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Citi Indonesia

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Citi Indonesia Mobilized Over 2.200 Volunteers on Global Community Day 2023 to Foster Sustainable Development

Jakarta, June 18, 2023 – Citibank N.A., Indonesia (Citi Indonesia) once again hosted its annual Global Community Day (GCD) 2023. Under the theme “Beyond Collaboration: Greater Things to Come”, GCD is Citi’s global commitment to support the local communities. This year’s GCD was held from May to June 2023 and mobilized over 2.200 Citi employees to participate in various voluntary activities to support social and environmental initiatives in Jakarta, Bandung, Semarang, Surabaya, Medan, and Denpasar.

Currently, clothing waste and plastic waste have emerged as significant concerns, all contributing to country’s growing carbon emissions. According to the United Nations Environment Programme (UNEP), the fashion industry accounts for nearly 10% of global carbon emissions. Additionally, plastic also accounts for 3.8% of global greenhouse gas emissions and has a potential increase of 15% by 2050 if global plastic production continues to rise. The production of fashion and plastic contributes significantly to carbon emissions due to energy-intensive production processes. Therefore, waste reduction efforts through recycling, the adoption of environmentally friendly materials, and the use of renewable energy are crucial in addressing these issues.

Highlighting these concerns, during the peak event of GCD 2023, Citi Indonesia emphasized the importance of collaboration and synergy that address current environmental and social issues. This is realized through collaboration with partners that support sustainable fashion and environment, namely Plasticpay, a social movement based on digital platform which invites people to recycle plastic waste into eco-friendly fibers and recycled fabrics; and Setali, an organization dedicated to promoting sustainable fashion by decluttering and thrifting.

The event took place on Sunday, June 18, 2023, at the Car Free Day (CFD) area in Sudirman, Jakarta. The event also aimed to commemorate World Environment Day on June 5, and to celebrate Jakarta’s 496th anniversary and Citi Indonesia’s 55th anniversary.

During the peak event, more than 2.200 Citi Volunteers collected 1.464 pieces of plastic waste weighing a total of 23.24 kg or equivalent to reducing 101,042 grams of carbon traces. The collected plastic waste will be recycled into valuable products such as tote bags or laptop sleeves by

Plasticpay. Additionally, Citi Volunteers have also collected 1.814 used clothing weighing a total of 386 kg or equivalent to reducing 4% of total clothing waste in Jakarta per day. These clothes will undergo upcycling processes by Setali, resulting in quality fashion items that can be reused. Simultaneously, Citi Volunteers painted a 12-meter long mural using eco-friendly paint. This mural painting activity supports the Jakarta government's mission in its revitalization efforts to build environmentally sustainable public spaces in the city.

During the GCD 2023 event, Citi Indonesia also empowered SMEs through a series of financial literacy activities and provided knowledge and entrepreneurship skills. These activities included business mentoring sessions in Malang, East Java, attended by 349 SMEs owned by women; workshops on expanding and maintaining networks for young entrepreneurs in the creative industry attended by 50 participants in Yogyakarta; as well as training and a competition on online marketing strategies for young entrepreneurs. All these activities focused on SMEs led by young people and women.

CEO of Citi Indonesia, Batara Sianturi, stated, “Citi has been present and contributed to Indonesia for 55 years. During this period, we have been continuously striving to fulfill our mission of providing financial services that enable growth and economic progress. Global Community Day (GCD) is one of the manifestations of our support for economic development, inclusion, and empowerment of women and youth. It is also our tangible contribution to creating sustainable changes for the environment and society. What we do in this year’s GCD aligns with the government’s efforts to achieve economic development and recovery, as well as the Indonesian government's target of reducing waste by 30% from the total waste generated by 2025, which also contributes to reaching net zero by 2060. We continue to ensure that our voluntary and collective actions can address various challenges in the world today.”

In the peak of GCD event which was attended by **Susi Andriani, Chairwoman of the Community Empowerment SubGroup of DKI Jakarta Environmental Agency**, said that the collaboration with private sectors is important to support the government’s efforts in realizing a greener city. “This collaboration is important and has indeed become a new culture in DKI Jakarta and may also be throughout Indonesia. We work together with communities, private sectors, and the whole society to work on our existing programs. DKI Jakarta government has implemented several programs to promote green waste through proper waste disposal namely ‘Jakarta Sadar Sampah’ (Jakarta Waste Awareness). Therefore, we continuously encourage Jakarta citizen to do waste segregation. We support the Ministry of Environment's mission to achieve 100% waste management in Jakarta by 2025,” she stated.

Andien Aisyah, a singer and founder of Setali Indonesia, who also collaborated with Citi Indonesia to upcycle the used clothing also stated her efforts in reducing fashion waste in Jakarta. “Fashion

waste is the second most polluting industry and fashion waste is actually very difficult to recycle. Through Setali, we are trying to extend the life cycle of clothes by doing upcycle, so that the clothes that were previously useless because it's perforated, missing its buttons or zippers, fading and shabby, will turn into something valuable," said Andien.

Arleen Wiryo, Chief Financial Officer of Plasticpay in collaboration with Citi Indonesia in recycling plastic bottles revealed that collaboration with the private sector helped increase public awareness to segregate plastic waste. "We can see that plastic consumption continues to increase in big cities like Jakarta. Millions of bottles are consumed every day, but many bottles are contaminated with other substances which reduces the quality of the bottles. Therefore, we see that we need to foster people's habits to segregate plastic bottles from wet waste to better facilitate the recycling process. And since the pandemic, or in the last two years, public awareness towards plastic waste segregation and the distribution of our recycling points have increased, now reaching 800 in 15 cities. We collaborate with several partners, including from the private sector. Consumers who collect used bottles can also earn rewards that can be redeemed for e-money," said Arleen.

In organizing Global Community Day 2023, Citi Indonesia collaborated with partners involved in economic empowerment, culture, environment, and sustainable fashion, such as UNESCO, Mercy Corps Indonesia, Prestasi Junior Indonesia, Setali, and Plasticpay.

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About Citibank N.A., Indonesia

Citibank, N.A., Indonesia (Citi Indonesia) is a full branch of Citibank, N.A., a wholly owned subsidiary of Citigroup, Inc., which is based in New York, United States of America. Citi is a preeminent banking partner for institutions with cross-border needs, a global leader in wealth management and a valued personal bank in its home market of the United States. Citi does business in nearly 160 countries and jurisdictions, providing corporations, governments, investors, institutions and individuals with a broad range of financial products and services.

In Indonesia, Citi was established since 1968 and is one of the country's largest foreign banks. Citi operates 9 branches in four major cities – Jakarta, Bandung, Surabaya, and Medan. In Indonesia, Citi has a corporate distribution network of around 776 locations in 38 provinces. Citibank N.A., Indonesia is connected to the ATM Bersama and ATM Prima network with more than 197,000 ATM terminals spread across various locations throughout Indonesia.

In 2022, Citi Indonesia received prestigious awards as **Best Global Bank in Indonesia**, **Best Bond in Indonesia** and **Digital Bank of the Year in Indonesia** from The Asset Magazine, and one of the Best Bank in Indonesia from Forbes Magazine.

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