

# WORKING WITH THE PRIVATE SECTOR

UNDP has developed long-standing partnerships with the private sector, and is reaching out to disadvantaged individuals across the country to ensure the power of market forces are used to full effect.



*Facing reality: an image from the MDG photo competition.  
photo credit: Seto*

The impact of these private-sector partnerships is far reaching, and underscores UNDP Indonesia's commitment to achieving the Millennium Development Goals (MDGs). Many of Indonesia's development challenges can be overcome with the help of inclusive economic growth, driven by private enterprises that create jobs, generate tax revenues for social services, and provide vital goods and services for the country's poor people. These partnerships also allow the private sector to make a greater contribution to poverty reduction.

Highlights of these partnerships include:

## Bringing clean water to local communities

It is estimated that more than 100 million people in Indonesia lack access to safe water. To develop clean water supplies using a market mechanism, there is a need to extract market-oriented information, such as what makes a clean water supply system sustainable. To facilitate this, **Yamaha Motor** and UNDP's Growing Sustainable Business programme are working in partnership.

Yamaha Motor's small-scale slow sand filtration facilities are designed to purify untreated water with high turbidity from rivers or ponds. Unlike shallow wells, Yamaha Motor's water purification system is designed to provide stable water supplies even in the dry season, as it uses river flows or ponds as water sources.

Yamaha Motor expressed interest in establishing partnerships with UN agencies, the local government and other development partners to enrich their understanding of market-based water

delivery services to promote the health of local communities. A pre-feasibility study, jointly financed by UNDP Indonesia and Yamaha, is now underway. A socio-economic market survey is being conducted at Yamaha pilot locations in Indonesia where water purification facilities have been installed. Partners are also being identified for social water-supply projects.

## Bringing the MDGs to life through art and music

**Bank Mandiri** is just one of many private sector organizations that have developed specific initiatives to raise awareness of the eight MDGs across Indonesia. It took a leading role in organizing a photography competition, in which all entries conveyed an image relating to one of the MDGs. The event was held as a means to further sensitize the general public about poverty. Other private sector companies who lent their support to the competition include Museum Bank Mandiri; PT Data Scrip; Panorama Travel Agency; Koran Sindo; Gatra; and kompas.com.

In another example, Indonesia's leading telecommunication provider **PT Indosat** demonstrated its support to the MDGs through a special edition of pre-paid cellular phone vouchers, titled *Indonesian Children*. The vouchers portrayed paintings from children across Indonesia who took part in an MDG-painting competition. To further recognize the children's talents, Indosat granted a one-year educational scholarship to children from socio-economically challenged families.



*A cellular phone voucher designed for the MDG-painting competition*

Following a commitment to engage the media in a HIV/AIDS prevention campaign, **MTV** channels worldwide agreed to screen global and local programmes that focused on increasing HIV/AIDS awareness, and featured leading pop artists. In Indonesia, MTV and UNDP organized a one-day rock concert attended by more than 50,000 people. Proceeds from the concert were donated to local AIDS foundation YAI, which focuses on HIV.

### Taking democracy to school-aged children

Raising political awareness and civic education among Indonesia's youth and school-aged children was enabled through in-kind contributions from Indonesia's largest publishing company **Kepustakaan Populer Gramedia**, and mobile phone company **XL**.

Both companies contributed to campaigns carried out in conjunction with the Ministry of Home Affairs and UNDP's Civic Engagement in Democratic Governance project, which focuses on civic education and political participation. Print media and television and radio campaigns were used as effective channels to reach out to the target audience. Youth camps, teacher trainings, films and cheerleader competitions were also held, and a new comic book for teenagers focusing on political participation and civic education was distributed.

### Partnerships for Aceh's rehabilitation

During the aftermath of the 2004 tsunami, UNDP experienced an unprecedented increase in interest from the private sector in developing partnerships in rehabilitation and reconstruction. These partnerships benefited the reconstruction process with in-kind and financial contributions. Examples include:

Management consultants **Accenture** enabled the improvement of supply chains for Aceh's coffee farmers. In collaboration with the International Organization of Migration, the Food and Agricultural Organization, and the Aceh Partnership for Economic Development Project, nearly 8,000 families in Aceh were supported to rebuild their livelihoods through the provision of agricultural equipment, specialized vocational training and business assistance through self-help groups and cooperative development.

A partnership with **Coca-Cola** resulted in the vital provision of



*Reaching out: private partnerships can help disadvantaged individuals  
photo credit: Tubagus Silahudin*

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water and sanitation facilities for rural schools and villages in Aceh. Coca-Cola funded a new pipe network for some of the region's worst-hit villages, giving 8,000 people their first-ever access to household tap water.

**Nike** and **MercyCorps** provided much-needed sports equipment to some 6,600 beneficiaries in various schools, universities and football clubs across Aceh. In collaboration with Government agency Dinas Pemuda dan Olahraga (Department of Youth and Sports), the equipment was distributed across 22 districts. Sports such as football are popular recreational activities across Aceh. As a result, Nike and MercyCorps were able to play their part in rebuilding sports facilities in affected districts, and helping to provide a welcome distraction from tsunami-related trauma.

### Fixing the ozone layer

The Montreal Protocol on Substances that Deplete the Ozone Layer is an international treaty designed to protect the ozone layer by reducing the production of chemicals, including chlorofluorocarbon (CFCs), believed to be responsible for ozone depletion. Working with more than 100 private sector companies, UNDP is supporting Indonesia's adherence to the Montreal Protocol. Initiatives include:

- Assisting with draft import control regulations;
- Supporting Government trainings for ozone layer protection;
- Promoting ozone layer awareness-raising exercises among students;
- Assisting with the installation of ozone-friendly equipment in Indonesia's refrigeration manufacturing industry;
- Supporting the phase-out of ozone-depleting substances in the refrigeration service industry.

### Preparing for disaster

**DHL** has focused on developing long-term solutions in Emergency Logistics and Preparedness Planning, and Public Education and Awareness. As part of this, the Get Airports Ready for Disasters (GARD) concept was developed, to better prepare airports to respond to the surge of aid following a disaster. A public-awareness strategy and public-awareness concept were also developed. Recommendations for disaster relief surge planning and capacity improvement at airports will be developed, and on-the-job training will be provided to a trainee team from the Government to review the airports.