

# press release

FOR IMMEDIATE RELEASE

## **Standard Chartered Shares Knowledge on Entrepreneurship with Kampung Apung Kapuk Community**

*Sustaining community development and environment preservation programme*

JAKARTA, 19 May 2011 - Standard Chartered Bank is entering the third phase of its sustainability programme of community development and environment preservation in Kampung Apung Kapuk (Kapuk floating village), Cengkareng subdistrict, West Jakarta. The village was the target area for the Bank's community development programme initiated in 2007. Today, Standard Chartered visits the village to share knowledge on entrepreneurship to the local community, particularly the young generation. Apart from giving workshop on entrepreneurship to junior and high school students within the community, Standard Chartered along with the local people would utilize the unused floating land to make five new catfish ponds that would be managed by the community.

Standard Chartered collaborated with Nurani Dunia foundation initially wanted to help Kampung Kapuk community to clean up the area from waste and litter after a big flood. The Bank's sustainability programme has always involved its staffs to directly contribute to the development of Kampung Kapuk community that was constantly flooded. In 2011, Standard Chartered is back with the focus of helping the community to be more independent in managing their catfish farm. Aside from share togetherness with the staffs, the Bank is also constantly reminding them to preserve the environment.

Tom Aaker, CEO Standard Chartered Bank said, "This activity is a repercussion of our previous sustainability programme. For the past four years of working together with Nurani Dunia foundation to increase the welfare of Kampung Kapuk community, we are pleased to see the improvement within the village area. We can now see the road access to the school and residential area, floating learning center to the progress of catfish farms cultivation. And most of all, I am extremely proud of our staffs who are directly involved in volunteering to develop this community. The time we spend to volunteer is very precious for the people here."

Community leader of Kampung Apung Kapuk community as well as Chief of RW 01 Djuhri expressed his gratitude, "We embraced the goodwill of Standard Chartered Bank to develop our village. The progress is beyond our beliefs. For example, the floating learning center that was built from scratch has become more useful for these children as a study center and to learn computer skills. And we hope that with today's visit, the young generation becomes more aware of their surrounding cleanliness, to help maintain the existing facilities, and in the long run they would be eager to grow their parents business to support the family."

Apart from delivering the workshop, some volunteers were in charge of being the jury of quiz competition for kindergarten B (TK B) students highlighting environment issues. Meanwhile, the students of kindergarten A participated in the drawing competition bringing the theme environment. These two competitions were part of early educational campaign on environment conducted by the Bank. In March 2011, the Bank conducted an early education on saving water in commemorating World Water Day 2011.

For the record, Standard Chartered Bank partnered with Nurani Dunia foundation conducted the sustainability programme for Kampung Kapuk for the first time in 2007. The first phase of the programme was focused on establishing access roads, clean water facility, public toilets, floating learning center to making catfish farms and processing waste into organic fertilizer. The catfish farm was seen as the solution to make use of the floating land into extra income for the people. It turned out to be the right choice because the people were eager to clean up the waste and transformed the floating land into catfish farms that were easy to manage. Nowadays, there are more than 60 catfish ponds that have become the source of income for many families. Furthermore, the piling waste and litter were also utilized into organic fertilizer to be sold to the market.

In the long run, Standard Chartered will hold more workshops; one of many is to provide financial literacy workshop for women, so they can better manage their family financial planning. There will also be advance workshops to be held on entrepreneurship for the young people. Thus, the third phase of the community development programme will be heavily focused on empowering women and young generation. This shows Standard Chartered Bank's commitment 'Here for good' with long term mission to positively contribute to the community where the Bank operates.

---END---

For further information please contact:  
**Sonitha Poernomo**  
**Country Head of Corporate Affairs**  
Standard Chartered Bank  
Tel: 021- 57999000 Fax: 021-5719625  
[CorporateAffairs\\_Indonesia@sc.com](mailto:CorporateAffairs_Indonesia@sc.com)

### **Standard Chartered – leading the way in Asia, Africa and the Middle East**

Standard Chartered PLC is a leading international bank, listed on the London, Hong Kong and Mumbai stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns more than 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1,700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for more than 80,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

As one of the oldest banks in Indonesia, Standard Chartered Bank has 148 years of operations dating back to 1863. With 26 branch offices in eight major cities in Indonesia including Jakarta, Bandung, Semarang, Surabaya, Denpasar, Medan, Palembang and Makassar and a network of over 23,000 shared ATMs, making the Bank as one of the international bank with widest geographical footprints in Indonesia. Standard Chartered also invested some shares in Permata Bank.

For more information on Standard Chartered, please visit [www.standardchartered.co.id](http://www.standardchartered.co.id).