



## COMMUNICATION ON PROGRESS (COP)

Fortuna

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### Periode of COP (1 Year Activities)

From: 1 January 2019

To: 31 December 2019

### Part I. Statement of Continued Support by Chief Executive or Equivalent

December 31, 2019

To our esteemed stakeholders:

We are pleased to confirm that Fortuna reaffirms its support for the United Nations Global Compact and the Ten Principles. This is our Communication on Progress with the UN Global Compact. We welcome feedback on the explanation provided.

In this Communication on Progress, we describe what actions our organization has taken in support of the UN Global Compact and the Ten Principles that are suggested to organizations. We are also committed to sharing this information with our stakeholders using our primary channels of communication.

Best regards,

**Michael Tjandra**  
Head of Growth  
Fortuna PR

## Part 2 : Description

Here are the things we do in implementing the 10 Principles of the UN Global Compact:

### A. Based on the four pillars of the UN Global Compact:

- Incorporate the principles of the UN Global Compact into the internal operations of the institution, namely:

#### a. Batik Tiada Batas (Batik No Limit)

As a form of Fortuna's involvement in the welfare of the community, Fortuna invites the people of Pekalongan Regency to participate in an activity called "Batik No Limits". Fortuna chose batik as the main discussion of this activity, because batik is an Indonesian cultural heritage since 2014 which was declared by UNESCO. Meanwhile, Pekalongan was chosen because this city has batik characteristics that are well known in the world. The "Batik Tiada Batas" event was launched by Fortuna because it saw that the human and cultural resources of Pekalongan Regency could be developed more widely using the digital world, such as social media and e-commerce if maximized with knowledge of how to use these facilities properly and correctly. As an expert in the digital field, Fortuna has gone directly to educate the people of Pekalongan Regency on how to preserve, promote, and market Pekalongan batik through the digital world.

**(1<sup>st</sup> Pilar, 8<sup>th</sup> Pilar)**



## **B. Support for Indonesia Global Compact Network (IGCN)**

- As part of the Executive Board for Communications, Fortuna supports the IGCN secretariat in planning and implementing communication programs.

## **Part 3 : Result Measurement**

- **Activities**

### **Batik Tiada Batas (Batik Has No Limit)**

“Batik Tiada Batas” was held in Pekalongan Regency. In this activity Fortuna launched a CSR program on August 18, 2019 and a Workshop on September 29, 2019.

At the launch which was held in August 2019, the participants were given an explanation of the current development of the digital world. Participants who took part in the launch event consisted of 44 people with different business fields. From that number, then they were re-selected to 20 people who were entitled to attend the workshop. Selection is based on the batik business conducted by the participants. Participants who have been active on social media are also another assessment to be able to pass this selection. Those who pass the selection will have the opportunity to attend the workshop.

Information regarding the “Batik Tiada Batas” activity was shared by Fortuna to the participants via the Telegram group link, where the group functioned to disseminate information on workshop provisions, batik discussions and the use of social media.

At September 2019, 20 workshop, selected participants were given tasks by the Fortuna team regarding marketing strategies on social media, such as trying product endorsements and branding in terms of design, logo, packaging and product quality. The task is given to participants for one month which will then be assessed by the Fortuna team.

From these materials, workshop participants are expected to be able to apply them directly to selling their batik business. That way they can increase their income from their business.



- **The Result**

The result of this “Batik Tiada Batas” activity is that the participants/community of Kajen, Pekalongan Regency are increasingly educated about the digital world which is currently growing rapidly and is increasingly. Because of that they able to maximize social media for more directed and creative selling activities. In addition, even though this activity has been completed, participants are expected to be able to apply knowledge, marketing strategies, creativity, and the importance of using digital media in the 4.0 era in marketing unlimited products.