

# Can everyday technocrats turn big dreams into reality?

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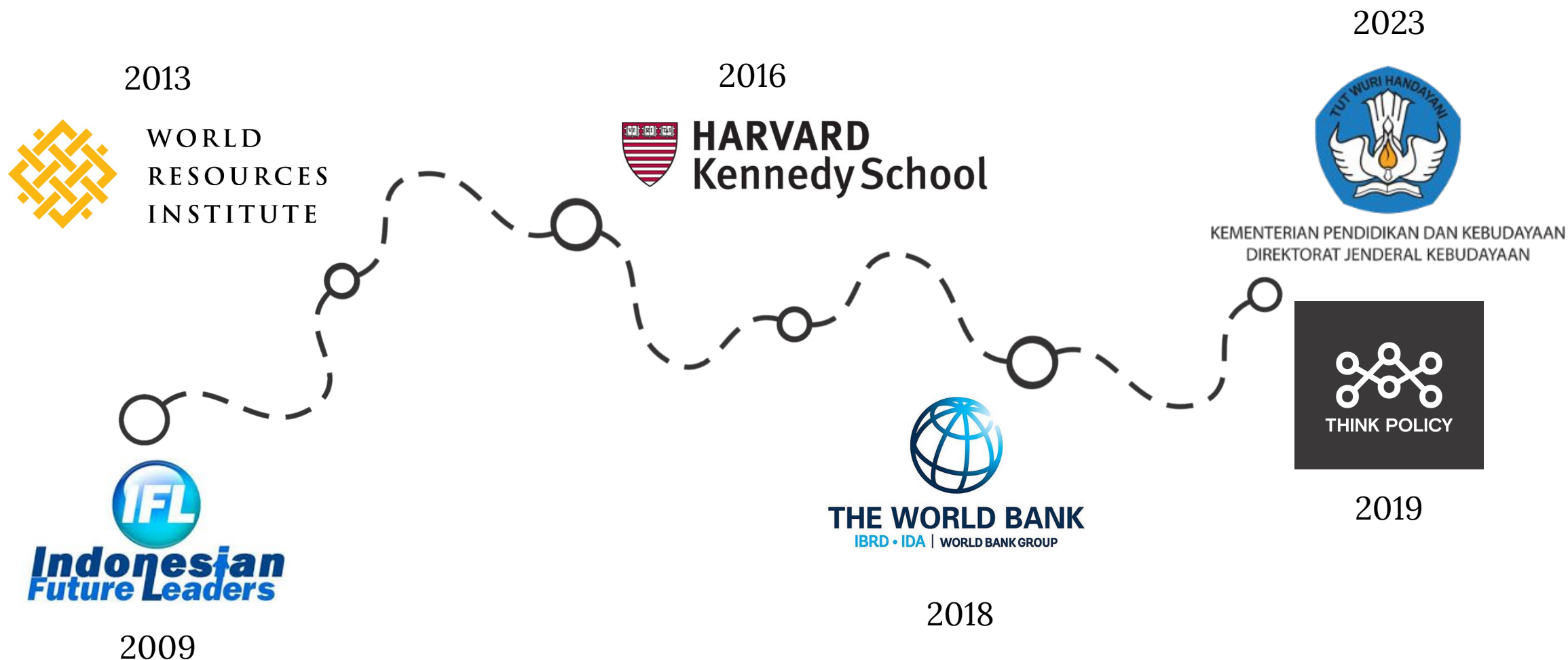


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*Perkenalkan, nama saya Afu.*

# 16 tahun perjalanan memulai & merawat mimpi





One of the most powerful images that changed a whole generation.



Pembelajaran dari  
*keluarga berencana*

*Keberhasilan #1*

# Birokrat menerjemahkan ide besar ke dalam konteks lokal yang sensitif budaya



They didn't just distribute contraceptives; they engaged religious leaders, used wayang kulit and local radio to socialize the idea, and adapted the messaging to local norms ("small happy family" rather than just "population control").

*Keberhasilan #2*

# Bekerja dengan kader lokal



Health workers, many of them women—became the bridge between policy and households. They made regular home visits, kept informal data, and personalized the program.



Hasilnya?

# Program keluarga berencana Indonesia dijadikan model sukses di dunia



- Fertility rates dropped from 5.6 (1970) to 2.6 (2000).
- The program was cited globally as a model for *culturally sensitive, decentralized implementation*.
- It wasn't driven by headline-makers—but by the daily, stubborn work of thousands of civil servants, village leaders, and health workers.



**The key? Care enough** to connect a big idea to everyday lives—and commit to making it work village by village, form by form, policy by policy.

Just like “two children enough” changed a generation, the green jobs vision can too—if it’s carried by people like us, like you.

VISI THINK POLICY

# *Green jobs* menjadi elemen penting untuk Indonesia Emas 2045 yang:

## **Digitally enabled**

Digital economy, digital government services, data protection, AI governance

## **Economically resilient**

Green economy, jobs, energy transition, forest management

## **Socially inclusive**

Gender, disability, inequality, human rights for all



#1 Why

# Green jobs could be Indonesia's national legacy and pride



Indonesia has already made the bold commitment to reach Net Zero by 2060. That target isn't just about climate—it's about economic leadership, energy sovereignty, and generational justice. Your work will decide whether we reach that future with strength—or fall behind.

#2 Why

# A tool for transformation and talent gap reduction



Green jobs aren't just jobs—they're investments in stability, resilience, and competitiveness. Every solar technician trained, every EV policy passed, every industrial retrofit supported, reduces our dependence on fossil imports and creates livelihoods that last. Push for green training incentives in procurement rules, fast-track certifications for emerging roles, coordinate with local governments to map and match workforce needs to green industry plans. That's real power—power to shape a market before it forms.

#3 Why

The window to lead is short,  
no need to wait for perfection



Other countries are moving fast. Our people are ready to work. If we don't prepare them, we lose both the green economy and the social stability it could bring. Your leadership—here, now—can turn policy into purpose. We can start where you are—with pilot programs, cross-agency coordination, simple policy tweaks that nudge the system in the right direction. *Momentum matters more than magic.*

Kebijakan publik sebagai alat yang sangat *powerful* untuk menjadikan ini kenyataan.



**State budget:** IDR 3,000 trillion every year



**Laws** that regulate even the biggest business players



**Behavioral** change of millions of people

# The three ingredients that we need:

*The right leadership and talent*

People

*What does it  
take to get there?  
(ingredients of  
effective public  
policy)*

Process

Solutions

*Participatory and  
collaborative*

*Evidence-based and adaptive*

# Terima kasih

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