

*Empowering the Community at Risk
The Partnership of PT Tupperware Indonesia and HOPE worldwide*

Summary

Since 2007 Tupperware and HOPE worldwide have partnered to empower a community in one of the poorest sub-districts of North Jakarta to improve and sustain a better quality of life. Activities focus on women and children and are implemented with support from volunteers in the community, Tupperware employees, and others who are part the network of 7000 volunteers in Indonesia working with HOPE worldwide. By 2008 more than 400 children were participating in the Saturday Academy Program that complements regular school curricula. The program has improved school performance and increased school enrolment among children in the community. The community has built a new public toilet facility, planted flowers and other greens, and cleaned up sewage. Members have greater access to health services through a nearby clinic and mobile clinic. Women receive training to recycle plastic waste and are producing handbags and other products that supplement their traditional employment. A local school on land given by the community is now managed by the community. Activities continue in spite of a devastating tidal wave in early 2009 that washed away houses and a newly built community library. A neighboring community is asking the partners to replicate their approach and help it become more self-sufficient. The partnership also supports a nationwide "Children Helping Children" program to encourage philanthropy at an early age.

Health in Indonesia and the Millennium Development Goals (MDGs)

Indonesia has experienced significant improvements in its health system over the last thirty years but, according to the World Bank, "is unlikely to achieve several of its health-related MDGs". Significant challenges include:

- The maternal death rate, one of the highest in East Asia
- Child malnutrition rates that have changed little since 2000, even increasing in some areas despite dramatic declines in infant and child mortality
- Low female literacy
- Limited access to clean water and sanitation among the poor
- Geographic health disparities
- Poor access to skilled health care, especially in remote rural areas.¹

The Partners



PT Tupperware Indonesia has operated in Indonesia since 1991. Its core interest is to produce household plastic food containers that are distributed through direct selling by housewives. Its mission is to enlighten, educate, and empower women to change their lives and the lives of family members. It focuses on women because they have the greatest impact on families and because women sell its products. PT Tupperware Indonesia is an affiliate of Tupperware Brands, which operates in 120 countries and has headquarters in Orlando, Florida, USA.



HOPE worldwide has operated in Indonesia since 1994, starting with a small health clinic in Muara Baru ("New Bay") in North Jakarta. The clinic has been moved to Tanjung Priok where it operates as a TB center. It addresses its core interests of health, education, children, employment, outreach, and seniors by empowering communities. It operates through 15 Centers of HOPE with the support of 90 local full-time staff members and 7000 volunteers in 13 provinces. Its mission is to change lives by harnessing the compassion and commitment of dedicated staff and volunteers to deliver sustainable, high impact services to empower poor and needy communities. HOPE worldwide is an international relief and development NGO that reaches more than 300,000 people each year in Indonesia, and is operating in 80 countries throughout the world. It is headquartered in Wayne, PA, USA, and has a special consultative status to the United Nations Economic and Social Council.



Initiating the Partnership

Tupperware and HOPE worldwide have partnered since 2005. In 2006 HOPE worldwide was asked for help by a local police officer who met HOPE worldwide by chance. The officer was investigating a cooking oil scam in North Jakarta and was concerned about how to reduce crime in the area. HOPE worldwide responded by asking the police for advice and conducting a survey to identify the communities facing the greatest challenges. HOPE worldwide selected the community that expressed the greatest desire to help itself.

In the meantime, Tupperware, which had worked with HOPE worldwide just after the Tsunami in 2004, contacted HOPE worldwide because it wanted to do something long-lasting to help communities. The organizations decided to partner because of their shared commitment to helping women improve their lives and the lives of their families and to volunteerism. They also had a mutual understanding of what constitutes a partnership; both feel strongly that a partnership is not a sub contractual relationship.

Tupperware and HOPE worldwide began their partnership with a joint fundraising effort “Children Helping Children” that involved a writing contest for children on the theme “My Dream for Indonesia.” Tupperware donated 10,000 Rp (about \$US 1) for each entry, which it gave to HOPE worldwide to start a joint project.

Implementing the Partnership

Tupperware and HOPE worldwide work with the community of Cilincing, a fishing community of 1300 in one of the poorest sub-districts of North Jakarta characterized by poor sanitation, poor nutrition, poor knowledge of health, and a sense of hopelessness. Forty percent of community members are under the age of 15. No child from the community has ever completed a university education. Young girls in particular have low expectations. They have few employment opportunities and some are “sold” for prostitution. “Shell peeling” the main occupation for women, offers extremely low wages, Rp7000 for a large sack of shellfish.

Tupperware contributes to the partnership as the donor and as a source of volunteers; HOPE worldwide serves as implementer and community facilitator. The community is involved in planning and designing programs that meet their priorities. Local officials including the local police office, other community leaders, youth and mothers from the community are actively involved in the programs as are volunteers from national and local NGOs, nearby businesses, and university students who are part of the HOPE worldwide network of volunteers in Indonesia.

The partnership supports a range of activities:

- The Saturday Academy Program that teaches children to read and write and complements regular school curricula
- The Chain of Confidence Program that provides vocational training to young women to given them employment opportunities and reduce their vulnerability to child trafficking and prostitution²
- Environmental health programs that improve sanitation – the community has built a new public toilet facility and the old facilities have been paved over for a playground
- Health services through a nearby clinic and mobile clinic – HOPE worldwide supports cervical cancer prevention through pap smears as one of the services provided
- A program that trains mothers to recycle plastic into items they can sell such as handbags
- A “Children Helping Children” program to encourage philanthropy starting at an early age³



Mothers are trained to recycle plastic waste into handbags and other items] Tupperware buys some of the products, but women also sell to others.

Challenges

HOPE worldwide and Tupperware found that they were too ambitious at the start and that their ideas were way beyond what the community was able to handle. They learned to work at the pace of the community, to avoid imposing “foreign” ideas, to build off of community ideas and strengths. HOPE worldwide had to learn not to over promise. It also had to make sure that volunteers understood how to respond to community needs as communities defined them and improved its volunteer consent form and policies accordingly. It also learned that not all volunteers who want to teach can, in fact, teach. As a result it brought in trainers to help volunteers develop skills that would make them most helpful such as leadership skills. Another challenge it faced was a local leader who tried to become involved for personal gain and whom HOPE worldwide had to reject.

HOPE worldwide learned to coordinate activities so it could address several objectives at once and enable mothers to participate in program activities. To support a kindergarten play group and provide mothers and wives of fisherman with alternative economic opportunities, HOPE worldwide coordinated the timing of education and training sessions for mothers and the play groups so mothers could spend half days with their children and learn skills to improve family well-being at the same time.

Results

In 2008, the partnership served 430 children through the Saturday Academy Program; 25% improved their school performance and 21 children enrolled in school for the first time. Two young women were supported by the Chain of Confidence Program to develop vocations. Community members installed flowers and other greens in alleys, cleaned up sewage, and built new public toilet facilities. The community gave land to build a local school and a local NGO managed the school and provided oversight; it has now transferred these responsibilities to the community. These successes motivated a nearby community to request that partners replicate their approach to help it develop its own programs. In early 2009, Cilincing suffered disaster from a tidal wave that washed away houses and a newly-build community library. The partnership helped the nearby health clinic provide basic food assistance to nearly half of the families and helped the community rent a new, better, and safer community center, called a Center of HOPE.

From Confusion to Confidence

Kalina said she was 12 years old and in the fourth grade when she first arrived at the Saturday Academy. However, she had never been to school and couldn't read or write. On her first day at the Academy she was withdrawn and confused and cried most of the morning out of despair, but gained confidence after participating in the Chain of Confidence program. She is now preparing to be a dress designer.



Confusion



Destitute



Hope



Confidence

In addition to the community empowerment program, the partnership published a book of “Children Helping Children” stories that had been awarded prizes from the nationwide “My Dream for Indonesia” contest support by the partners.

The partnership benefits Tupperware by inspiring and improving the morale of its employees who volunteer, by contributing to a positive public image that is good for business, and by giving it the opportunity to achieve its mission of “Enlighten, Educate, and Empower.” Tupperware Indonesia also sees a benefit of its partnership to Tupperware Brands, its parent company that operates in 120 countries. The partnership is demonstrating how the company's commitment to improve women's lives is empowering not just women and their families, but their community.

HOPE worldwide benefits by being able to provide volunteerism opportunities to its partners; achieve its mission to change lives through volunteerism and deliver sustainable, high impact services to empower communities; to increase its credibility, and to have the opportunity to learn from Tupperware's passion for people.

Key Success Factors

Partners attribute their success to the following:

- A memorandum of understanding in place from the beginning with clear expectations by each partner
- Mutual support for programs driven by community priorities
- Community participation
- Volunteers
- Local support
- Donor commitment
- A dedicated staff
- A set of performance indicators
- Quarterly reports and field visits by Tupperware for regular monitoring and evaluation
- A mutual commitment to a sustainability plan which focuses on community empowerment.



The Public Toilet (Before)



The Public Toilet (After)

The community has built a new public toilet facility and the old facilities have been paved over for a playground.

About this Case Study

This is one in a series of case studies based on presentations by partners at sessions of the Health and Business Roundtable Indonesia (HBRI). HBRI is an activity of *Company-Community Partnerships for Health in Indonesia (CCPHI)*, a project led by the Public Health Institute with the Fund for Peace, funded by the Ford Foundation.

This study is based on presentations by Netty Sitorus, Executive Secretary of PT Tupperware Indonesia, and Charles Ham, HOPE worldwide Country Director. Dr. Alene Gelbard, CCPHI project director, prepared the study in consultation with the presenters.

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Future Plans and Expectations

HOPE worldwide and Tupperware plan to continue serve the community to help bring hope and change lives in Cilincing.

Footnotes

- 1) World Bank, 2008. *Investing in Indonesia's Health: Challenges and Opportunities for Future Public Spending*. Jakarta, Indonesia.
- 2) Chain of Confidence is a global program of Tupperware Brands. See www.chainofconfidence.com for more information, including programs in other countries.
- 3) For additional details see "Our Countries" on the HOPE worldwide website, www.hopeww.org.

For further information on CCPHI and the Health & Business Roundtable Indonesia, please contact Alene H. Gelbard of the Public Health Institute (PHI) at alenegelbard@earthlink.net, Kemal Soeriawidjaja at kemsoe@indosat.net.id or visit www.phi.org.