

Press Release

British Council – HSBC Prepares Indonesian Young Generation

Improving Students' Capacities through 21st Century Capability Training

Jakarta, 12 January 2017 – British Council Indonesia Foundation and HSBC Indonesia launch a capacity development programme for principals, teachers, and students aiming to prepare Indonesian young generation to compete in a global manpower market.

Through a programme themed “Global Education: Building Smart Young Generation with Characters” held in January to November 2017, British Council and HSBC will organize a 21st Century capability training involving school managers, teachers, and students from 12 senior high school (SMU) or vocational school (SMK)-level partner schools in Jakarta and Bandung City.

“This programme is organized as British Council Indonesia Foundation and HSBC Indonesia has mutual intent to prepare Indonesian young generation to be more competent human resources which can compete in ASEAN Economic Community and even global level,” British Council Indonesia Director, Paul Smith, said in a press conference on Thursday (1/12).

The latest *Global Competitiveness Report 2016-2017* of World Economic Forum shows that Indonesia’s competitiveness rank has dropped from 37th (2015-2016) to 41st out of 138 countries in 2016-2017. Even in Southeast Asia, Indonesia is placed 4th tailing Singapore (2nd), Malaysia (25th), and Thailand (34th). One of the factors causing Indonesia’s low competitiveness is low quality of high school education (92nd).

Paul Smith said the training is also one of the measures to improve awareness toward the importance of character-building and self-confidence aspects and soft skill mastering by Indonesian youth to compete in the current globalization era.

HSBC Indonesia’s SVP & Head of Corporate Sustainability, Nuni Sutyoko, said, “For HSBC, sustainability means building our business for the long term by balancing social, environmental and economic considerations. The programme we organize with British Council is one the measures to improve Indonesian manpower’s competitiveness in the future so its quality will exceed the current prediction. It is expected to give assistance in improving people’s social prosperity level”.

During the programme’s designing process, British Council also received input and recommendation from Indonesian Ministry of Education and Culture while expecting that this programme shall run in line with the ministry’s policies, especially in improving students’ 21st Century skills.

The 21st Century skills training programme shall focus on improving 8 skills namely creativity, critical thinking, communication ability, knowledge to use digital media, problem-solving ability, citizenship, leadership, and collaboration ability. Through the training, teachers are expected to use teaching and approach methods to students in learning process and daily interactions which support the improvement of 21st Century capability.

British Council Indonesia Foundation will also cooperate with Jakarta and Bandung Education Departments. The 21 Century capability training programme is targeted to reach at least 160 principals, 1,800 teachers, and 800 students in Jakarta and Bandung.

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The high schools serving as partner schools for the programme are SMKN 26, SMAN 39, SMAN 38, SMAN 105, SMKN 57, SMAN 54 (Jakarta), SMAN 18, SMAN 2, SMAN 19, SMKN 10, and SMKN 4 (Bandung).

About British Council

British Council is a British international organization for cultural relationship and educational opportunities. We establish friendly understandings between British people and global society. Using British cultural resources, we present positive contribution to various countries in our working scope – revamping people’s life by creating opportunities to build networks and establishing trust.

We are present in more than 100 countries in the world and work in the fields of art and culture, English language, as well as culture and society. Every year, we reach more than twenty million people through a face-to-face method and more than 500 million people through online media, radio broadcast, and various publications.

About HSBC Sustainability

In HSBC, we define sustainability as the effort to build long-term business by observing social, environmental, and economic considerations to make decisions. It allows us to expedite business activities and give contribution to people’s growth and preservation. As the part of our commitment to society, we provide financial contribution for various social programmes in the world, and thousands employees across the world are involved by giving their time and abilities for volunteer programmes. HSBC’s social investment focuses on educational and environmental programmes as we believe that education is the key of prosperity while environmental awareness is able to mitigate climate change and pressures to natural resources which influence global economic development.



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