

## Technology for Sustainable Development

### A partnership between Microsoft Indonesia and YCAB Foundation

#### SUMMARY

Microsoft Indonesia (Microsoft) partners with Yayasan Cinta Anak Bangsa (YCAB Foundation) in implementing "YouthSpark" program which aims to increase access for marginalized youth to learn computer science. The program was implemented between 2013 and 2014 in Jakarta, and between 2014 and 2015 in Jambi, with possibilities of extension.

Both organizations agreed to partner based on their common view on the importance of the financial independence for high school and vocational school students, and also young people aged 16-18 years old. The activity comprised of three parts: (1) seminar to motivate youth to become independent, (2) group coaching to start new business using IT, and (3) access to get seed funding.

By April 2015, YouthSpark program had reached 3,000 youth, 400 of whom successfully opened their own business with IT support (*Office 365*), and also received seed funding.



Attended by 1,480 students, the entrepreneurship seminar held at Abadi Convention Center in Jambi run successfully. © YCAB Foundation, 2015.

Its corporate citizenship focuses on education, entrepreneurship and good governance. Among these activities are youth empowerment through few programs such as Partners in Learning (Information and Communications Technology/ICT for teacher and school), Imagine Cup (annual software development competition for youth etc.), BizSpark (ICT support for start-ups), DreamSpark (providing access to design software and tools for students) and Microsoft Innovation Centers (Microsoft partners that provide programs and innovative services to increase the growth in the software industry)

#### THE PARTNERS



**Microsoft Indonesia** ([www.microsoft.com/indonesia](http://www.microsoft.com/indonesia)) is a subsidiary of Microsoft Corporation in marketing software technology in Indonesia. Microsoft Corporation is a developer, manufacturer, distributor and publisher of software technology



#### Yayasan Cinta Anak Bangsa/YCAB Foundation

([www.ycabfoundation.org/](http://www.ycabfoundation.org/)) is an organization that focuses on empowering marginalized youth (age 18-24 years old) by improving their education, socio-economic condition, and welfare towards a better and sustainable future. YCAB was established in 1999 as a non-profit organization but in 2007 it has evolved as a social enterprise, an organization which applies business strategy in order to sustain its social activities.

The cooperative business model that YCAB Foundation applied is successful to cover the operational cost but also support financing to new activities. When YCAB was first established, it started with only six staff, five advisors and a pool of volunteers. Now YCAB Foundation has 655 staff, and supported by more than 3,000 volunteers each year. In terms of program, YCAB Foundation has also grown exponentially, from reaching out 2,000 youth in 1999, now it has spread to serve more than 2.7 million in 2015. By the end of 2020 YCAB Foundation aims to touch the lives of 5 million youths as beneficiaries.

In implementing its mission, YCAB Foundation has three program pillars i.e. (1) *Healthy Lifestyle Promotion* (HeLP) that promotes healthy lifestyle for students in schools through drug and HIV/AIDS prevention campaign; (2) *House of Learning and Development* (HoLD) that helps school drop-out youths by providing *Paket Kelompok Belajar* (Kejar)<sup>i</sup> program to continue their education; (3) *Hands-on Operation for Entrepreneurship* (HOPE) is an empowerment program for mothers of HoLD graduate by providing entrepreneurship training and seed capital. This micro credit program was implemented by YCAB cooperative in 5 locations in metropolitan Jakarta and its vicinity.

### INITIATING THE PARTNERSHIP

The two organizations started its partnership journey since 2010 when YCAB Foundation learned about Cybergrant application at Microsoft Indonesia for local NGOs to develop technology for marginalized people. YCAB Foundation signed up for funding to set up and operate a House of Learning program at Season City Mall in West Jakarta. YCAB received a grant of 174 million rupiah for one year from Microsoft because of its innovation in providing ICT and English language education for marginalized youths at a shopping mall. The following year, Microsoft was no longer providing cash funding for the program, but instead supporting software and license donations to YCAB Foundation to help the organization's activities in empowering youth.

The partnership continued until 2012, when again Microsoft provided funds to support YCAB Foundation to develop Houses of Learning in four cities: Jambi, Cengkareng, Kendari and Manado, along with software and license donations. In the following year both organizations strengthened their partnership through *YouthSpark* program in Jakarta and Jambi.

### IMPLEMENTING THE PARTNERSHIP

YouthSpark Program ([www.microsoft.com/youthsparkhub](http://www.microsoft.com/youthsparkhub)) trains youths (high school graduates) to be social



Smiling young entrepreneurs during Microsoft YouthSpark workshop © YCAB Foundation, 2015.

entrepreneurs. The program had been implemented in two cities i.e. Jakarta and Jambi. YouthSpark Jakarta was implemented from 2013 to 2014, while the one in Jambi was implemented from 2014 to 2015. Although the program in Jakarta has been completed, Microsoft and YCAB Foundation kept monitoring the program especially on those who have demonstrated progress with their business using Office 365<sup>ii</sup>.

YouthSpark program (both in Jakarta and in Jambi) comprised of three stages: (1) seminar to help youth explored their wildest dreams and how to achieve them, (2) group coaching to guide the participants with their start-ups using IT approach, and (3) access to seed funding.

YCAB Foundation conducted one seminar for each city with more than 3,000 participants of Jakarta and Jambi high school students.

In selecting the participating schools, YCAB Foundation seek recommendation from the local Education Office. Based on that recommendation YCAB then contacted and explained the YouthSpark program to the schools and invited representatives of students to attend the seminars.

At the end of the seminar, YCAB invited the participants to submit their groups' business plans via email, Twitter, or Facebook. About 400 of them were invited to attend the second phase of the program i.e. group coaching. During this stage the participants were grouped based on business type. Each group had a business facilitator from YCAB Foundation to review their business plans so they could successfully transform them into reality.

After completing the second stage, the participants then entered into final stage by presenting their business plans before other entrepreneurs. If their plans were approved, they would receive seed capital of Rp. 500,000.



Group discussion on how to make their product more appealing @YCAB Foundation, 2015.

In carrying out the seminars or group coaching, YCAB Foundation involved school teachers as coaches to ensure students' involvement in seminar and seriousness in running their business plans.

Microsoft measured the program's success through monitoring of the quality of success rate program of participants in running their business as planned; and the government's involvement to support the activities. These indicators have to be well set out in the proposal submitted through the Cybergrant online system which can be accessed by representatives of Microsoft Headquarters and Regional Office. The evaluation results were later distributed to other stakeholders such as partners, schools, government and other organizations.

Regarding the program sustainability, both organizations agreed that software donation and access to Microsoft's network are part of the strategy to ensure the continuity of Microsoft's contributions even after the program has ended. Participants still can use the software and access to the Microsoft network as a trigger for new partnership.

Microsoft provides assistance in its expertise, mobilizing student volunteers as coaches in computer applications, software technology, funding, resource persons, training and establishing communication with the authorities. On the other hand, the YCAB Foundation contributes to develop modules of youth entrepreneurship using technology, resource person, training, coordination with schools and the local authorities together with the Microsoft.

## RESULTS

By April 2015 YouthSpark program had reached more than 3,000 youth, 400 of whom have had business

## TESTIMONIAL

Youth Generation consists of Nila Cahya Rahmawati (Nila), Novita Sari (Novi), and Rania Ibrahim (Rani) from SMK Negeri 4 Jambi. This group got YouthSpark's seed capital of Rp. 500,000.- from Microsoft.

Their love of Jambi have inspired them to create CulSmart Bookmark. The bookmark was made from recycled cardboard and laminated with Jambi batik as decoration. As their bookmarks using Jambi batik, they are available in many patterns such as swan, durian, and boat, and they inserted small facts about local culture and history of Jambi. They currently sell their products through schools' cooperatives, local government offices and online media.

They were very glad to participate in the Microsoft's YouthSpark activities in their city. Moreover, this event was also supported by the Municipality of Jambi. They believed that the activities are very positive for them and Jambi's youths in general. Microsoft helped the participants to be more productive, creative, and became successful. They were trained on how to make their products more attractive and accepted by the community. They were also trained to use technology to market their products.

Their hoped that the youths would not be afraid to keep on trying and be creative, and become the best.

projects using technology (Office 365) and obtained venture capital.

## CHALLENGES AND LESSONS LEARNED

There were internal and external challenges in running the program. The internal factors were caused by the inadequate process of strengthening and monitoring of the groups who had gained seed capital, thus making it difficult to measure the overall impact. The external factors were caused by the unstable internet network, and the lack of support from parents. Many parents preferred their children to help them doing household chores and even made ends meet.

Both Microsoft and YCAB Foundation agreed that the lessons learned in implementing this partnership were (1) maintaining a high-level of commitment in empowering marginalized youth, (2) respecting the transparency in communicating and implementing activities, (3) having common views in building equal relations between partners and contribution.



Veronica Colondam, Founder and CEO of Yayasan Cinta Anak Bangsa (YCAB), attends the conference of *Microsoft Accelerating Asia Pacific 2011*. © YCAB Foundation, 2015.

with a solution for the youths to be financially independent and adaptive to technology advancement. In the future, Microsoft and YCAB Foundation plan to develop a job portal to facilitate the youths who are trying to find suitable jobs based on their competence and interests.

The two organizations also plan to continue the YouthSpark Science, Technology, Engineering and Math (STEM) program in Yogyakarta, which aims at empowering marginalized youths with computer know-how, such as coding, based on their experiences and valuable lessons when running the same program in Jakarta and Jambi.

## PLANS AND EXPECTATION

Both organizations wished to continue responding to the needs of the community, especially those regarding under-privileged youths, and be able to provide them

### Footnote

- i. Paket Kejar is a non formal education program established by the Ministry of Education and Culture for drop-outs and those who are out of schools for various reasons. The equivalency tests are available for primary, junior high, and senior high school levels. The participants would receive equivalency certificates that are equal to school diplomas.
- ii. Office 365 is the brand name Microsoft uses for a group of softwares and services to improve consumers' efficiency and productivity. The services are cloud computing-based for ease of access using Internet connection.

### About this Case Study

This is one in a series of case studies based on presentations by partners at sessions of the HBRI Partnership Forum. HBRI is an activity of CCPHI, a project funded by Ford Foundation.

This case study is based on the presentation of Esther Sianipar, Community Affairs Manager Microsoft dan Firza Imam Putra, Chief Operations Officer – YCAB Foundation at the 27th session of the HBRI Partnership Forum. Dian Rosdiana preparing this study in consultation with Microsoft and YCAB Foundation.

For further information on the CCPHI and HBRI Partnership Forum, please contact **Dian Rosdiana**, CCPHI Communication Officer, at [dian.rosdiana@ccphi.org](mailto:dian.rosdiana@ccphi.org), or **Ananta Gondomono**, CCPHI Partnership Building Officer, at [ananta.gondomono@ccphi.org](mailto:ananta.gondomono@ccphi.org) or visit us at [www.ccphi.org](http://www.ccphi.org); Facebook: [CCPHI](https://www.facebook.com/CCPHI); Twitter: [@CCPHI](https://twitter.com/CCPHI); LinkedIn: [CCPHI](https://www.linkedin.com/company/ccphi)