



Knowledge Series
maroubraconsulting.com

Management Consulting against poverty

NGO Spotlight: Indonesia



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By Maroubra Consulting



Introduction: Maroubra Consulting and Management Consulting against poverty

Maroubra Consulting is a ‘remote first’ and ‘global first’ management consulting company with a nimble team of experienced consultants in Europe, US and Australia. We support both clients and NGOs with strategic design and advisory, digital transformation, AI business adoption and cyber security compliance management

We help organizations improve decision-making, strengthen operations, and adopt technology responsibly. With over 100 years of combined consulting experience, we support our clients towards operational excellence through long-term partnerships and cost-efficient remote or hybrid delivery models.

Sustainability is at the heart of our work. We actively support the United Nations Sustainable Development Goal number one: End poverty in all its forms everywhere. This commitment is embedded in our business model as we dedicate time and expertise to international NGOs, helping them strengthen strategic clarity, improve operational efficiency, and enhance digital readiness.

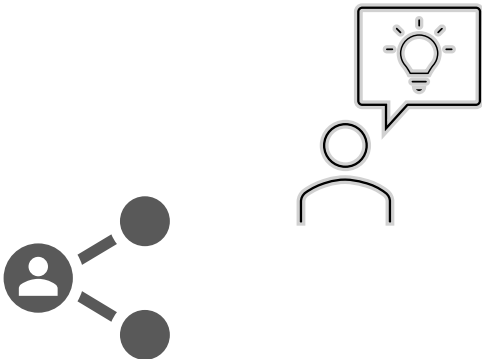
We believe in ‘paying it forward’ by sharing our decades of accumulated business knowledge and experience. Our approach includes leveraging innovation through AI and Microsoft 365 Copilot, empowering NGO leadership and staff with practical tools that make a real difference. This report reflects our strategic commitment to understanding and supporting NGOs in Southeast Asia and advancing sustainable solutions that matter.

Purpose of the NGO Spotlight

The NGO Spotlight is our own market research with aims to deepen our understanding of the strategic challenges and operational needs faced by NGOs. In this Spotlight report we present relevant findings in Indonesia. By exploring the NGO’s purpose and operational realities, we seek to identify common issues, gaps, and opportunities that influence their effectiveness and sustainability.

Through interviews with Indonesian and NGOs, we focused on operational challenges and the role of AI in improving productivity and decision-making. These insights will guide practical recommendations and inform how Maroubra Consulting and other companies and organisations interested in the ‘paying it forward’ model can help NGOs become more resilient, efficient, and digitally prepared for the future.

By building meaningful relationships, we aim to share knowledge, co-create solutions, and amplify impact in the fight against poverty and inequality.



Spotlight Indonesia: NGOs face operational challenges and digital capability gaps

NGOs in Lombok, Indonesia

The NGOs interviewed in Lombok share a strong commitment to community development, education, and sustainability. Most initiatives focus on English language education for children and young adults, computer literacy, and skills that improve employability in tourism areas. Others work on environmental projects such as recycling plastic into furniture and promoting sustainable practices. These organizations are small in scale, typically operating with two to five staff members and rely heavily on volunteers and donor support. Funding models vary, and includes donations, CSR contributions, and in some cases, volunteer-fee packages that cover accommodation and activities.

Challenges in operations

We sought to identify typical operational challenges for the Indonesian NGOs. Across the interviews, several operational challenges were identified. Funding instability is a common concern, with most NGOs dependent on small donors or volunteer contributions. Marketing and outreach are significant hurdles, and organizations struggle to attract volunteers and donors due to limited digital skills and visibility on social media. Community barriers also affect program impact—parental attitudes and early marriage often reduce attendance in educational programs. Moreover, legal and registration issues create uncertainty for some NGOs, while others face logistical challenges such as volunteer turnover, accommodation complaints, and lack of structured lesson plans. Infrastructure gaps, including Wi-Fi, equipment, and maintenance of facilities, can often further constrain operations.

AI potential in the NGO sector

Digital maturity among Lombok NGOs is in general low. Three organizations have started using AI tools like ChatGPT and Canva for basic tasks such as creating captions, translating content, drafting emails, and developing growth plans. Others are curious on AI and how it can create value, but have not yet adopted any tools, although viewing it as an opportunity rather than a risk. There is particular interest in Microsoft AI tools for professional presentations and donor engagement. Overall, AI is seen as a potential enabler for efficiency, communication, and outreach, but knowledge and resources remain limited.

Top 5 challenges in Indonesia

- Funding instability
- Limited marketing and outreach
- Community barriers
- Infrastructure and logistical issues
- Low digital maturity

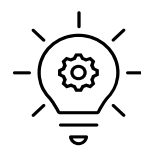
Summary

Indonesian NGOs are mission-driven but face structural, operational and digital challenges that limit their impact. Strengthening marketing capabilities, building volunteer pipelines, improving community engagement, and ensuring legal compliance are critical priorities. Practical digital upskilling and affordable technology solutions—such as Microsoft 365 with Copilot, social media playbooks, and simple CRM templates—could deliver quick wins. These tools would help organizations enhance visibility, streamline reporting, and improve donor relations, ultimately increasing their capacity to serve local communities effectively.

Indonesia key figures

- Area: 1,904,569 km²
- Population: 280 million
- GPD: USD 4.98 trillion
- GDP per capita (PPP): USD 15,194
- Poverty rate: 8.47 %
- Human Development Index: 0.759





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About Maroubra Consulting

Maroubra Consulting is an international management consulting firm, specialists in business operations. The company supports client organisations with improving competitiveness, strengthening operational resilience and achieving sustainable growth. With a ‘global-first’ and ‘remote-first’ business model, and market presence in Bergen, Barcelona, Amsterdam, San Francisco and Sydney, Maroubra Consulting combines strategic direction with digital innovation. The company proudly support the United Nations Sustainable Development Goal #1: No Poverty, partnering with NGOs to create lasting impact.