

# iGreen Project



PARTNERSHIP  
PROPOSAL

powered by



in Bandung



Activating youth leadership since

**1948**

Since we were founded, we have engaged and developed over **1,000,000** young people who have been through an **AIESEC experience**



**VISION**

Peace and Fulfillment  
Humankind Potential

**SCOPE**

The World Largest youth-led organization with +70,000 members in +126 countries & territories

**MISSION**

Global, Non-Politic, Non-for-profit

**CHARACTERISTICS**

Youth Leadership Development for Positive Change in Society

# Our Presence In Indonesia



**Padang** | Universitas Andalas | **Medan** | Universitas Sumatera Utara | **Palembang** | Universitas Sriwijaya | **Lampung** | Universitas Lampung | **Kalimantan Barat** | Universitas Tanjungpura | **Kalimantan Selatan** | Universitas Lambung Makurat | Sulawesi Selatan | Universitas Hassanuddin | **Tangerang** | Universitas Multimedia Nusantara | **Tangerang Selatan** | Universitas Islam Negeri Hidayatullah | **Jakarta** | Universitas Indonesia | Bina Nusantara | Universitas Negeri Jakarta | IPMI IBS | Universitas Trisakti | Universitas Prasetya Mulya | Bekasi | President University | **Bogor** | Institut Pertanian Bogor | **Bandung** | Institut Teknologi Bandung | Universitas Padjajaran | Universitas Pendidikan Indonesia | Universitas Parahyangan | Telkom University | **Yogyakarta** | Universitas Pembangunan Nasional 'Veteran'

**Yogyakarta** | Universitas Gadjah Mada | **Surakarta** | Universitas Sevelas Maret | Purwokerto | Universitas Jendral Soedirman | **Salatiga** | Universitas Kristen Satya Wacana | Semarang | Universitas Diponegoro | **Malang** | Universitas Brawijaya | Universitas Muhammadiyah Malang Jember | Universitas Jember | Surabaya | Universitas **Surabaya** | Universitas Airlangga | Institut Teknologi Sepuluh November | Universitas Ciputra

Established since November 2001 under the International Faculty of Economics and Business of Padjadjaran University. In its existence, AIESEC Bandung has contributed to West Java Province by presenting several social projects focusing on specific fields to develop better resource potential such as environment, culture and entrepreneurship by bringing in more than 120 foreign students who come to Indonesia and have sent more than 60 students to go abroad in youth exchange program through volunteering program. Currently AIESEC Bandung has more than 60 members spread all over the faculty.

**20+**

Kerjasama dengan  
Partner Lokal

**10+**

Projek  
Sosial

**60+**

Mahasiswa Unila  
menjalankan program  
*volunteering abroad*

**60+**

Anggota yang  
tersebar di seluruh  
fakultas

**120+**

Mahasiswa Asing  
menjalankan program  
pertukaran di Lampung



## AIESEC in Bandung

200+ Anggota di Bandung

110+ Pengalaman Volunteer

20+ Pengalaman Internship

# 01

## UNIVERSITAS UTAMA

Institut Teknologi Bandung

Universitas Padjajaran

Universitas Pendidikan Indonesia

Universitas Parahyangan

Telkom University

# 02

## UNIVERSITAS LAINNYA

Maranatha Catholic University

University Islam Bandung

Institut Teknologi Nasional

It all started after the

# SECOND WORLD WAR

WHEN A GROUP OF  
*Young People*  
determined that **cross-cultural understanding**  
was essential to prevent similar conflicts.

## WHY

WE STRIVE  
TO ACHIEVE

*Peace*  
&  
*Fulfillment*  
of  
*Humankind's*  
*Potential*

## HOW

WE PLACE OUR  
**CONFIDENCE**

IN  
*Youth*  
AS THE KEY TO UNLOCK A  
**BETTER FUTURE.**

WE BELIEVE THAT  
**LEADERSHIP**  
IS THE  
*Fundamental*  
*Solution*  
AND IT CAN BE DEVELOPED IN ANYONE.

## WHAT

WE ENABLE YOUNG PEOPLE TO DEVELOP THEIR

# LEADERSHIP

THROUGH LEARNING FROM

**PRACTICAL**  
**EXPERIENCES**  
IN  
**CHALLENGING**  
**ENVIRONMENTS.**



CAN YOU IMAGINE WHAT HAPPENS TO THE WORLD WHEN WE

*Engage*  
&  
*Develop*  
EVERY  
**YOUNG**  
**PERSON?**

THIS IS THE QUESTION THAT

**DRIVES US**  
AS WE STRIVE  
TO ACHIEVE  
WHAT WE ENVISION:  
*Peace*  
&  
*Fulfillment*  
of  
*Humankind's*  
*Potential*

## OUR VALUES



STRIVING FOR  
EXCELLENCE



DEMONSTRATING  
INTEGRITY



ACTIVATING  
LEADERSHIP



ENJOYING  
PARTICIPATION



LIVING  
DIVERSITY



ACTING  
SUSTAINABLY



EMPOWERING  
OTHERS



SOLUTION  
ORIENTED



SELF  
AWARE



WORLD  
CITIZEN

## THE LEADERS WE DEVELOP

More About  
AIESEC  
BANDUNG

<http://bit.ly/THEAIESECWAY>

The background of the slide is a lush green forest with a waterfall cascading over rocks. The scene is misty and serene, with various types of trees and dense foliage. The waterfall is the central focus, with water splashing and creating white foam as it flows over dark, wet rocks.

IGREEN  
1ST WAVE  
ROLE  
DESCRIPTION

iGreen Project do the campaign to the society on the importance of using shopping bags instead of plastic bags. The importance of typing the trash, making vertical garden, and give an education about environment and build a simple shared understanding to support the go green movement. This campaign is aimed to increase the public awareness. Our activities in this project is focused on social campaign especially on plastic bags issue and trash typing. How we do it is by campaigning the issue to the students and the villagers and also local people in Bandung.

A circular icon of a green, leafy plant, possibly a fern or a similar foliage, positioned in the bottom right corner of the slide.

Why  
Bandung  
needs  
iGreen?

Over than 1100 tons of waste are produced by Bandung citizen. Only less than 1% could really organize their wastes with limited knowledge and tools. Most of youth didn't know how to trash type Or basically differentiate which one is organic or an-organic

**Our project aims to support SDGs number 11 with efforts to improve waste management, green open land and the empowerment of compost products that can improve the local economy**

**AND WE NEED YOU**

To be the one of the mover, that helps us, raise an awareness. Make them realize the consequences that their grand children will feel the bad effects of the lack of concern about the environment. Make Bandung better by doing this movement and campaign with iGreen





## VISION

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Increase Bandung people awareness about the importance of waste management for taking care of our environment



## MISSION

Develop people about waste management and give other people (from other countries) perspective about waste issues in Bandung

Training for  
Trainee

School Visit

Village Visit

Project Activity

Social Campaign

Field Trip to  
Develop Village

Rampok Plastik



## | ACTIVITY

22 June – 25 June

Training will be done by lecturer from Business and Management or Product Design ITB who are willing to teach the EPs about business plan and packaging, to get the some ideas about business plan and packaging for the compose

And training will be done too by KBS (Kawasan Bebas Sampah community). Training before the project started to get education and knowledge about KBS, 3R, Biopore, compost, and vertical garden

TRAINING

FOR

TRAINEE

# FIELD TRIP TO THE VILLAGE

ACTIVITY |

On 26 June

To show how's eco-friendly village looks like. This can be an inspiration for the village improvement that will be done later. And able to estimate what is needed by the village that has not been empowered, looking from a village that is already good in its management



VILLAGE

VISIT

ACTIVITY |

27 June – 12 July

Doing activities which will raise the awareness of villagers about waste management and green environment by educate them how to trash typing, also we teach them how to composting and packaging methods which would be beneficial to the local economy, making a biopori too. And the output is to make a small garden and all the villagers get the education

# RAMPOK PLASTIK

## | ACTIVITY

On 1 July

This movement is to replace the plastic bag into a special plastic that can be used continuously, and also cooperate with the Diet Plastik community in this movement which they support plastic itself.

This movement is to increase citizen's awareness to bring their own bag later while shopping at the market

## ACTIVITY

On 8 July

To raise and increase citizen's awareness about the environment and also to educate them about 3R. We do the campaign in social media like Facebook and Instagram, through poster, broadcast message in LINE and Whatsapp also directly campaign in CFD and Radio with the EPs, OCs, LVs and citizens

SOCIAL  
CAMPAIGN





# SCHOOL VISIT

ACTIVITY |

26 July – 28 July

Visiting a school and doing culture sharing, giving knowledge about waste management and green environment. Deliver a message that we can make a change from starting something small. 3 Schools visited and Schools who are willing to be visited will be educated by the interns about waste management, 3R and SDGs number 11. We will do the trash bank movement, and make a vertical garden in school that is possible



# SCHOOL VISIT

June						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
18	19	20	21	22	23	24
Welcoming Dinner	IPS	IPS	Explore Bandung	TFT (KBS)	TFT (Workshop Teknis)	Hostfam gathering
25	26	27	28	29	30	
TFT (Workshop Teknis)	Field trip the to developed village	Opening at the Village	Activity at the village	Activity at the village	Activity at the village	
July						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
						Weekly evaluation + bonding
2	3	4	5	6	7	8
Activity at the village	Activity at the village	Activity at the village	Activity at the village	Activity at the village	Activity at the village	Campaign in Public Spcae (CFD)
9	10	11	12	13	14	15
Activity at the village	Activity at the village	Activity at the village	Activity at the village	Farewell with villagers	Day Off	Day off
16	17	18	19	20	21	22
Day off	Day off	Day off	Day off	Preparation for global village	Global Village	Day off
23	24	25	26	27	28	29
Preparation of School Roadshow	School Roadshow	School Roadshow	School Roadshow	Farewell with the team	Farewell with the team	Awarding Night
30	31					
Last Dinner + hostfam	-					

# TIMELINE PROJECT



**AIESEC** 

**Project Pricing &  
Partnership Opportunity**

# BUDGET PLAN

<b>Expenses</b>	<b>Total</b>
Logistics	IDR 390,000
Program & Event	IDR 1,210,000
Exchange	IDR 325,000
Marketing	IDR 55,000
Finance	IDR 14,620,000
Function VI	IDR 0
<b>TOTAL EXPENSES</b>	<b>IDR 16,600,000</b>
<b>NET PROFIT</b>	<b>IDR 5,100,000</b>



# PARTNERSHIP OFFERING

By making this project we can launch a social campaign both virtually and physically that will **effectively boost our partner's brand** that develop care and awareness of people in Bandung, especially young people about the importance of maintaining the environment and comfort of the city .

**AIIESEC International** is the biggest youth social movement in the Globe because we are operating in 126 countries. Furthermore, **AIIESEC in Bandung** has a strong and influencing media to attract like minded organization and top talents youth in Bandung.

# Counter Achievement & Media Partner

Counter Achievement	
Logo Inclusion:	High
Banner	X
Poster	X
Booklet	X
Welcoming Party Invitation	X

Television	Radio	Media Cetak	Internet
Event pervasion	Adlib	Broadcasting in Straight News and Features News	Publication about project
	Broadcast		
<b>Interview or Talkshow</b>		<b>Press Release</b>	<b>Report</b>
Company Profile that participate about the project	Interview about iGreen Project 1st Wave	The result of AIESEC Bandung activity in iGreen 1st Wave Project	Event AIESEC in Bandung



**Budhi Dyah Sitawati**  
*Independent  
Commissionaire  
Maybank*


**Irvandi Ferizal**  
*HR Director  
Maybank*

**Shanti Poesposoetjipto**  
*Chairman PT.  
Samudera Indonesia  
Tbk.*

**Emirsyah Satar**  
*CEO  
mataharimall.com*

**Daniel Surya**  
*Group CEO WIR  
Global*

**Matthew Sinder**  
*Head of Strategic  
Development Gunung  
Sewu Kencana*



**Herry Hudrasyah**  
Senior Lecturer SBM  
ITB



**Dr. Cipta Endyana, ST. MT.**  
Official Student Unit  
Advisor AIESEC UNPAD



**Asep Kadarohman**  
Rector of UPI





**Mr. Martti Ahtisaari**  
Former President and  
Nobel laureate from  
Finland



**Mick Jagger**  
Singer



**Ali Abidin**  
Chief of Organizational  
Happiness Insight Out



**Jan Elisson**  
Deputy Secretary General  
United Nations



**Bill Clinton**  
Former President  
Of USA (1993-2001)



**Kofi Annan**  
Former Secretary General  
of United Nations



**Lana Soelistiyaningsih**  
Senior Economist



**Maria Harfanti**  
Miss Indonesia  
2015



**Anindya Kusuma Putri**  
Puteri Indonesia 2015



**Ramon Y Tungka**  
Entertainer/ Public Figure  
Entertainer/



**Nico Siahaan**  
Public Figure



**Abdul Gani**  
Former CEO of  
Garuda Indonesia



**Farhan**  
Public Speaker/  
Entertainer



**Regi Wahyu**  
CEO of Dattabot, A big  
data company



**Maria Hattya**  
Campaigner at United  
Nation Development  
Program (UNDP)  
Indonesia



**Inez Natalia**  
Co-Founder the  
Intersection Project

# AIESEC



## Global Partner :



## National Partner :



## National Partner :

NATIONAL IM PARTNER



NATIONAL MEDIA PARTNER



SUPPORTER



## Local Partner:



NATIONAL LEARNING PARTNER



Passion, Purpose, Culture



For more information, kindly contact

Fatimah

Azzahra

OC Partnership



Faraaraaa



083811084500



[Faraaraaa@gmail.com](mailto:Faraaraaa@gmail.com)