

## III. Wrap-Up

Director Private, NGO and Academic



### Sesi 1

- Diseminasi merupakan tantangan bagi semua organisasi yang bekerja di Indonesia karena variasi budaya dan luas wilayahnya. Paradigma baru diperkenalkan agar memberikan peran bagi tiap stakeholder untuk menciptakan program-program yang berhasil. Pemerintah perlu mengambil peran sebagai pengatur, perusahaan swasta sebagai pelaku ekonomi, LSM sebagai fasilitator, dan akademi untuk memberikan contoh yang baik.
- Undang-undang No. 40/2007 telah diberlakukan di tengah-tengah protes dan perdebatan. Perusahaan swasta merasa terpaksa melaksanakan CSR tetapi Pemerintah meyakini perlunya undang-undang untuk mendapatkan komitmen mereka, terutama dari mereka yang bidang usahanya berkaitan dengan sumber daya alam. Walau demikian, jiwa pengusaha perlu didorong dan dana khusus untuk UKM perlu ditambah. Bisnis yang berkaitan dengan lingkungan perlu disinergikan.
- Ada berbagai program pendidikan dalam bidang CSR tetapi akan memerlukan waktu untuk mengembangkan pola yang paling efektif untuk Indonesia. Sebagai contoh, program pasca sarjana bidang CSR oleh Universitas Trisakti mengajarkan filosofi dasar dari CSR, melibatkan pembicara-pembicara dari perusahaan-perusahaan ternama yang telah melakukan CSR dengan baik.
- Pemaparan dari beberapa perusahaan swasta menunjukkan berbagai cara melakukan CSR di Indonesia. Pengalaman mereka menunjukkan bahwa dengan berpegang pada inti usaha perusahaan, program-program CSR menjadi investasi jangka panjang bagi perusahaan. Bagi perusahaan yang melakukan CSR, juga ada forum untuk berbagi pengalaman yang disebut Corporate Forum for Community Development (CFCD).

## Sesi 2

■ Program-program kualitas tinggi dan terpadu memberikan hasil yang efektif bagi masyarakat, seperti yang telah dilakukan oleh UNPAS, SEKAR, dan AMAN. Dengan mengarah pada hasil yang terbaik, program-program dengan masyarakat harus pula mengerti dan menghormati nilai atau kearifan lokal.

■ Organisasi lainnya telah pula memberikan kesempatan bagi program-program pengembangan masyarakat, seperti Grassroots Grant Assistance Program dari Kedutaan Besar Jepang, Growing Sustainable Business oleh UNDP, dan ACCESS oleh AusAID. Salah satu hal yang perlu diingat adalah bahwa donor harus mengurangi ketergantungan masyarakat agar dapat mendorong perkembangan di Indonesia. Donor perlu mensinergikan upaya dari stakeholder untuk menciptakan hasil yang paling efektif dalam segala aspek.

■ Dalam memberdayakan masyarakat, ada tiga prinsip yang harus selalu diingat: kerja keras, gerak cepat, dan lakukan dengan benar. Dengan berpegang pada ketiga prinsip ini, program-program pemberdayaan kita akan menunjukkan hasil yang paling efektif.

■ JICA selalu berupaya mencari solusi yang kreatif dan inovatif untuk mendukung perkembangan Indonesia, tetapi JICA tidak dapat melakukannya sendiri. Di bawah status barunya, JICA Baru berharap dapat memfasilitasi kebutuhan masyarakat dan mengakui potensinya.

## Appendix - Daftar peserta Lokakarya

No.	Nama	Organisasi / Institusi
<b>A. NGO</b>		
1	Dr. J.P. Gentur Sutapa	UGM
2	Dr. Singgih	UGM
3	Asep Dedy Sutrisno	UNPAS
4	Wawan Suwandi	UNPAS
5	Dindin Komaruddin	SEKAR
6	Ryan Robiano (staff)	SEKAR
7	Budi (staff)	SEKAR
8	Munipah (Project Manager)	LMM
9	Nur Akhmad Yani	PSPSDM
10	Suhirman	K2P
11	Lalu Mustiadi (Community Organizer)	K2P
12	Rudj Novira (Ketua yayasan)	LATIN
13	Yusran Nurdin (Field Organizer)	DFW
14	Lusia Peilouw (Director)	Yayasan Ekkaleo
15	Siti Fatima (Staff)	Yayasan Ekkaleo
16	Hajrah Yunus (Field Coordinator)	Yayasan Pelangi
17	Imran Tumora (Director)	Lembar
18	Mirhan (Chapter Director)	PKBI Kalteng
19	Ruswan N, SE (Financial Officer)	BPWN
20	Martunis Yahya (Director)	YADESA
21	Bambang Ismawan (Director)	Bina Swadaya
22	Supardi (Head)	PPM
23	Nailil Muna	PPM
24	Olvia Reksodipoetro (Chair)	Yayasan Usaha Mulla
25	Hannah Baerveldt (Director)	Yayasan Usaha Mulla
26	Mumpuni	IBEKA
27	Mumpuni Mahasiawati	Yayasan Kusuma Buana
28	Mahir Takaka (Asst. Sec. General)	AMAN
29	Yanti	Trashion (partner of Unilever)
30	Sri Winarsih	Trashion (partner of Unilever)
31	Rusman Mejang	YTMI
32	Rahmadani Hidayatin	PKBI-SU
<b>B. Community members (partner of on-going CEP projects)</b>		
33	Enji	SEKAR
34	Ahmad Royadi, SPDi	UNPAS
35	M. Syahrir Sitaba	Yayasan Pelangi
36	Rustam Sila (Secretary of Maccini Baji Village)	DFW
37	Henny Abrahams	Yayasan Ekkaleo
38	Iggn Patriotika K	PSPSDM
39	Drs. Utomo, MPd. (Pengawas TK/SD UPTD Kec. Ciracap)	LMM

No.	Nama	Organisasi / Institusi
40	Nisa Anisa (Project Manager)	LATIN
41	Sena Purnawan (Community member)	K2P
42	Nadia (nutrition officer)	YEH
43	Mus Mulyadi (Project Officer)	YEH
<b>C. Local Government (partner of on-going CEP projects)</b>		
44	V.E. Sriwidayanti (Head Section for Production)	UNPAS
45	Budi Mirwanto	SEKAR
46	Purwanto Supriatin (Ket. Komite Sekolah SDN Jaringan Kec. Ciracap)	LMM
47	Samsudin	PSPSDM
48	Abdul Wahid, Spi (Fisheries Services Office, Takalar)	DFW
49	Demianus Persulesy	Yayasan Ekkaleo
50	Andi Yuslah Yusuf, ST. MT	Yayasan Pelangi
51	Sri Rejeki, SKM	PKBI Kalteng
<b>D. Central Government</b>		
52	Suprpto	SEK NEG
53	I Wayan Dipta (Deputy for Resources Assessment of SME)	Mennegkop
54	MKH Masse (Office of Deputy for Resources Assessment of SME)	Mennegkop
55	Jonny P. Kusumo (Asst. Dep. For Community Partnership & Organization)	KLH
56	Ir. Sri Wahyuni, Msc	KLH
57	Ir. Nurul Jannah MMA, Ph D	KLH
58	Rahmat Yulianto	BKPM
<b>E. Private companies / organizations</b>		
59	Essy Prita (CSR Dept.)	Dalhatsu Astra
60	Glenn Noya (Corporate Communication)	PT. Amerta Indah Otsuka
61	Ina Lesmana (Assistant Director)	PT. Yakult Indonesia Persada
62	Daniel Suhardiman (Group Manager, Corporate Planning)	PT. Panasonic Indonesia
63	Dyah Tri (Environmental Station Chief)	PT. Panasonic Indonesia
64	Santi (Corporate Planning Staff)	PT. Panasonic Indonesia
65	Rusman Adi Nugraha	Mitsubishi Corporation
66	Wahyu Darmayani (CSR Manager)	PT. Ajinomoto Indonesia
67	Ir. Irwan Priantoko	PT. Toyota Astra Motor
68	Cindy Levana (Secretary & Admin. Asst. Mgr)	Hitachi Asia Ltd.
69	Nurhanny (Manager)	PT. Indonesia Epson Industry
70	Yun Hariyuana S. (Sr. Environment Specialist Facility Ctrl & EA Dept., Mgmt Support Div.)	PT. Indonesia Epson Industry
71	Rani Adelina Floris Triputri (Partner Relations)	Sampoerna Foundation
72	Lanny Kurniawan	Sampoerna Foundation

No.	Nama	Organisasi / Institusi
73	Fransiscus Welirang (Director)	PT. Indofood
74	Soegiono (Asst. Exec. Director)	PT. Indofood
75	Maya Tamimi (SME Program Manager)	PT. Unilever
76	Nana-Kurnia Astudi-Adha	PT. Unilever
<b>F. University</b>		
77	Maria Nindita Radyati, PhD (Candidate)	Universitas Trisakti
78	Dini Hariyanti	Universitas Trisakti
79	Devi Indriana	Universitas Trisakti
80	Bayu Anggoro	Universitas Trisakti
81	Dian Pratiwi	Universitas Trisakti
82	Herman Yosep Sutarno, SPd (Head of PPM Administration)	Universitas Atma Jaya
83	Juliati S.	Universitas Darma Persada
84	Suharman Noerman (Head of International Relations)	Corporate Forum for Community Development (CFCD)
<b>G. Donor Organizations</b>		
85	Paul Boon (ACCESS)	AusAID
86	Luke	AusAID
87	Gi Soon Song (Program Capacity Building & Mgmt Manager, Governance Unit)	UNDP
88	Rini Widiastuti	UNDP
89	Djulie Abadi	UNDP
90	IYORI Makoto (Counsellor)	Kedutaan Besar Jepang
91	KUMAKURA Aya	Kedutaan Besar Jepang
92	UCHIDA Kisaku	Kedutaan Besar Jepang
<b>H. JICA Experts</b>		
93	ANDO Hisao (Advisor to Min. of Trade)	Depdag
94	FUNABASHI Gaku (Advisor to Min. of Industry)	Deperin
95	Muzailin Affan	Aceh Development Study
<b>I. JICA Indonesia Office</b>		
96	SAKAMOTO Takashi	Chief Representative
97	TOMIYA Kiiichi (Senior Representative)	Senior Representative
98	YASUI (Senior Representative)	Senior Representative
99	Dinur Krismasari (Deputy Director)	Deputy Director
100	SAKANE Koji (Representative)	Representative
101	KURODA Ryuji (Representative)	Representative
102	WARIISHI Shunsuke (Representative)	Representative
103	IWAI Nobuo (Representative)	Representative
104	Juni Melani (Program Officer)	Program Officer
105	Lingga Kartika (Program Officer)	Program Officer
106	Rika Novida (Program Officer)	Program Officer
107	Sri Widyastuti (Program Officer)	Program Officer

No.	Name	Organisasi / Institusi
108	Erina Nakamura Saragih (PR Officer)	Program Officer
109	Dewi Sri Ramayanti (Assistant Program Officer)	JICA-MFO
110	Edith Agustine (Secretary)	Secretary
111	Hersanita Utami (Secretary)	Secretary
<b>J. Others</b>		
112	Isabella	Antara.com
113	Fatklul Maskur	Bisnis Indonesia
114	Tiya Diran	MC
115	Dhoni Kusmanhadji	MC Team
116	Rafendi Djamin	Gaya

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89	DJulie Abadi	UNDP
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53	I Wayan Dipta (Deputy for Resources Assessment of SME)	State Ministry of Cooperatives & SMEs
54	MKH Masse (Office of Deputy for Resources Assessment of SME)	State Ministry of Cooperatives & SMEs
55	Jonny P. Kusumo (Asst. Dep. For Community Partnership & Organization)	State Ministry of Cooperatives & SMEs
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## III. Wrap-Up

### Panel for Private, NGO and Academic



### Session 1

- Dissemination is a challenge for all organizations working in Indonesia due to her variety of culture and vast area. The new paradigm was introduced to give roles for each stakeholder to create successful programs. The Government should act as regulator, the private companies as economic activators, NGOs as facilitators, and academy to give best practices.
- Law No. 40/2007 has been enacted amid protests and debates. Private companies feel forced to implement CSR but the Government feels it is necessary to get commitment from them, especially for those whose business deal with natural resources. Nevertheless, entrepreneurship need to be motivated and special budget for SMEs need to be increased. Business that is linked with the environment needs to be synergized.
- There are education programs on CSR but it will take time to develop the most effective pattern for Indonesia. For example, the graduate program on CSR by Trisakti University teaches the basic philosophy of CSR, involving lecturers from prominent companies that are already doing good CSR.
- Presentations by private companies show the various ways of doing CSR in Indonesia. Their experiences show that by sticking to the core business of the company, CSR programs become a long-term investment for the company. For those companies doing CSR, there is also a forum for sharing experiences called Corporate Forum for Community Development (CFCD).

## Session 2

■ High quality and integrated programs provide effective outputs for the community, such as those done by UNPAS, SEKAR, and AMAN. While aiming for the highest result, programs with the community must also understand and appreciate the local value or wisdom.

■ Other organizations have also provided opportunities for community development programs, such as Grassroots Grant Assistance Program by Embassy of Japan, Growing Sustainable Business by UNDP, and ACCESS by AusAID. One important point to keep in mind is that donors should minimize dependency of the community in order to push development of the country. Donors should be able to synergize efforts by the stakeholders to create the most effective result that integrated in all aspects.

■ In working to empower the community, there are three principals that should be remembered: work hard, move fast, and do the right action. With these principals, our empowerment programs will show its most effective results.

■ JICA continually make efforts to find creative and innovative solutions to support the development of Indonesia, but it is impossible for JICA to do it alone. Under its new status, "New" JICA expects to facilitate the community's needs and recognize their potential.



## Paul Boon

AusAID's ACCESS Program

AusAID's Australian Community Development and Civil Society Strengthening Scheme, or ACCESS, phase II is aimed "to empower the community and their organizations to actively interact with local government in order to strengthen results of development in 16 districts of Eastern Indonesia." The program focuses on gender, poor community, and marginal problems, through partnership with communities, CSOs, CSO networks, and village, sub-district, and district governments.

Building a partnership with other stakeholders involve many challenges, such as the equality between the giver and the receiver, reducing dependency between one another. The lessons learnt by ACCESS through their activities show that it is difficult to have active participation and it is not easy to reduce dependency of the community. Jealousy was often felt among actors. There is also a tendency for the community to expect quick and instant result.

NGOs have roles as facilitator, connector, and technical assistance. Ethical value should always be kept in mind while partnering with the community to avoid their dependency. ACCESS still faces many challenges in its implementation. They need to strengthen self confidence in the community and increase awareness on the importance of process and output. They plan also to provide opportunities for women to play an active role in the program. Coordination among stakeholders to create better impact as well as support for capacity building will need to be confirmed as well.

• Complete materials can be found in the attached CD

Model for Private, NGO and Authority



## ■ Session 2-2: Wider mobilization : use of external resources

**Assistance to local NGOs and the community is not limited to domestic resources. There are broader channels, such as donors or international NGOs. Examples of other donors' supporting mechanisms were explored in this session.**



### KUMAKURA Aya & UCHIDA Kisaku

Embassy of Japan

There are five basic policies of the Government of Japan: supporting self-help efforts of developing countries, perspective of "human security," assurance of fairness, utilization of Japan's experience and expertise, and partnership and collaboration with the international community.

Japan cooperates with private sector and NGOs in various ways such as building partnership with NGOs as an important player for international cooperation / social development, empowerment of NGOs through cooperation with private company's CSR, and start to facilitate cooperation between CSR and NGO.

Programs that are eligible for EOJ's Grassroots Grant Assistance Program (GAP) are Basic Human Needs, such as Health, Environment, Agriculture, Peace-building, Women Empowerment, Handicapped Children and so on, and project that is related to improve Human Security at Grassroots level.



• Complete materials can be found in the attached CD



### Gi Soon Song

United Nations Development Program (UNDP)

Objective from UNDP's Growing Sustainable Business (GSB) program is to facilitate business-led enterprise solutions to poverty in advancement of the MDGs. These enterprise solutions accelerate and sustain access by the poor to needed goods and services, and/or employment and livelihoods opportunities. This program identifies opportunities in key cross-cutting sectors such as financial services, ICT, agriculture, energy and water and sanitation. The program catalyzes the involvement of the private sector to address key development. Business can impact development through livelihood and income opportunities, and provision of goods and services. Pro-poor business uses innovative models to enhance the development impact of business on the poor.

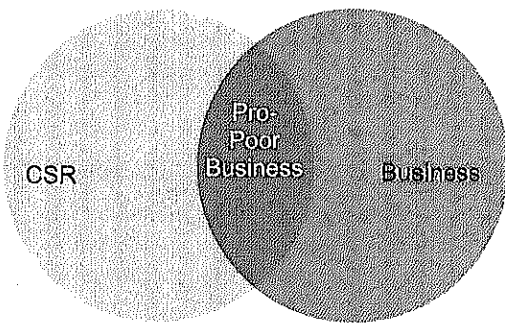
GSB helps link partners to address missing markets. On-the-ground brokers facilitate poor SMEs in developing countries to sell their products to the private sector. Utilizing UNDP's unique capacity, the program offers a full-time broker, research platform, and technical assistance platform.

An example of GSB in Indonesia is the collaboration with GTZ and Allianz to carry out a study on micro-insurance that led to the launching of a micro-insurance, life insurance product for poor households in Tangerang. Another example is the collaboration with British Petroleum (BP) to develop advisory documents and concept for rural development plan in Bintuni Bay of Papua.

• Complete materials can be found in the attached CD

# United Nations Development Program

## Pro-Poor Business



## How we can reduce risks

Best practices  
Market research  
Regulatory  
framework

Information

Opportunity

Capital

Local relationships

Neutrality  
Linkages between key stakeholders  
Policy advocacy

- Co-funding
- Market research
- Technical assistance
- Bridge access to:
- Development finance
- Investment capital

[Source : *Growing Sustainable Business*, Gi Soon Song, 2008]







## Mahir Takaka

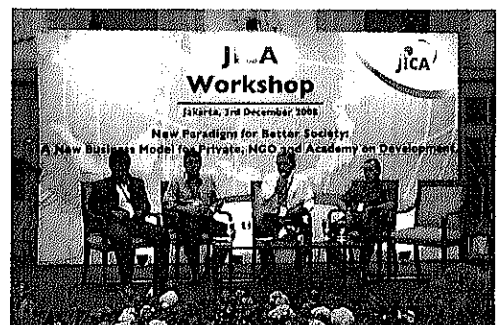
Aliansi Masyarakat Adat Nasional (AMAN)

AMAN is short for Aliansi Masyarakat Adat Nasional, or the Alliance of the Indigenous People of the Archipelago. AMAN's vision is to create a community that lives in sovereignty, fairness, prosperity, dignity and democracy.

This alliance was created to bridge the problems that occurred due to the ostracism of traditional community in various regions in Indonesia. These problems are among others linked with the land on which the community live, regulations and governance, traditional wisdom. With the growing number of companies that work in areas where traditional community live, those community become even more ostracized due to their weak ability to struggle for their lives' sustainability.

AMAN feels the capacity of the community to adapt need to be improved so they can have some bargaining position with companies that wish to work or utilize resources within their living area. AMAN also recommends the Government to prepare a regulation to allow the traditional community to continue to exist. Business and industrial sectors need to adopt international values like FPIC (Free, Prior and Informed Consent) and UN Declaration about traditional community (tribal) before starting any activity in village areas. The Government should also monitor the CSR programs that they are doing.

• Complete materials can be found in the attached CD



**Vision of the Alliance of  
the Indigenous People of  
the Archipelago (AMAN)  
2007 - 2012**

The creation of sovereign,  
fair, prosperous, dignified,  
and democratic lives of the  
indigenous people



[Provisional translation of the presentation on "*Visi Aliansi Masyarakat Adat Nusantara (AMAN) 2007 - 2012*" by Mahir Takaka, 2008]

## **Workshop**

Jakarta, 3rd December 2008

**New Paradigm for Better Society:  
Business Model for Private, NGO and Academy**





## Dindin Komaruddin

Yayasan Setia Kawan Raharja (SEKAR)

Yayasan Setia Kawan Raharja (SEKAR) was established in 1997 to empower street juveniles through a Rumah Singgah (transit home) program in North Jakarta with the support of the Ministry of Social Affairs. There are many street juveniles in Jakarta, and mostly are there due to unemployment. Many are street musicians, while some are even criminals or drug dealers, who are accustomed to getting "easy money." SEKAR trained the juveniles to come up with useful activities and improve their self confidence to leave the streets. The basic principal of SEKAR is to help people help themselves.

In 2004, SEKAR started the cooperation with JICA to empower the street juveniles through paper-recycling training, and is currently implementing a CEP in Ujung Kulon to provide entrepreneurship training to the youths. Beside JICA, SEKAR has worked with various organizations, such as UNDP, USAID, Astra International, Bank Mandiri, Ministry of Social Affairs, State Ministry of Youth Empowerment.

SEKAR expects the youths to be independent and help other people like SEKAR has done for them. They teach the youths to be entrepreneurs through environmental programs by using simple techniques. The programs involve all members of the community with close guidance from SEKAR. Through their programs, SEKAR creates entrepreneurs as well as protect the environment.

• Complete materials can be found in the attached CD

