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Tanggung Jawab Sosial Perusahaan

Corporate Social Responsibility





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Memperingati “The World Day to Combat Desertification and Drought” Commemorating “The World Day to Combat Desertification and Drought”

Bertepatan dengan Hari Penanggulangan Degradasi Lahan dan Kekeringan Sedunia pada hari Sabtu, 17 juni 2023. PT Asuransi Bintang Tbk ikut berpartisipasi dalam pelaksanaan kegiatan Pengabdian kepada Masyarakat (PkM) tahun 2023, yang diadakan oleh STMA Trisakti yaitu kegiatan penanaman 2500 (dua ribu lima ratus) bibit pohon mangrove sebagai upaya mitigasi risiko dari terjadinya Tsunami tepatnya di kawasan Hutan Mangrove Blok Elang Laut, Penjaringan, Jakarta Utara.

Kegiatan ini merupakan kolaborasi dari STMA Trisakti dengan Asosiasi Asuransi Umum Indonesia (AAUI), Dewan Asuransi Indonesia (DAI) dan Otoritas Jasa Keuangan (OJK) dan anggota asuransi lainnya.

Penyerahan bibit mangrove dari PT Asuransi Bintang Tbk diwakili oleh Putut Saputro selaku *Department Head Marketing Communication* PT Asuransi Bintang Tbk, kepada Dr. Suhartono, S.E., M.M. selaku Wakil Ketua II STMA Trisakti dan Dinas Kehutanan DKI Jakarta.

Commemorating the World Day to Combat Desertification and Drought on Saturday, June 17, 2023, PT Asuransi Bintang Tbk participated in the implementation of the 2023 Community Service Activities (PkM) convened by STMA Trisakti, involving the planting of 2500 mangrove seedlings as a risk mitigation effort against potential Tsunami in the Mangrove Forest Block Elang Laut area, Penjaringan, North Jakarta.

This initiative is a collaboration among STMA Trisakti, the General Insurance Association of Indonesia (AAUI), the Indonesian Insurance Council (DAI), the Financial Services Authority (OJK), and other insurance members.

The mangrove seedlings were handed over by PT Asuransi Bintang Tbk, represented by Putut Saputro, Department Head of Marketing Communication at PT Asuransi Bintang Tbk, to Dr. Suhartono, S.E., M.M., Vice Chairman II of STMA Trisakti, and the DKI Jakarta Forestry Office.



Bakti Sosial Kegiatan Penyediaan Perlengkapan Sekolah SDN Leuwiranji 05 Kampung Rancaguru, Bogor Social Service through the Provision of School Supplies at SDN Leuwiranji 05 Rancaguru Village, Bogor

Dalam rangka membangun kemajuan, kesejahteraan bangsa, dan mendorong semangat belajar penerus bangsa, PT Asuransi Bintang Tbk bersama Jelajah Pewarta Foto Ekonomi (JPEK) berpartisipasi dalam Bhakti Sosial yang didukung oleh Otoritas Jasa Keuangan (OJK). Kegiatan yang dilakukan berupa pemberian perlengkapan sekolah, yaitu tas sekolah dan alat tulis untuk murid-murid SDN Leuwiranji 05 pada 2 September 2023 di Kampung Rancaguru, Desa Suka Mulya, Kecamatan Rumpin, Kabupaten Bogor.

In the pursuit of progress, national prosperity, and fostering the educational drive of our future generations, PT Asuransi Bintang Tbk, in collaboration with Jelajah Pewarta Foto Ekonomi (JPEK), participated in a Social Service initiative supported by the Financial Services Authority (OJK). This endeavor entailed providing school essentials such as school bags and stationery to students of SDN Leuwiranji 05 on September 2nd, 2023, in Rancaguru Village, Suka Mulya Village, Rumpin District, Bogor Regency.



PT Asuransi Bintang Tbk Bersih-Bersih di 7 Gunung Indonesia

PT Asuransi Bintang Tbk Clean Up 7 Indonesian Mountains

PT Asuransi Bintang Tbk berpartisipasi dalam kegiatan SAPUJAGAD 2023 bersama “Trashbag Community” yang didukung oleh Balai Besar Taman Nasional Gunung Gede Pangrango serta Kementerian Lingkungan Hidup & Kehutanan. Kegiatan ini dilaksanakan dalam rangka edukasi dan aksi bersih sampah di jalur pendakian Taman Nasional Gunung Gede Pangrango sebagai upaya menjaga kelestarian alam dan lingkungan hidup serta pencegahan bencana banjir. Aksi Bersih Bersih Jalur Pendakian dilaksanakan di 7 Gunung, yaitu Gunung Gede Pangrango, Gunung Rinjani, Gunung Slamet, Gunung Bawang, Gunung Karang, dan Gunung Pananggungan secara serentak pada tanggal 27-29 Oktober 2023.

PT Asuransi Bintang Tbk participated in the SAPUJAGAD 2023 initiative alongside the “Trashbag Community,” supported by the Balai Besar Taman Nasional Gunung Gede Pangrango and the Ministry of Environment & Forestry. The activity aimed at educating and cleaning up trash along the hiking trails of Taman Nasional Gunung Gede Pangrango, contributing to environmental preservation and flood prevention. The Clean-Up Campaign was conducted simultaneously across 7 mountains, including Mount Gede Pangrango, Mount Rinjani, Mount Slamet, Mount Bawang, Mount Karang, and Mount Pananggungan, on October 27th-29th, 2023.



PT Asuransi Bintang Tbk dalam Pelatihan Emergency First Response & Defensive Driving

PT Asuransi Bintang Tbk in the Emergency First Response & Defensive Driving Training

PT Asuransi Bintang Tbk bersama Forum Potensi Tangerang Selatan dan Badan Nasional Penanggulangan Bencana (BNPB) berpartisipasi dalam acara Pelatihan *Emergency First Response* (EFR) & Defensive Driving (DD) pada tanggal 28-30 Juli 2023 di Villa Darul Ikhlas-Sinergi Foundation. Tujuan acara ini adalah menambah keahlian, pengalaman, dan kemampuan Relawan serta masyarakat dalam pertolongan pertama. Selain itu, para peserta juga diharapkan mampu mengaplikasikan Ilmu serta keterampilannya dalam penanganan bencana alam dan kecelakaan.

PT Asuransi Bintang Tbk, alongside the Forum Potensi Tangerang Selatan and the National Disaster Management Agency (BNPB), collaborated on the *Emergency First Response* (EFR) & Defensive Driving (DD) Training event held on July 28th-30th, 2023, at Villa Darul Ikhlas-Sinergi Foundation. The event aimed to enhance the skills, experience, and capabilities of volunteers and community in providing initial assistance, while also enabling participants to apply their knowledge and skills in natural disaster and accident management.





Penanaman 680 Pohon Asuransi Bintang: Go Green to Support Sustainable Earth Planting 680 Asuransi Bintang Trees: Go Green to Support Sustainable Earth

Pada hari Jumat, 8 Desember 2023, di Taman Nasional Gunung Halimun Salak, PT Asuransi Bintang Tbk bekerja sama dengan Balai Taman Nasional Gunung Halimun Salak, mengadakan kegiatan “Penanaman 680 Pohon” sebagai bentuk kecintaan serta kepedulian terhadap bumi dimana kita hidup.

Dengan mengangkat tema “Go Green to Support Sustainable Earth” maka diharapkan kegiatan Penanaman 680 pohon ini dilaksanakan sebagai gerakan penghijauan kembali lahan kawasan Taman Nasional Gunung Halimun Salak terutama di wilayah hutan Blok Cidadap, Desa Girijaya, Kecamatan Cidahu yang beberapa bulan lalu mengalami kebakaran.

Terima kasih kepada pihak-pihak yang telah membantu dan memfasilitasi kegiatan penanaman pohon ini, kepada Balai Taman Nasional Gunung Halimun Salak beserta jajarannya, Kementerian Lingkungan Hidup & Hutan beserta jajarannya, Kapolsek Cidahu beserta jajarannya, Volunteer Cidahu beserta tim, dan seluruh masyarakat Cidahu.

On Friday, December 8th, 2023, at Gunung Halimun Salak National Park, PT Asuransi Bintang Tbk, in collaboration with the Gunung Halimun Salak National Park Office, convened the “Planting 680 Trees” activity as a testament to our love and care for the Earth, our home.

Under the theme “Go Green to Support Sustainable Earth,” this tree planting initiative aims to revitalize the forested areas, particularly in Block Cidadap, Girijaya Village, Cidahu District, which suffered from wildfires a few months ago.

We extend our gratitude to those who supported and facilitated this tree planting endeavor: the Gunung Halimun Salak National Park Office and its staff, the Ministry of Environment & Forestry and its officials, the Cidahu Sub-District Police Chief and team, the Cidahu Volunteers and team, and the entire Cidahu community.