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About the **connectedhearts\*** Engaging with our community publication.  
This document summarizes the highlights of our corporate responsibility (CR)  
work until end of 30 June 2009. Our Fiscal Year (FY) runs from  
1 July to 30 June.

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PricewaterhouseCoopers Indonesia - FY 2009  
Our journey in Corporate Responsibility



**connectedhearts\***  
Engaging with our community

PricewaterhouseCoopers Indonesia

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PRICEWATERHOUSECOOPERS 

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# 1 Message from the Chairman



Corporate Responsibility (CR) isn't about having a program off to the side – it's about building it into our business, into the way we think and live every day, every week, every year. "Connected hearts" is an expression PwC Indonesia's CR journey.

Starting with PwCare, an initiative formally established in 2006, PwCare allows PwC Indonesia partners and staff to channel their activities for the benefit of our communities. PwCare has progressed significantly since its establishment in 2006. Beginning by focusing on a small number of educational projects such as the construction of a school, and the provision of school facilities, PwCare has since expanded its activities to incorporate far wider reaching aspects of education, and is the medium to channel all environmental and charitable initiatives of PwC Indonesia.

A "Care for Our Communities" mindset has been established amongst PwC Indonesia people, as shown in the improved response rate in the 2008 and 2009 Global People Survey: 92% of respondents (up from 85%) agreed that the Firm acts responsibly to the community. However, we know we can always improve on this.

We are also very proud that for the second time in three years, PwCare received an Honorable Mention

in the Development section of the 2009 PwC Global Communities Recognition Awards. This is all the more of an achievement when you consider we are competing against 31 other countries in three world regions. It is just recognition for our efforts, and for the continuing commitment of the entire Indonesia office to put something back into our community.

We are aware that our CR journey has been focusing on community perspective of our CR strategy. We will continue to contribute sustainably to the communities in which we live and work while we will also support our CR works across the other perspectives.

PwC people have given their time and resources very generously demonstrating that helping our community is not just about money, it's also about sharing skills and channelling our energy and passion to those in need.

I would like to thank you for your support over the previous years and I look forward to your continuing support.

Finally, please join me in celebrating our first CR report and to actively participate in our CR journey.

It's not my journey, it's not your journey: this is our journey.

"..... helping our community is not just about money, it's also about sharing skills and channelling our energy and passion to those in need. "  
– Jusuf Wibisana - Chairman

# 2 Facts and figures

The numbers below highlight important ways in which we have actively supported our community.

**20** young people mentored during The Peak project in FY 2009

**9** projects completed during community days in FY 2009 (2008: 2)

**250** of our people made regular donations through monthly payroll in FY 2009

**563** of our people participated in our community days in FY 2009

**4,661** hours spent in team community day events in FY 2009

**US\$ 211,000** distributed to community projects and natural disaster relief between 2006 and 2009

While we celebrate our past contributions, we would like to highlight the progress we have made so far in 2010.

**597** hours spent for community day events.

**US\$70k** donated to charitable organization and community projects.

- 3** new projects on development:
- Providing trainings for SMEs (with Indonesian Chamber of Association).
  - Preparing a handbook for audit committees (with Indonesian Audit Committee Association).
  - Helping the University of Gadjah Mada create their IFRS Centre of Excellence Project.

**16** young people participated in the Peak Program.

**US\$41k** raised from the "wayang performance" by our partners and technical advisors to help the education of Papua children.



# 3 Corporate Responsibility at PwC

## Definition

Corporate Responsibility has evolved far beyond simple business philanthropy. Corporate scandals, unrelenting pressure from NGOs and a broader public understanding of environmental and social issues have had significant impacts on today's business models. We realize that it is no longer enough to merely turn a profit and comply with the law.

We approach Corporate Responsibility from four perspectives, which we call the "four quadrants" — **Community, Environment, People and Marketplace**. By considering the wider impacts of our decisions on these four quadrants we are better able to develop a comprehensive strategy that embeds Corporate Responsibility into all our business planning and processes.

**Community** – our responsibility is to ensure that our activities support a strong and thriving community. The activities centre on four pillars:

- People giving – an initiative involving the donation of money by our people and /or the firm to support community organization.
- Volunteering – our people providing volunteering assistance to community organization.

- Providing professional services – include pro bono services.
- Corporate Community Leadership – providing funding and support strategic programs with community organization.

**Environment** – reducing the environmental impact of our business operations.

**People** – we commit to investing in our people by providing a range of opportunities to support them in reaching both their personal and professional goals. We are focused on developing responsible leaders who can build trust-based relationship with each other and with our clients and our stakeholders.

**Marketplace** – achieving the most sustainable success by treating clients and suppliers fairly and with respect.

At PwC, we define Corporate Responsibility as our commitment to playing a leading role in achieving a sustainable future: we take responsibility for our actions and promote responsible business practice; support the growth and development of our people and communities; and seek to minimize our impact on the environment.

“As trusted advisors in the business community, we have a responsibility to consider all aspects of social and environmental sustainability. Our advice can not be based solely on the drivers of change for today; we have a responsibility to help shape the drivers of the future”

– Samuel A. DiPiazza Jr. - former CEO of PricewaterhouseCoopers global network.

## PwC Indonesia Corporate Responsibility Footprints



## The four quadrants

### Marketplace

This is a commitment to enhance our client's ability to build value, manage risk and improve performance. We also play a significant role in thought leadership. Industry surveys, client satisfaction surveys are just a few of our initiatives to ensure the service we deliver adds value. We put strong systems in place to ensure that we comply with the regulations governing our business.

### Environment

This is our commitment to reduce our impact on the environment on how we do business everyday. The initiatives aim to reduce our environmental impact and provide the tools for this, for example double sided printers and smart lighting system.

We also are in our process of converting to a paperless operation as well as finalizing our green office policy whose main objective is to support behavioral change of our people to help reduce their impact on the environment.

We also engage our people to participate in an environmental act.

### People

We are committed to enhancing the development and wellbeing of our people.

Some of our firm's people development program include:

- PwC Global Ulysses program - future leaders are given the opportunity to engage in overseas community development projects as part of an intensive self development program.

- Inspiring Young Leaders – A locally developed leadership program, consisting of five (5) workshops, projects involving the community (The Peak) and partner shadowing (The Ascend) which provides hands on experience of leadership. The program itself is conducted over a span of 9-12 months and requires the full commitment of the participants.

External speakers who are well known as business and community leaders are invited during the program to share their experiences and provide sources of inspiration.

We emphasize a strong coaching culture to develop our people. The performance, coaching and development approach helps to create a work environment that enables them to perform to the best of their abilities.

PwC Experience Award is our year-round reward and recognition program; It aims to create distinctive high quality relationships with our clients, our people and our values. The program recognizes and rewards all staff who demonstrated the most distinctive PwC Experience behaviours.

### Community

We are committed to supporting a strong and thriving community by engaging our people in community activities and working and investing in community organizations by providing support, expertise, skills and cash.

# 4 Community

## Our projects



“Solving educational issues in Indonesia takes breakthrough actions focusing not only on government’s bureaucratic procedures. Innovative efforts utilising all resources, as have been done by PwC and other partners, are proof that it can be done.

Abnormal situations call for abnormal measures.”  
– Imam B. Prasodjo, Chairman of the Nurani Dunia Foundation



### The Dream School

In 2006, PwCare signed an MoU with Nurani Dunia Foundation to help finance the construction of the school building particularly the 3-storey building and the 3-level multipurpose hall.

The Dream School Project aims to restructure the building of SDN Pondok Kacang Barat III in Pondok Kacang Barat, Pondok Aren, Tangerang. The school was first built in 1983 with minimum facilities. The school is increasingly surrounded with international schools with advanced facilities such as the British International School and the Japan International School. The complexity of the

school’s problems encouraged Imam Prasodjo try to improve the learning environment, and in 2004, he laid the first stone for the construction with some other donors.

The project aims to establish a Dream School concept with the hope of becoming a point of reference for other schools.

The Dream School concept is an integrated concepts of:

- Providing school facilities.
- Improving the school curriculum and learning environment.
- Enhancing the teachers’ qualities.
- Building integrated social capital.

In the beginning, the school had only three class rooms for elementary classes with 364 total students. Starting in 2007/2008, a junior high was opened. The percentage of students enrolled in the school has increased by 26% in 2009.

In 2009, the construction entered Phase Two. A construction of a three-level multipurpose hall which will function as a sport area and function room for school and community events.

#### Our Impact

**School Building**  
2006: three class rooms and a starting construction of 3-storey building

2009: finishing level 2 and level 3 of the multipurpose hall

**Number of students**  
2006: 442  
2009: 557



“The quality of interaction of the collaboration is unique in that as a group and as individuals, PwC people really do literally and figuratively roll up their sleeves and get dirty. We appreciate and marvel at their lively enthusiasm when staff have come to visit on community days, in finding numerous ways to be involved and support our activities for example having staff build us a website, order our organic products regularly and in acting like a close friend and advisor. The Peak program showed PwC Indonesia’s willingness to substantively engage and interact with our youth and help them deal with the complex issues they face.”

Jiway Tung – TLF project manager



### The Learning Farm (Karang Widya Foundation)

Established in 2005 and located in Maleber tea plantation, Cianjur, West Java, the goal of The Learning Farm (TLF) is to enable vulnerable young people to become more economically self-sufficient, capable, and productive members of their communities through participation in a residential training program where they learn organic farming, enterprise development, and valuable life skills.

TLF recruits young males who in the 16-24 age range and come from both urban and rural backgrounds. They have lived or worked on the streets, dropped out of school, or were unemployed and lacked opportunities to better themselves.

Participants come from all over Indonesia including West, Central



and East Java, South Sumatra, West Kalimantan and Flores.

There are a range of activities carried out by TLF and PwC Indonesia:

- Helping finance the program cost.
- Helping the farm sell their products by ordering organic vegetables and food by our people and delivered every Friday.
- Working with TLF’s young people through the Peak program.
- Helping finalizing their website ([www.thelearningfarm.com](http://www.thelearningfarm.com)) supported by our GTS team who have also created a manual for the Foundation to help them administer the web site.

“Our partnership with PricewaterhouseCoopers has been a great experience for The Learning Farm. We very much appreciate PricewaterhouseCoopers’ support and look forward to deepening and expanding our relationship.”

Mrs. Gouri Mirpuri – member of TLF Board of Trustees

# Our people and community day

The firm has granted its employees two working days per year for community activities. In a spirit of team work and collaboration, all lines of services have created opportunities to engage with communities.



▲ **Mangrove planting** Dec 2008  
supporting Jakarta's Green Belt program to plant around 6 millions mangroves, people from Assurance EU&M started by planting 1,000 mangroves in the Angke Kapuk area.



**Tree planting** July - Dec 2008  
the Firm adopted three hectares for three years to support the planting of around 1,200 trees in Gunung Gede Pangrango. This Tree Adoption Program will help revitalizing the role of the national park as a conservation area. Within this program, our adopted trees are taken care of by local farmers.

Our people from Tax, Assurance Consumer Products and TICE and Internal Firm Supports have participated in the planting process.



▼ **Students' playground** May 2009  
Assurance CP arranged in four days, to create a dream playground for a school in Cibinong.



▲ **Mini dream school project** July 2008 - June 2009  
four schools in Pondok Kacang, Tangerang area received supports from teams to improve their building condition and school facilities. Assurance EU&M, Assurance FS, Assurance IPS and Advisory staff contributed to the projects and got involved with students learning activities such as scientific experiments, art performance and student quizzes.





## Our natural disaster relief



Partnering with Global Rescue Network, in responding to natural disasters, our donations from our people were channeled to help the victims.

A rebuilding of kindergartens in Jakarta and Yogyakarta were carried out in response the Situ Gintung flood in 2009 and Yogyakarta Earthquake in 2007.

PwC people did not only donate cash but also volunteered their time and efforts to help clean up the houses of other staff members affected by flood disaster in 2007.

### Our other social projects

- **1708 Book Drive** – celebrating Indonesia Independence day on 17.08, a book drive was launched internally with a goal of collecting 1,708 books, a target which was exceeded.
- **Olympic of Children Libraries** – In July 2009, some of PwC staff volunteered to help with this event held by 1001 buku organization.
- **New graduates reaching out to communities** – every year, a group of newly hired staff are assigned a community project. During 2007 to 2009, three projects were conducted to connect with students in the Dream School, involving various themes from health, green environment to reading activities.
- **Cheap market** – in September 2008, joining a group of local volunteers, unused goods from our people were collected and sold in the local market in Cisarua, Puncak. The total sales were donated to local village to help them renovate their flood-damaged bridge and local village sanitary facilities.
- **Blood drive** – conducted regularly in our office building and all building tenants were invited to participate.
- **Our fund raising** – During year end party 2008, while we celebrated the hard work and efforts put by our people during the year, we included a fund raising event for supporting the Dream School constructions projects. Eight volunteers had their head shaved on stage during the night as part of “Shave to save” auction- US\$22k were collected!



## Our PwC Global Project



### The “Power of 10”

In June 2008, PricewaterhouseCoopers marked the 10<sup>th</sup> anniversary of its establishment following the merger of Price Waterhouse and Coopers and Lybrand in 1998 with a unique celebration. A collaboration with UNHCR was established to lend a hand to a part of the world that desperately needs help. For ten work days, from 16 June – 27 June 2008, PwC firms across the world encouraged their people to donate money to help build educational facilities for children of Darfur refugees. This campaign is called the Power of 10.

#### Key observation facts:

- over US\$4 million raised.
- 7,000 people in 95 PwC countries made individual contributions.
- Fund raised are being used to purchase children’s school supplies, to pay for 20,000 children’s education for two and a half years and for school uniforms and lunches, and to pay 700 teachers’ salaries for an entire school year.

The Power of 10 is, in part, a celebration of our past, but more importantly it reflects a future filled with promise and achievement.

“We have achieved much in the last 10 years and when our network works together we are able to accomplish great things. It seems fitting that we mark this occasion by celebrating PwC at its best - and harnessing the power of PwC to make a meaningful difference,” Samuel A. DiPiazza, Jr., former CEO of PricewaterhouseCoopers global network.

# 5 People



Our people are the core of our business. We invest in our people by providing enriched professional experiences and robust learning opportunities. It is our aim to create responsible leaders and trusted advisors who can make a positive impact on our clients, colleagues and communities. We invest in our people at every stage of their careers to help them achieve their professional and personal goals.

## Inspiring Young Leaders (IYL)

A local leadership program developed in 2008, it provides our young leaders enhanced personal awareness and leadership effectiveness. As much as it facilitates personal development of the participants, the firm also expects to have distinctive leaders who are proactive in the firm who will have an impact on our clients, people and the firm.

The program includes five (5) workshops which allow participants to talk more about leadership frameworks such as bringing the Covey's 7 Habits into the business/working environment, how to gain self awareness, develop trust-based relationships, moving the organization from Good to Great and about leaving a leadership legacy. Reflection through the Ascend Program – "View into Leadership", the participants focus on the "being" component of leadership; shadowing the partners' activities, they observe how our leaders behave and put their

attitude into practice in everyday life.

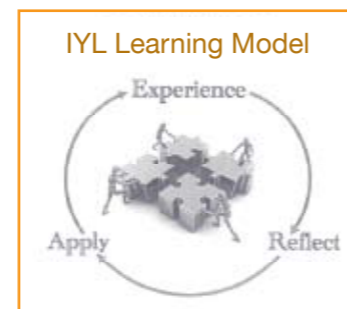
In the Peak Program, the young leaders test their leadership skills and input their knowledge into action by connecting with young people in the community. The Peak is more than a "one way" mentoring program, it is a 'co-coaching' initiative – a 'two way street' where both the young people and PwC people will develop new skills by learning from each other and gaining new experiences.

In 2008, 20 people (cross LoS – Line of Service) worked with 20 young people from two charitable organizations using one-to-one coaching and mentoring. Workshops were delivered based on the need analysis of the young people, including:

- basic cash flow projections and marketing skills
- how to remain motivated
- finding a scholarship
- preparing for a job: Curriculum Vitae and Job Interviews

The whole program reflects a learning model that not only benefits

the participants and the firm but also makes a difference and impact in our community.



"The Peak is a fantastic program that allowed high potential PwC Indonesia leaders to partner with Yayasan Emmanuel's disadvantaged youth. I believe it was a win-win program whereby PwC leaders had special opportunities to extend, challenge, and develop their communication and leadership skills in a unique context within a very important part of Indonesian society. This interaction can only strengthen, deepen and add immeasurable value to the participants as future leaders of PwC. On our side, the participating high school students had an exceptional experience learning so much from their mentors, soft-skills and key lessons

that will continue to have a positive and lasting impact on their futures." Emmanuel Laumonier – Founder of Emmanuel Foundation

## Genesis Park program

The Genesis Park (GP) program brings together high performing staff from around the world who have demonstrated clear leadership potential and immerses them in an intense, sixteen week residency programme, during which time they are freed of all client obligations. The GP program has been designed to take PwC's most promising people to the next level—developing them into business leaders capable of creating significant value for PwC and its clients.

"The strategic project is a GP ultimate milestone, where we need to come up with a new perspective on certain issues. I was assigned to a group of six, and was faced with the issue as to how to grow the human resource services (HRS) practice by leveraging its existing relationship. The aim of the project was to have insight, as to how the

practices are carried out in certain territories; provide analysis and form some "quick wins" in order to grow the business. Our main approach was to interview and conduct surveys with the HRS Leaders in those territories." Agung Wiryawan – Genesis Park, Berlin 2008/2009

## Coaching at PwC

Through a strong coaching culture, we are committed to developing our people. Each person is assigned a coach who provides assistance and advice to promote their professional development. A Performance Coaching & Development (PC&D) system has been developed to facilitate the process. We also have an annual Upward Feedback program. This program allows our people to participate and complete an e-questionnaire for more senior individuals with whom they work closely with and/or have a direct reporting relationship. Through coaching discussions, our people use the results to help them plan their development action points.

On going training, such as Inspire to Coach training program, is also given to coaches to further their coaching skills.



# 6 Marketplace

PwC recognises the important responsibility we bear as providers of assurance, tax and advisory services to the business community. As professional advisors we help clients build value, manage risk and improve performance.

While delivering client services, we also take part in the development of thought leadership. We use our depth and breadth of insight and perspective to help our clients address their business problems.

We have an annual client business update, an event which lets us share with our clients the new and updated regulation that may affect their business. We also issue a number of publications, such as industry publications, surveys, and Indonesian tax pocket book and news letters.

We are also committed to improve our services continuously. Client feedback is an essential part of understanding how we can improve the way we work with our clients. Our relationships are at their best when we act together to focus on our clients' needs and respond with passion and the best the firm has to offer, in a way that the client understands and values.

Conducting our business within the framework of applicable professional standards, laws and regulations, and compliance with our own policies and standards is important to us.

**Code of Conduct**  
The PwC Code of Conduct defines how we should behave and conduct business in a wide range of settings and situations.

On 26 February 2009, we launched our tenth annual survey of the Indonesian mining industry, "**mineIndonesia 2008\* - 10<sup>th</sup> annual review of trends in the Indonesian mining industry.**" The launch, held at the Ritz Carlton Jakarta, was attended by more than 250 clients, government officials, and other members of the mining industry.

We have regular Eclipse e-surveys and Client Care Visit Programme (CCV). In Eclipse surveys, we ask our clients to give us feedback on performance indicators. In CCV, our representative, who is independent of the ongoing client relationship and the senior client staff have a face-to-face meeting. This combined body of information is a very rich source of data about our clients' views and experiences.

**Risk & Quality**  
Our Risk & Quality (RQ) team plays a crucial role in embedding a focus on, and capability in, all aspects of risk, quality & independence as part of the culture of the firm and the minds of our people. Risk, quality and independence are the missions the RQ team embeds in their work.

Acting professionally. Conducting business with integrity. Upholding our and our clients' reputation. Treating people and the environment with respect. Acting in a socially responsible manner. Working together and thinking about the way we do. Considering the ethical dimensions of our actions.

These are expressed in our Code of Conduct.



# 7 Environment

Focusing our efforts on minimizing our environmental impact, double sided printing and smart lighting initiatives have been introduced.

We also work with charitable organization to channel our used paper to their recycle paper program.

## The hour of (No) power

Earth Hour (EH) was observed from 8.30 – 9.30 pm on Saturday, 28 March 2009. Globally, almost 4,000 cities in 88 countries participated in Earth Hour. PwC Indonesia participated by switching off our building and helping our building management in inviting all tenants to participate, all of whom did.

Some members of the PwC photographic club also participated as volunteers in capturing the moments and donated the pictures they took to WWF Indonesia.



# 8 Gallery Pictures





“T.E.A.M = Together Everyone Achieves More.”  
- Unknown



“We make a living by what we get, but we make a life by what we give.”  
- Winston Churchill



“Be the change you want to see in the world.”  
- Mahatma Gandhi



“Our obligation as business leaders is to leave the world better than we found it.”  
- Sam DiPiazza



# 10 Our People Say



I want to change the world. By starting with something simpler, which is joining PwCare, it reminded me of a phrase that we should start with ourselves. By doing that, we could make an impact on the people surrounding us. Together, we could make a greater impact on our society. I feel blessed that I could have such hands-on experience and I will continue to contribute more to society through PwCare.

**Endah Lestari**

Believe or not, yes, it is happening. The quality of education is gradually decreasing due to television and all the technology available to students. Nevertheless, the lack of a library has made students forget the value of reading and how much knowledge they could gain from a book. If I had not participated in this Community Day activity with SPA, I would not have known about this, since I am not in an environment where I deal with students on a daily basis. By having the library we built, I hope that it will increase their interest in reading, so they will become a generation that Indonesia will be proud of.

I am thankful that I could be part of this experience. It will make me give more attention to sharing the importance of reading with others, especially younger students.

**Shirley Pranoto**

All the worries and tiredness paid off when we watched how the children enjoyed the activity run by a facilitator, sometimes filled by their laughter; how they were very serious in colouring, making posters and wall magazines; how happy they were to receive the awards/presents. The pay-off was also added by the other PwC volunteers' expression about the activities; there was a special satisfaction in what they have experienced that day. My involvement in this event has taught me lessons and continuous self development. Most of them are intangible, because when we give, we also receive something back. It is our responsibility to contribute to society in various forms.

**Stephen Masran**

I'm so grateful that I could experience such joy when we distributed some books for the tiny (very very tiny I think) library through the event 1708 Book Drive project. The library is called Bina Insan Mandiri and it is located in Tanah Tinggi, Central Jakarta. Honestly, I was not so sure whether that narrow space of the room could be called a library, although, as I saw inside and realised how many books are kept there and how many children read them, I now know for sure that very narrow and modest space is a library.

It was so valuable to see the joy in the children eyes as they turned each page of a book and discovered words and pictures that they hadn't seen before. It was so valuable to witness their enthusiasm, their laughs and their shouts of happiness when they found something funny and amazing in a book and when they eagerly shared the story, the pictures and the new things they found with their friends.

**Waracahya Dea**

How do accountants build playgrounds? We don't merely build the playground, but we play a big role in ensuring the expected playground is completed in the desired time with the required quality and within budget. Our expertise fits well to the work. Through hard work in daytime heat, heavy physical workload, and through sharing and collaborating to deliver the most effective ways, we were able to achieve our desired playground. Another dream has been achieved to improve the education quality. If We Hold On Together is the title of a song by Diana Ross, our dreams will never dies.

**Wienanto Tanuwidjaja**