

Company Profile PeaceGeneration Indonesia



Our Story

PeaceGeneration Indonesia,

or PeaceGen, is a social enterprise that provides a wide range of Peace Education services. The service includes training development, learning media design and production, and strategic communications production. Our work is committed to promoting peace through creative and playful media.

Founded in 2007 by two men from vastly different backgrounds but with a shared passion, Peace Generation Indonesia serves a key role in translating peace principles through interactive and measurable tools. Irfan Amalee, an Indonesian Muslim, has been involved in media creation and publishing for ten years. Eric Lincoln, an American Christian, has been a teacher and a drug prevention counselor in Chicago, US for many years.

Despite their different backgrounds, Irfan and Eric shared a common interest in promoting peace and bridging the gap between different communities through peaceful relationships amongst the younger generation because many violent conflicts are started through a lack of understanding.




The Problem We Address



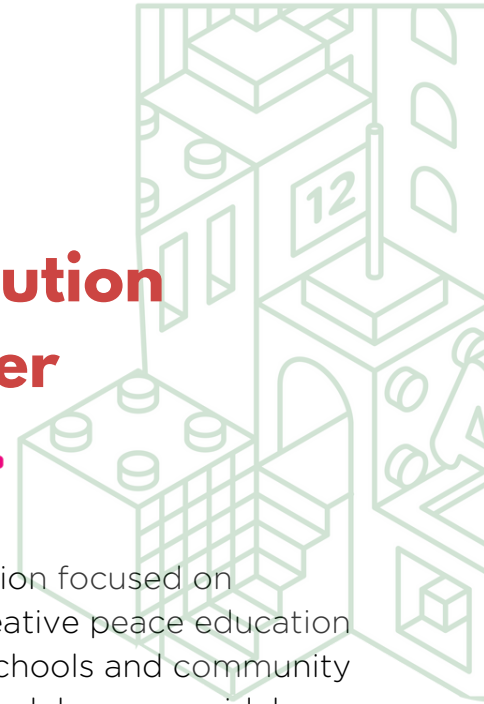
In the national and regional context, Indonesia has several inter-religious conflicts such as the Muslim-Christian conflicts in Ambon and Poso where many people were killed resulting in trauma and devastating effects on social and economic life. In the last decade, Indonesia also has faced the issue of terrorism caused by an increase in radical Islamic movements. Apart from religious conflict, according to data from Indonesia Children Protection Commission, there are 780,000 cases of violence every year in schools all over Indonesia.

The Solution We Offer



Peace Generation focused on developing creative peace education materials for schools and community groups. The modules were widely implemented through a partnership with one of the largest Muslim publishers in Indonesia and aid organizations.

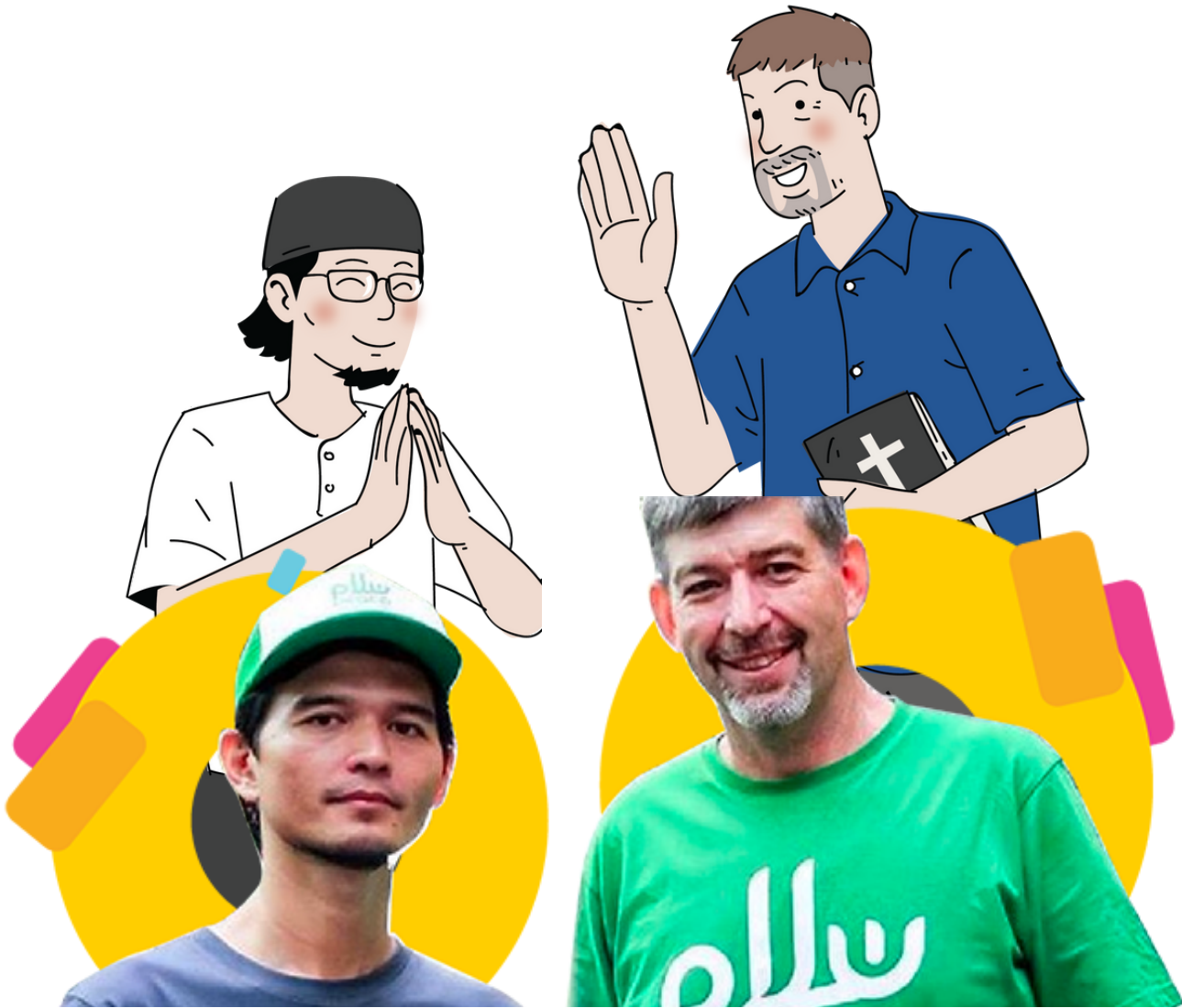
The peace program was first implemented in the Indonesian province of Aceh, where conflict had been occurring for years, when UNICEF invited Peace Generation to train their workers. Strong recommendations by national Muslim leaders and the Department of Education, plus positive media coverage and several awards, have thrust Peace Generation into the limelight. More than 30,000 people have learned peace education modules in four countries: Indonesia, Malaysia, the Philippines, Thailand, and Australia.



Our Belief



Peace Generation believes that conflict prevention is as important as conflict resolution in making peace in the world since the latest data shows that 90% of current conflicts are a recurrence of previous disputes. Only 10% are actually new conflicts. This data indicates that most conflicts are passed from generation to generation.



Our Vision

We envision a world where every child and youth can learn and practice peace and empathy.

Our Mission

We will enable every child and youth to learn peace and empathy by equipping educators with peace education creative media.

Vision & Mission

Our Formula



12 BASIC VALUES OF PEACE



1 Accepting Our Self



2 No Suspicious No Prejudice



3 Ethnic Diversity



4 Religion Difference



5 Gender Differences



6 Social Status Differences



7 Group Differences



8 Celebrating Diversity



9 Understanding Conflict



10 Reject Violence



11 Admit Mistake



12 Apologize

Our Program



PeaceGen categorizes programs into three areas:

Preventing & Countering Violent Extremism (PCVE), Peacebuilding, and Technology.

The PCVE program consists of Frosh and Board Game for Peace, the Peacebuilding category consists of Board Game for Peace, 21st Century Teachers, and 12 Basic Peace Values Training, and the Technology program category consists of SEAN-CSO and K-Hub.



A. PCVE Program Category



1. Frosh



A PeaceGeneration survey in 2019 of 1,415 students in Bandung, showed that as many as 39% of students felt pressured by campus life at the first level.

The two main reasons are difficulty adapting to new friends and self-regulation. If not responded to, young people are vulnerable to engage in risky behavior, such as bullying and violent extremism.

Seeing these problems, PeaceGen took the initiative to design intensive mentoring for new students. Mentoring is based on creative learning media and digital applications.

Frosh has accompanied 431 new students, with impact measuring the average increase in scores on critical thinking variables was 36 points, and the intensity of violence decreased by 3.6 points.

In the second season, Frosh attended the same campus. PeaceGen and campuses are increasingly designing collaborative learning processes and methods. Frosh was prepared as a pilot project to develop character in line with the priorities of the Ministry of Education and Culture. This program plans to reach 1,000 beneficiaries at the ITB and UPI campuses by the end of 2022.

A. PCVE Program Category



2. Board Game for Peace (BGFP)



BGFP is a program that campaigns for peace through the board games Galaxy Obscurio and The Rampung. As many as 2,000 young people in 12 cities have been involved in the campaign to prevent violent extremism through board games.

The program was implemented in response to research conducted by PPIM UIN Jakarta, which found that 37.71% of university students interpreted bomb terror as part of religious teachings. In addition, the same percentage of respondents also agree that defending religion can mean attacking people of different faiths.

Through this program, young people learn to understand violent extremism through various creative media. In addition to board games, there are interactive modules and animated videos. Furthermore, they are trained to be peace agents capable of carrying out peace campaigns among their peers.

BGFP trained 358 young people from 5 cities in its first year. The following year, the program was expanded to 7 cities by introducing 1,100 young people. The results of the impact measurement showed that participants experienced an average increase in knowledge and skills about efforts to prevent violent extremism by 0.48 for men and 0.66 for women.

Participants' perceptions were also measured through a modified Violent Extremism Disposition Scale (VEDS). After the training, we found that 20.5% of participants experienced a change in their VEDS scores from the medium category to the low class.

Until now, the training alums are still actively campaigning for peace using board games. In several areas, such as Ambon, Bima, Banda Aceh, and Padang, they even synergize with the surrounding community to continue the BGFP training independently.



B. Peacebuilding Program Category



21st Century Teacher Program



The 21st Century Teacher Program is a training program for middle and high school teachers throughout Indonesia. PeaceGen teaches the importance of empathy skills, critical thinking, and the 12 Basic Values of Peace which were developed with the national curriculum for BK, PKN, and PAI subjects. The training is carried out using synchronous and asynchronous methods.

During program implementation, PeaceGen collaborated with teacher associations such as Association of Indonesian Islamic Religious Education Teachers and Indonesian Guidance and Counseling Teachers Consultation.

As a result of this program, PeaceGen got 700+ registrants and selected 150 teachers spread from Sabang to Merauke. The teachers have completed the training with a satisfaction level of 5.8 on a scale of 1-6.

C. Technology Program Category



1. SEAN-CSO



SEAN-CSO is a program that bridges researchers, communities, and activities in the PCVE field for dialogue. Currently, SEAN-CSO is collaborating with seven countries in Southeast Asia and Australia to counter the narrative of violent extremism by packaging research and community-based creative media.

The increasing cases of violent extremism in Southeast Asia and Australia are the fuel that continues to inspire the SEAN-CSO organization to continue to work, research, and spread the message of peace.

Based on this background, SEAN-CSO cooperates with

PeaceGen in maintaining online communication channels. In this regard, PeaceGen is producing ongoing newsletters, creating content, uploading them to social media, and regularly updating the website.

SEAN-CSO has 126 member organizations, of which 52 are actively involved in content production. The SEAN-CSO website has also been accessed by 17 countries, including Indonesia, the United States of America, Australia, Malaysia, Philippines, India, China, Canada, Germany, the United Kingdom, Thailand, Brazil, Japan, Bangladesh, and Vietnam.

C. Technology Program Category

2. K-Hub



K-Hub is a media that aims to become a center of knowledge regarding information and good practices of violent extremism in Indonesia. Through K-Hub, stakeholders can share good practices on preventing violent extremism in the form of modules, infographics, books, videos, reports, and research that are easier to understand.

In K-Hub, there are two categories of target groups, namely direct beneficiaries, and indirect beneficiaries. Direct beneficiaries refer to entities that work to promote peace, prevention, and counter violent extremism.

Indirect beneficiaries refer to individuals or organizations who can use products or activities on the K-Hub platform. This group consists of students, teachers, researchers, and the community.

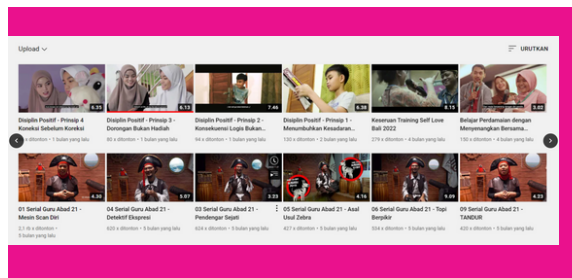
The direct beneficiaries of K-Hub consist of organizations focused on violent extremism issues that are now partnering with K-Hub. Partner organizations sign up at K-Hub, completing various features on K-Hub, including completing organizational profiles and posting resources such as modules, videos, articles, and research reports.

Through these features, partner organizations maximize K-Hub to publish their resources, especially on the issue of violent extremism.

We then process these resources into a microblog or mini-lessons by optimizing the design to make it easier for the audience to understand. This data processing is what we refer to as content collaboration between organizations and K-Hub.



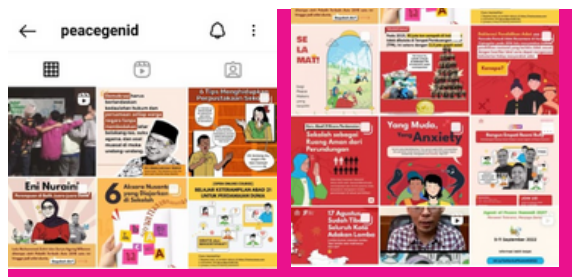
Our Media



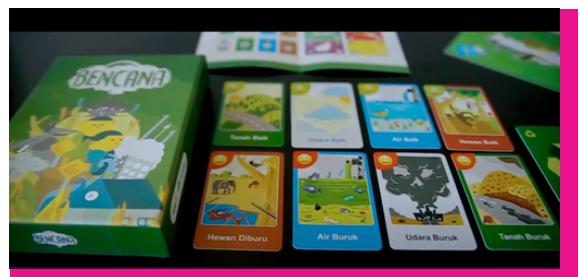
Video



Podcast



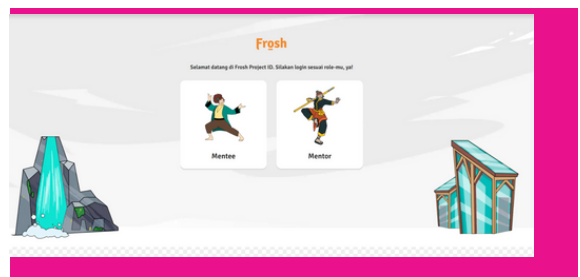
Book and comic



Boardgame



Virtual reality



Web based apps



Platform

Our Impact



Program distribution map





- 23,233 Agent of Peace learns 12 Basic Values of Peace
- 108 Cities have been reached by the PeaceGen program
- 5,000 Teachers and community leaders in training to become peace educators
- 11 Countries have been reached by the PeaceGen program
- 14 National and international awards

Number of Beneficiaries

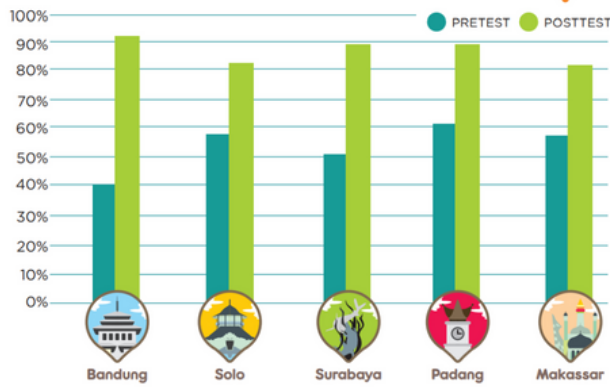


Measurement Table of BGFP Program

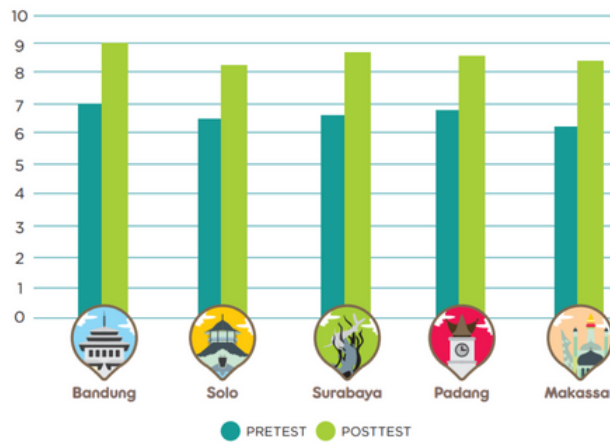


Participants who disagreed that "extreme violence, terrorism, and radicalism were deliberately created by the state and this issue were deliberately exaggerated" increased by an average 30.6% in five cities.

INCREASED BY AN AVERAGE **30,6%** IN FIVE CITIES

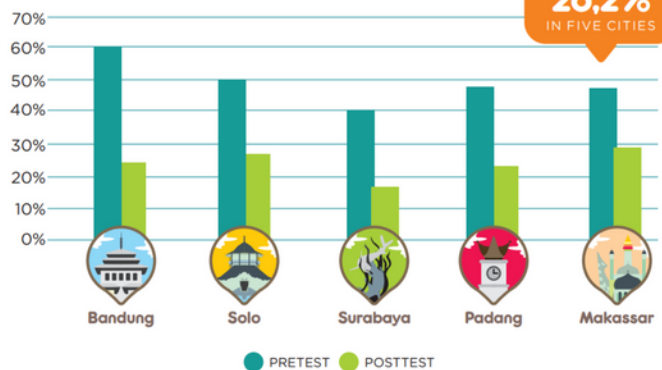


In general, in 5 cities, the participants change of knowledge about extreme violence, including the reasons, push and pull factors, extreme group media, peace values, and possible efforts to reduce the risk of extreme violence have increased.



Participants who agreed that extreme violence, terrorism, and radicalism were made to discredit Muslims decreased by an average percentage decline of 26.2%

DECREASED BY AN AVERAGE **26,2%** IN FIVE CITIES



A. Stories of Change



Student



After I joined PeaceSantren, I am so grateful because I got helpful knowledge, especially about how to handle conflicts that occur in everyday life.



M. Daffa Hilal Akbar

- Participant of PeaceSantren Program 2021



VIOTOPV

A. Stories of Change



College Student



In college, I was so supportive of the caliphate system that I had a heated argument with my friends in the PKN course. Then in 2017, I attended the Board Game for Peace training. I also experienced a turning point, especially when watching videos of ISIS supporters burning passports and the families of the returning refugees struggling to get out of ISIS because they didn't get what they were promised.

Akhmad Rezky Parawangsa

- Participant of BGFP Makassar



A. Stories of Change



Teacher



Rahmi Ifada

(Islamic Religion teacher,
SMAN 1 Cigombong, Bogor;
member of AGPAII)
- Participant of K-Hub Webinar

This K-HUB webinar kept me on the edge of my seat for the entire hour. Even after the webinar ended, I was still quiet in my seat for hours jotting down on social media ideas for my class! Both speakers were competent and able to pinpoint how to engage younger audiences better. I am particularly inspired by Habib Husein Jafar Al-Hadar (one of the speakers) who said that we can't just say 'this is wrong' or 'don't do this' to young people. We need to facilitate dialogue with them, not focusing on the punishment and the reward aspect only. We, religion teachers, could benefit from more webinars and workshops on this so students find learning religion cool, creative, and memorable. The plan for my class in July - August, besides collecting peace quotes, I will be sharing my ideas of developing comics and organising online talkshow.

A. Stories of Change



Government



From the beginning I noticed that the PeaceGen activity was extraordinary. I really appreciate it because all who are present here are members of the young Muslim generation from various communities including Ahmadiyah, Muhammadiyah, NU, Persis, JAI, Ijabi, and ABI. It turns out that they were given an education to get in touch with each other on how to improve peace with a contemporary approach that is inseparable from their background by collaborating to make videos, board games, podcasts, and other educational media. This is done to solve problems that exist in the community, be it environmental or social issues and overall this is very extraordinary.

Bambang Sukardi

(Chairman of the Bandung City Kesbangpol Agency)



A. Stories of Change



Figure



I am delighted to be able to learn 12 Basic Values of Peace in 2018 and want to teach them. Indika Foundation has used 12 Basic Values of Peace, more than 500 people from the Indika Foundation program, and other beneficiaries. Starting from Aceh to Kalimantan and Sorong. I am delighted because, with the 12 NDP modules, we can take care of Indonesia together.

Ayu Kartika Dewi

Managing Director Indika Foundation



Our Friends



Funding Agencies



Government



Our Friends



CSO



Our Friends



Universities



**PUSAT STUDI BUDAYA
DAN PERUBAHAN SOSIAL**
UNIVERSITAS MUHAMMADIYAH SURAKARTA



CHRM2
The Centre for Human Rights
Multiculturalism, and Migration
University of Jember, Indonesia



Schools

- SMP Kristen Yahya Bandung
- SMPN 17 Bandung
- SMP Peacesantren Welas Asih Garut
- SMP Darul Hikam
- SMP Muhammadiyah Antapani
- SMP Muhammadiyah Simpon Surakarta
- Ahmad Dahlan Boarding School
- SMPN 1 Ganeas Sumedang
- SMA Peacesantren Welas Asih Garut
- SMKN 3 Cimahi

Our Friends



Chapters and AoP Clubs

- **PeaceGen Banten**
- **PeaceGen Aceh**
- **PeaceGen Solo**
- **PeaceGen Sulawesi Tengah**
- **PeaceGen Pangkep**
- **PeaceGen Makassar**
- **PeaceGen Bandung**
- **PeaceGen Sumedang**
- **PeaceGen Riau**
- **PeaceGen Purwokerto**

Our Growth



The following is a comparison of program funds with operations.

Year	Income	Program Fund	Operating Costs
2015	128,906,487	22,903,400	2,806,057
2016	525,965,075	416,121,600	148,386,195
2017	2,140,192,652	1,500,945,838	400,505,883
2018	6,068,487,028	4,778,587,028	980,592,389
2019	5,781,885,109	2,487,464,905	1,986,755,393
2020	6,247,279,501	2,782,994,194	2,474,789,544
2021	8,058,460,103	3,975,375,975	2,806,834,051

Our Team



No	Nama	Posisi
1	Irfan Amali	Executive Director
2	Dewi Lestari	Finance & Business Coordinator
3	Miftahul Huda	Community Coordinator
4	Lindawati Sumpena	Learning & Community Manager
5	Azhar Muhammad Akbar	Learning Officer
6	Nurhayati Syafi'i	Community Officer
7	Samrotul Mufidah	Internal Support Officer
8	Ani Farhani	Learning Assistant
9	Suka Prayanta Pandia	Learning Coordinator
10	Mela Rusnika	Digital Media Officer
11	Pertiwi Sopiani	Senior Graphic Designer
12	Adriana Anjani	Senior Project & Partnership Officer
13	Rieke Maryunani	Graphic Designer
14	Shafira Rolibah Putri	Senior Finance Officer
15	Ismi Danty Nopiani	Business Officer

Our Team



No	Nama	Posisi
16	Rike Adelia Hermawan	Project Officer
17	Utami Nurhasanah	Editor In Chief
18	Mulia Anzalni	Graphic Designer
19	Tio Reza Muchtar	IT Officer
20	Jeremia Bonifasius Manurung	Learning Officer
21	Annisa Fitria	Learning Officer
22	Nenden Vinna Mutiara Ulfa	Training Coordinator
23	Anisa	Training Officer
24	Anissa Addeth Thiany	Finance Officer
25	Putri Puspitasari	HR Officer
26	Fadlan Fau	Logistic & Operator Assistant
27	Dini Rahmawati	Learning & Research Officer
28	Maulidya Alhidayah	Research Assistant
29	Muhammad Fahry	Community Engagement & Research Assistant
30	Akhmad Rezky Parawangsa	Digital Media Officer

Happiness Index



The Employee
Satisfaction Survey
score is 3.6, or
73%.

The score shows that
80% of PeaceGen employees
feel delighted in working at PeaceGen,
especially the organization's culture.





Peacegeneration Indonesia

2022



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www.peacegen.id

