



COMMUNICATION ON PROGRESS (COP)

Fortuna

Period of COP (1 Year Activities)

From: 1 January 2020

To: 31 December 2020

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

December 31, 2020

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. MasCare

As a form of Fortuna's involvement in spreading positive spirit to society that currently facing Covid-19 pandemic, Fortuna initiate a movement that based on spirit of togetherness, #WeAreInThisTogether, which was carried out with the **"MasCare"** movement, masks specially designed by Fortuna. "MasCare" itself came from the words 'Masks' and 'Care'. This movement is carried out together with various elements of society including public figures, media, and also involving several well-known brands in Indonesia which aims to spread a positive spirit to face Covid-19 pandemic together for the rise of Indonesia. MasCare #WeAreInThisTogether movement is Fortuna's way of reminding that Indonesia needs to unite and strengthen each other during this difficult time. Fortuna's anniversary during this pandemic should be in the form of a social movement that aims to be beneficial for society. The idea of MasCare arose before PSBB or Large-scale Social Restriction started and the use of masks as one of the health protocols being debated, at that time shortages of masks raised suspicion. At that time people who used masks were suspected of having Covid-19 symptoms. Masks are seen as something negative, even though using masks is actually for self protection during Covid-19 pandemic. The Fortuna team at that time saw an opportunity to give the right message for masks because it has the right potential for being a great medium and could create a big impact. When our mouth and face are covered by masks, MasCare can be used as a medium to communicate and convey a positive message. The message is to encourage #WeAreInThisTogether togetherness.

(7th Pilar, 8th Pilar, 9th Pilar)



b. Kids Take Leads

As a form of Fortuna's involvement in the community welfare, especially children and in commemoration of National Children Day 2020, Fortuna presented **"Kids Take Leads"** programme to foster Creativepreneurship spirit on kids. Creativepreneurship is an entrepreneur who creates business in creative fields. And the person who runs it, called a Creativepreneur. Fortuna chose children and Creativepreneur as the main topic in this event because this program is expected to build Creativepreneurship spirit in children, as they are the next generation of Indonesia. "Kids Take Leads" was launched by Fortuna because human resources, especially children, can be empowered with various skills in terms of creativity and entrepreneurship. So in the future they will be ready to face challenges and get benefits from it.

(1st Pillar, 8th Pillar)



c. CENTANG

As a form of Fortuna's involvement in spreading positive spirit to society that currently facing Covid-19 pandemic, Fortuna together with community activists and hundreds of communities from various communities in Indonesia collaborated to invite the Indonesian people to carry out the **"CENTANG"** movement, namely CEGah (Prevent) and TANGgungjawab (Responsible) with 3M+3T, as an movement to protect their loved ones, family, and society from the threat of the corona virus. Fortuna wants to mobilize the community to help the government to fighting with the Corona Virus. With CENTANG movement, several community activists, Eugene Panji, Dharmaji Suradika, Salman Subakat and Sasa Ratna Puspita, tried to provide a solution to end the Corona Virus.
(7th Pilar, 8th Pilar, 9th 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**

- a. MasCare**

“MasCare” was held virtually from April to June 2020. During the event, some public figures in Indonesia from famous figures, news anchors, to celebrities showed their support virtually to Indonesian citizens by using masks that were designed by Fortuna. The design on this cloth mask is an image of people holding hands and voicing “We are in this together” with the aim of spreading positif spirit on facing Covid-19 pandemic together for the rise of Indonesia during these hard times. Various society elements participated in this movement including public figures, media, and several Indonesia well-known brands.

In this movement, several public figures conveyed the spirit of togetherness to society. One of them is the Minister of Maritime Affairs and Fisheries of Indonesia 2014 - 2019, Susi Pudjiastuti, who appreciates this movement. The message that conveyed in addition to inviting public to support “MasCare” #WeAreInThisTogeher, She also persuaded the community to use masks in the right way, washing hands routinely, and practicing social distancing. The spirit of togetherness was also conveyed by some of public figures ranging from Udjo and Yosi (Project Pop), news anchors like Inne Sujono, Tasya Syaried, Dwi Anggia, to presenter, Donna Agnesia. They delivered the same message, during a pandemic this is not the right time to be selfish. They invited all of us to join hands together to face the pandemic. Apart from a number of public figures, Fortuna also collaborated with several well-known brands such as Good Vibes Botanical, Herbakof, and many more.

Through MasCare #WeAreInThisTogether movement, we hoped it can spread kindness and raise the positive spirit of Indonesia citizens, including media colleagues. Not only that, but the masks that have been given during the MaskCare movement can help to protect media colleagues in their reporting duties during pandemic. Of course the health of our media colleagues is one of Fortuna’s priorities so that the cooperation and communication that has been well established so far, can continue to be carried out.



b. Kids Take Leads

“Kids Take Leads” is the 1st and the only Indonesia's marketing and business acceleration edu program for kids that is held by Pot of Luck Creative Hub, a creative hub that specialises in online and offline realm that provides space for ideas and creative thinking which was created by Fortuna. This event was attended by children aged 10 - 12 years olds and held virtually every Saturday from 25 Juli 2020 until 15 August 2020. This event was in collaboration with Paviliun 2, a creative industry community in Indonesia. The topics that were discussed in this event revolved around the creative and entrepreneurial world brought by various speakers, ranging from workshops about Brand, Product Development, Photography, Designing for Social Media that collaborates with young artis and parents to build children's entrepreneurial spirit.

The “Kids Take Leads” program provides workshops that are hosted by various experts in the creative and entrepreneur industry, as well as sharing sessions from successful kidpreneurs. One of the speakers is Ms Meyske Ritiau, Child and Family Psychologist said that entrepreneurship program for children is not only about giving



them knowledge about how to earn money or how to build business, but the most important part is to develop children's character such as self confidence, perseverance, problem solving skills, how to achieve their goals, to empathy. This event presented various speakers such as Ms. Ratna Puspitasari as the CEO of Fortuna, Winslet, a 16 years old who is the founder of Meraki (Tie Dye Brand, and Gendis, a young patissier from Indonesia. From the materials that have been presented by all the speakers, it is hoped that it can foster creativepreneurship spirit into children, as the Indonesia's next generation.



c. CENTANG

CENTANG was held virtually on October 28, 2020. In this virtual event, participants have been given socialization about the CENTANG movement and persuaded them to take a commitment to prevent the Corona Virus. CENTANG is a prevention movement through 3M, Cegah (Prevent): first use a mask. This is the most effective way to prevent Corona Virus infection. When everyone wears a mask, the chance of transmitting the corona virus between humans can decrease by 3.1%. Second, keep a distance, two meters is a safe distance way to break the chain of spread of Corona Virus by reducing virus transmission by 2.6 %. Because of that, we are advised to stay at home for safety reason. Third, wash your hands, wash your hands with soap and running water for at least 20 seconds to wash away dirt and germs, and kill pathogens. This should be done as often as possible in every activities, especially when preparing food, caring for the sick, using the bathroom or toilet, handling animals, taking out trash, etc.

And with CENTANG movement Fortuna ask community to take their responsibilities with 3T, including: Testing, until now, the PCR test with the swab technique is the only way to detect COVID-19. Health workers, people from out of town or country, and those who interact with COVID-19 patients are required to carry out tests to save themselves and others. Then, a search by tracing and tracing must be done to find out the patient's movement and journey for the past 14 days. This method can



provide warnings to the public to stay at home and limiting their space for movement in public area. And last but not least self-isolation, after being declared as COVID-19 Survivor, the survivor must self-isolate when they are going back to their home, and actively maintain their health conditions.

- **The Result**

- a. **MasCare**

A well planned idea is believed to have strong support if it includes the right message and social mission. What Fortuna believes has been proven, only one month since the movement was launched in Fortuna internal media social media, MasCare presence is organically rolling. All layers of society appreciated this movement nationally. Some requests even came from Indonesian people that lived abroad, including public figures. They includes news anchors, artists, celebrities, and many more people that support the MasCare movement.

- b. **Kids Take Leads**

The results of the “Kids Take Leads” program are that participants are more educated about creative industry, entrepreneurship, and digital industry which are currently growing rapidly and could be useful for selling activities in social media to be more creative and direct. This is indicated by the fact that several children have started their business activities, although only on small scale business.

- c. **CENTANG**

The results of the CENTANG activity were marked by the number of people taking place to be a volunteer and donating to disseminate the movement massively, and inviting people around their community to do CENTANG through creative materials provided on Centang.id.



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