This project is funded by the European Union

evolve

PENABULU FOUNDATION
CIVIL SOCIETY RESOURCE ORGANIZATION

CSR: Tak kenal, maka tak paham

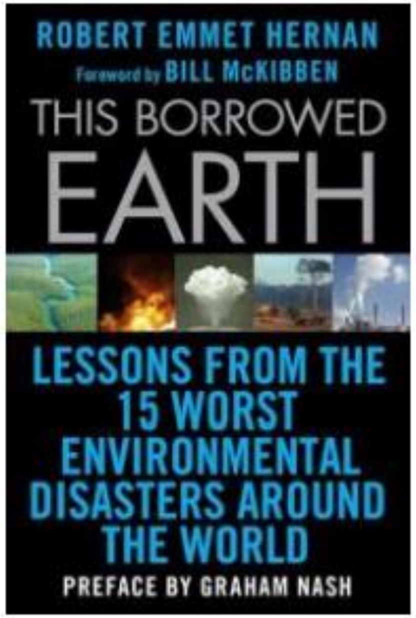
Pelatihan Kolaborasi dengan Sektor Usaha
Sesi 2

Ditto Santoso
6 November 2021

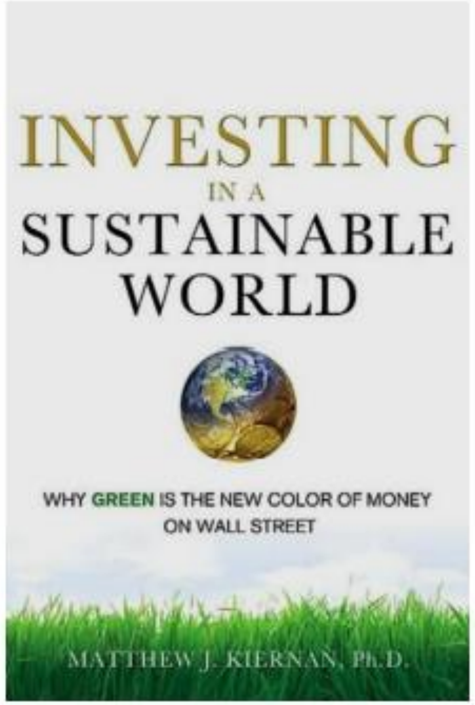

C
S
R
Corporate
Corporate
Social
Social
Responsibility
Responsibility


Peran sektor swasta dalam pembangunan

Namun, tidak dapat dipungkiri bahwa…

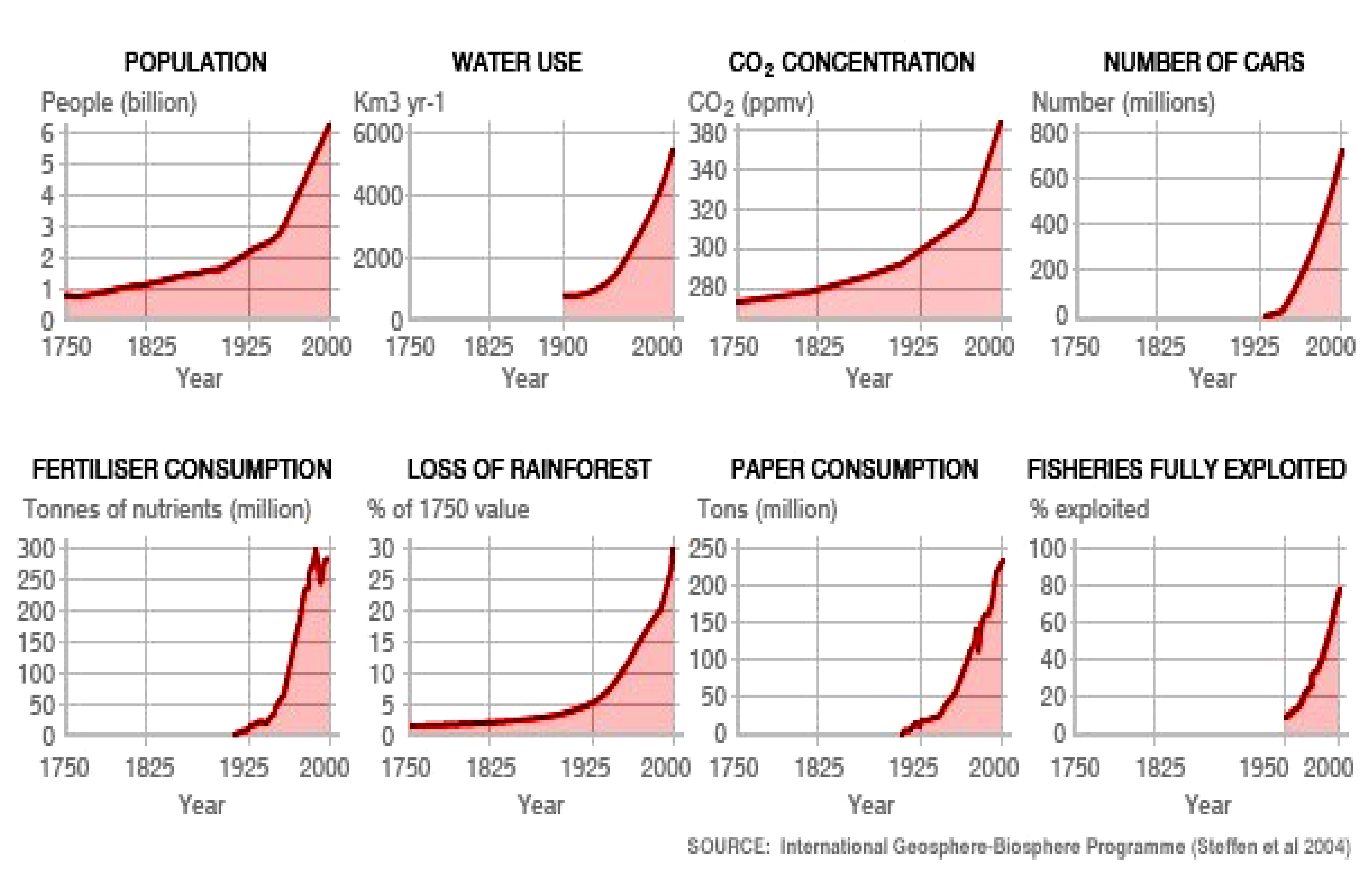


Sebagian besar bencana lingkungan paling buruk disebabkan oleh perusahaan!
(Hernan, 2010)



75% masalah sosial dan lingkungan disebabkan oleh perusahaan.
(Kiernan, 2009)

Dunia sekitar kita…



***Planet Under Pressure*, Global Trend Graphs from BBC website, 2004**

Risiko-risiko global

The Global Risk Report – 16th Edition (World Economic Forum, 2021)

Risk categories

- Economic
- Environmental
- Geopolitical
- Societal
- Technological

Top Risks
by likelihood

1. Extreme weather
2. Climate action failure
3. Human environmental damage
4. Infectious diseases
5. Biodiversity loss
6. Digital power concentration
7. Digital inequality
8. Interstate relations fracture
9. Cybersecurity failure
10. Livelihood crises

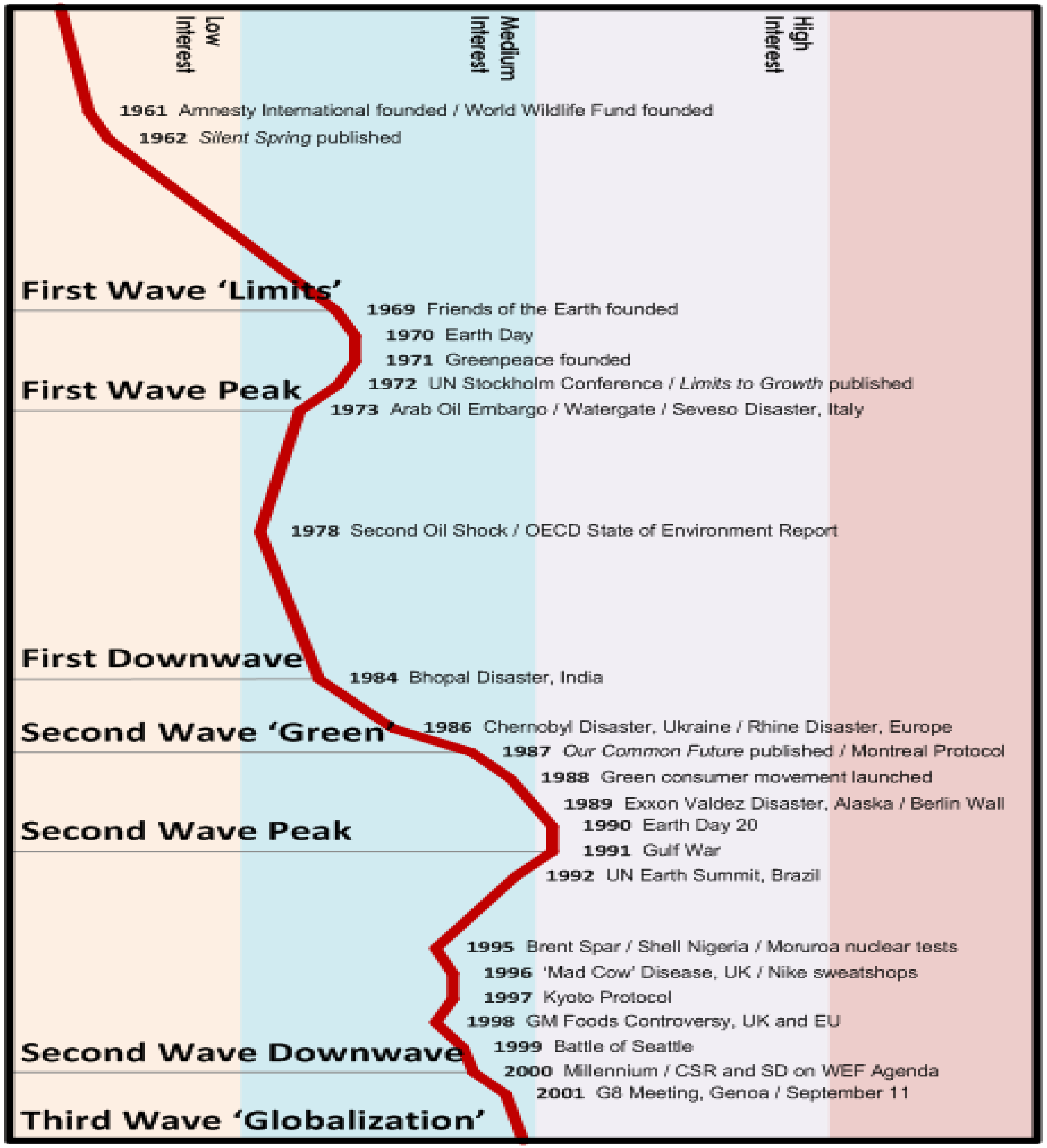
Top Risks
by impact

1. Infectious diseases
2. Climate action failure
3. Weapons of mass destruction
4. Biodiversity loss
5. Natural resource crises
6. Human environmental damage
7. Livelihood crises
8. Extreme weather
9. Debt crises
10. IT infrastructure breakdown

Tekanan publik atas perusahaan

(Elkington dan Thorpe, 2005)

Tekanan terhadap korporasi kecenderungannya meningkat terus walau terdapat sedikit penurunan di tengah grafik. (Elkington and Thorpe, 2005)



TEKANAN PUBLIK TERHADAP BISNIS (1961–2001)

Reaksi perusahaan terhadap tekanan

(Warhurst, 2001)

Fase I: 1960-1983 ***Bangkitnya pemikiran tentang adanya permasalahan sosial***	Fase II: 1984-1994 ***Pendekatan reaktif***	Fase III: 1995-2001 ***Pembentukan jejaring untuk penanganan secara pre-emptive***
➢ Aberfan, Wales '66 ➢ Seveso '74 ➢ Wankie Colliery '75 ➢ Amoco Cadiz Oil '78 ➢ Nationalization in South America '60s-'70s	➢ Bhopal '84 ➢ Strava, Italy '85 ➢ Chernobyl '86 ➢ Exxon Valdez '89 ➢ Wheal Jane '92 ➢ Summitville '92 ➢ Ok Tedi and Fly Rivers, PNG '94	➢ Shell: Brent Spar '95 ➢ Saro-Wiwa execution '95 ➢ Omai '95 ➢ Grasberg '95 ➢ Marcopper '96 ➢ Los Frailes, Spain '98 ➢ Remin and Esmeralda, Romania '00

- Tanggapan korporasi terhadap meningkatnya tekanan sosial menciptakan fase-fase hubungan di antara perusahaan dan pemangku kepentingan (Warhurst, 2001)
- Fase Ketiga: "Mencegah Kejadian Buruk" tampaknya telah disuksesi oleh Fase Keempat: "Meraup Keuntungan dari CSR." Berbagai standar dan literatur setelah medio 2000-an menunjukkan kecenderungan tersebut. Penekanannya pada (1) keuntungan bersama antara perusahaan dengan pemangku kepentingannya, dan (2) integrasi CSR ke dalam bisnis.
- Fase Kelima: "Transformasi & Disrupsi Bisnis" sedang terjadi, dan banyak dibicarakan mulai 2010-an, mendorong perusahaan untuk merespons permasalahan global dalam skala yang lebih besar dan kecepatan yang lebih tinggi.

Evolusi CSR

Pra 1950	• Kedermawanan/filantropi pribadi pelaku bisnis
1950-an	• Franks Abrams (Standard Oil of New Jersey): “Management’s Responsibility in a Complex World” (HBR 1951)
	• Howard R. Bowen: “Social Responsibilities of the Businessman” (1953)
1970-an	• Morrell Heald: “The Social Responsibility of Business: Company and Community, 1900-1960” (1970)
	• Archie B. Carroll: “The 4-Part Model of Corporate Social Responsibility” (1979)
1984	• R. Edward Freeman: “Strategic Management: A Stakeholder Approach”
1987	• Brundtland Commission: Sustainable Development
1992	• KTT Bumi *(Earth Summit)* di Rio de Janeiro
1997	• John Elkington: Triple Bottom Line
1999/2000	• The Global Compact and Millennium Development Goals 2015
2000-an	• Perilaku beretika dalam bisnis (pasca Enron, Tyco)
	• AA1000: Stakeholder Engagement Standard
	• Global Reporting Initiative (GRI)
	• Social Return on Investment (SROI)
2010	• ISO26000: Guidance on Social Responsibility
2011	• Creating Shared Value (CSV)
2015	• Sustainable Development Goals 2030

Tingkatan perusahaan dan sifat CSR-nya

(Jalal, 2017)

Tingkatan Perusahaan	Pandangan atas Keuntungan	Sifat CSR	Pengaruh
Social Business	Keuntungan adalah salah satu sumberdaya untuk mencapai tujuan memecahkan masalah keberlanjutan	*Disruptive*	Yunus (2009)
Stakeholder Management	Keuntungan adalah hasil ikutan (*by product*) dari tercapainya tujuan memuaskan pemangku kepentingan	*Transformative*	Freeman (1984)
Triple Bottom Line	Keuntungan adalah salah satu dari tiga tujuan perusahaan yang setara	*Strategic*	Elkington (1997)
Fundamental Constraint	Keuntungan adalah prasyarat untuk perusahaan dapat eksis dan mencapai tujuannya	*Philanthropic*	Beinhocker (2007)
Traditional Capitalism	Keuntungan adalah satu-satunya tujuan perusahaan	*Risk Management*	Friedman (1970)

Menengok dimensi CSR

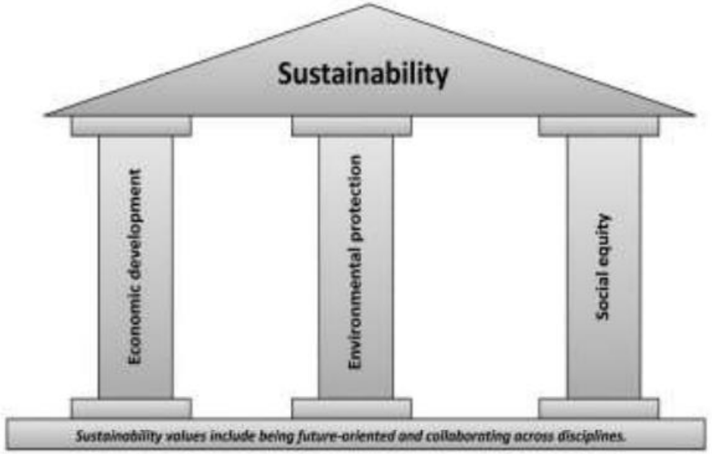
- Alexander Dahlsrud telah mengumpulkan seluruh definisi yang populer, kemudian mengujinya secara statistik (JCSREM 15/2008).
- Hasilnya adalah bahwa 37 definisi CSR paling popular memiliki konsistensi dalam lima dimensi: ekonomi, sosial, lingkungan, pemangku kepentingan dan sifat voluntari.
- Perbedaan yang ada di antara ke-37 definisi hanyalah soal artikulasi, bukan substansi

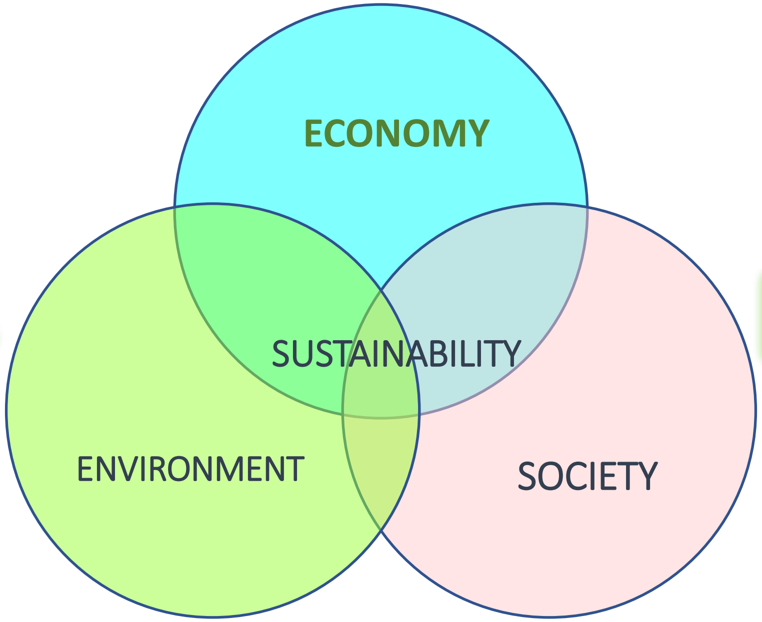
Dimension	Dimension score	Dimension ratio (%)
The stakeholder dimension	1213	88
The social dimension	1213	88
The economic dimension	1187	86
The voluntariness dimension	1104	80
The environmental dimension	818	59

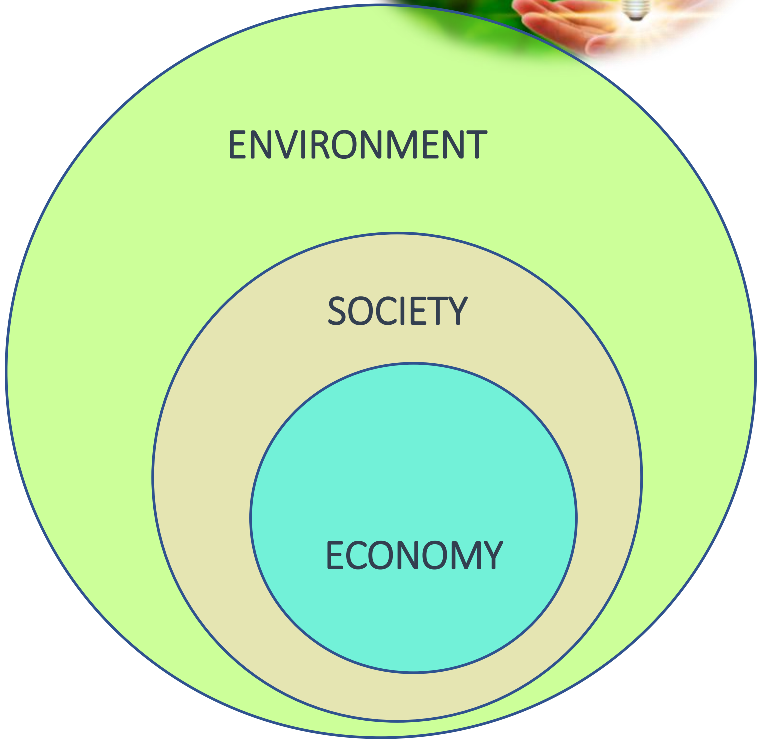
Penjelasan dimensi CSR

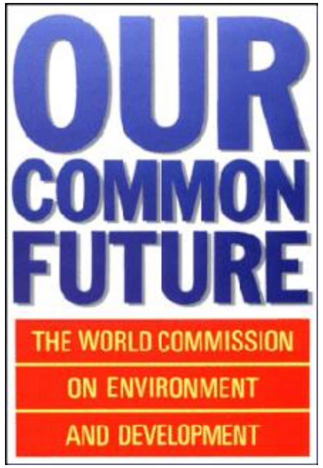
- **Ekonomi, sosial, lingkungan:** perusahaan dalam menjalankan CSR harus memperhitungkan keseimbangan ketiganya, tak boleh ada trade off dalam jangka panjang di antara ketiganya, dan ketiganya harus mengalami kemajuan.
- **Pemangku kepentingan:** perusahaan dalam menjalankan CSR harus memperhatikan seluruh pemangku kepentingan internal dan eksternalnya, dan mencari keseimbangan terbaik bagi pemuasan seluruh kepentingan mereka.
- **Voluntari:** perusahaan dalam menjalankan CSR harus mematuhi seluruh regulasi yang berlaku kemudian berusaha melampauinya sejauh mungkin.

Pembangunan Berkelanjutan



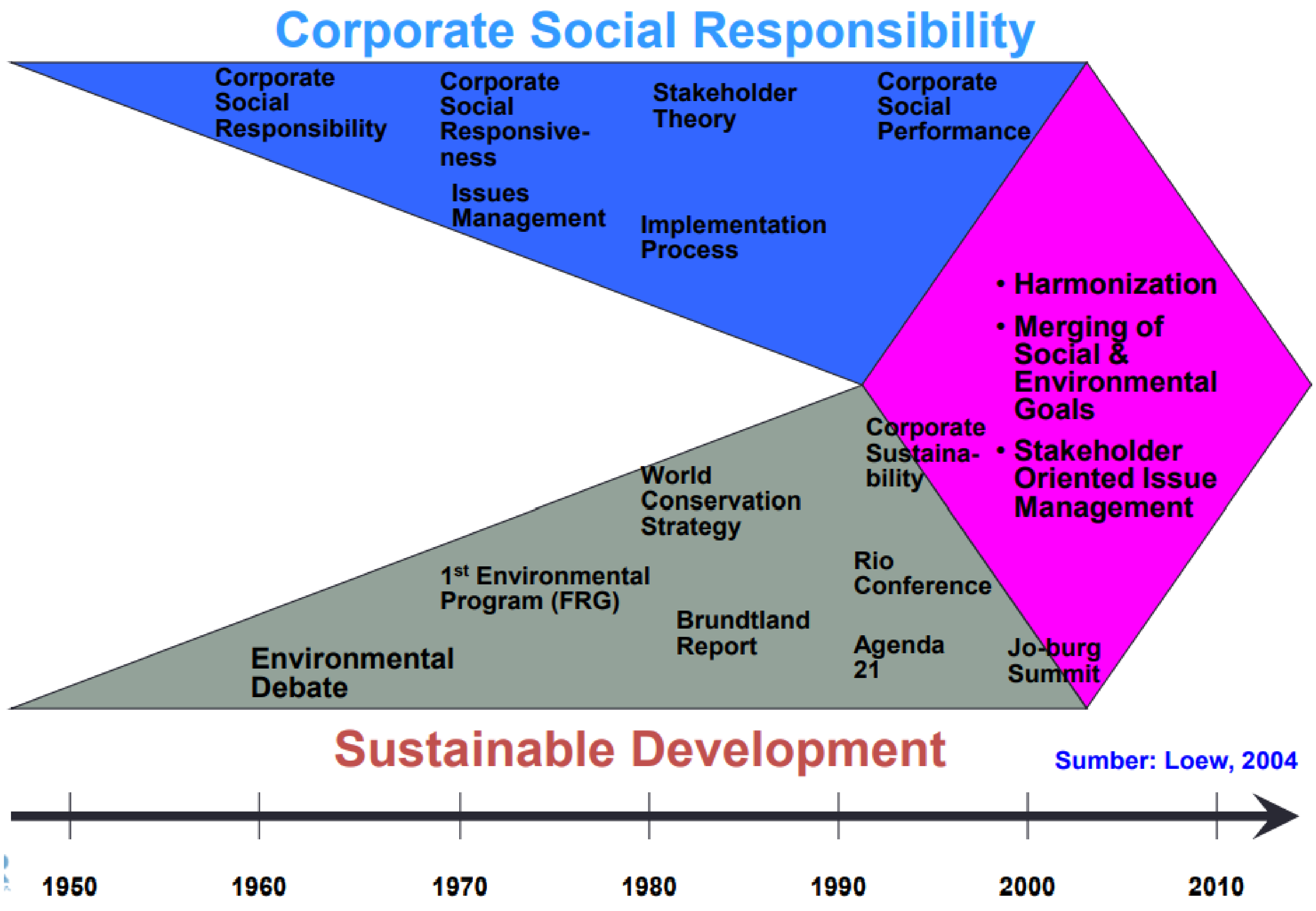






Pembangunan yang memenuhi **kebutuhan masa kini** tanpa mengorbankan kemampuan **generasi mendatang** untuk memenuhi **kebutuhannya**. (WCED, 1987)

CSR & Pembangunan Berkelanjutan



2010 → ISO 26000: Guidance on Social Responsibility

2011 → Creating Shared Value

2015 → Sustainable Development Goals

2016 → GRI Standard 2016

Bagaimana dengan Indonesia?

Gambar: https://www.thejakartapost.com/paper/2021/02/17/poverty-rate-hits-three-year-high.html

13 miskonsepsi CSR

(Tom Malik & Jalal, 2008)

- CSR sama dengan *community development*
- CSR sama dengan kedermawanan atau filantropi
- CSR menyangkut aspek sosial semata-mata
- CSR dilaksanakan oleh suatu unit tertentu
- CSR tergantung pada keuntungan
- CSR hanya untuk perusahaan-perusahaan besar saja
- CSR “ditempelkan” kepada operasi perusahaan
- CSR ditujukan kepada industri-industri tertentu
- CSR bertujuan akhir kepentingan konsumen
- CSR meningkatkan biaya melakukan bisnis
- CSR merupakan upaya pencitraan perusahaan
- CSR bersifat fakultatif (*optional*)
- CSR difokuskan kepada pemangku kepentingan eksternal

Perusahaan yang bertanggung jawab sosial

Gambar: https://swachhindia.ndtv.com/opinion-healing-the-ecosystem-with-sustainability-59889/

Patuh terhadap regulasi dan norma

Taat kepada regulasi dan norma nasional maupun internasional

Gambar: https://www.livemint.com/Industry/5qv8uvgNJFmnXvLcri4boM/Over-25800-online-banking-fraud-cases-reported-in-2017-Gov.html

Mengelola dampak keputusan bisnis

- Setiap keputusan bisnis memiliki dampak terhadap aspek sosial dan lingkungan
- Memitigasi dampak sosial dan lingkungan

Gambar: http://www.betterphotography.in/contest-photo/43-093348/employment-via-msme-jobs-portal-fails-to-take-off-119121901654_1.html

Mengelola ekspektasi pemangku kepentingan

- Mengelola pemangku kepentingan yang terdampak
- Mengembangkan peluang untuk berdialog dan bersinergi untuk planet, people, dan profit

Gambar: https://www.greenpeace.org/international/story/27319/right-to-protest-under-legal-threat-from-shell-2/

Berkontribusi pada Pembangunan Berkelanjutan

- Mewujudkan pembangunan untuk memenuhi kebutuhan saat ini tanpa harus mengorbankan kemampuan generasi mendatang dalam memenuhi kebutuhannya
- Perpres 59/2017 tentang Pelaksanaan Pencapaian TPB

Gambar: https://www.business-standard.com/article/economy-policy/govt-s-bid-to-provide-employment-via-msme-jobs-portal-fails-to-take-off-119121901654_1.html

Terintegrasi dalam tata kelola perusahaan

- **Pembangunan Berkelanjutan menjadi DNA dalam perusahaan**
- **Sustainability Blueprint**

Gambar: https://www.legalopedia.in/company-law/authority-for-issuance-of-the-notice-of-board-meeting/

Tanggung jawab sosial

(ISO 26000: Guidance on Social Responsibility, 2010)
Diratifikasi oleh BSNI dalam “SNI ISO26000: 2013 yang dikuatkan oleh SK No.147/KEP/BSN/12/2012

- Tanggung jawab suatu organisasi atas dampak keputusan dan tindakannya terhadap masyarakat dan lingkungan
- Tercermin secara transparan melalui perilaku etis yang memberikan kontribusi terhadap pembangunan berkelanjutan, termasuk kesehatan dan kesejahteraan masyarakat
- Menginternalisasi ekspektasi para pemangku kepentingan
- Mematuhi hukum yang berlaku serta konsisten dengan norma perilaku internasional
- Terintegrasi di dalam organisasinya dan dijalankan dalam segala interaksinya

7 subjek inti ISO26000

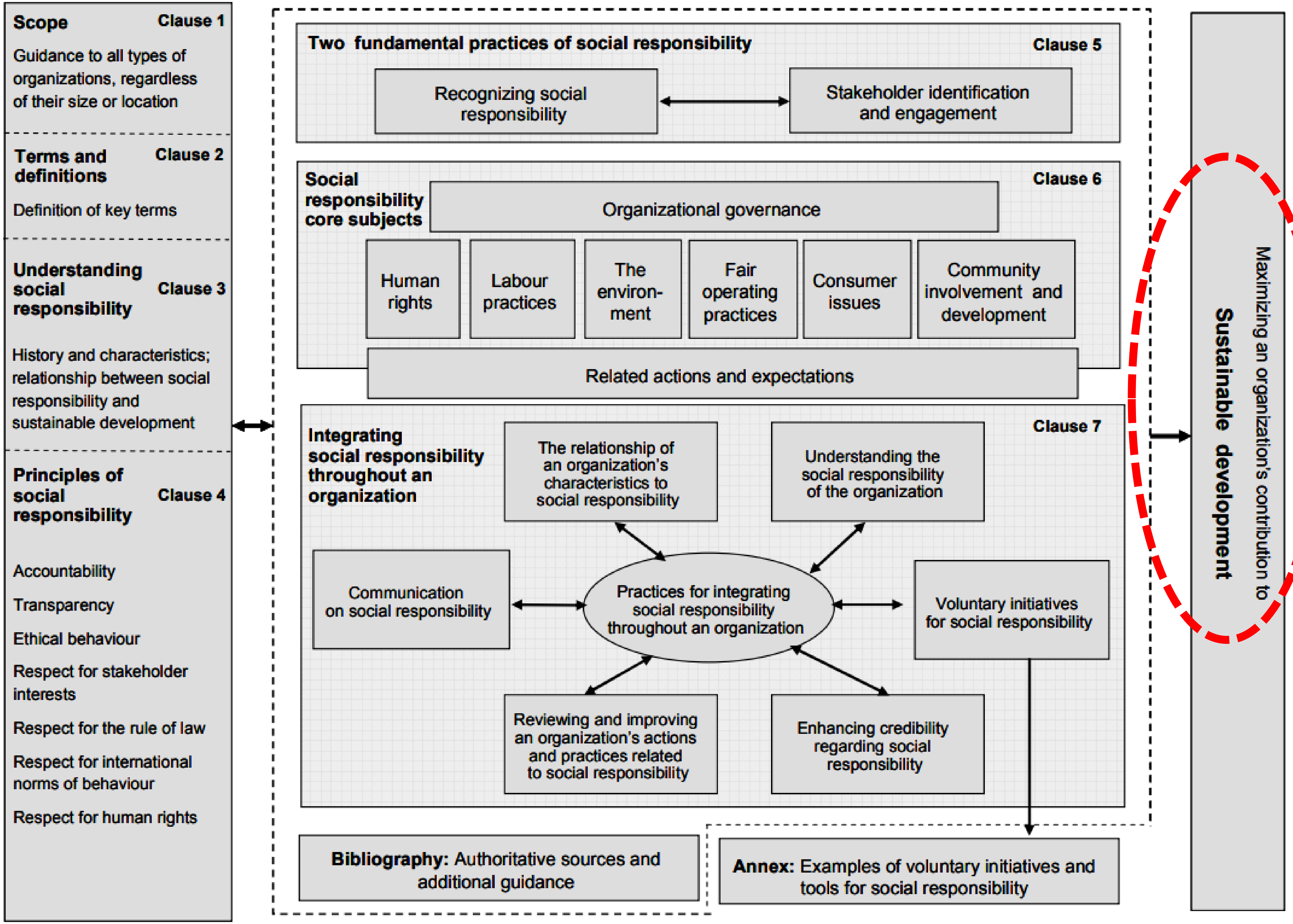
(ISO 26000: Guidance on Social Responsibility, 2010)

Table 2 — Core subjects and issues of social responsibility

Core subjects and issues	Addressed in sub-clause
Core subject: Organizational governance	6.2
Core subject: Human rights	6.3
Issue 1: Due diligence	6.3.3
Issue 2: Human rights risk situations	6.3.4
Issue 3: Avoidance of complicity	6.3.5
Issue 4: Resolving grievances	6.3.6
Issue 5: Discrimination and vulnerable groups	6.3.7
Issue 6: Civil and political rights	6.3.8
Issue 7: Economic, social and cultural rights	6.3.9
Issue 8: Fundamental principles and rights at work	6.3.10
Core subject: Labour practices	6.4
Issue 1: Employment and employment relationships	6.4.3
Issue 2: Conditions of work and social protection	6.4.4
Issue 3: Social dialogue	6.4.5
Issue 4: Health and safety at work	6.4.6
Issue 5: Human development and training in the workplace	6.4.7
Core subject: The environment	6.5
Issue 1: Prevention of pollution	6.5.3
Issue 2: Sustainable resource use	6.5.4
Issue 3: Climate change mitigation and adaptation	6.5.5
Issue 4: Protection of the environment, biodiversity and restoration of natural habitats	6.5.6
Core subject: Fair operating practices	6.6
Issue 1: Anti-corruption	6.6.3
Issue 2: Responsible political involvement	6.6.4
Issue 3: Fair competition	6.6.5
Issue 4: Promoting social responsibility in the value chain	6.6.6
Issue 5: Respect for property rights	6.6.7
Core subject: Consumer issues	6.7
Issue 1: Fair marketing, factual and unbiased information and fair contractual practices	6.7.3
Issue 2: Protecting consumers' health and safety	6.7.4
Issue 3: Sustainable consumption	6.7.5
Issue 4: Consumer service, support, and complaint and dispute resolution	6.7.6
Issue 5: Consumer data protection and privacy	6.7.7
Issue 6: Access to essential services	6.7.8
Issue 7: Education and awareness	6.7.9
Core subject: Community involvement and development	6.8
Issue 1: Community involvement	6.8.3
Issue 2: Education and culture	6.8.4
Issue 3: Employment creation and skills development	6.8.5
Issue 4: Technology development and access	6.8.6
Issue 5: Wealth and income creation	6.8.7
Issue 6: Health	6.8.8
Issue 7: Social investment	6.8.9

Skema ISO26000

ISO 26000 merupakan standar tanggung jawab sosial yang secara tegas menyatakan bahwa tujuan CSR adalah keberlanjutan, dan memberikan petunjuk terkait prinsip, subjek inti dan isu, serta bagaimana mengintegrasikan CSR/keberlanjutan ke dalam operasi perusahaan.



CSR: Komitmen bisnis untuk Pembangunan Berkelanjutan

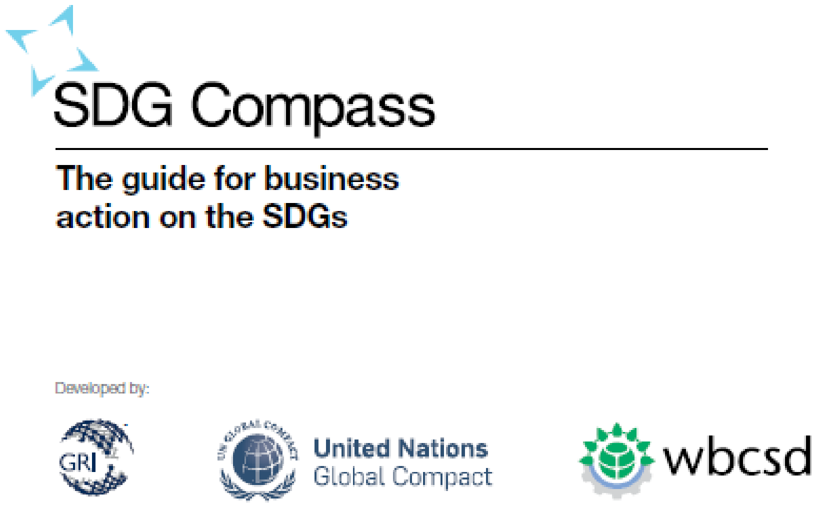
Bagi dunia usaha, pembangunan berkelanjutan berarti mengangkat strategi dan aktivitas usaha untuk dapat memenuhi kebutuhan usaha serta pemangku kepentingannya pada saat ini, serta melindungi, melestarikan, dan meningkatkan sumberdaya alam dan sumberdaya manusia yang dibutuhkan pada masa yang akan datang.

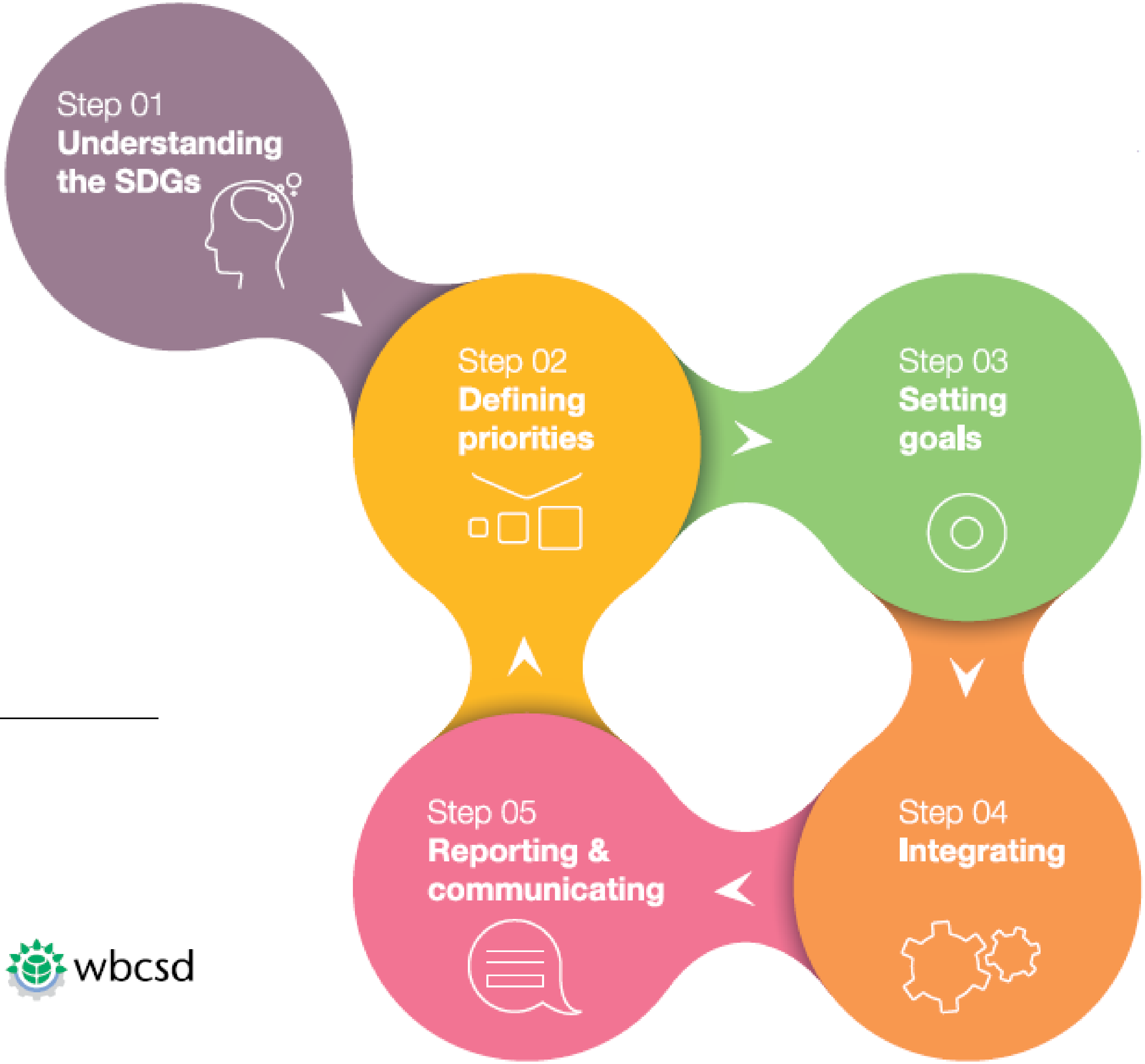
Business Strategy for Sustainable Development, IISD, 1992

Komitmen dunia usaha untuk berperilaku etis dan memberikan kontribusi bagi pembangunan ekonomi berkelanjutan melalui kerja sama dengan semua pemangku kepentingan guna meningkatkan kehidupan mereka dengan cara yang bermanfaat bagi bisnis, agenda pembangunan berkelanjutan dan masyarakat luas.

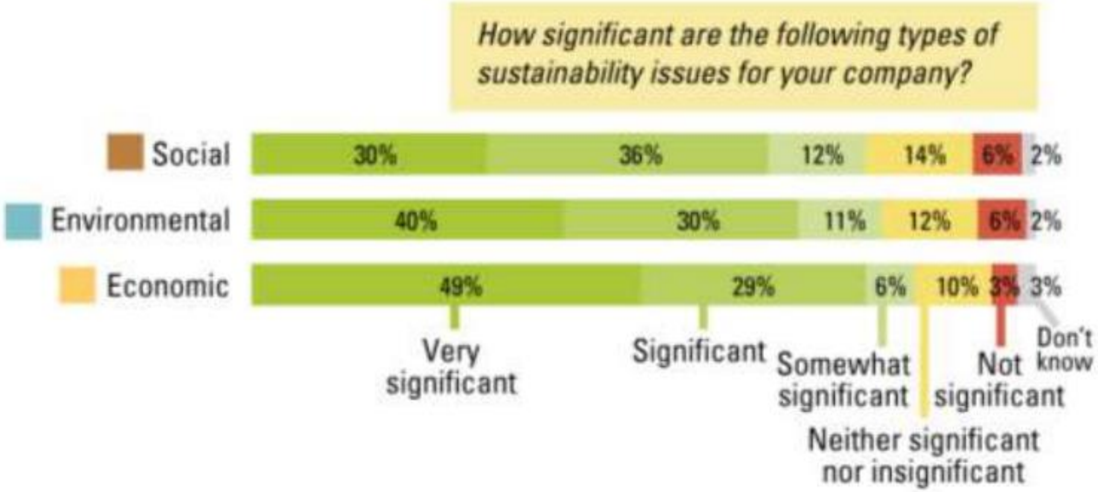
The World Bank Group, 2003

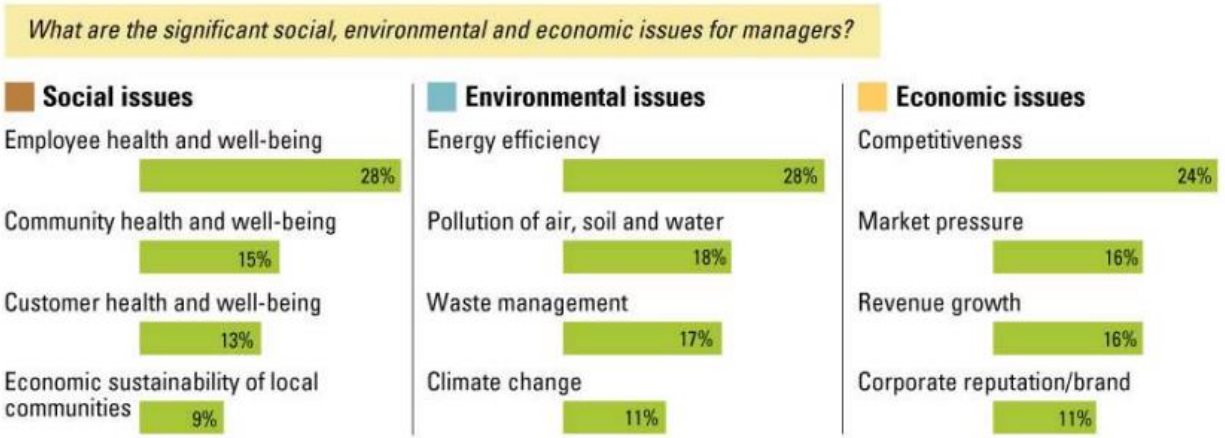
Merancang inisiatif CSR yang berkontribusi pada pencapaian SDGs





Materialitas isu-isu keberlanjutan
(Kiron et al, 2013)





Setiap perusahaan perlu memilah mana saja isu-isu keberlanjutan yang paling relevan (material) untuk dirinya, kemudian dibuat prioritisasi pengelolaan, karena mustahil mengurus seluruh isu keberlanjutan.

Contoh beberapa platform global untuk bisnis yang berkelanjutan

ISO 26000

- Tata Kelola Organisasi
- HAM
- Ketenagakerjaan
- Praktek Operasional Bisnis
- Isu Konsumen
- Lingkungan
- Pelibatan dan Pengembangan Masyarakat

UN Global Compact

- HAM
- Ketenagakerjaan
- Lingkungan
- Antikorupsi

Diterjemahkan dalam 10 prinsip

RSPO

- Perilaku etis dan transparansi
- Operasional
- Produktivitas & efisiensi
- Dampak sosial & HAM
- Smallholders
- Ketenagakerjaan
- Perlindungan dan pelestarian lingkungan

Contoh beberapa platform nasional dan global yang dapat menjadi rujukan untuk praktik bisnis yang berkelanjutan

Nasional	Internasional
• Perpres 59/2017 tentang Pelaksanaan Pencapaian TPB • PermenLHK No. 1/2021 tentang Program Penilaian Peringkat Kinerja Perusahaan dalam Lingkungan Hidup • Permendes PDTT No.2/2016 tentang Indeks Desa Membangun • Perka BNPB No.1/2012 tentang Pedoman Umum Desa/Kelurahan Tangguh Bencana • Peraturan Menteri Pertanian No.38 Tahun 2020 Tentang Penyelenggaraan Sertifikasi Perkebunan Sawit Berkelanjutan Indonesia • Inpres No.6/2019 tentang RAN Perkebunan Kelapa Sawit Berkelanjutan • Permentan 27/2014 tentang Brigade dan Pedoman Pelaksanaan Pencegahan serta Pengendalian Karhutla • Permenkumham 34/2014 tentang Kriteria Daerah/Kabupaten Peduli HAM • Permeneg PP & PA No. 12/2011 tentang Indikator Kabupaten/Kota Layak Anak • Peraturan OJK 51/2017 tentang Penerapan Keuangan Berkelanjutan	• Sustainable Development Goals (SDGs) • ISO 26000: Guidance on Social Responsibility • Global Reporting Initiative (GRI) • UN Global Compact • Child Right Business Principle (CRBP) • UN Guiding Principles on Human Rights (UNGP) • Carbon Disclosure Project (CDP) • RSPO (Roundtable Sustainable Palm Oil) • SPOTTS (Sustainable Palm Oil Transparency Toolkit) • Forest Stewardship Council (FSC) • Marine Stewardship Council (MSC)

Bagaimana dengan regulasi CSR di Indonesia?

UU No. 40 Tahun 2007 tentang Perseroan Terbatas

Pasal 1 ayat 3 dan pasal 74 ayat 1

Pasal 1 ayat 3: Tanggung Jawab Sosial dan Lingkungan adalah komitmen Perseroan untuk berperan serta dalam pembangunan ekonomi berkelanjutan guna meningkatkan kualitas kehidupan dan lingkungan yang bermanfaat, baik bagi Perseroan sendiri, komunitas setempat, maupun masyarakat pada umumnya

Pasal 74 ayat 1: Perseroan yang menjalankan kegiatan usahanya di bidang dan/atau berkaitan dengan sumberdaya alam wajib melaksanakan Tanggung Jawab Sosial dan Lingkungan

PP No. 47 Tahun 2012

tentang Tanggung Jawab Sosial & Lingkungan Perseroan Terbatas

- **Pasal 2 >> Wajib bagi perseroan**
- **Pasal 3 >> Dilakukan di lingkungan eksternal dan internal**
- **Pasal 4 >> Direncanakan dan dianggarkan**
- **Pasal 5 >> Dibebankan sebagai biaya**
- **Pasal 6 >> Dikomunikasikan dalam pelaporan perusahaan**
- **Pasal 7 >> Sanksi**
- **Pasal 8 >> Dapat diberikan penghargaan**

TJSL (sebelumnya: PKBL) bagi BUMN

UU No. 19 Tahun 2003 dan Permen BUMN No. Per-05/MBU/2007
Terbaru: PER-05/MBU/04/2021 tentang Program Tanggung Jawab Sosial Badan usaha Milik Negara

- Program TJSL BUMN, adalah kegiatan yang merupakan komitmen perusahaan terhadap pembangunan yang berkelanjutan dengan memberikan manfaat pada ekonomi, sosial, lingkungan serta hukum dan tata kelola dengan prinsip yang lebih terintegrasi, terarah, terukur dampaknya serta dapat dipertanggungjawabkan dan merupakan bagian dari pendekatan bisnis perusahaan.
- Program Pendanaan Usaha Mikro dan Usaha Kecil, yang selanjutnya disebut Program Pendanaan UMK, adalah program untuk meningkatkan kemampuan usaha mikro dan usaha kecil agar menjadi tangguh dan mandiri.

Beberapa regulasi nasional yang memiliki unsur peran bisnis didalamnya

Diupdate dari https://www.mediacsrindonesia.com/2018/06/peraturan-csr-di-indonesia_27.html?m=1

- Undang-Undang Nomor 22 Tahun 2001 tentang Minyak dan Gas Bumi
- Undang-Undang Nomor 19 Tahun 2003 tentang Badan Usaha Milik Negara
- Undang-Undang Nomor 40 tahun 2007 tentang Perseroan Terbatas
- Undang-Undang Nomor 25 Tahun 2007 tentang Penanaman Modal
- Undang-Undang Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, Dan Menengah
- Undang-Undang Nomor 36 Tahun 2008 tentang Pajak Penghasilan
- Undang-Undang Nomor 4 Tahun 2009 tentang Pertambangan Mineral dan Batubara
- Undang-Undang No.11 Tahun 2009 tentang Kesejahteraan Sosial
- Undang-Undang Nomor 13 Tahun 2011 Tentang Penanganan Fakir Miskin
- Undang-Undang Nomor 21 Tahun 2014 tentang Panas Bumi

- Peraturan Pemerintah Nomor 47 Tahun 2012 Tentang Tanggung Jawab Sosial dan Lingkungan
- Peraturan Pemerintah Nomor 25 Tahun 2018 tentang Pengusahaan Pertambangan Mineral dan Batubara
- Peraturan Pemerintah Nomor 93 Tahun 2010 tentang Sumbangan Penanggulangan Bencana Nasional, Sumbangan Penelitian Dan Pengembangan, Sumbangan Fasilitas Pendidikan, Sumbangan Pembinaan Olahraga, Dan Biaya Pembangunan Infrastruktur Sosial Yang Dapat Dikurangkan Dari Penghasilan Bruto
- Peraturan Menteri Negara Badan Usaha Milik Negara Nomor PER-05/MBU/04/2021 tentang Program Tanggung Jawab Sosial Badan Usaha Milik Negara
- Keputusan Menteri ESDM Nomor 1824 Tahun 2018 tentang Pedoman Pelaksanaan Pengembangan dan Pemberdayaan Masyarakat

Perbedaan penekanan CSR
(Kiroyan, 2009)

VS

Perilaku bisnis beretika

HAM

Hak pekerja

Kepedulian lingkungan

Anti korupsi

Filantropi perusahaan

Pengembangan masyarakat

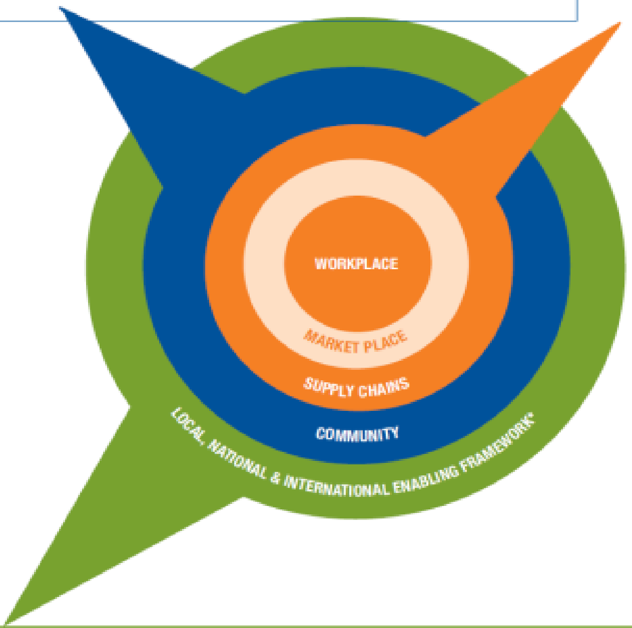
Peran sektor swasta dalam penanggulangan kemiskinan

(Nelson & Presscott, 2003)

SOCIAL INVESTMENT AND PHILANTHROPIC ACTIVITIES

Mobilise core competencies and resources such as money, products, skills, premises and people to help support or strengthen local communities by:

- **Supporting education, training, youth development, environmental, and health and nutrition projects in local communities**
- **Building capacity of community leaders and social entrepreneurs**
- **Training local technical specialists in environmental management**
- **Building the governance capacity and voice of local civil society groups and media organisations**
- **Supporting multi-cultural education programmes**
- **Assisting with voter education initiatives**
- **Establishing and supporting micro-credit programmes and small business support**



CORE BUSINESS ACTIVITIES

Obey the law, manage risks, minimise negative social and environmental impacts and create positive value for host countries and communities by:

- **Producing safe and affordable products and services**
- **Generating income and investment** – through paying local wages, taxes, dividends, and royalties, making timely payment to local suppliers, and earning foreign exchange etc.
- **Creating jobs** – recruiting locally, both within the company and along the supply chain, and facilitating positive organised labour relations.
- **Developing human resources** – investing in training, skills development, health and safety in the workplace and along the supply chain.
- **Building local businesses** – through supplier and distribution networks, especially with medium, small and micro-enterprises.
- **Spreading responsible international business standards and practices** – in areas such as environment, health and safety management, human rights, ethics, quality etc.
- **Supporting technology development and transfer** – investing in local research and development and introducing technologies and processes for cleaner and safer production systems.
- **Establishing physical and institutional infrastructure** – for example investing in plant and machinery, telecommunications and transport systems, and legal and financial frameworks and institutions.

POLICY DIALOGUE AND ADVOCACY ACTIVITIES

Take individual and collective action to influence the enabling environment and support systemic change at a local, national and international level by:

- **Working with governments to improve social infrastructure by supporting healthcare and education reform and quality improvement**
- **Addressing environmental regulatory and fiscal policies with governments and civil society**
- **Engaging in global dialogue on issues such as climate change and biodiversity**
- **Supporting local and national governments to achieve: the elimination of bribery and corruption, efficient public administration and service delivery; fair and transparent regulations; and respect for human rights**
- **Helping to increase ability to attract and retain foreign and domestic investment**
- **Advocating for improved access for developing country exports to OECD markets**
- **Advocating for increased levels of government aid to developing countries**

* Enabling framework = regulations, legislation, fiscal incentives, voluntary guidelines and codes of conduct, public opinion, institutional structures, financing mechanisms, research, training and capacity-building, media etc.

SOURCES: NELSON, J. BUILDING PARTNERSHIPS. UN AND IBLF, 2002 AND NELSON, J. BUSINESS AS PARTNERS IN DEVELOPMENT. IBLF, UNDP AND WORLD BANK, 1996.

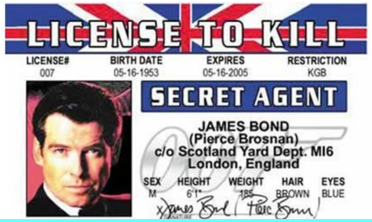
Business is a vital partner in achieving the Sustainable Development Goals. Companies can contribute through their core activities, and we ask companies everywhere to assess their impact, set ambitious goals and communicate transparently about the results.

Ban Ki-moon

UN Secretary General (2007-2016)

Manfaat CSR bagi Perusahaan

Brand differentiation

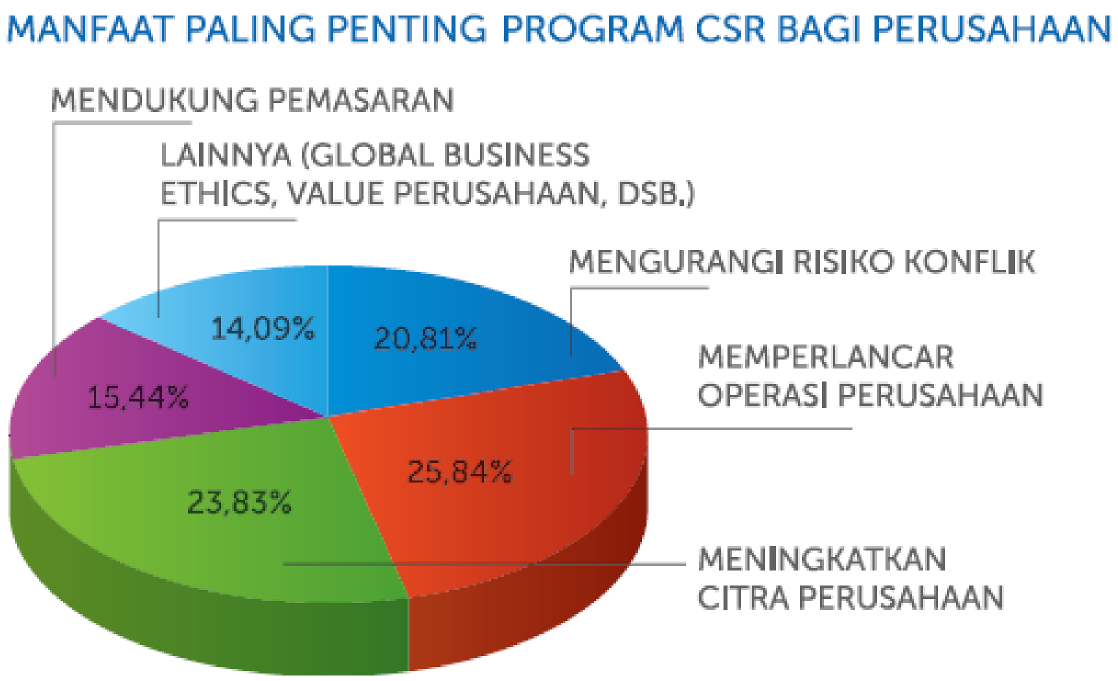


Risk management

Human resources

License to operate

Sumber:
Wikipedia, 2008



Sumber:
Menakar CSR: Memetakan Potensi Pendanaan CSR dan Peluang Kolaborasi dengan CSO (HIVOS, IBCSD, Jembatan 3, Penabulu: Jakarta, 2013)

Trend produk yang dicari konsumen milenial

HOME > COLLECTION & TRANSFER > GENERATORS

Millennials Buy Products They Believe are Ecofriendly and Companies are Responding

TAGS: RECYCLING WASTE REDUCTION

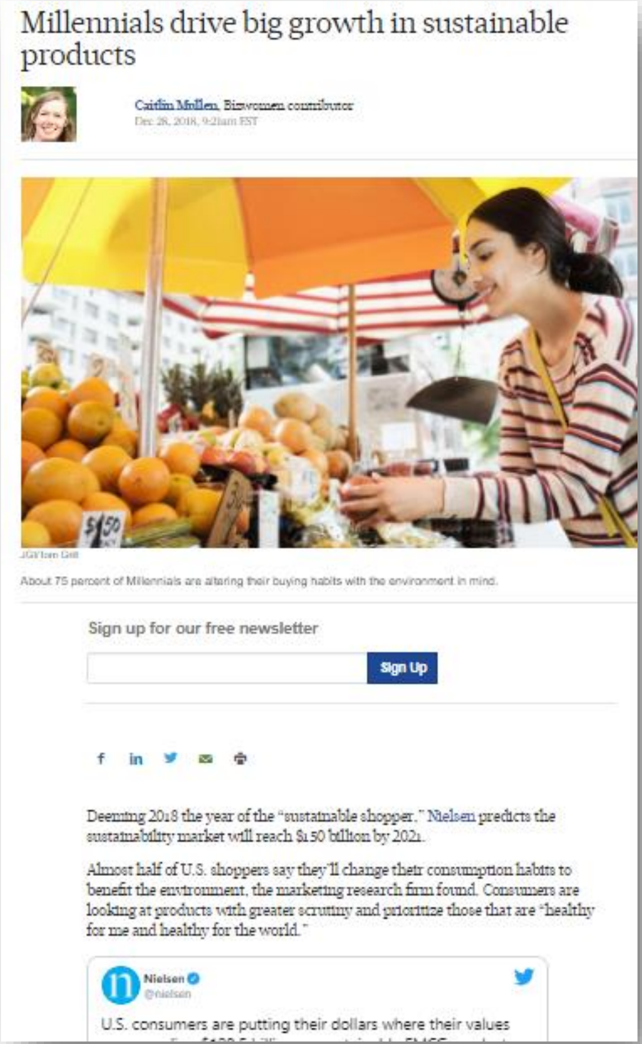
Millennials want companies to have a positive impact on the environment.

Arlene Karidis | Dec 05, 2017

Millennials tend to prioritize buying from companies they believe have environmentally sustainable practices, and they are doing their homework to determine which companies they most trust, according to new research findings.

Increasingly, brands are seizing on this consumer behavior, boosting messaging, and sometimes changing how business is done to attract this cohort.

SPONSORED CONTENT



Millennials drive big growth in sustainable products

Caitlin Mullen, Bizwomen contributor
Dec 28, 2018, 9:21am EST

About 75 percent of Millennials are altering their buying habits with the environment in mind.

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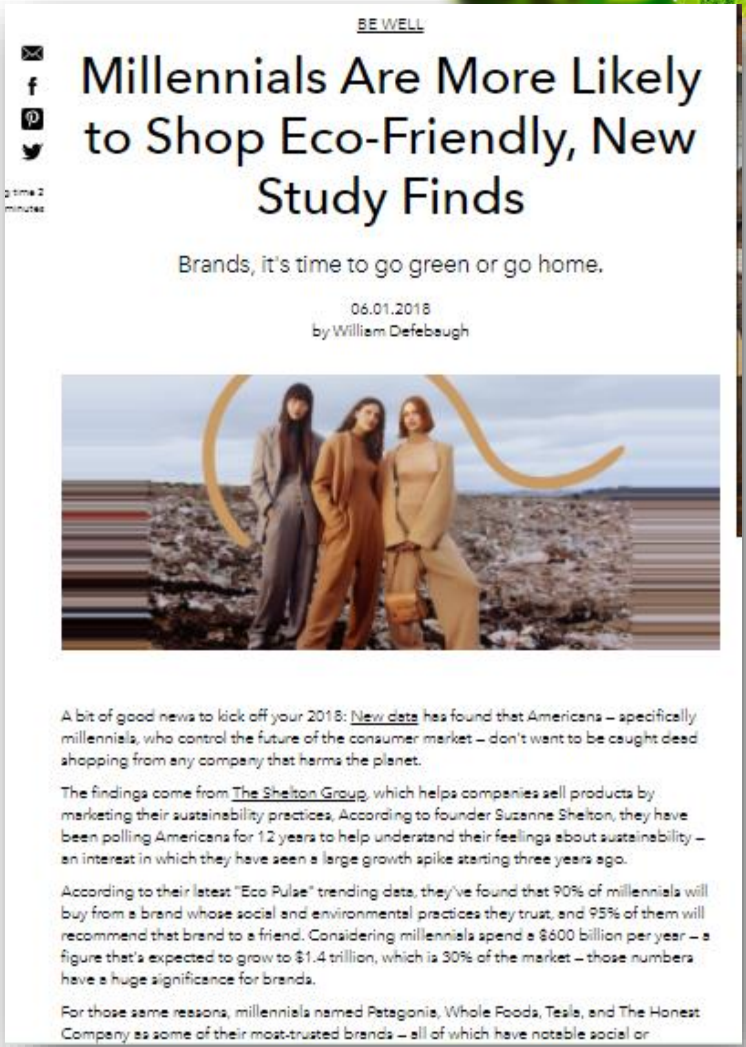
Sign Up

Deeming 2018 the year of the "sustainable shopper," Nielsen predicts the sustainability market will reach $150 billion by 2021.

Almost half of U.S. shoppers say they'll change their consumption habits to benefit the environment, the marketing research firm found. Consumers are looking at products with greater scrutiny and prioritize those that are "healthy for me and healthy for the world."

Nielsen @nielsen
U.S. consumers are putting their dollars where their values



BE WELL

Millennials Are More Likely to Shop Eco-Friendly, New Study Finds

Brands, it's time to go green or go home.

06.01.2018
by William Defebaugh

A bit of good news to kick off your 2018: New data has found that Americans – specifically millennials, who control the future of the consumer market – don't want to be caught dead shopping from any company that harms the planet.

The findings come from The Shelton Group, which helps companies sell products by marketing their sustainability practices. According to founder Suzanne Shelton, they have been polling Americans for 12 years to help understand their feelings about sustainability – an interest in which they have seen a large growth spike starting three years ago.

According to their latest "Eco Pulse" trending data, they've found that 90% of millennials will buy from a brand whose social and environmental practices they trust, and 95% of them will recommend that brand to a friend. Considering millennials spend a $600 billion per year – a figure that's expected to grow to $1.4 trillion, which is 30% of the market – those numbers have a huge significance for brands.

For those same reasons, millennials named Patagonia, Whole Foods, Tesla, and The Honest Company as some of their most-trusted brands – all of which have notable social or

- https://www.waste360.com/generators/millennials-buy-products-they-believe-are-ecofriendly-and-companies-are-responding
- https://www.bizjournals.com/bizwomen/news/latest-news/2018/12/millennials-drive-big-growth-in-sustainable.html?page=all
- https://www.lofficielusa.com/wellness/millennials-more-likely-to-shop-eco-friendly-new-study-finds

Trend perusahaan yang dicari pencari kerja milenial

Why Don't Millennials Want to Work for Your Company?

Like 0 Tweet

Posted by: **Brie Reynolds**

There's no denying that companies today have taken a shine to millennial workers – and with good reason. Millennials (aka the children of baby boomers) represent that sweet spot of the 18- to 34-year-old working demographic. They are some of the most tech-savvy, driven workers out there, and many companies are clamoring to attract them.

The thing is, many millennials have certain standards when it comes to companies they'll work for–and, more specifically, the ones they won't.

FlexJobs recently released a survey on the changing workplace priorities of millennials. If you're finding your workforce is missing this valuable segment of the population, discover why millennials don't want to work for your company.

Missing a strong office culture

Millennials don't want to just have a job and work for any old company. They want to work for an organization with a strong company culture. Take a look at what your company's brand truly represents. Is it clear or confusing? Does it encourage its employees to band together as a team and work together? Does it offer incentives to stay dedicated? Does it serve the greater good? If the answer to any of the above questions is no, this could be just one explanation as to why millennials are not applying for positions with your company.

Lack of schedule flexibility

Maybe it's because millennials saw their baby boomer parents trudging into an office each and every day, or maybe they have been told that they can do everything or be anyone one too many times, or maybe they are simply fed up with the status quo. Whatever the reason, millennials decided they do not want to follow the traditional nine to five work schedule. For most millennials, workplace flexibility plays a huge factor in deciding what types of companies they'll work for. Is your company a brick-and-mortar biz, only offering in-office positions? Then you might lose out on millennial employees. According to the FlexJobs survey, a staggering 85 percent of millennials want to telecommute 100 percent of the time! If your company doesn't offer flexible work options, this might be the impetus it needs to implement a flexible work policy.

No work-life balance

Let's face it: 60- to 80-hour workweeks are so passé. Since when did we have to start sneaking out of the office at 5pm? Millennials are a generation that believes in working hard *and* playing hard and they want their employers to give them opportunities to do both. In fact, 84 percent of those surveyed said they want more work-life balance from their current employer. If your company has a reputation for its hellishly long working hours, you'll definitely detract potential millennial workers from even considering working for your organization.

Not aligning with millennial passions

Almost half of millennials who responded to the survey (46 percent, to be exact) stated that they want

10 Things Millennials Look for in an Employer

Data shows that Millennials tend to receive multiple offers in their job searches. So, how do businesses stay competitive and attract top talent? Here are ten attributes and benefits that Millennials will evaluate your business on during their job search.

1. Corporate Learning

Being fairly new to the workforce, Millennials look for jobs where they can truly immerse themselves in all aspects of a business, learn quickly and make a positive impact early on. We polled our Millennial employees, and found that the number one thing they looked for when job hunting was a position where they could make an impact at their organization. Effectively onboarding and providing Millennials with opportunities to learn and develop will further help you retain Millennial employees.

2. Purpose

According to a study from Deloitte, Millennials hold businesses to high standards when it comes to their positive impact on society. In fact, almost 80 percent of young Millennials say they "would be more motivated and committed at work if they felt their employer made a positive impact on society." Showing employees how their work adds value and has an impact is a great way to keep employees engaged and motivated.

- **Memiliki dampak positiif bagi sosial dan lingkungan**
- **Memiliki praktik bisnis yang berkelanjutan**
- **Aktivitas kerelawanan karyawan**

https://www.millennialmarketing.com/2015/12/why-dont-millennials-want-to-work-for-your-company/
https://www.wespire.com/10-things-millennials-look-for-in-an-employer/

Trend pendanaan dan investasi

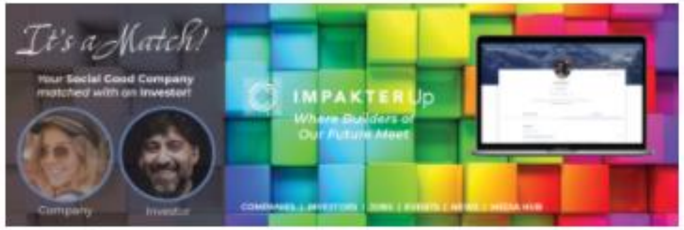
GREEN FINANCE, POLITICS & FOREIGN AFFAIRS, SOCIETY - July 7, 2020

The Future of Green Finance

by James Bushell

It is hard to ignore that as a global society we are slowly moving away from fossil fuels and other unsustainable practices. There is an opportunity in the market and green finance must be there to help fill the void.

Green Finance is the funding of and investment in environmentally sustainable projects and infrastructure. It first became significant after the creation of the first green bonds in 2007, which are used by governments to raise the funds for green spending. However, it took another eight years for countries to start to show real interest in this area of investment. This culminated in the 2015 Paris Agreement on climate change signed by 197 countries and ratified by 179, and since then green finance has risen exponentially.



Green Bonds

Green bonds are a great way to track the success of green finance globally, as they provide representation for how much a country is willing to borrow in order to invest in green projects such as power plants that run on renewable energy and public transport networks powered by green energy as opposed to fossil fuels.

Progress in this area has been significant, in 2019 Global Green Bond Issuance and Green Loan Issuance amounted to US$257.7bn which is considerably larger than the 2018 figure of USD 170.6bn, an increase of 51%.

Europe had a driving force in this accounting for 45% of global issuance, with the Asia Pacific and Northern American regions the closest followers at 25% and 23% respectively.

Not to be ignored was the debut issuances of green bonds by Kenya, Panama, Greece, Russia, Ukraine,

WORLD ECONOMIC FORUM — Agenda | Platforms | Reports | Events | Videos

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These countries are leading the way in green finance

... are seen in a parking lot in Hangzhou, Jiangsu Province, China, March 17, 2016. Image: REUTERS

This article is part of the Sustainable Development Impact Summit

What if more money went into financing projects and policies that help the planet?

Creating a greener economy requires significant investment, whether that is funding a new network of electric buses, the creation of a solar farm, or building power plants that run on renewable energy.

And that means that the green bond market - money borrowed to invest in environmentally-friendly projects - is a good measure of the progress that countries are making on tackling climate change.

Since 2007, when the first green bonds were issued to help finance climate change solutions, the market has grown to reach a global total of $521 bn. And nearly 200 countries committed to mobilizing green finance under the terms of the 2015 Paris Agreement on climate change.

The transition to a low-carbon, sustainable approach to growth could lead to an economic boost of $26 trillion up to 2030 and help create more than 65 million new jobs, according to the Global Commission on the Economy and Climate.

The financing of sustainable development is one of the key themes at this year's Sustainable Development Impact Summit, taking place during the United Nations General Assembly at the end of September.

What is the World Economic Forum's Sustainable Development Impact summit? Show

Here's what some of the countries leading the way in green finance are doing.

United States

The US is head of the pack when it comes to green bonds, with $118.6 billion issued in 2018. Total US-based managed assets using sustainable strategies grew from $8.7 trillion at the start of 2016 to $12 trillion at the start of 2018 - an increase of 38%, according to the Global ...

The World Economic Forum COVID Action Platform

Covid Action Platform

Learn more

Key moments from Sustainable Development Impact Summit

How Sustainable Finance Is Shifting the Future of Investing

A growing number of large institutional investors today are incorporating ESG metrics into their capital allocation and stewardship criteria. This shift toward sustainable finance—which has evolved beyond socially responsible investing to include asset management and ownership—has profound implications for investors and companies alike.

Some of the largest and most influential institutional investors and asset managers are at the forefront of a powerful movement to add environmental, social, and corporate governance (ESG) standards to their criteria for capital allocation. As long-term stewards of capital, they recognize a mandate to consider whether the companies they own today will maintain a strong connection both with their customers and extended communities as environmental and social challenges increasingly impact the way we live and work. They also recognize that companies that commit to addressing these urgent issues stand to realize greater business opportunities in the future—and thus will achieve higher returns for their long-term shareholders.

Understanding the ESG Factors of Today—and Tomorrow

It hasn't been easy for investors to assess a company's ESG (environmental, social, and governance) performance. WEF and BCG are shedding light on the financial materiality of ESG factors and how those factors will evolve.

Institutional investors that are best poised for the future are those that actively engage with companies through the "power of purpose" instead of simply liquidating their shares and walking away from positions they perceive as questionable in the new climate. Such investors are far better placed to push their holdings in the direction of long-term sustainability through such measures as voting proxies and shareholder resolutions—or by initiating open dialogue with company leaders. Private sector companies and investors that follow this strategy can carve out a far more active role for themselves in the quest for diversity, environmental sustainability, and other important societal goals.

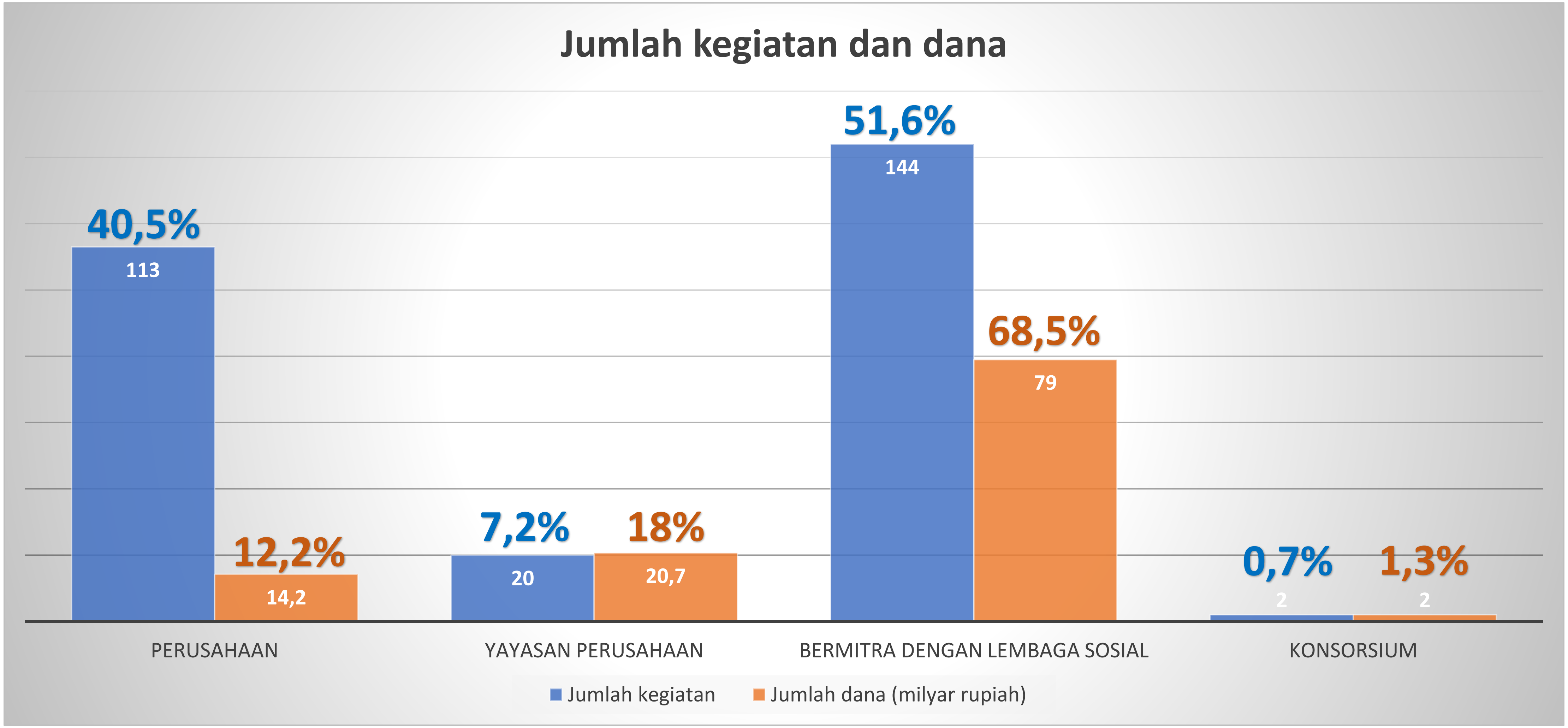
Two trending developments are motivating large investors to embrace sustainable finance and to engage directly with corporate executives and boards:

- https://www.bcg.com/capabilities/social-impact-sustainability/how-sustainable-finance-is-shifting-future-of-investing
- https://www.weforum.org/agenda/2019/09/these-countries-are-leading-the-way-in-green-finance/
- https://impakter.com/the-future-of-green-finance/


opportunity

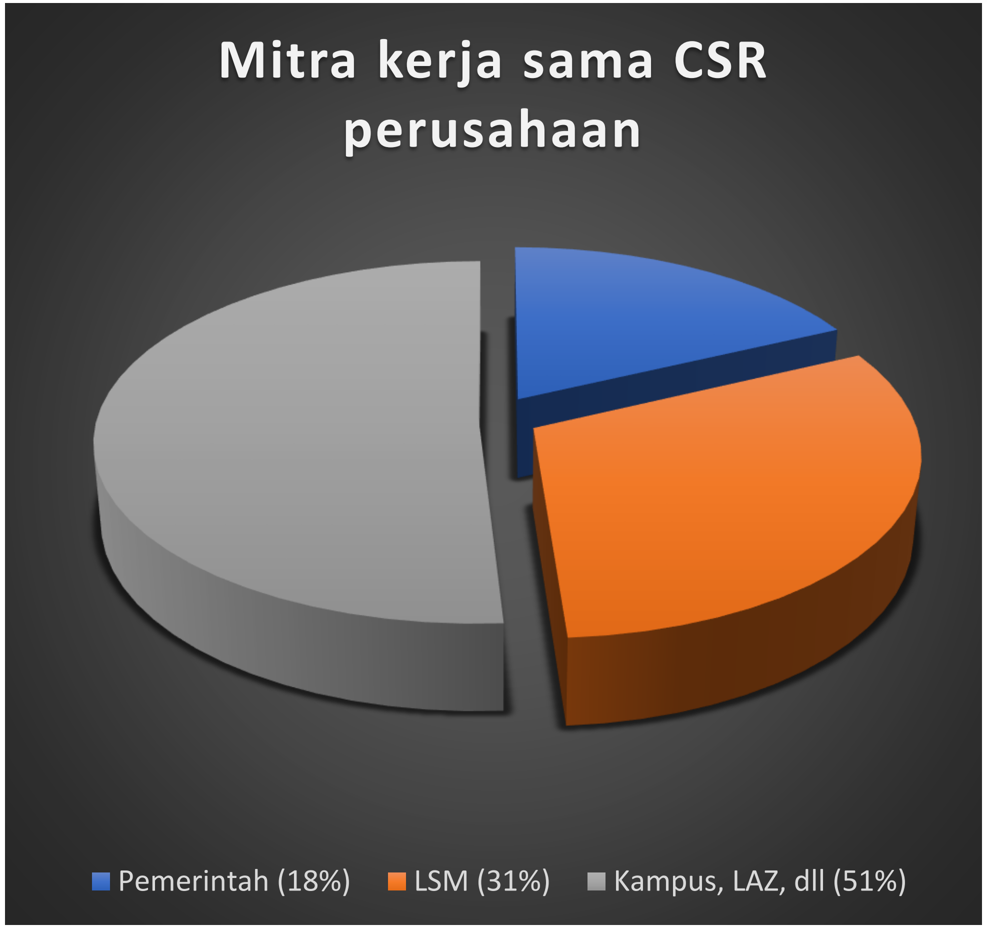
Model implementasi inisiatif CSR

(Tim Universitas Katolik Parahyangan, 2010)



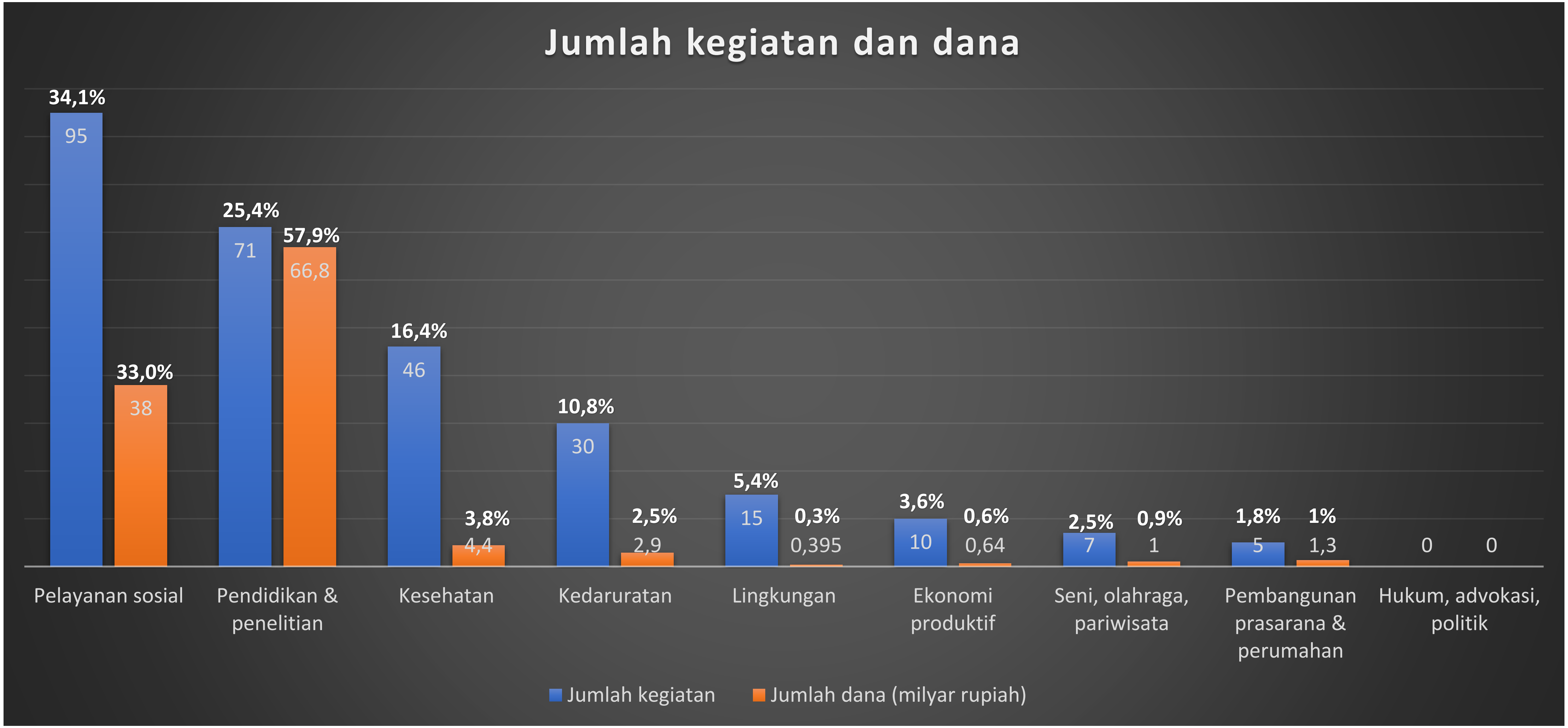
Peluang kolaborasi dengan perusahaan

(PIRAC & Dompet Dhuafa, 2014)



Peluang bidang kolaborasi dengan CSR perusahaan

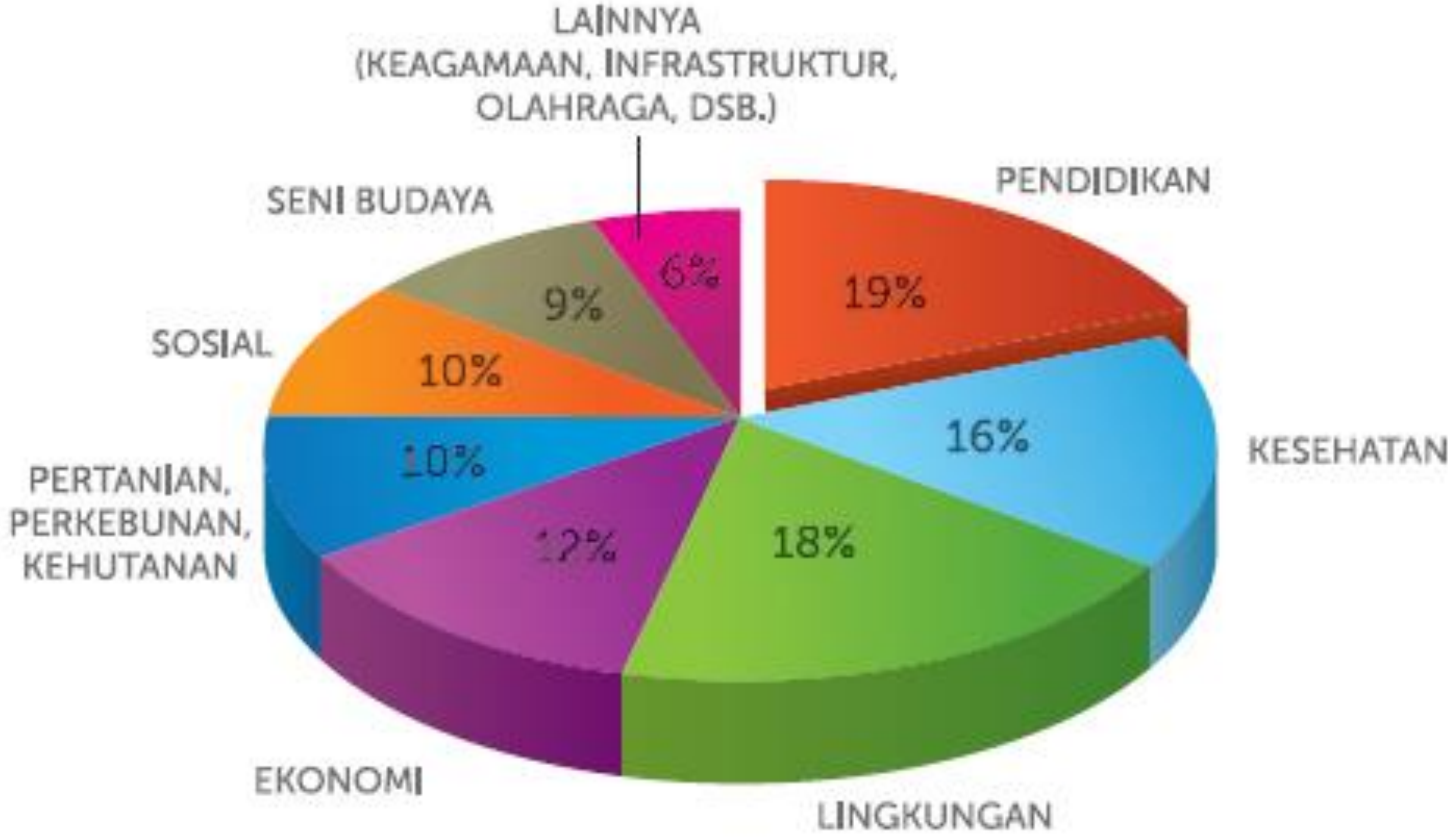
(Tim Universitas Katolik Parahyangan, 2010)



Peluang bidang kolaborasi dengan CSR perusahaan

Sumber:

Menakar CSR: Memetakan Potensi Pendanaan CSR dan Peluang Kolaborasi dengan CSO (HIVOS, IBCSD, Jembatan 3, Penabulu: Jakarta, 2013)



GAMBAR 3. Sebaran bidang program CSR perusahaan (N=22)

YouTube

Saksikan di: https://www.youtube.com/watch?v=sLKAJ5Q6bv0

Terima Kasih

Ditto Santoso

Praktisi CSR dan Pengembangan Masyarakat