



# UNICEF Indonesia's Youth Engagement Highlights 2022



Mitra Muda members attended Review and Planning Meeting in Lombok, West Nusa Tenggara. They reflected on experiences in 2021-2022 and discussed the work plan for 2023 with the Field Offices and Programme Colleagues.

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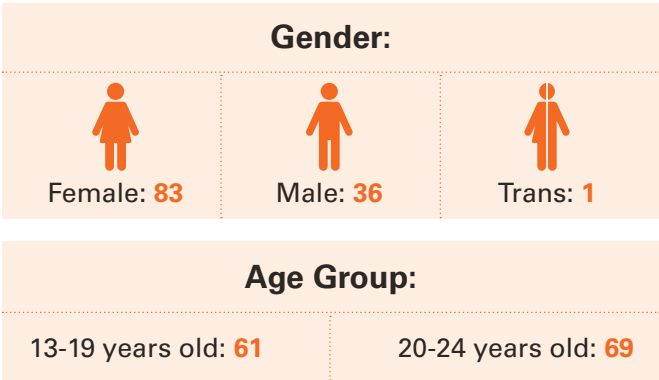
# Mitra Muda

**Mitra Muda was established in 2021 as a UNICEF-supported youth network and consists of 130 young leaders.**

By bringing together existing youth networks in the country and leveraging their resources for greater impact, Mitra Muda aims to **empower young people** to:

- Understand social issues
- Use various platforms to make their voices heard in decision-making processes
- Take action on social issues by identifying, designing, delivering, monitoring and evaluating solutions

Through the creation of the Mitra Muda youth network, UNICEF aims to provide adolescents and youth with opportunities and platforms that support their **civic engagement journey** through various online and offline activities.



## In 2022, Mitra Muda has been involved in advocacy initiatives:

<p><b>8 events</b> (at national, regional and international level)</p> 	<p><b>7 media moments</b> (webinars and interviews)</p> 	<p><b>3 communication assets</b> (Public Service Announcements and Human Interest Stories)</p> 	<p><b>9 consultations</b> (user-testing workshops and focus group discussions)</p> 
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## Mitra Muda has also led various initiatives:

	<p><b>19</b>  Videos</p> <p><b>17</b>  Photos/designs</p> <p><b>CREATIVE CONTENT PRODUCTION</b></p>	<p><b>3</b>  ONLINE EVENTS: TALKSHOWS/WORKSHOPS</p>	<p><b>13</b>  COMMUNITY ENGAGEMENTS</p>	
<b>Reach:</b>	<p>Total Impressions: <b>374,310</b></p> <p>Total Reach: <b>2,763,455</b></p> <p>Total Engagements: <b>20,144</b></p>	<p>Total Reach: <b>213,308</b></p> <p>Total Engagements: <b>20,264</b></p>	<p><b>1,900+</b> young people participated</p>	<p><b>3,000+</b> young people reached</p>
<b>Type:</b>	<p>Social media content posts for U-Report and UNICEF Indonesia</p>	<p><b>2 Instagram Talkshows:</b> International Day of Education</p> <p><b>2 Online Zoom Workshops:</b></p> <ul style="list-style-type: none"> <li>• National Education Day &amp; Menstrual Hygiene Management</li> </ul>	<p>17 areas covered by implementing:</p> <ul style="list-style-type: none"> <li>• Inter-Personal Communication</li> <li>• JaWAra Internet Sehat</li> <li>• Adolescent Kit</li> </ul>	
<b>5,200+ U-Reporters recruited through various types of engagement</b>				

**U-Report is a bot-based messaging tool that empowers young people to:**

1. Participate in and respond to a poll to influence communities and policy makers.
2. Learn in an engaging way about various topics, such as skills, climate action and entrepreneurship.
3. Get involved directly in UNICEF activities, such as training programmes, competitions and even becoming speakers at these events.

Become a U-Reporter by texting "JOIN" to any of these direct message channels:

-  WhatsApp U-Report Indonesia (08119004567)
-  m.me/ureportindonesia
-  t.me/ureportindonesia\_bot
-  @ureportindonesia

**U-Report in numbers:**



**922,557**  
**U-Reporters**

in Indonesia, joining **28 million other U-Reporters** from **95 countries** around the world.



**25** total polls conducted with

**222,070**

responses from U-Reporters.

**68,800**

Instagram followers with **16** social media challenges.



**Social Media Challenges**

**KreatorUReport: Creative Content From and For Young People**

#KreatorUReport is a platform for young people to share messages about issues that matter to them in **the most creative way**, be it through original song, role-play video, illustration and others!

- 1,200+ content items have been shared, covering 22 different topics.
- 3 ministries and 4 UN agencies have teamed up to support.



**Chatbot**

**Micro-Learning Bot: Train for Life, One Mission at a Time**

Disseminating information can be fun with an engaging chatbot! U-Report Micro-Learning Bot adapts useful resources into **a conversational script**, encouraging young people to enjoy learning about various topics while collecting U-Points. The chatbot has:

- 8,000+ users who have accessed the learning material.
- 3 modules about 21<sup>st</sup> century skills, climate and entrepreneurship (in partnership with UNDP)



**Polls**

**Roots Indonesia and Child Forum**

U-Report is a useful tool to understand young people's perceptions about issues that matter to them! Ways that UNICEF and youth partners have used U-Report include:

- **Online voting** to select 30 agents of change in each of 1,800+ schools via Roots Indonesia.
- **Localized survey** led by Child Forum about child-related issues, responded to by 10,000+ U-Reporters.

# Mitra Muda in Advocacy Events

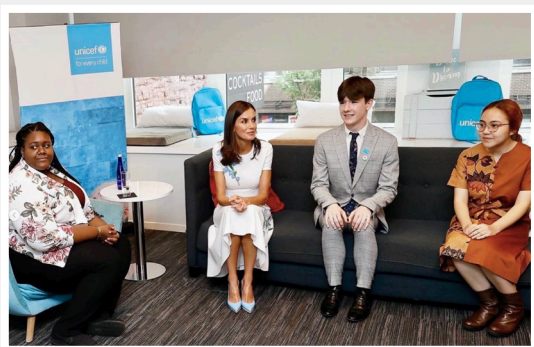
UNICEF provides platforms for Mitra Muda members to share their opinions on issues that matter to them, be it as delegates or as facilitators and speakers.

## 1a. International Events

### Transforming Education Summit and Mobilization Lab 16 - 21 September 2022 in New York

Olive and Engel joined 32 other youth advocates from 24 countries in a dynamic programme of different sessions, including discussions with high-level individuals, such as:

1. **Amina J. Mohammed**, Deputy SG of the UN
2. **Selwin Hart**, Special Adviser to the SG and the Assistant SG of the Climate Action Team.
3. **Queen Letizia of Spain**, UNICEF Global Advocate for Mental Health of Children and Adolescent
4. **Paloma Escudero**, UNICEF Director for Global Communication and Advocacy



This resulted in:

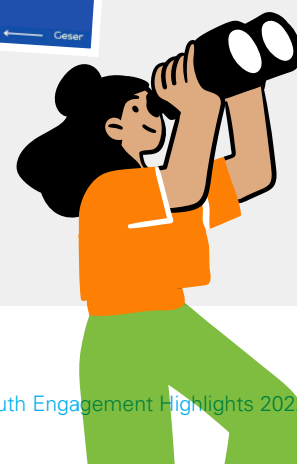
- New skills and knowledge gained as well as ideas for collaboration among youth advocates.
- Insights growing UNICEF's work with youth in advocacy.
- Powerful digital content to promote children's rights.



### Conference of the Parties (COP) 27 7 - 12 November 2022 in Sharm el-Seikh, Egypt

Amalia spoke about the importance of creating green jobs to mitigate and adapt to the climate crisis at the **Nationally Determined Contribution (NDC) Partnership** Pavillion. The session was attended by **government officials** from Indonesia and Germany. Amalia also took part in the **negotiations on climate change adaptation** and youth participation and joined the **climate march** calling for an end to fossil fuels.

Alya, who participated virtually, shared her opinions on involving youth in climate change adaptation planning during the **Towards Child-Centred Climate Talk Show** held by UNICEF and the Indonesian Ministry of Environment and Forestry.



## Disaster Risk Reduction (DRR) Events

Global Platform on DRR, 22 - 26 May 2022 in Bali Indonesia and Asia Pacific Ministerial Conference on DRR, 20 September 2022 in Brisbane, Australia

Mitra Muda and Adolescent Kit members participated in **Preparatory Children and Youth Workshop and Global Children & Youth Platform** for GPDRR.



Erwin and Ferina facilitated online session and presented their experience in **DRR and climate action** at various sessions. Adella co-moderated Stakeholders Engagement Meeting: **Whole of Society Approach & Constituency Feedback** where 10 speakers shared their recommendations.

## G20 Engagement Groups Events

### Youth20 (Y20)

Alvian **won the Y20 Award** for his leadership in Literasi Anak Banua. Baiq Niki attended **Y20 Pre-Summit** on digital transformation and youth role in digital governance and financing in Lombok. Six other Mitra Muda members joined the **UN-Y20 Workshop** on equity, diversity, and inclusion.



### Urban20 (U20) Webinar

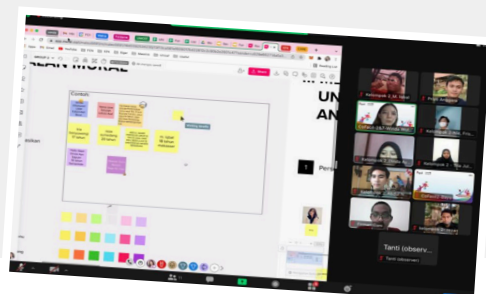
Cristina **was a panelist** in the U20 webinar entitled *A Common Framework: Towards Child-Friendly Cities Amid the COVID-19 Pandemic, Climate Crisis, and Rising Structural Inequalities*. She shared her experiences as a Mitra Muda member involved in UNICEF's planning programme and trainings.



## 1b. Regional and National Events

### Workshop #GenerasiTerampil

U-Report launched the Micro-Learning platform where young people can learn about **21st century skills** via chatbot. As part of this initiative, U-Report conducted a two-day workshop for a selected 60 out of 1,000+ users, which aimed to enhance their self-confidence, teamwork and communication skills. Six Mitra Muda members were trained to co-facilitate the sessions. The final workshop presentation for the top three teams was attended by Dr. Praptono, M.Ed from the Ministry of Education.



### 7th ASEAN Children's Forum

UNICEF supported the 7th ASEAN Children's Forum, 15 – 19 November 2022, held by the Ministry of Women Empowerment and Child Protection and ASEAN.

During the forum, Alvian and Andin were facilitators for preparing the ASEAN Youth Voices. They also had a chance to visit Google Indonesia to learning more about the digital world.



## 2. Media Moments

### 2a. Media Webinars by Aliansi Jurnalis Independen

#### Obesitas di Indonesia: Mengapa Kita harus Waspada?

Date: 10 March 2022

Baiq Niki, who is also an **#AksiRemaja Champion**, shared practical tips for youth on obesity issues.



#### Media serta Keterlibatan Remaja dan Orang Muda dalam Pengurangan Risiko Bencana

Date: 20 May 2022

Erwin shared best practices and the importance of **involving young people** in disaster risk reduction and preparedness in a youth-friendly way.



#### Penanganan Akses terhadap Air Minum dan Sanitasi Saat Krisis

Date: 17 May 2022

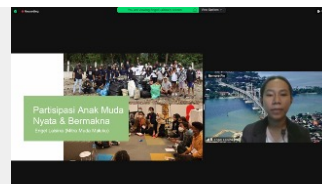
Aema, who is also a part of the **Youth with Sanitation Concerns** organization, shared best practices on how **youth can get involved in safe sanitation and water access**.



#### Editors Meeting: Bukan sekadar basa basi Partisipasi anak muda nyata dan berarti

Date: 7 July 2022

Engel shared her experiences with 12 editors-in-chief for online, print media and TV news on how the media **should involve and cover more youth actions** to provide platforms for young people to speak up.



### 2b. Publications

#### Article: Mengoptimalkan Potensi Anak Muda dalam Mitigasi Bencana

Published: Kompas.id  
Date: 22 May 2022

Ferina and Erwin shared best practices from young people on disaster preparedness, including the **Adolescent Circles** and Mitra Muda's own **Sekolah Siaga Bencana** initiative.



#### Op-Ed: Focus on Rural Realities - A Climate Change Appeal from Ambon to Egypt

Published: The Jakarta Post  
Date: 17 November 2022

Engel wrote about how the climate crisis is affecting rural areas in Indonesia based on her experiences in Ambon and called for **green financing** to support rural communities.



### 2c. Media Interview

#### Media Interview: Anak Muda Indonesia di Ajang COP27

Interviewed by: CNN TV  
Date: 11 November 2022

Amalia talked about her experiences reviewing **poll questions on the climate crisis** for U-Report Indonesia and her **Solar Generation** initiative which promotes the adoption and use of **solar energy panels**.



#### Media Interview: Aksi Nyata Anak-anak NTT dalam Isu Perlindungan Anak

Interviewed: Pos Kupang  
Date: 20 July 2022

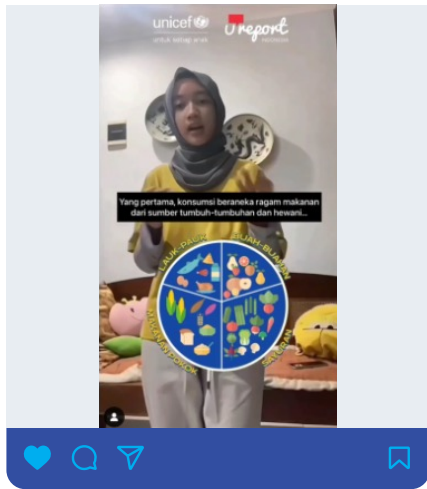
Abner and Katarina talked about **Temu Netizen Anak**, their child-led child protection initiative that aims to prevent misinformation and online child exploitation.



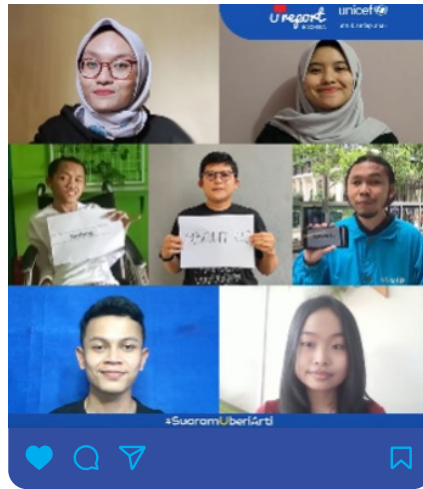


# Mitra Muda-Led Initiatives

## Creative Contents Production



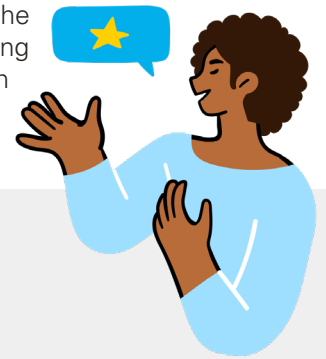
**Tips and Trick Video**  
on sustainable and healthy diets for young people



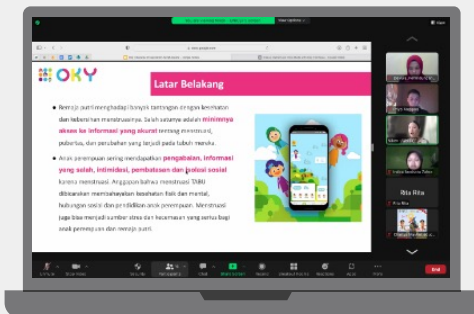
**Song Covers Using Sign Language**  
to promote inclusivity in commemoration of International Day of Person with Disabilities



**Pop art content**  
to promote the Micro-Learning Chatbot from U-Report



## Online Events



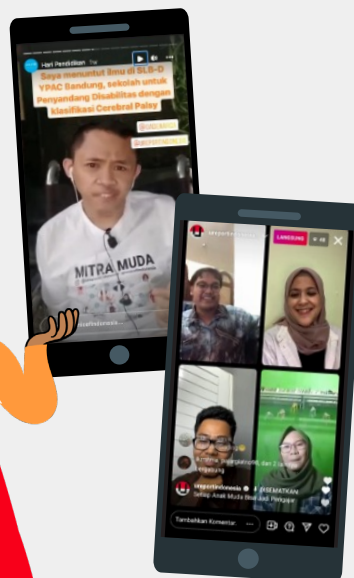
### Online Capacity Building for the Oky App and Menstrual Hygiene Management

- Mitra Muda launched one webinar and the #KreatorUReport social media challenge to promote the Oky app.
- 50+ children and youth participated in the workshop and 50+ pieces of creative content were created.



### The online webinar was followed by a workshop to promote 21<sup>st</sup> century life skills

- 100+ U-Reporters were recruited through this event.



### Instagram Live and Takeover in commemoration of International Education Day.

- 1000+ U-Reporters participated in the live session.
- Partnered with @pengajarmuda and invited 3 volunteers to share their experiences on teaching and learning in rural areas.

## Community Engagements



Abner discussed how to use social media in a meaningful way by utilizing Interpersonal Communication (IPC) in Kupang

### 27 Mitra Muda received IPC Training. As a follow up, Mitra Muda:

- **Initiated 7 IPC trainings** in churches, campuses, and kindergartens, benefiting 194 youth.
- **Facilitated 10 IPC trainings** in schools during the Mitra Muda Meeting in Lombok, benefiting 120 children.



Bayu led sessions on online safety for young people in Banda Aceh

### 7 Mitra Muda were selected as jaWara Internet Sehat by ICT Watch and Ministry of ICT to raise awareness on online safety.

As part of the programme, Mitra Muda utilized seed-funding to initiate activities in **Banda Aceh, Palembang, Riau, Wonosobo, Makassar and Bone**, benefiting **3000+** children and youth.



Cristina trained young people on the Adolescent Kit in Jakarta

### 7 Mitra Muda members received training on how to use the Adolescent Kit.

UNICEF conducted 5 Adolescent Kit trainings and involved 2 Mitra Muda members as **trainers** and 2 others as **facilitators**, benefiting a total of **80** adolescents.





# Social Media Challenges

## #KreatorUReport

A social media challenge that invites young people to design creative content and post on social media.

This aims to promote UN-related priority topics during national/international days.

Since the launch in March 2022, **1,200+** content items have been shared in **11** series covering **22** different topics with **560+** new U-Reporters registered!

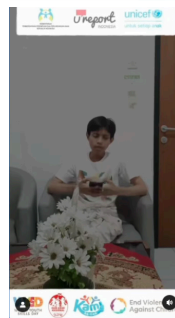
### Illustration



### Animation



### Role-Play



### Speech



### Photo Story



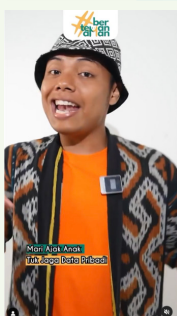
## #BertemanAman

Together with ICT Watch, WhatsApp and Ministry of Communication and IT, Kreator U-Report concept was adapted into **#BertemanAman** (building friendship with digital safety)

Five series of challenges collected **228** creative content items.



### Rap song



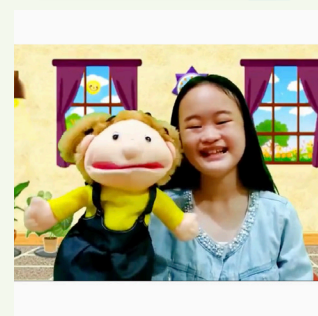
### Comic



### Animation



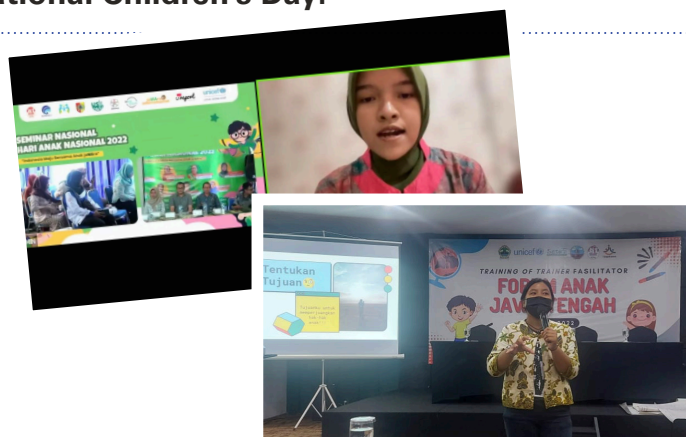
### Storytelling



**UNICEF Indonesia engages with the selected content creators and involves them in UNICEF's activities. For example, during National Children's Day:**



Deputy of CP from the Ministry of Women's Empowerment and CP, Pak Nahar gave opening remarks by video.



Two #KreatorU-Report content creators were invited to the online and onsite events. They shared their aspirations about digital safety based on their creative videos.

**#KreatorUReport** and **#BertemanAman** challenge has partnered with

**4 UN Agencies**



**4 Ministries**



**Open Call for Events**

**U-Report provides opportunities for young people to get involved in various events. Examples include the open calls for the young delegates in:**



Conference of the Parties (COP) 27 about climate action



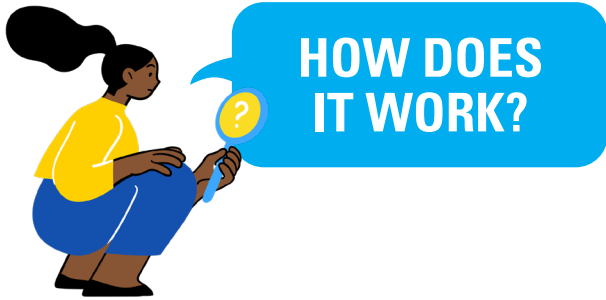
7th ASEAN Children's Forum about digital resiliency



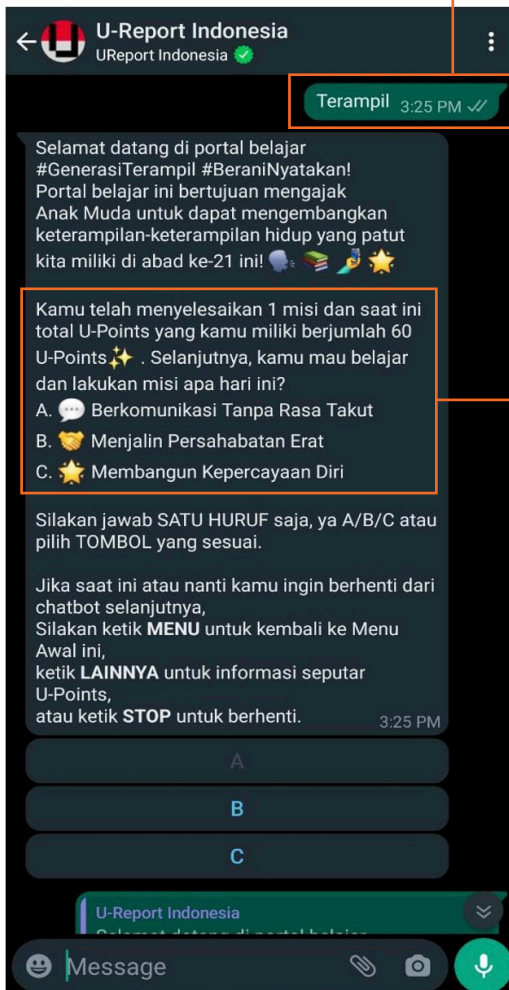
# Chatbot

## Micro-Learning

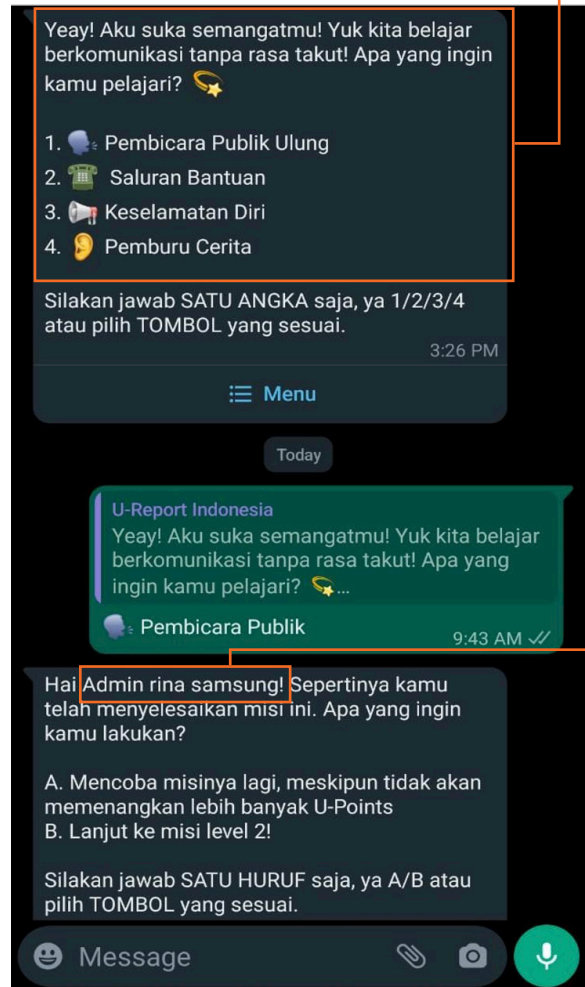
A chat-based programme where young people can learn about 21<sup>st</sup> century skills and curated information in an engaging way. It is now available on different chat messenger platforms targeting young people ages 14 to 24 years.



Send the trigger keyword



Engaging conversation with emoji



Personalized with your registered name

Bite sized and gamified

Modules are organized as a modular library of tasks that learners can choose

Learners gain U-Points to keep them motivated



# 3 Learning Modules:



1. #GenerasiTerampil on 21<sup>st</sup> century skills



2. #PendukungBumi on climate actions



3. #GenerasiUsaha on entrepreneurship

# 18 Tasks



e.g: how to communicate fearlessly, get to know entrepreneurship, daily climate actions

**8,000+**  
users in Indonesia\*

**700,000+**  
users globally



**3 Workshops in Indonesia** conducted with:

**150+ participants, 10 young co-facilitators from Mitra Muda**



Collaborated in developing the content with:



\*Data December 2022



# Polls

## Roots Indonesia



### What is Roots Indonesia?

Bullying prevention programme developed by UNICEF with government, university and practitioners since 2017.



### What is the purpose of Roots Indonesia?

Empower students as "Agents of Change" to influence positive behaviour and kindness between peers.



### What is U-Report's role in Roots?

- Voting to select agents of change in 2021.
- Baseline-endline survey to measure the intervention's impact in 2021-2022.



## U-Report in Roots

JUNE - JULY



Training of national facilitators, facilitated by UNICEF and partners

JULY - AUGUST



Online training for teachers as Roots facilitators

AUGUST



Online voting for Agents of Change using U-Report chatbot

- **50+ Mitra Muda** members were involved to further analyse the voting results.
- The students are selected based on the **social network theory** instead of teachers' direct selection. This aims to improve the chances of social and behavior change since students identify those most influential among them.

SEPTEMBER - DECEMBER



Roots training for 30 selected Agents of Change from each of 1,857 schools in 2021 and 6,000+ schools in 2022.

## Jo Kawin Bocah



### What is Jo Kawin Bocah?

The local poll initiated by Child Forum in Central Java in partnership with local government. It successfully engaged more than 6,000 U-Reporters



### What is the purpose of Jo Kawin Bocah?

Understand children's perspective on child marriage prevention. The result of this poll was presented to the Governor of Central Java to discuss the action plan with the local government.



### What is U-Report's role in Jo Kawin Bocah?

- Provide online poll
- Social media support to promote the poll
- Rank which Child Forum district gets the most respondents

## Suara Fajar



### What is Suara Fajar?

The local poll initiated by Child Forum in East Java in partnership with local government. It successfully engaged 10,000+ U-Reporters.



### What is the purpose of Suara Fajar?

Understand children's issues in East Java. The result of this poll was utilized as:

- A guide to prepare the 2022 East Java Children's Voice – a declaration presented by children to the government and other stakeholders as part of a dialogue forum.
- Discussion material for this forum.



### What is U-Report role in Suara Fajar?

- Provide online poll
- Social media support to promote the poll



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