



Citi Foundation



## PHOTO RELEASE

### **Citi Indonesia Celebrates Earth Day: Together with YCAB Foundation, Citi Encourages Youth Generation to Care about Waste Management and Environmental Cleanliness**

**Jakarta, 19th April 2016** – In celebration of Earth Day 2016, Citi Indonesia through the corporate citizenship umbrella of Citi Peka (Peduli dan Berkarya, meaning Care and Create Something Impactful), in partnership with YCAB Foundation (Yayasan Cinta Anak Bangsa) conducted the main event of Citi Clean-up Community at the Museum of Bank Indonesia.

Citi Clean-up Community was kicked off mid last year that focuses on three things, namely urban transformation, sustainability, and the youth generation.

**Country Head Corporate Affairs Citi Indonesia Elvera N. Makki** explained, "One of the focuses of Citi Peka is how to transform the urban area by improving the quality of life through waste management that is driven by the youth generation."

The collaboration between Citi Indonesia, YCAB Foundation, Greeneration and Do Something Indonesia has produced a program and training related to the environment issue and financial education to more than 1,200 young people in Jakarta and hundreds of young people in five other cities, namely Bandung, Semarang, Malang, Yogyakarta and Palembang.

After the completion of the program and series of trainings, a competition of sanitation and cleanliness of their surroundings was commenced and conducted in 21 days. With the theme #NyampahItuKuno (meaning, leave the old littering habit behind), they were encouraged to change behaviors in waste management and actualize the aspirations of Indonesia Bebas Sampah 2020 (Indonesia Free of Waste in the year of 2020).

Presented at the Citi Clean-up Community Day, **General Director of Waste Management and Toxic Substances, Ministry of Environment and Forestry Republic of Indonesia Ir. Tuti Hendrawati Mintarsih, MPPM** asserted, "The Company's role is crucial to the environment issue in which Citi Indonesia has played very well in encouraging the youth generation to care about waste management. It takes the role of all parties to minimize the impact of waste, especially in big cities. Hopefully Citi Indonesia's action in taking into account of environmental issues can be followed by a growing number of other institutions."

Urban transformation is one of Citi Peka's pillars, which implementation of the activities is funded by Citi Foundation. As an international bank operating in more than 100 countries, this activity is in line with the concept of sustainability that is promoted and integrated globally.

Photo 1



**Jakarta, 19th April 2016** – Citi Indonesia through its umbrella program Citi Peka (Peduli dan Berkarya. Meaning, to care and create something meaningful) encourages Urban Transformation in a form of waste management especially in big cities like Jakarta. Together with YCAB Foundation, Citi Indonesia created Citi Clean-up Community to drive change of behaviors among the young generations in waste management. Commemorating Earth Day, the collaboration between Citi Indonesia, YCAB Foundation and Greeneration and Do Something Indonesia highlights the theme #NyampahItuKuno (meaning, leave the old littering habit behind). The activity engaged 1,200 young people in Jakarta as the agents of change, and hundreds of young people in five other cities, namely Bandung, Semarang, Malang, Yogyakarta and Palembang. In Jakarta, Citi implemented training and conducted a competition to clean up the environment in 21 days, and the participations were Tanah Abang and Manggarai communities. Shown in the picture, the representative of Kelurahan Tanah Abang and Manggarai accepted the award from the Citi Clean-up Community given by **Country Head Corporate Affairs Citi Indonesia Elvera N. Makki** with **General Director of Waste Management and Toxic Substances, Ministry of Environment and Forestry Republic of Indonesia Ir. Tuti Hendrawati Mintarsih, MPPM** and **Chief Administrative Officer YCAB Foundation Moni Rejeki**.

Photo 2



**Jakarta, 19th April 2016** – Citi Indonesia through its umbrella program Citi Peka (Peduli dan Berkarya. Meaning, to care and create something meaningful) encourages Urban Transformation in a form of waste management especially in big cities like Jakarta. Together with YCAB Foundation, Citi Indonesia created Citi Clean-up Community to drive change of behaviors among the young generations in waste management. Commemorating Earth Day, the collaboration between Citi Indonesia, YCAB Foundation and Greeneration and Do Something Indonesia highlights the theme #NyampahItuKuno (meaning, leave the old littering habit behind). The activity engaged 1,200 young people in Jakarta as the agents of change, and hundreds of young people in five other cities, namely Bandung, Semarang, Malang, Yogyakarta and Palembang. In Jakarta, Citi implemented training and conducted a competition to clean up the environment in 21 days, and the participations were Tanah Abang and Manggarai communities. Shown in the picture, (right) **Country Head Corporate Affairs Citi Indonesia Elvera N. Makki** accompanied (second from right) **General Director of Waste Management and Toxic Substances, Ministry of Environment and Forestry Republic of Indonesia Ir. Tuti Hendrawati Mintarsih, MPPM** received the recycled craft from the community of Tanah Abang and Manggarai, and also was accompanied by the **Chief Administrative Officer YCAB Foundation Moni Fortune** (left).

Photo 3



**Jakarta, 19th April 2016** – Citi Indonesia through its umbrella program Citi Peka (Peduli dan Berkarya. Meaning, to care and create something meaningful) encourages Urban Transformation in a form of waste management especially in big cities like Jakarta. Together with YCAB Foundation, Citi Indonesia created Citi Clean-up Community to drive change of behaviors among the young generations in waste management. Commemorating Earth Day, the collaboration between Citi Indonesia, YCAB Foundation and Greeneration and Do Something Indonesia highlights the theme #NyampahItuKuno (meaning, leave the old littering habit behind). The activity engaged 1,200 young people in Jakarta as the agents of change, and hundreds of young people in five other cities, namely Bandung, Semarang, Malang, Yogyakarta and Palembang. In Jakarta, Citi implemented training and conducted a competition to clean up the environment in 21 days, and the participations were Tanah Abang and Manggarai communities. Shown in the picture, Citi employees who joined the event as Citi Volunteers helped the high school students in waste segregation competition during the Earth Day commemoration. Until now, 90% of Citi employees have been passionately involved in various Citi Peka activities along the year.

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## About Citi Indonesia

Citi Indonesia is a fully-owned subsidiary of Citigroup, Inc – New York, USA. Citi has been in Indonesia since 1968 and is one of the country's largest international banks. Citi operates 11 branches in six major cities in Indonesia - Jakarta, Bandung, Surabaya, Semarang, Medan and Denpasar. Citi also has one of the largest consumer transaction networks with 33,000 payment points and one of the largest corporate distribution networks with 4,800 locations in 34 provinces.

Established in 1998, *Citi Peka* (Peduli dan Berkarya. Meaning, to care and create something meaningful) acts as an umbrella for all Citi Indonesia community activities funded by the Citi Foundation. *Citi Peka* focuses on empowerment programs and the presentation of awards to entrepreneurs and microfinance institutions. It also seeks to enhance the abilities of young entrepreneurs, as well as to develop the financial capacities of school-age children, farmers and mature aged women in the operational areas of Citi Indonesia. For more than 17 years, *Citi Peka* has partnered with over 31 organizations to implement 23 programs with funding of more than US\$ 8 million which has reached more than 800,000 individuals. Guided by the principle of "More than Philanthropy", *Citi Peka* involves more than 90% of Citi employees as volunteers in various community activities.

Throughout 2015, Citi received various awards including Best Foreign Bank in the Triple A Asset Awards, Best Tax Payment Bank in Indonesia from Treasury Office VII of the Indonesian Tax Office, Best Service Provider - Transaction Bank of The Asset Magazine, 2015 Service Quality Award for Service Excellence Magazine in collaboration with Carre – the Centre for Customer Satisfaction & Loyalty (Carre CCSL), Best Foreign Bank in Indonesia by Global Banking & Finance Review, Best Consumer Digital Bank in 2015 (Indonesia) from Global Finance Magazine. Further information can be obtained at: Website: [www.citigroup.com](http://www.citigroup.com) | Twitter: [Youtubeciti: www.youtube.com/citi](https://twitter.com/youtubeciti) | Blog: <http://new.citi.com> | Facebook: [www.facebook.com/citi](https://www.facebook.com/citi) | LinkedIn: [www.linkedin.com/company/citi](https://www.linkedin.com/company/citi)

## 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.

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