



Kita Muda Kreatif 2017-2023

Creative Youth at Indonesian Heritage Sites
Building Creative Ecosystem Program





unesco

CREATIVE YOUTH AT INDONESIAN HERITAGE SITES

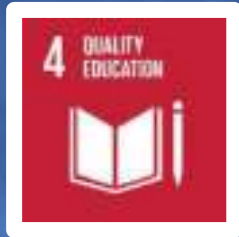
Support business capacity-building of youth



Empowering communities especially young entrepreneurs around heritage sites

To enhance the economic ecosystem in the heritage sites

SDG Targets



4.7. Ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including through education for human rights, gender equality, global citizenship and appreciation of cultural diversity.



5.5. Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.



16.10. Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.



8.3. Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services



PROJECT BY NUMBERS



1000

Youth served during
2017 - 2023



500

Beneficiaries joined business
development trainings



336

Youth brands assisted



130

Online Training during COVID-19
pandemic



97

Weavers and artist received
technical assistance



136

Stakeholders involved in program



8

Virtual Markets conducted



400

University and high school students
joined the various activities



100++

Beneficiaries and partners
with disabilities

OUR APPROACH





JUALAN SAMBIL REBAHAN
Belajar Digital Marketing #1



KOMUNIKASI DENGAN KONSUMEN BIAR BALIKAN
Belajar Digital Marketing #2



MEMPERCANTIK TOKO BIAR LARIS
Belajar Digital Marketing #3



BERIKLAN DI SOSIAL MEDIA & MARKETPLACE
Belajar Digital Marketing #4



GAK TERKENAL GAK DI CALLING
Belajar Digital Marketing #5

National Branding Support

- (A) Provision of Branding Support (Branding Identity, Packaging, Visual Designs) **for free**
- (B) Training & Mentoring on the Branding Application in Social Media
- (C) Linked the youth entrepreneurs with experts in branding designs
- (D) Mobilizes more than 400 students from 11 universities during 2019 – 2023 (This initiative came also as a support to the Government of Indonesia for their program ***Kampus Merdeka Program*** (KMP))





“
Leave No One Behind
Inclusion is at the heart of
programme





136 organizations, including **83** from government institutions, **26** educational institutions, **10** from the private sector, **8** local community groups, and **9** UNESCO direct implementing partners.





“ Universities are essential partners in advancing efforts to build cultural capacity seeing their pivotal role for education, research, and knowledge dissemination. UNESCO partners with universities to promote innovation, encourage creative thinking, and support the development of new approaches and models in cultural capacity building.

Through these partnerships and shared expertise, we secure the next generation of cultural leaders, artists, researchers, and entrepreneurs who can advance these efforts.

UNIVERSITY PARTNERS





OUR SUCCESS STORIES





MAHNIWATI (LOMBOK)

program support

- Technical Trainings
- Talk shows
- New Collaborations
- Market Access
- Peer Learning

impact

- Additional income
- Product Branding Enhanced
- New customers & buyers
- Speaker and resource person on various workshop
- The best 15 WH50 Competition





MANTO MANURUNG

program support

impact

- Technical Trainings
- Branding
- Talk shows
- New Collaborations
- ICH technical assistant

- Additional income
- Product Branding Enhanced
- New customers & buyers
- Improved the product result
- Speaker and mentor for University students
- Established short course -Gorga workshop (on going)

3
Paket Hemat Mewarnai Gorga

Fasilitas

- Gorga untuk diwarnai
- Cat dan kuas Gorga
- Lembar diwarnai yang sudah
- Lembar Gorga
- Lembar Gorga

Memahami makna dan filosofi Gorga Batak dengan praktik langsung didampingi oleh para Penggorga profesional asli kawasan Danau Toba.

SIROBAKS

- 1. Mendaftar online
- 2. Pendaftaran
- 3. Kegiatan Penggorga

SEHARI BELAJAR GORGA
Belajar Budaya Visual Batak dengan Ahlinya





FROM SMALL BUSSINESS TO BE A DIGITAL MARKETING SPECIALIST

Ni Made Rini Wahyuni

Area : Bali
Business : Traditional incense
Brand : Dupa Sukla Bali

- Reached around 10-30 million per month from TikTok live (not include from product sales)
- Inspired other beneficiaries to start digital marketing with various platform.
- Collaboration through affiliate method with other product from other beneficiaries to help and to increase other beneficiaries' business income.
- Now, she is a mentor/ trainer for various digital marketing Training in Bali both online and offline.





TERIMA KASIH