

Established since 1998, Citi Peka (Care and Work) is an umbrella for all Citi Indonesia's community activities funded by the Citi Foundation. Citi Peka program focuses on empowerment and respect for entrepreneurs and microfinance institutions; upgrading of youth entrepreneurship; as well as financial capacity building for school-age children, farmers, and mature women in the operational area of Citi Indonesia.

For more than 15 years, Citi Peka has cooperated with over 31 organizations to implement 23 programs with funding of more than USD8 million to reach more than 800,000 individuals. With the principle of More than Philanthropy, Citi Peka involves more than 90 percent of Citi employees to become volunteers in various community activities.

About YCAB Foundation

YCAB Foundation (Yayasan Cinta Anak Bangsa) is a non-profit organization that focuses on youth development in the field of promoting healthy lifestyle, education, and economic empowerment. Our focus is to create independence for young people. Since 1999, YCAB has created impacts on more than 3 million young people. In 2013, YCAB ranked #74 on the "Top 100 NGOs" in the world by the Global Journal, Geneva. In 2015, it rose to #63 on the Top 500 NGOs.

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PHOTO GALLERY:

Citi Indonesia through corporate citizenship umbrella, Citi Peka (Peduli dan Berkarya), in partnership with YCAB Foundation (Yayasan Cinta Anak Bangsa) launched Citi Clean-up Community program today. As one of Citi's corporate citizenship pillar of urban transformation the program emphasizes waste management as well as building awareness on environment cleanliness. On the picture **Country Head Corporate Affairs Citi Indonesia, Elvera N. Makki** (tengah) didampingi oleh **Sekretaris Jenderal YCAB Foundation, M. Farhan** (kanan) menyerahkan cinderamata kepada **Kepala Seksi Pemerintahan Kelurahan Manggarai Selatan, M. F. Efendi**. Through #NyampahItuKuno (Indonesian for Littering is so out of date), the program involve 1.200 Jakarta citizens in Tanah Abang and Manggarai area. The campaign will also be implemented in 6 different cities such as, Bandung, Semarang, Yogyakarta, Malang, Palembang and Samarinda



*Today Citi Indonesia through corporate citizenship umbrella, Citi Peka (Peduli dan Berkarya), in partnership with YCAB Foundation (Yayasan Cinta Anak Bangsa) launched the Citi Clean-up Community program. Through this program, Citi contributes in transforming a better living in big city to encourage society to live in clean environment as well as to manage their waste into something useful and has economic value. In conjunction with the theme #NyampahIkuKuno, this program involved 1.200 Jakarta citizens in Tanah Abang and Manggarai area. The campaign also launched in 6 different cities such as, Bandung, Semarang, Yogyakarta, Malang, Palembang and Samarinda. On the event date, Citi employees incorporated as Citi Volunteers also actively support on the program. On the picture **Country Head Corporate Affairs Citi Indonesia, Elvera N. Makki** serta **Sekretaris Jenderal YCAB Foundation, M. Farhan** together with Learning House YCAB students on their waste management activity*