



# press release

## **Standard Chartered Bank Indonesia Introduces “GOAL” Programme A New Method to Help Develop the Young Generation**

*Financial literacy modules through a series of interactive football games*

**JAKARTA, 26 September 2012** --- In attempt to empower the youth in the local community where the Bank operates, Standard Chartered Bank Indonesia today introduces a sport-for-development programme that provides financial literacy and life-skills training to youth through an interactive football games, called “GOAL” programme. The launch event takes places today at YASPORBI Junior and High School in South Jakarta, and will follow with Junior High School of Ruhul Islam Foundation in Manggarai, Central Jakarta, as well as State Junior High School 122 at Kapuk Village, North Jakarta. This programme was a collaboration between GOAL, Liverpool FC and Coaches Across Continents (CAC).

Chief Executive Officer Standard Chartered Bank Indonesia, Tom Aaker said, “In all markets that we operate, Standard Chartered Bank always strive to actively involve in empower the local community. As a Bank, we are uniquely positioned to help people learn about finance and banking, helping empower less advantaged groups and creating more inclusive growth. We have also achieved our Clinton Global Initiative commitment to provide financial literacy programme that focuses among others on women empowerment, called “Women in Business Resources Centre”. Through financial literacy, we provide knowledge and freedom to build a better future for our next generation.”

Meanwhile, Standard Chartered Bank Champion for GOAL Programme, Yantonus Martamin added, “Through youth empowerment from the “GOAL” programme, we wish to support our young children can make more informed economic choices as they move into adulthood. The financial literacy component of the GOAL programme is consistent with our core expertise as a Bank and furthers our commitment to promoting diversity and inclusion. We are also pleased to learn that there are 400 staffs who actively participated in this programme as volunteers who will then become coach to teach financial literacy using soccer. This month some of them will train 300 teenagers at three schools in Jakarta. Next, we are targeting for our 400+ staff-volunteers to train 10,000 teenagers at various schools and communities over the period of 2012-2013.”

The GOAL programme in Indonesia was launched on September 17<sup>th</sup>, 2012 and since then more than 400 staffs have received training from Coaches Across Continents team, that focuses on providing education programme to local communities using soccer as the teaching tool. The participants received one full day training to become certified coaches.



Modules that were introduced during the programmed were based on training modules focusing on area'ssuch as:

- Football for conflict resolution
- Football skills for life
  - Be healthy (confidence and life skills)
  - Be money savvy
  - Be empowered
  - Be yourself

This GOAL training for trainers programme in Jakarta also participated by a number of journalists and the Bank's clients/customers, they too are expected to train the youth within their own respective communities.

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#### **Note to Editors:**

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

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#### **What is Goal?**

It's our global programme which uses sport and life skills to transform the lives of adolescent girls. Launched in India in 2006, Goal has now reached nearly 19,000 teenagers and touched families and community members across India, Nigeria, Jordan, China and Zambia along with our partners, the Naz Foundation, Youth Empowerment Foundation, Right to Play Jordan and China, and EduSport Foundation. We cover four core content areas - communication skills, health and hygiene, rights and resources, and financial literacy - that are delivered along with sport training by non- governmental organisation (NGO) partners, each with deep local knowledge of their communities.

#### **Why we have Goal**

- To provide opportunities and role models to help girls achieve their full potential
- Empower young generation to improve social and economic development in our markets
- To offer disadvantaged youth economic development, knowledge and a safe place to play

#### **What we're doing now**

This year we will also focus on measuring the impact of Goal and providing economic empowerment opportunities for youth through skills training, networks, and job opportunities. Want to get involved? Please contact Corporate Affairs at [CorporateAffairs\\_Indonesia@sc.com](mailto:CorporateAffairs_Indonesia@sc.com).