

**the
people
of asia**
thepeopleofasia.com

Company Profile

Contact

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Human creativity is unlimited. It is the capacity of humans to make things happen which didn't happen before.

Creativity provides the key to solving our social and economic problems.

Muhammad Yunus
Founder of Grameen Bank

altruism
[al·tru·ism]

(n.) the belief in or practice of disinterested and selfless concern for the well-being of others.

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Our Story



We learn that Southeast Asia are facing numerous social and environmental issues across the region. It leads us to meet with individuals, communities and organisations that fight to overcome the issues, and learn that their journey faces many challenges. As we are aware about this, we want to help and become part of the solution.



**pictures are taken and owned by The People of Asia*

Established in January 2019, The People of Asia aims to create a more caring society by spreading inspiring stories from people in Southeast Asia. With our platform, we create an ecosystem where we can tell stories, build a community, and provide solutions to advance social change.

However, we understand that social change requires contribution from different stakeholders. Therefore, we work with corporates, nonprofits, social enterprises, and individuals to realise our goal. Through collaboration we believe we can advance the impact and maintain sustainability of our good actions to shape a more caring society.

The People Behind



Amira Ali Alaydroes

Co-Founder

Amira has more than 7 years experience in Communication, strategic planning, and development, working in a various industries from creative industry (Advertising and Art), education, and social development.

She always put social value in every work that she does, making commercial work into meaningful value for her clients.

Her experience in working with business, government, and non-profit sector in Malaysia, Indonesia and Singapore, has given her an all-inclusive knowledge for both creative and development industry.



Irfan Handaru Kasidi

Co-Founder

Irfan has more than 9 years experience in business and marketing, working in a various industries from creative industry, trading, government, and social impact.

Combined with the passion in social impact industry, his experience in working with brands like Ford, Unilever, Adidas, Earth Heir, Singapore International Foundation, Indonesia Ministry of Women Empowerment as well as many social enterprises and impact organisations in Indonesia, Malaysia and Singapore has given him broader perspective in creative and development industry.

About Us



Storyteller, Strategist, and Community Hub



We are a **strategy and project delivery partner** focus on empowering community through storytelling.

We help you articulate your good stories through digital media and social projects for the people that matter.



We commit to support **SDG Goal 10: Reduced Inequalities**, where we want to advance the impact and maintain the sustainability of impact organisations within our network.

Our Services



Strategy

Consultancy

We help you to incorporate social impact into your branding and communication strategy.



Community Engagement & Activation

We help you to create online or offline activation and engage with the community you want to reach.

Content Creation

We create creative contents to help communicate your purpose and your stories.



Our Services



Impact Projects & Campaigns

We help you to create social projects that serve a purpose for the society, such as CSR programmes, community development, and other campaigns.



Merchandising

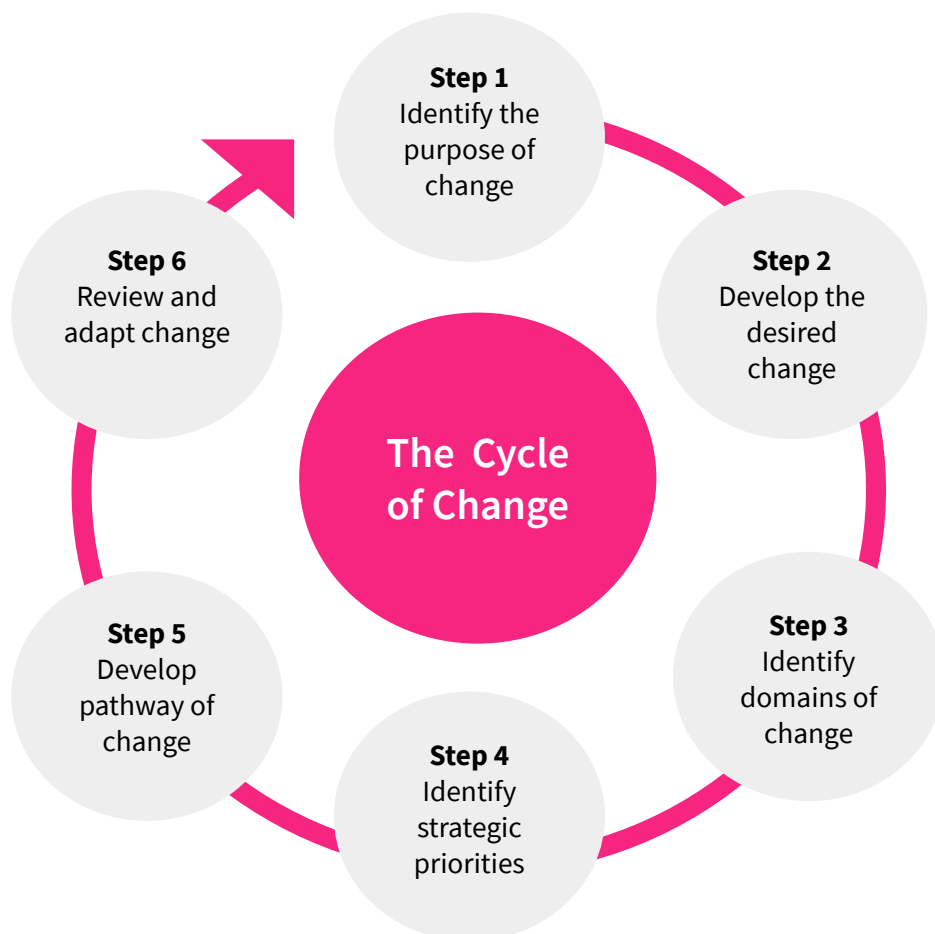
We can provide you with a range of sustainable and ethical products, produced by Social Enterprises in our network, to support your projects or campaigns.

Advertising

You can put your stories in our platform, where we have an audience that care about your values and impacts.



Our Method



The Cycle of Change

The Cycle of Change is our way to understand the issue and identify the most effective ways to maximise the impact of our strategy to influence the audience.

Providing thorough steps and understanding to execute for the desired outcomes.

Why Work With Us?



Our understanding in social impact industry allows us to execute strategy that increase your social presence to the people that matter.

Our purpose is to give essential meaning to your business, making the business more than just a number.

Our Competitive Strengths



Community We believe that a caring society is best built through collaboration and close-knit relationship. Our range of communities from social enterprises, nonprofit organisations and impact groups is the key to tell our stories and implement good actions.



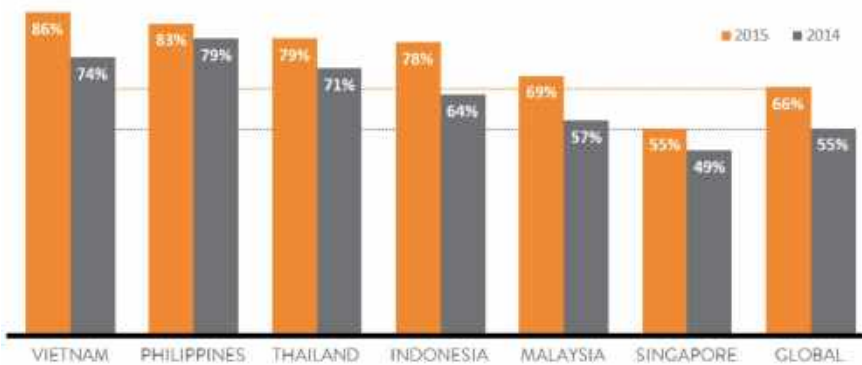
Storytelling We believe the best way to spread awareness about social issues is through storytelling. Our storytelling approach has made us stand out and distinguish us from other organisations in the industry.



Changemakers We collaborate with people who also believes that a caring society is best built through voicing our values and influence other to do positive action.

Why Social Impact?

CONSUMERS' WILLINGNESS TO PAY EXTRA FOR PRODUCTS & SERVICES FROM COMPANIES COMMITTED TO POSITIVE SOCIAL & ENVIRONMENTAL IMPACT



84%

Consumers

Seek out responsible products whenever possible

80%

Consumers

Will tell friends and family about company's CSR effort

25-50%

lower employee turnover

On firms with greater corporate responsibility

What it means to company growth?



Positive Brand Sentiment

Brand's social purpose is one of the most important factors to influence purchase. Brands with sustainable claims or action will result in higher performance.



New Market Segment

Social impact can be used to provide missing services or products that are helping communities and opens up a new market for future growth.



Consumer Engagement and Loyalty

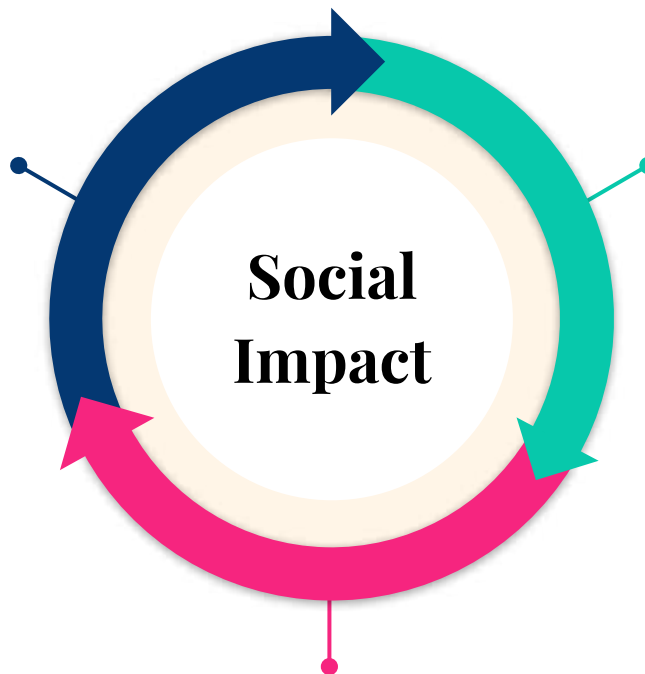
Consumer are actively seek products that do good in the world, and social impact is the motivation to drives consumer and active users. They can become the advocate for the brand.

Our Impact Metrics

“Global consumers have high demands for companies to address social and environmental issues, but they now also understand they have an obligation to make change, as well. It’s critical for companies to understand the nuanced drivers, barriers and opportunities that resonate among discerning global audiences.”
(Sustainable Brands, 2015)

BRANDING

- Increase Brand Loyalty and Brand Preference
- Increase brand positive advocacy
- Stronger brand positioning

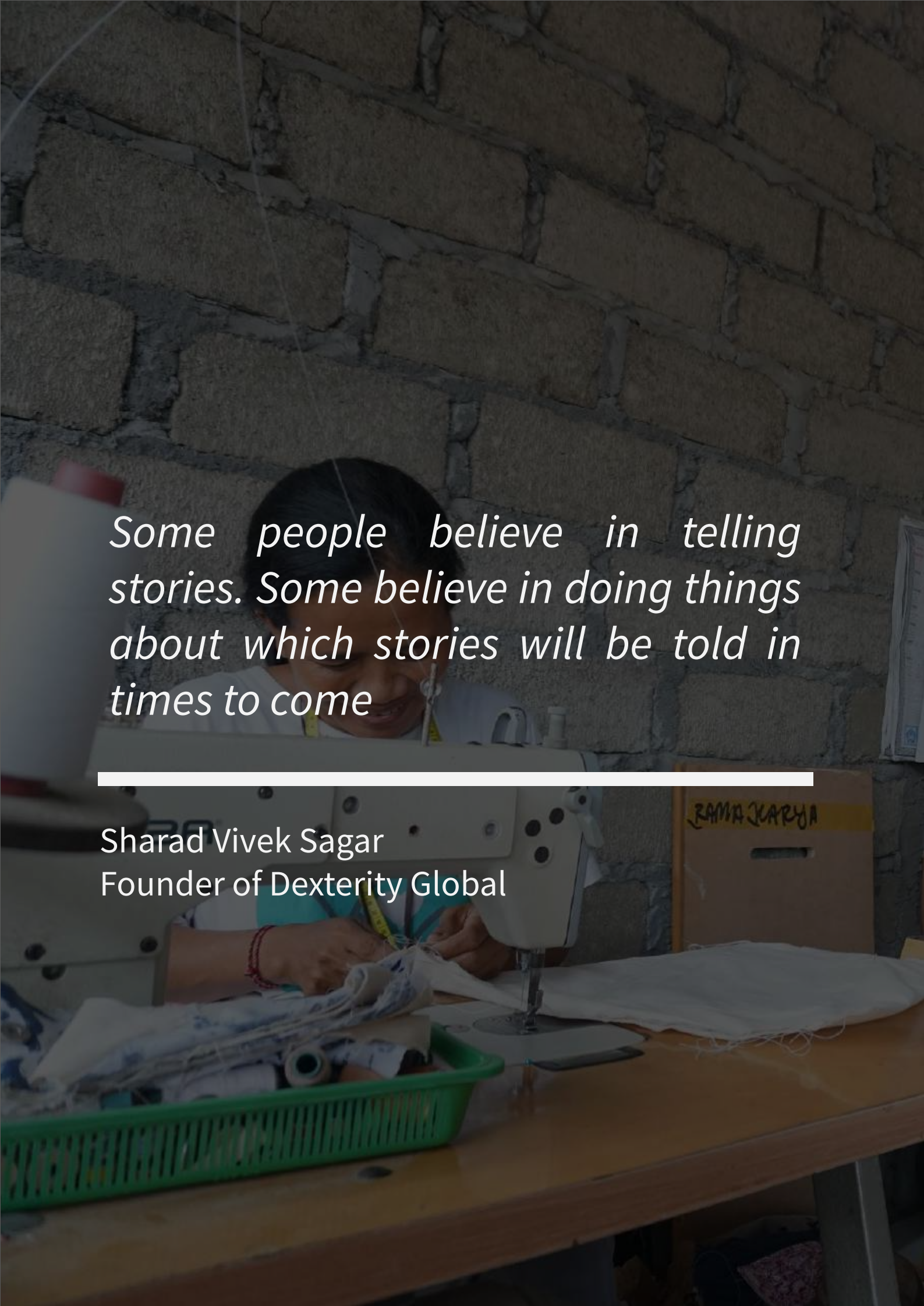


HUMAN CAPITAL

- Higher sense of belonging to the company
- Attract and retain the best talents
- Increase productivity
- Lower turnover rate

COMMUNICATION & PUBLIC RELATION

- High PR Value
- High consumer engagement
- Positive sentiment towards brand

A woman with dark hair is seated at a wooden table, operating a white sewing machine. She is focused on her work, with her hands near the needle. The background is a wall made of rough, grey stone blocks. To the right, a cardboard box is visible with the text 'RAMA KARYA' written on it. In the foreground, a green plastic basket contains various sewing supplies like thread spools and fabric pieces. The overall scene is dimly lit, with the woman's face and the sewing machine being the primary light sources.

Some people believe in telling stories. Some believe in doing things about which stories will be told in times to come

Sharad Vivek Sagar
Founder of Dexterity Global

Our Platform

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people
of asia

the
people
of asia

Social
Marketplace
by thepeopleofasia



The POA Platform

Our Publishing and Marketplace provide a fundamental support to our goal. It is an ecosystem where we can fully utilise to gather community, convey good stories, conduct online activation, and many more.

We have all the necessary systems to organise citizen journalism, product sales, event booking system, and convenient payment system.

- **Age range:** 25 - 40 years old
- **SES:** A, B
- **Location:**
Indonesia 25%
Malaysia 23%
- **Gender:**
Female: 57.7% / Male: 42.3%
- **Page Views:**
360,000+ Avg. 1,000/day

OVO mandiri

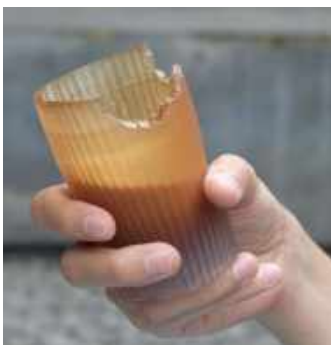
PayPal

CIMB

Our Key Partners



Collaboration is the key. We know our partners can make our impact even bigger.



Evoware is a social enterprise that elevates an environmentally friendly lifestyle and provides innovative value to urban society. Evoware is providing alternative plastic material like seaweed-based packaging, edible cups, edible straws, and many more. Evoware is our key to preserve our environment!



Liberty Society is a social enterprise that supporting refugee & marginalised women. Each product is made ethical and impactful towards people and planet. Together we create impactful activities focusing on women.



Terra Be Pro is a company focus on waste management system. They are our go-to source in implementing SDGs and CSR programmes.

Our Community Network



Our community is the main reason we exist. They help us **spread the positivity** and **implement good actions**.



Singapore

Arts & Culture



Human Well-being



Malaysia

Economy & Business



Arts & Culture



Women & Children



Indonesia

Technology & Environment



Economy & Business



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Portfolio

Event: Artbox Exhibition

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Art exhibition and auction for refugee artists group Art Box PHM. Bringing these artists from the street to the gallery.

Purpose:

Raise awareness on Refugee Causes

Location:

Kuala Lumpur Performing Arts Centre, Malaysia.

Event Period:

2 weeks

Results:

+200 visitors on the event
+500 registered users on our website
+50 auction participants

National media coverage
(TV3 & Malaysian Insight)

Total sales : RM12,397
(USD 2,900)



thepeopleofasia presents:
**ArtBox
Exhibition**
22 February — 8 March 2020

**A creative art
exhibition by
displaced people
telling their stories
to the world**

Opening C
22 Februar
3.30 PM —
(Exhibition

Location:
Kuala Lum
Arts Cent
Sentul Park, Kus

Free Admissi
thepeopleofa

13 Refugee Artists • 35 Paintings
Auction • Talks • Face Painting

Event - Documentation



ArtBox Exhibition Documentation



Coverage by Buletin TV3



Online Activation: Rethink Campaign

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of asia

An online activation with Evo&Co to invite people to pledge to reduce plastic waste and to purchase new normal kit from Evoware

Location:
Indonesia

Campaign Period:
July - Ongoing

KOLs:

1. Nugie
(Singer and Environmentalist)
2. David Christian
(Founder and CEO Evo&Co)

Campaign Activities:

- Pledge to reduce plastic usage
- Article submission challenge
- The Talks: Instagram Live
- New Normal Kit product sales



Online Campaigns



Through Stories We Impact Lives

(February 2020)

Campaign about artbox exhibition through the stories about refugee

34 Articles

82 Social media posts

1 Video



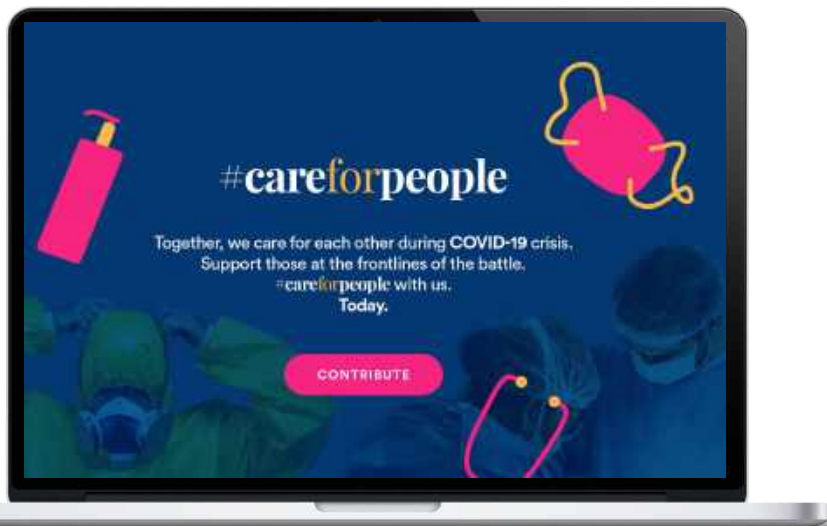
https://www.youtube.com/watch?v=ZU5qo_4TaU

461

New Followers
on IG and FB

790,158

Total reach



#Careforpeople

(April 2020)

Campaign #careforpeople to encourage people to support frontliners during covid-19 pandemic.

878

New Followers
on Instagram

2,371,591

Total Reach on Social
Media

4 Articles from community

6 Articles from The People of Asia

5 Podcasts

7 IG Live

1 Donation campaign

Total collected amount: \$1.200

Content Creation



The Talks: Podcasts

In challenging time like this, we can make a conscious decision to think and act positively and optimistically.

by Ratri Anindiyati



I think we can make a conscious decision whether we want to think

care people

I want to be able to help them to fulfil their dreams, to just help them to have a better life in their future.

by Jorge Marquez



We help these kids, who come outside the prison to have a home.

the talks
thepeopleofasia

It has been our greatest dilemma as healthcare workers when coming home from emergency shifts.

by dr. Niviza Fumini Risso



An act of love has now become a vector for illness.

care people

11 podcast produced with 875 average organic views.

The Talks: IG Live



care people

the people of asia

Instagram Live

Join our IG Live Session with Sasibai Kimis (Founder of Earth Heir)

The Journey of a Small Business: Surviving COVID-19

Friday, 01 May 2020
8 PM (HL time) | 7 PM (JKY time)

@sasibai.kimis & @thepeopleofasia

the talks
thepeopleofasia

IG Live:

"Through Art We Impact Lives"

with *Chelsea Islan*

@thepeopleofasia & @chelseaislan

Friday, 08 May 2020
4 PM (JKT / BKK / HAN)
5 PM (KL / SG / MNL)



8 IG Lives, with 195 average organic views.

Content Creation



Native Articles

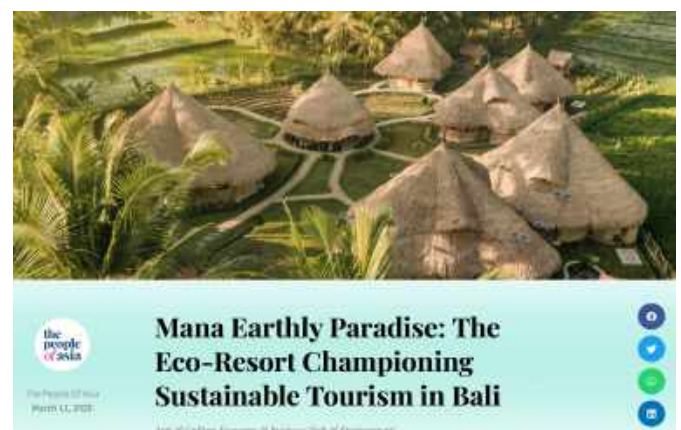


<https://thepeopleofasia.com/articles/topic-tech-environment/be-good-feel-good-care-for-home-and-the-society-altogether/>

Promoted Articles



<https://thepeopleofasia.com/articles/topic-women-children/free-and-safe-when-you-have-somebody-you-love-you-will-make-sure-they-are-safe/>



<https://thepeopleofasia.com/articles/topic-arts-culture/mana-earthly-paradise-the-eco-resort-championing-sustainable-tourism-in-bali/>

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**The People of Asia
2020**