

### SATU TOKO SATU SEKOLAH

Dalam bidang pendidikan, kami memiliki program Satu Toko Satu Sekolah yang telah dijalankan sejak akhir tahun 2011. Program ini adalah komitmen unit bisnis Giant untuk selalu memberikan bantuan setidaknya 1 (satu) sekolah yang terletak di area sekitar toko, baik toko baru maupun toko yang sudah berdiri.

Sekolah-sekolah yang mendapatkan bantuan, merupakan sekolah yang direkomendasikan dari pelanggan-pelanggan setia Giant, baik melalui toko ataupun kepada Divisi CSR melalui email yang tercantum di materi POS yang tersebar di toko. Selain itu, rekomendasi sekolah dan jenis bantuan yang diberikan merupakan hasil *social mapping* oleh tim CSR serta partner atau yayasan yang ditunjuk sebagai mitra kerja kami sebagai pihak yang bertanggung jawab mengelola dana konsumen Giant serta pelaksana program Satu Toko Satu Sekolah.

Bantuan yang diberikan berbentuk pengadaan fasilitas, perbaikan infrastruktur hingga beasiswa untuk murid. Sejak pertama kali diadakan hingga tahun 2016 ini, sebanyak 377 sekolah telah terbantu oleh program Satu Toko Satu Sekolah ini.

### RUMAH GIAT

Sejak Mei 2014 Giant menambahkan program pengembangan *soft skills* dengan menyediakan 6 Rumah GIAT (Giant Inspirasi Anak Teladan) yang memberikan bimbingan belajar gratis, kurikulum ekstrakurikuler dan edutainment, serta berbagai aktivitas lainnya kepada anak-anak di lingkungan sekitarnya dengan penerima manfaat mencapai total lebih dari 1000 anak.

Lokasi ke-6 Rumah Giat ini tersebar mengikuti lokasi toko Giant di seluruh Indonesia, dan sebagai tahap awal dipilih lokasi di: Tangerang Selatan, Bekasi, Jakarta Timur, Lampung, Surabaya, Yogyakarta.

## **MOGI HERO (MOBIL PANGAN DAN GIZI HERO)**

Dalam Rangka memperingati Hari GIZI NASIONAL dan Bulan Keamanan Pangan BPOM, Hero Group mengadakan Program Mobil Pangan dan Gizi HERO (MOGI HERO). Program yang didukung penuh oleh Badan POM Pusat ini bertujuan untuk memberikan informasi dan pengalaman menyenangkan tentang makanan sehat dan pangan aman. Selain itu juga didistribusikan bingkisan sehat kepada 10,000 penerima manfaat. Roadshow MOGI HERO 2016 dilaksanakan di 25 sekolah area Jabodetabek dan 4 Posyandu binaan di Pondok Pinang, Pondok Betung, Parigi, dan Pondok Jaya. Melalui program ini diharapkan murid dapat lebih memahami makanan aman, sehat dan bergizi, serta mendukung terwujudnya keamanan pangan di sekolah mereka masing-masing.

## **HERO TEACHING**

Program yang dilakukan untuk memperkenalkan dunia retail modern sejak dini ini telah berjalan sejak 2015, dimana para siswa diajak untuk bisa melihat langsung proses yang ada di dalam gerai Giant & Hero, mulai dari penerimaan barang, pengolahan hingga proses penjualan kepada konsumen. Program ini menjadi agenda rutin tahunan yang diselenggarakan serempak dalam satu hari di toko-toko yang terdapat di berbagai kota.

Pada tahun 2015, HERO Teaching melibatkan lebih dari 800 siswa dari 20 sekolah di 20 kota berbeda. Di tahun selanjutnya siswa yang terlibat mencapai lebih dari 1000 siswa dari 41 sekolah yang berbeda.

Mulai tahun 2016, kami juga mengajak siswa untuk merasakan pengalaman berbeda untuk berbelanja melalui kegiatan *Fun Shopping*. Tidak hanya itu, karyawan kantor pusat Hero Group juga turut berkontribusi dengan mengajar langsung di hadapan siswa pada sekolah yang sudah ditentukan.

## **HERO BOOKS OF HAPPINESS**

Memperingati Hari Buku Sedunia dan juga Hari Buku Nasional, HERO Group melakukan program donasi buku yang diperuntukan kepada anak-anak di daerah yang kekurangan akses baca. Program ini tidak hanya melibatkan karyawan yang ada di head office tapi juga mengajak serta konsumen setia dan juga penerbit-penerbit.

Sebanyak 672 buku terkumpul pada program Hero Books of Happiness 2015 untuk diserahkan kepada anak-anak di Jogja melalui komunitas Book for Mountain dan bertambah sebanyak 4089 buku pada tahun 2016 yang diperuntukan kepada anak-anak di Nusa Tenggara Timur melalui komunitas Donasi Buku Indonesia. Program ini dilaksanakan selain untuk memberi manfaat kepada anak-anak yang kekurangan akses baca, tapi juga untuk menumbuhkan kesadaran berbagi baik kepada karyawan internal, konsumen dan semua pihak yang terkait.

## **RAMADAN BERBAGI**

Program CSR HERO Group di bulan Ramadan berfokus pada sisi pendidikan agama secara informal dimana program yang diadakan adalah lomba-lomba yang bertema keagamaan. Pada tahun 2015,

diadakan lomba adzan yang diikuti oleh para peserta dari lingkungan sekitar toko dan pada tahun 2016 lomba yang diadakan adalah lomba dai cilik yang melibatkan puluhan peserta audisi yang diadakan di toko-toko yang telah ditunjuk di Jabotabek.

Program ini dilakukan untuk menanamkan nilai-nilai keagamaan sejak dini dan juga menumbuhkan rasa kompetisi yang baik diantara para peserta. Selain lomba, program Ramadan Berbagi ini juga menyelenggarakan acara berbagi makanan buka puasa untuk lingkungan sekitar dan juga paket bantuan kepada anak yatim.

CSR INITIATIVE  
**2016**

**EDUCATION**

**428**  
SCHOOLS

**28**  
CITIES


**14,700**  
BOOKS DONATED

**61,450 KIDS**

- INFRASTRUCTURE
- FACILITIES
- SCHOLARSHIP


**ONE STORE ONE SCHOOL**

Up to July 2016, through 172 Giant stores, 375 schools in 28 cities nationwide received assistance and support given in the form of school infrastructure, school facilities and scholarship.




**HERO BOOKS OF HAPPINESS**

In collaboration with Donasi Buku community, 4089 books are contributed to East Nusa Tenggara area as a result from HERO BOOKS of HAPPINESS program that involving not only HERO employees, but also students and customers around the stores.



**HERO TEACHING**

Commemorating National Education Day, more than 1000 students from 51 school learn about modern retail in a fun way, guided by the employees in both stores and classrooms.



**RAMADHAN CERIA 1427H**

2016 Young Da'i Competition that held on 8 stores in Jabodetabek. We also give donation for orphans and distribute 1000 iftar food for surroundings.

## ONE STORE ONE SCHOOL

In education sector we have One Store One School program that had run from the end of 2011. This program is under Giant business unit and offer an assistance at least 1 (one) school that located around the stores. Schools who get the support is recommended by our customers, both through store and to corporate email who as stated on POS materials distributed in the store. In addition, recommendations schools and the type of assistance that given is the result of social mapping by our team as well as partner or foundation appointed as our work partner, and as the party who responsible for managing the Giant customer donation and the implementers of One Store One School program.

Support provided to schools are education facilities support, infrastructure improvements, and student scholarships. Since the first time of the program, there's 377 schools has been helped by One Store One School Programs until the end of 2016.

## RUMAH GIAT

Since may 2014, Giant added a Soft Skills Development Program by providing 6 Rumah GIAT (Giant Inspirasi Anak Teladan) that provides free tutoring, extracurricular and edutainment curriculum, and other various activities to children in surrounding environment with more than a 1000 children total beneficiaries.

The location of Rumah Giat were spread follow the location of Giant store in the whole country. South Tangerang, Bekasi, East Jakarta, Lampung, Surabaya, and Jogjakarta are chosen as a pilot project locations.

## **MOGI HERO ROADSHOW**

Commemorating National Nutrition Day and BPOM Food Safety month, HERO Group organized Mobil Pangan dan Gizi HERO (MOGI) program. This program is fully supported by BPOM Republic of Indonesia with main purpose is to inform and educate people especially children about healthy food and food safety. In this program, we also distribute a healthy package to 10,050 beneficiaries. This MOGI HERO 2016 roadshow took place in 27 schools in Jabodetabek area and reach 78 Posyandu in Pondok Pinang, Pondok Betung, Pondok Jaya and Parigi. Through this program they are expected to understand about healthy food and supporting food safety program start from theirself, their own family, and their own school.

## **HERO TEACHING**

Program who conducted to introduce the modern retail to the children had run since 2015. The children, usually school students, were invited to the store to see directly the store process in Giant and Hero outlet, starting from receipt of the goods, processing, until selling process to consumers. The program became annual program routine held on one day in selected stores in different cities.

HERO Teaching in 2015 involving more than 800 students from 20 schools in the different 20 cities. In year later, students engaged reached more than 1000 students from 41 in school.

Starting in 2016, we also invited students to feel different shopping experience through Fun Shopping activities. Completing the activities, our headquarters employees also contributes to teach directly in front of the students in appointed school.

## **HERO BOOKS OF HAPPINESS**

To commemorate the world book day and national book day, Hero Group creates HERO Books of Happiness program, to collect and donate books for children in lacks reading access area. This program not only involving employee who is in head office but also invited our loyal consumers and also publishers.

As many as 672 book gathered at HERO Books of Happiness 2015 Programs, given to children in Jogja through Book for Mountain Community, and increased by 4089 books on 2016 for children in East Nusa Tenggara through Donasi Buku Indonesia Community. This program is conducted in addition to provide benefits for children in lacks reading access area, and also to grow care and share awareness to our internal employees, consumers and all related parties/partners.

## **RAMADAN BERBAGI**

HERO Group CSR Program in Ramadan season are focus to informal religious education, which the program direction is to create positive activities during the Ramadan through contests or competitions. In 2015, we held Adzan Competition followed by the participants from our

surroundings store, and in 2016 we create the Da'i Cilik competition that involving dozens of audition participants that held in selected stores in Jabotabek.

This program was conducted to infuse religious values from an early age and also raise a competition spirit of the participants. Besides the competition, this Ramadhan Berbagi Program also share a breakfasting meals to the surroundings and also donations activity to the orphans.