For seven decades, protecting the rights of every child has been at the heart of UNICEF’s work in Indonesia. Working for and with adolescents and youth to develop the skills they need and voice their opinions is crucial to these efforts, as attested by the creation of the youth network Mitra Muda and the utilization of U-Report.

The recruitment was based on gender, geographical representation and inclusion of children and young people with disabilities.

Mitra Muda aims to support adolescents and youth in their civic engagement journey through various online and offline activities. It also aims to serve as a reference group for us in our planning processes and activities with our partners.

U-Report is a bot-based messaging tool that empowers young people to engage with and speak out on issues that matter to them.

In Indonesia, U-Report is available on WhatsApp and Facebook Messenger.

1. Participate in and respond to a poll to influence communities and policy makers. We at UNICEF will then collect and follow up your opinions and feedback on topics you care about.
2. Learn various topics, ranging from skills to mental health, COVID-19 to nutrition.
3. Get directly involved in UNICEF activities, such as training programs, competitions, and even becoming speakers at these events.

There are currently more than 600,000 U-Reporters throughout Indonesia, joining 13 million other U-Reporters from 75 countries around the world.

LET’S BE THE NEXT U-REPORTER!
Send a message: 
JOIN to the WA U-Report number, +628119004567 or click the following link: 
Join U-Report.

<table>
<thead>
<tr>
<th>MEMBERS OF</th>
<th>600K</th>
</tr>
</thead>
<tbody>
<tr>
<td>19 YOUNG PEOPLE AS THE CORE TEAM</td>
<td></td>
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<tr>
<td>50 U-REPORT AMBASSADORS</td>
<td></td>
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<tr>
<td>61 INVIDUALS</td>
<td></td>
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<tr>
<td>50 YOUTH-LED ORGANISATION REPRESENTATIVES</td>
<td>100K</td>
</tr>
<tr>
<td>4,700+ U-REPORTERS RECRUITED THROUGH MITRA MUDA INITIATIVES</td>
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</tbody>
</table>

The recruitment was based on gender, geographical representation and inclusion of children and young people with disabilities.

**TOP 5 VOTED POLLS:**

1. STUDENTS’ PERCEPTION ON ANTI-BULLYING                                   | 600K     |
2. TEACHERS’ PERCEPTION ON ANTI-BULLYING                                    | 100K     |
3. UNICEF GLOBAL STRATEGIC PLAN                                             | 50K      |
4. COVID-19 VACCINE                                                         | 17K      |
5. SOCIAL PROTECTION IN PANDEMIC                                             | 14K      |

**TOTAL POLLS WITH: 610,366 U-REPORTERS JOINED THE POLL!**

**TOP 3 ENGAGING POSTERS (HIGHEST REACH AT U-REPORT INSTAGRAM):**

1. ASK WORLD CHILDREN’S DAY (‘BERTANYA’)                                    | 25,801   |
2. UN FOOD SYSTEM SUMMIT ‘PANGAN’                                            | 8,348    |
3. UNICEF STRATEGIC PLAN ‘STRATEGI’                                          | 6,852    |
JANUARY

• Ministry of Education and Culture Instagram Live with Mas Menteri Nadim Makarim and Sophia Latjuba
  -https://www.instagram.com/tv/CKGgPzeB1oO/
• Young people shared their stories during Launch of Country’s Plan 2021-2025
  - https://www.instagram.com/p/CKoX7wfjnIc/
  -https://www.instagram.com/p/CKq831BjJSz/

FEBRUARY

• U-Report Global Coordinated Poll on UNICEF Strategic Plan received 60K+ respondents
  -https://www.instagram.com/p/CLWuneoDROq/
  -https://www.instagram.com/p/CLhCc9XDRXq/
• 13 million U-Reporters joined globally, 400K from Indonesia
  https://www.instagram.com/p/CLosFnCDkw4/

MARCH

• Thanks to UNICEF’s corporate donor.
  https://www.instagram.com/p/CNC4sm6j9Ud/
• Open Call for Mitra Muda Core Team
  https://www.instagram.com/p/CL9Lg5IjeYL/
APRIL

- Creative profiles series
  - https://www.instagram.com/p/CN-I_0oDcbv/
  - https://www.instagram.com/p/COIImQLiL8l/
  - https://www.instagram.com/p/CPir4a5jn2U/
- COVID-19 vaccine video with #UReportCOVID19 Diaries young creators and AMSA
  https://www.instagram.com/p/COQjRk4DFRI/
- Open Call for U-Report Ambassadors
  https://www.instagram.com/p/CNIG3kgjMpt/
- Malaria Day campaign
  https://www.instagram.com/p/COF2nlsjYr3/
- Voluntary National Review for SDGs with Bappenas

MAY

- Launch of Mitra Muda
  https://www.instagram.com/p/COVVs9tjh5e/
- 300+ pledges to support No Tobacco Day campaign #KerenGakSih
  - https://www.instagram.com/p/CPkcWRKMq3q/
  - https://www.instagram.com/p/CPnjZozjIbP/
  - https://www.instagram.com/p/CPp-bMQjI5A/
- Bappenas Roundtable Discussion of Urban Sanitation and Climate Resilience
  https://www.instagram.com/p/CPdm3EBDBPW/
- Menstrual Hygiene Day commemoration
  https://www.instagram.com/p/CQgU2EyDnb2/

JUNE

- Launch of U-Report Ambassadors
  https://www.instagram.com/p/CQgU2EyDnb2/
- 1K+ U-Reporters recruited for #GenerasiRestorasi World Environment Day
  - https://www.instagram.com/p/CPvS0HdD9Tu/
  - https://www.instagram.com/p/CQJA5OhjKOn/
  - https://www.instagram.com/p/COSk3rojHMX/
- Kindness Leaders Conference Indonesia with U-Report five-day challenge
  - https://www.instagram.com/p/CQLrZo_DlJG/
  - https://www.instagram.com/p/CQvoWWZiueK/
  - https://www.instagram.com/p/CRt1mDdOe7/
- UN Food System Country Dialogue preparation

ADOLESCENT AND YOUTH ENGAGEMENT 2021
**AUGUST**

- Kindness Leaders Conference regional projects activation  
  - [https://www.instagram.com/p/CSwfJprpoH0/](https://www.instagram.com/p/CSwfJprpoH0/)  
  - [https://www.instagram.com/p/CTCiv1ipZwF/](https://www.instagram.com/p/CTCiv1ipZwF/)

- Webinars involvement, such as International Youth Day on Food System, Humanitarian Day, Digital Learning Symposium, WASH in Papua, and U-Report poll dissemination on social protection  
  - [https://www.instagram.com/p/CSeegVJHfe/](https://www.instagram.com/p/CSeegVJHfe/)  
  - [https://www.instagram.com/p/CSZYr4eJ_T6/](https://www.instagram.com/p/CSZYr4eJ_T6/)

- Workshop participation, such as Reimagine Education Workshop and Children-Led Dialogue with East Java Government

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**SEPTEMBER**

- Mitra Muda-led initiatives on International Sign Language Day  
  - [https://www.instagram.com/p/CUKrGfdJQgb/](https://www.instagram.com/p/CUKrGfdJQgb/)  
  - [https://www.instagram.com/p/CUNF5r9nyDx/](https://www.instagram.com/p/CUNF5r9nyDx/)  
  - [https://www.instagram.com/p/CUM6ynwqQLE/](https://www.instagram.com/p/CUM6ynwqQLE/)

- UNDP-UNICEF Climate action PSA with U-Report chatbot [https://www.instagram.com/p/CUXb0pmJiZK](https://www.instagram.com/p/CUXb0pmJiZK)

- Youth Consultation on Positive Parenting for INSPIRE Conference
**OCTOBER**

- Digital Innovation Challenge  
  [https://www.instagram.com/p/CUuV0WrpRMo/](https://www.instagram.com/p/CUuV0WrpRMo/)
- Global Handwashing Day commemoration  
  - [https://www.instagram.com/p/CUzxn_Lpl7o/](https://www.instagram.com/p/CUzxn_Lpl7o/)
  - [https://www.instagram.com/p/CU-ItoxpSGL/](https://www.instagram.com/p/CU-ItoxpSGL/)
  - [https://www.instagram.com/p/CVAaYRMJonI/](https://www.instagram.com/p/CVAaYRMJonI/)
  - [https://www.instagram.com/p/CVDIC_Spv3F/](https://www.instagram.com/p/CVDIC_Spv3F/)
- U-Report Ambassador-led video promoting food system  
  [https://www.instagram.com/p/CT72vKpi6it/](https://www.instagram.com/p/CT72vKpi6it/)
- U-Report utilization for Digital Innovation Challenge and user-testing for micro-learning chatbot
- Talk Show engagement, such as Ruang PEKA (online mental health session) with CIMSA, EAPR Civic Engagement Conference, Reducing Childhood Lead Poisoning Conference
- Feedback sharing, such as IASC Youth Guidelines Training and FGD on Family-Friendly Policy Guidelines for Business and

**NOVEMBER**

- International Day Commemoration, such as World Children’s Day and World Toilet Day  
  - [https://www.instagram.com/p/CPdCH8vPEW0/](https://www.instagram.com/p/CPdCH8vPEW0/)
  - [https://www.instagram.com/p/CWS-8VfJzSv/](https://www.instagram.com/p/CWS-8VfJzSv/)
  - [https://www.instagram.com/p/CRGC_7JyMT/](https://www.instagram.com/p/CRGC_7JyMT/)
- Conference engagement, such as Inspire Conference, AY Engage Webinar, Unlimited ASEAN.
- Development of Climate Crisis comic with PLAN Indonesia

**DECEMBER**

- International Day of Person with Disability #SepertiKamu  
  - [https://www.instagram.com/p/CXBTqJ4DrkV/](https://www.instagram.com/p/CXBTqJ4DrkV/)
  - [https://www.instagram.com/p/CXLjQ_lprdt/](https://www.instagram.com/p/CXLjQ_lprdt/)
- TED Talk with other Youth Activists  
- Webinar Road to Urban20
LAUNCHED IN MAY 2021, MITRA MUDA HAS ENGAGED IN:

28 EVENTS AS SPEAKERS/ FACILITATORS

15 CONTENT CREATION

9 CAPACITY BUILDINGS

9 FGDS AS ACTIVE PARTICIPANTS

5 YOUTH-LED ACTIVATIONS

In its effort to bring together and strengthen the resources of existing youth networks in the country, Mitra Muda aims to empower young people through:

1 Improving their critical understanding of social issues in their communities, their problem-solving skills, and their ability to navigate through life challenges. This includes building their knowledge, public-speaking skills, and self-confidence to speak up.

Capacity Building on UNICEF Programmes: Mitra Muda has received capacity buildings about SDGs, Adolescent Development and Participation, Communication, Immunization, Nutrition from UNICEF Indonesia. This also includes online trainings/courses from Regional and Global, such as IASC Guidelines Training for Young People Humanitarian, Youth Advisory Group of Global Children’s Event, and Tropical Disease Research in Infectious Diseases from WHO.

Facilitator Training: Mitra Muda members are also trained as young facilitators and co-facilitators to lead discussions, such as regeneration for Master Trainer of Adolescent Kit, Facilitator at UN Food System preparation, and Co-Facilitator at Kindness Conference and #GenerasiTerampil workshop.
Inspiring them to take action on social issues by identifying, designing, monitoring and reviewing solutions to socio-economic problems in their communities.

Providing access to platforms, encouraging them to speak up, amplifying their voices among those in decision-making bodies, and ensuring their influence on services, policy, legislation and financing on social issues at all levels: local, national, regional and global.

Alvian, Mitra Muda member from Tanah Laut shared his educational project for marginal kids in Kompas TV show.

Pretty and Rendy, two Mitra Muda core team members from Makassar, participate in RCCE capacity building training.

Bayu, a Mitra Muda core team member from Aceh, partners up with Aceh Youth Action and Aliansi Jurnalis Indonesia (AJI) Banda Aceh to create Aceh Yellow Project, a new pool for children’s social campaign ideas.

Mitra Muda members from West Java partner up with Forum Anak to facilitate the program “Kids Take Over” in Central Java. The initiative involves 393 young people (63% of whom are girls), with discussion topics ranging from mental health and child protection to COVID-19 and school reopening.

Katarina, a Mitra Muda core team member from Kupang, is awarded best practices on young people’s participation as a part of UNICEF East Nusa Tenggara Government 2021-2025’s kick-off meeting.

Noviyanti May, Mitra Muda core team member from Papua, shares her views on health and hygiene in schools to inspire teachers and students, especially at the junior high school level.

Pretty and Rendy, two Mitra Muda core team members from Makassar, participate in RCCE capacity building training.

Noviyanti May, Mitra Muda core team member from Papua, shares her views on health and hygiene in schools to inspire teachers and students, especially at the junior high school level.

Sign Language Day. In collaboration with a youth-led organization that focuses on deaf communities, Mitra Muda commemorates Sign Language Day by creating a lip sync music video using sign language. The video is powered by a U-Report chatbot to learn basic sign language and includes an Instagram Live feature to emphasize its importance. It has gained 20K+ organic viewers to date.

#GenerasiTerampil [Skilled Generation] Webinar. 13 U-Report Ambassadors initiate a webinar and workshop on digital skills and entrepreneurship, resulting in 400+ participants and 4K+ organic viewings on YouTube.

Belajar dan ikuti tantangan bahasa isyarat
1. Singan menu U-Report 0811 900 9657
2. Klik jeprek [telp] atau kirim jeprek ke [telp]
3. Coba belajar dasar bahasa isyarat dan ikuti tantangannya!

[Image of sign language poster]

ADOLESCENT AND YOUTH ENGAGEMENT 2021
VOTE:

**What is it?** A mechanism to select respondents’ favorites.

**Case study:** Digital Innovation Challenge, a collaborative UNICEF program that empowers young people to create innovative digital solutions to social issues.


PERCEPTION SURVEY:

**What is it?** A survey to support research/study/planning in understanding young people’s perceptions on issues that matter to them.

**Case study:** The ‘Roots’ anti-bullying prevention program. Scaled up throughout the archipelago in partnership with the Ministry of Education and Culture, the program is now being implemented in over 1,800+ schools in just one year.

**U-Report utilization:** A baseline and end-line survey to help understand teachers and students’ perceptions of bullying and punishment in schools.

QUIZ:

**What is it?** A casual test of knowledge to share facts in a fun and engaging way.

**Case study:** International Youth Day Commemoration on Food System, a UNICEF collaboration with FAO and WFP.

**U-Report utilization:** Employing the use of “True” or “False” and other multiple question answers to the quiz, after which U-Reporters can get the correct answer straight away. U-Report Ambassador also created a high quality animation video with green screen to raise awareness and promote the chatbot in a fun way.
TYPES OF CHATBOT

KINDNESS CHALLENGE:

What is it? A 'challenge' tasking U-Reporters with a five-day task of being kind. Each day, the registered U-Reporter receives a reminder on WhatsApp to continue the challenge.

How is it further applied? Over 8K U-Reporters have shared their stories on social media, with the selected 200 participants invited exclusively to join the 2021 Kindness Conference.

NO-TOBACCO-DAY PLEDGE:

What is it? A measure to gauge how many people support youth who promote the quit smoking campaign and how many actually quit smoking.

How is it further applied? U-Reporters consent to sharing their contact details on U-Report WhatsApp group. WHO Indonesia uses this database for future reference on non-communicable diseases.

RECRUITMENT TO ACTION:

What is it? The conversion of U-Reporters’ recruitment to real action.

#GenerasiRestorasi


#PejuangBersih

The UNICEF team commits to desludging 100 toilets World Toilet Day on 19 November. For every five U-Reporters recruited, U-Report contributes to desludging an additional toilet. To date, 172 toilets have been deslugged in 11 cities.
YOUNG PEOPLE GO DIGITAL!

Advances in technology have enabled us to gain a wider network in our Adolescent and Youth Engagement program. In addition to U-Report, UNICEF Indonesia has managed the Oky period-tracker app that promotes menstruation in a fun way. The app is further boosted by a social media campaign that includes live streams encouraging lively dialogues with participants.

Since 2021, UNICEF and U-Report Indonesia have been working together to create an integrated social media campaign. The collaboration aims to strengthen and promote the key messages to the right target audiences.

While most of UNICEF’s followers comprise a general audience (up to 65 years old), U-Reporters are mostly young (up to 30 years old). The content of the campaign is accordingly tailored to each audience’s style and preference.

TYPES OF CONTENT:

Features: Young people and influencers share their stories and experiences via quotes and series of podcast

Quotes Profile. [link]

Podcast. [link]

---

17K subscribers
75.5K followers
1.5M followers
16K followers
43.9K followers
129K followers
42.6K followers
129K followers

UNICEF
untuk setiap anak

17K subscribers
75.5K followers
1.5M followers
16K followers
43.9K followers
129K followers
42.6K followers
129K followers

shows significant organic growth from 20K to more than 45K followers with 2.89% engagement rate (above standard average)

129K followers
42.6K followers

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ADOLESCENT AND YOUTH ENGAGEMENT 2021
Engagement:

1. U-Report provides young people with social media templates, quizzes and twibbons to share.

   **Quiz to promote Corporate’s Donation:**
   Sharing the importance of handwashing with soap: [https://www.instagram.com/stories/highlights/17933943295637803/](https://www.instagram.com/stories/highlights/17933943295637803/)

2. U-Report provides the space for young people to co-create content

   **Self-record video:** Mitra Muda shares how they cope with the pandemic encompassing six different topics. The Minister of Women Empowerment and Child Protection shares her video response and salutes Mitra Muda’s proactive approach. [https://www.instagram.com/p/CRTyREejsfx/](https://www.instagram.com/p/CRTyREejsfx/)

   **One Day IG Live with Child Forum:** Mitra Muda initiated this online dialogue with Child Forum representatives from eight provinces. It has reached 2K+ live viewers with additional 4K+ viewers for the recorded posts. [https://www.instagram.com/p/CWQc3wuJeV5/](https://www.instagram.com/p/CWQc3wuJeV5/)

**Gender Study Publications.** [https://www.instagram.com/p/CONWM7jBkU/](https://www.instagram.com/p/CONWM7jBkU/)

**U-Report Poll Results.** [https://www.instagram.com/p/COKweEBhUJX/](https://www.instagram.com/p/COKweEBhUJX/)

**Report Dissemination:** U-Report closes the feedback loop to U-Reporters by sharing the results of the polls through infographics.

**Gender Study Publications.**

**U-Report Poll Results.**