



INDONESIA KIDS FAIR

(the exhibition that support the use of waste materials)

INTRODUCTION

ASSIC CREATIVE MANAGEMENT (ACM) is a creative management small foundation which is engaged in the planning, management, promotion and implementation of various events including events associated with the children.

In an effort to develop quality character education and moral development of children and support the acceleration of the achievement of the Sustainable Development Goals (SDG's), ASSIC CREATIVE MANAGEMENT have responsibilities also in the mission to promote, facilitate and implement the Global Compact principles in Indonesia , among others, act as agents of change in the acceleration process changes the state towards the achievement of human rights, labor competitiveness, sustainable living and ethical business practices.

In terms of implementation of the Global Compact principle in Indonesia, ASSIC CREATIVE MANAGEMENT create a role model for a place to embrace series of various children activities, Small Medium Enterprise (SME) & other community, among others are in the field of art, design, creative industry, environment preservation, etc which supported by CSR (Corporate Social Responsibility) activities from a variety of companies, education institution, SME, etc., that has ability to inspire and motivate children, which can hold up the discovery of qualified aptitude and talent that can be used as additional valuable as well as useful resources for the children's future life or for its surrounding. This pot is also as a promotion & marketing spot either for children or other community who have had skill to produce a (home industry) creative product / other skill which resulted from their talents or from seminar & workshop but needs a place that can promote widely the artwork to various level of society.

BACKGROUND

Children in the span of 5-10 years (based on fact at site) are getting loose the place to appreciate, to express, to synergize and to synchronize the art or other activities which can support the discovery of qualified aptitude and talent that can be useful in future for the children and can bring good reputation for the nation internationally.

Ideally, the pot shall include special-needs children, street children, disadvantage children, and orphanage children in various events of activity together with other talented and gifted children, so that it is hoped to be an additional valuable and useful resources for their future life.

It cannot be avoided that even there is a place or even that involving the children above, the activity generally is only limited to government community and some companies having CSR (Corporate Social Responsibility) program, so that the echo of that social concern has not yet widely known by community and has not yet touch, inspired, motivated, and moved the society to participate and hand-in-hand to develop the care of children especially in education field and qualified character development which becomes the rights of each children as their future life ability. It can be said that nowadays there is lack of place with activities that can inspire community to care of children education and prosperity.



OBJECTIVES

As an effort to hold aspiration, bridging and holding various CSR activities from company, education institution, even other broad society that care of, ASSIC CREATIVE MANAGEMENT desires to coordinate an event that can synergize and synchronize CSR activities of the above mentioned activities which have CSR program. It is hoped that the synchronization of these activities has an ability to give positive impact directly and significantly to the children specially, women empowerment as an important part that support the children daily activities and other community with national and international echo that is able to move other broad society to participate and mutually doing positive changes.

The expected points from this event are as follows:

- a. To seek inspiring moral movements and can motivate the children more in getting advanced self esteem, having proactive communicative attitude and sensitive to the environment. So that the children will be more sincere and gladly to move as agent of change in their neighborhood.
- b. To give motivation, improve creativity, entrepreneurship spirit as well as scoop out children and public society potential and talent by supervising in various kinds of competitions, exhibitions, fairs, movie shows with environment theme, qualified seminar and workshop.
- c. To duplicate event or role model/system of INDONESIA KIDS FAIR throughout Indonesia continuously in an effort to make significant-impact work result, able to leverage to reach wider area at once, in a predicted relatively short time. This matter is necessary as one of action programs which urgently to be implemented that supports the achievement of MDGs. In this matter INDONESIA KIDS FAIR team will engage and empowering society in each area where the INDONESIA KIDS FAIR will be implemented. INDONESIA KIDS FAIR team will motivate and supervise community in the surrounding area to be able to get into working field directly by doing accompaniment, receiving job training employee/apprentice & receiving student internship in the implementation of INDONESIA KIDS FAIR in the area. It is expected that after the accompaniment, community that have been provided with "knowledge management and practical experience as a whole" at the working field, become more confidence for being a creative and success entrepreneur and brings positive changes to the surrounding. It can be said that INDONESIA KIDS FAIR is a giant laboratory for many/various society/community to hand in hand act as agents of change in the acceleration process changes the state
- d. To make INDONESIA KIDS FAIR, in stages, as a place of appreciation and expression of various children activities in National and International scales with strong echo through the implementation of event which represent participants from several provinces in Indonesia and from several countries to participate in each activity in INDONESIA KIDS FAIR event. It is expected that with the existence of the diversity of participants, it can accelerate moral movement for positive changes as well as to bring good reputation for the nation in International world as one of pioneers in the moral resurgence movement especially for children to become agent of changes in their own vicinity.



VISION

- Becoming an arena of education quality reference, among others is a qualified art & design in Indonesia
- Becoming enormous art & music festivity of Indonesian children with International echo and becoming national children event agenda
- Introducing and carrying over gifted talented children from national festivity to international festivity
- Developing the outcome of qualified work of art, song and music and appropriate to the soul and character of children that can be used as children future resources
- Participating to become an agent of changes in the process of state changing acceleration to go in the direction of human rights achievement, competitive manpower, life preservation, and ethics business practice through art activity arena
- Becoming a huge umbrella that sheltering various CSR activities, where each activity under this spot is an implementation of UNGC (United Nations Global Compact) principles which as a whole is supporting each other for the achievement of MDG's

MISSION

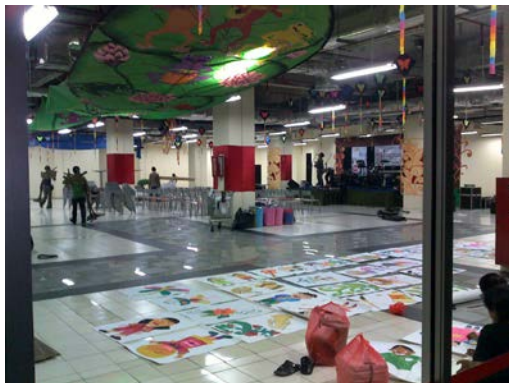
- Fully support and assist the implementation of proclamation of "1 million children songs for 1 million Indonesian children movement" by taking data of Indonesian children songs (new) with its composer. Children songs category that can be put into data processing are those with lyrics that contains one or more living values and appropriate to children soul and character which can inspire and motivate children to be distinguished individual who have an extra care to their surroundings. It is expected that the lyrics
- Giving out certain expertise and competent certification (among others is in the field of art) for women, teachers or other community especially from disadvantage children, orphanage children, and street children through seminar and workshop event. It is expected that participants who get this chance can put forward their knowledge to their surroundings, and so on.
- Giving out valuation to teachers, schools, public figure, or group/studio that take action, have achievement, and care for children education in an effort to support children education development to more qualified and caring to the surroundings.
- Becoming an arena for the melting pot of National and International schools in an attempt to tighten the relation with International education world.
- Publication of the Contest Winner, winner product or talented and outstanding exhibition participants in the form of CD, book, and catalogue of product in an attempt to more waken the care of community and parents towards more proper & qualified children education quality for all children.
- Fund collection as an effort to support children prosperity among others in education field by donating part of the sale of CD, book, or other gift merchandise items mentioned in product catalogue of **ASSIC COMPLEX** issued by ASSIC CREATIVE MANAGEMENT. **ASSIC COMPLEX** is a brand owned by ASSIC CREATIVE MANAGEMENT and has been used in KIDS FAIR ASSIC COMPLEX event (currently is Indonesia Kids Fair) which was implemented on October 31 – November 1, 2009 at Thamrin City-Jakarta, April 24-25, 2010 and November 3-4, 2012 at Taman Mini Indonesia Indah, Jakarta. ASSIC COMPLEX is an abbreviation of **Art, Song & Music Competition & Exhibition**. ACM as volunteer and support design exhibition that use



- waste material at Cultural Village Karawang, West Java May 14 – 15, 2016 and May 31 -June 3, 2016 and at Vastenburg fort, Solo Central Java October 1-31, 2016

Location at :

1. Thamrin City, Jakarta (2009)



2. Taman Mini Indonesia Indah, Jakarta (2010)





3. Taman Mini Indonesia Indah, Jakarta (2012)





4. Culture Village Karawang, West Java (2016)

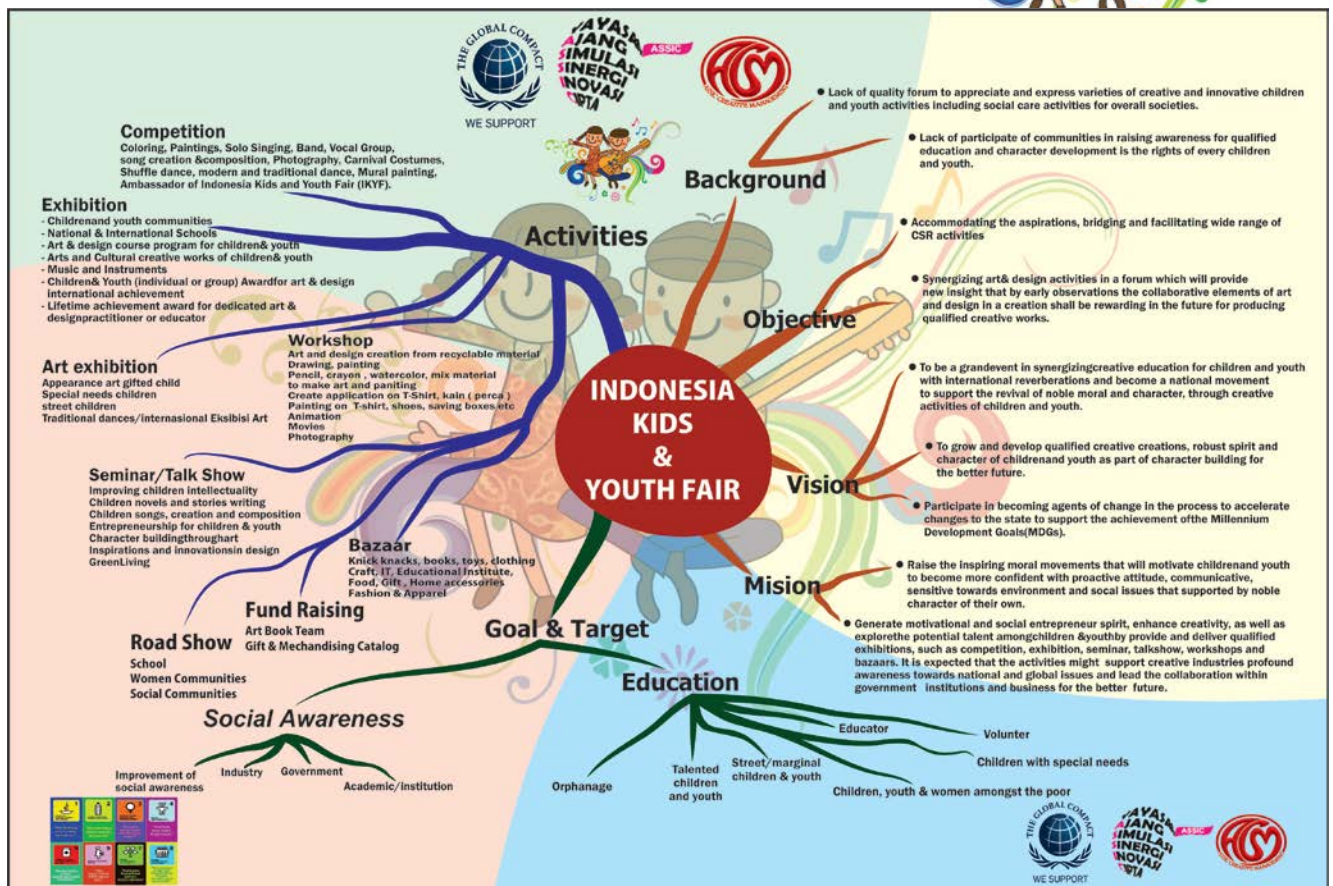




5. Vastenburg fort Solo, Central Java (2016)



MIND MAP INDONESIA KIDS AND YOUTH FAIR



GOAL AND TARGET



Saling Menyayang

Dinyanyikan oleh : Sandy
Asal sekolah : SD Al Izhah - pondok Labu, kelas 2

Aku sayang ayah, Aku sayang ibu
Sayang adik kakak, Sayang semuanya
Kusayang adik, Ku sayang kakak
Kami bermain slalu bersama
Ayah dan Ibu sangat bahagia
Melihat kami saling menyayang

Senyum Guruku

Dinyanyikan oleh : Shinta
Asal sekolah : SD Pembangunan Jaya - Bintaro, kelas 5

Senyum tulus guruku
Membuat hati tenang
Tiada jemu mendidik ku disayang
Trimakasih guruku, atas segala bimbinganmu
Nasehatmu kuingat slalu
Dan tak akan kulupakan

Ku Bangga Indonesiaku

Dinyanyikan oleh : Andhika
Asal sekolah : SD Islam Al-Azhar Pusat (01) - kelas

Indahnya negeriku, Beragam budaya
Subur tanah airku, Sawah hijau terbentang
Santunnya bangsaku, Ramah tamah penduduknya
Ku bangga Indonesiaku, Jayalah untuk slamanya

Benderaku

Dinyanyikan oleh : Sasi (DSC 1012-1014)
Asal sekolah : SD Pembangunan Jaya - Bintaro, kelas 1

Merah putih benderaku
Merah brani putih suci
Berkibarlah di angkasa
Merah putih bendera bangsaku



IMPACT & SUSTAINABILITY

6. As a role model for creative industry development especially in deeply support home industry/micro industry become macro industry :
 - SDG's Implementation : 1, 2, 3, 7, 8
 - Activities : Bazar for SME, workshop, seminar, product exhibition
 - ACM Support design exhibition that use waste material at Culture Village Karawang, West Java, Indonesia (2016)





7. Built children character to prepare them to be the agent of change for their environment through sharing activities, motivational games, workshop, competition, exhibition, bazaar
 - SDG's Implementation : 1, 2, 4, 6, 7, 8
 - Activities : Motivational Games, Kids Fair Ambassador Contest, Workshop, Seminar, Song Composition Contest, Sing Competition, Photography Contest, exhibition
 - Support Design Exhibition at Vastenburg Solo Central Java for project construction management (2016)





8. Support the development of management & entrepreneur skills in the creative industries such as :

- Share & give knowledge to the poor so they can built their own “tools” to help themselves to be independent in life.
- Empowerment the poor to share their “success” in built their independency in life to inspire & motivate others in their own environment to follow their steps

* SDG's Implementation : 1, 2, 7, 8

* Activities : exhibition, workshop, seminar, internship & apprentice





9. Support in managing industrial waste by inspiring & motivate others to be more care & built creativity through waste products by reduce, reuse & recycle the products especially for home industry's product

Reuse & Recycle product





10. Support to ensure environmental sustainability through competition & exhibition -
 Competition : drawing, coloring, photography, song contest, song composition contest ,
 Kids Fair's Ambassador contest with living value & environment theme
- SDG's Implementation : 1, 2, 7, 8
 - Activities : exhibition, workshop, seminar, internship & apprentice, built community product recycle workshop for children, teacher & others, mock up interior room with home accessories that had been produced from recycle product/industrial waste, books with product recycle theme, children film exhibition, The World Heritage Exhibition (Ujung Kulon & Komodo Island) through photography & Vote for Komodo Island activities





11. Built social community in Facebook :

- ☐ **Kids Fair Assic Complex** (children art, song & music community)
- ☐ Web : <http://childrenartsongmusic.ning.com>
- ☐ Gerakan 1 Juta Lagu Anak untuk 1 Juta Anak Indonesia
(A movement to find/collect 1 million children songs for 1 million Indonesian children - as our concern over scarcity of good quality Lyrics of Indonesian children songs)
to built, raise, inspire, motivate & encourage children & other people to always pay attention & produce some art & song for the children with themes and lyrics that fit with the spirit and character of the child as a part of children character development

☐ **Art & Design Book Team**

As a team, we work together in a writer team to produce some art & design books that simple & easy to apply for “non technical” person with simple sense of overall design & business management skill including entrepreneurship in order to help home business/micro industry to be more competitive (have sustainability) especially in the field of creative industry





12. With various activities & target audience, had proven already could attract more various industry to support & collaborate in this social event.

Government :

1. Indonesian Ministry of Education and Culture
2. Social Department of Republic of Indonesia
3. Indonesian Ministry of Health
4. Indonesian Ministry of Forestry

Organization :

1. Indonesia Global Compact Network (IGCN),
2. Yayasan Kesejahteraan Anak Indonesia (YKAI)
(Indonesian Child Welfare Foundation)
3. Kongres Wanita Indonesia (Kowani – Indonesian Women's Congress)
4. Persatuan Artis, Penyanyi, Pengusaha Rekaman Indonesia (PAPPRI)
(Indonesian Unity Artist, Singer & Recording Businessmen)

Institusional :

1. Binus University
2. Kindergarten Shool around Jakarta, Bogor, Depok, Tangerang, Bekasi city
3. Elementary School around Jakarta, Bogor, Depok, Tangerang, Bekasi city
4. Junior High School around Jakarta, Bogor, Depok, Tangerang, Bekasi city
5. School for Disabled children

Industries :

- | | |
|--|-----------------------------------|
| 1. CIMB NIAGA Bank | 11. Waterboom Cikarang |
| 2. OCBC NISP Bank | 12. Herman Dexter Home Furnishing |
| 3. PT. Mediantara : Book Publisher | 13. TOIMOI Home Furnishing |
| 4. Gramata : Book Publisher | 14. WANNA B – Recording Studio |
| 5. Koloni : Book Publisher | 15. Kites Museum |
| 6. Erlangga : Book Publisher | 16. Food & Drink |
| 7. Agung Podomoro Group : Property Developer | 17. Snow Bay Water Resort |
| 8. Kidzania (Children Games Real Activity) | 18. NAKITA Tabloid |
| 9. Taman Mini Indonesia Indah | 19. Imut & Yellow Pages Tabloid |
| 10. Executrain-executive | 20. STOS – Film Documentary |

THE INNOVATIVE APPROACH / METHOD

- Made INDONESIA KIDS FAIR (IKF) as a role model & duplicate the system & event throughout Indonesia or other country continuously in an effort to make significant-impact work result, able to leverage to reach wider area at once, in a predicted relatively short time. It can be said that IKF is a giant laboratory for many/various society/community to hand in hand act as agents of change in the acceleration process changes the state. This pot is also as a coaching, promotion & marketing spot either for children or other community who have had skill to produce a (home industry) creative product / other skill which resulted from their talents or from seminar & workshop but needs a place that can promote widely the artwork to various level of society.



- A huge umbrella that sheltering various CSR activities, where each activity under this spot is an implementation of UNGC (United Nations Global Compact) principles which as a whole is supporting each other for the achievement of SDG's. Each activity will give the best & interesting result that support by creative industry to more attract the attention, more inspiring for other society/community & industries

MOBILIZING MULTIPLE STAKEHOLDERS

1. IGCN : - Exhibit a Children Photography by Program Tjahaya
- Inform all IGCN member to participate to this event
2. Binus University : - TV Media Partner that promote the event
- Responsible for all interior lay out design & implementation
- Responsible for all graphic design for promotion
- Prepare the material for drawing & coloring contest
3. Ministry Of Education : Inform & encourage school principal to participate in is event
4. Agung Podomoro Group (a leading property developer in Indonesia)
Prepare event location at Thamrin City Mall-Jakarta (for free) including all facilities (lighting, stage, furniture, mechanical electrical, etc). Event : The 1st Indonesia Kids Fair (Kids Fair Assic Compex) – Oct 31 – Nov 1 2009
5. Taman Mini Indonesia Indah (TMII-Mini Garden of Beautiful Indonesia) :
Prepare event location at Istana Anak-Anak Indonesia (Indonesian Children Castle), Taman Mini Indonesia Indah -Jakarta (for free) including all facilities (lighting, stage, furniture, mechanical electrical, etc). Event : The 2nd Indonesia Kids Fair– April 24-25, 2010
6. PT. Mediantara : Lead the workshop “ How to make art creation with recycle products”
7. PT. TOIMOI : Built interior mock up room base on green & recycle products
8. Herman Dexter : Built interior mock up room to attract the attention of how to create interior design with local & green product
9. Kites Museum : Lead the workshop : make & painting a kite, umbrella, shoes, ceramic, etc
10. Executrain : lead motivational games for the children participant (orphanage, street children, etc) to build a team work & built more confident for themselves
11. Gramata Publishing : donate Rp.500 for each Art Book Team's book sold (Let's sing part 1 & 2 and Sew Art)
12. LPSI (Mr. Tamam Hoesein, musician, arranger) : Lead the Workshop : “ Tips How to Create Your Own Children Songs & How to Promote It”
13. STOS (Mr. Slamet & Mrs. Shinta, musician, arranger, song composer) :
Lead the Workshop : “ Tips How to Create Your Own Children Songs & How to Promote It”

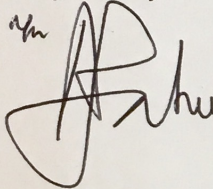



RECOMMENDATION :

1. Mr. Y.W. Junardy, President Indonesia Global Compact Network
2. Mrs. Nuning Barwa, Vice President Indonesia Global Compact Network
3. Mr. Mudjito, Director for Kindergarten & Elementary School Development, Ministry of Education
4. Mr. Eko Sudjarmiko, Director for Disabled Children, Ministry of Education
5. School of Design, Binus University
6. Mrs. Ade, Operational Director, Taman Mini Indonesia Indah (Miniature Garden of Beautiful Indonesia)

Jakarta, Oktober 27, 2016

Prepared by

Titi Indahyani