



**Summary Brief**

**The 2<sup>nd</sup> International Conference on Corporate Social Responsibility  
“Defining Corporate Social Responsibility in Indonesia – and  
Elsewhere”**

- **What is the best definition of CSR?**
- **Can effective CSR be benchmarked?**
- **Can the value of corporate investment in society be calculated?**
- **Is CSR Sustainable if not linked to profit making?**

**7-8 October, 2010  
Paramadina Graduate School  
The Energy Tower, 22nd Floor.  
Sudirman Central Business District Lot. 11A  
Jl. Jend. Sudirman Kav. 52-53  
Jakarta**

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**The United Nations  
University**

## **OBJECTIVE AND BACKGROUND**

Corporate Social Responsibility (CSR) is the conclusion of the analysis that foreign companies investing and/or working in Asia and particularly in Indonesia require optimal connections with local and regional society to maintain or improve their profitability. Simultaneously this strengthens transparency and governance. What is the best definition of CSR? Can effective CSR be benchmarked? Can the value of corporate investment in society be calculated? Is CSR at all sustainable if not linked to profit making? The results of research carried out in Indonesia by University of Gadjah Mada and Paramadina University into these questions will be presented. The American views, with a focus on humanitarianism and the European views, with the inclination to link CSR to a company goal through the People/Profit/Planet approach will also be discussed.

Top experts from the US, the European Union and Indonesia addressed some of these issues during a first science based International CSR conference in June 2009 in cooperation between PA CSR Ltd., University of Indonesia and INA, the Indonesian-Dutch/Belgian Chamber of Commerce. The conference provided new approaches and insights but also diverging views regarding basic assumptions such as the scope of CSR: in - or excluding the implementation of existing labour and environmental laws and regulations.

Clearly in-depth academic and empirical research was required to find a way forward. Not doing so could cause either an implosion of or a roadblock to CSR as the only mutually recognized systemic way for industries and society to assist with the development of the other.

In cooperation with PA CSR Ltd, Bank NIAGA and INA and under the guidance of Prof. Dr. Margareth Gfrerer of University of Indonesia, Prof. Dr. Alexander Rinnooy Kan of the Dutch Socio-Economic Council and Ibu Sri Urip, author on CSR and former President Director of Unilever Indonesia, research was carried out into the relationships between Government and Industry, Industry and Society and Industry and Governance. On 26<sup>th</sup> June 2010 research groups of Paramadina University, University of Gadjah Mada and University of Indonesia reported to a Workshop organised by the new PA CSR Platform for Science, Industry, Society and Politics. The elaborated results of this workshop form the foundation for the second science based International CSR Conference in Jakarta.

The goal of this entire effort is clear: to find a mutually agreeable yet effective definition of Corporate Social Responsibility and on that basis to develop implementation models and structures that can be used in all sectors of industry.

In Indonesia, where the Parliament initiated and adopted Law (Nr 40/2007) on Companies that includes a reference to making CSR mandatory. The Indonesian business community fought this law up to the highest Court – and lost. This provides

the second International Conference on CSR with substantial practical relevance. The presence of all stakeholders not only from Indonesia but from all corners of earth provides the opportunity to find a common way forward in the interest of all.

## PROGRAMME

### Conference Programme

#### Day 1: 7 October 2010

13:00 – 13:45	Registration
14:00 – 14:05	Welcoming Remarks by Mr. Anies Baswedan, P.Hd., Rector, Paramadina University
14:05 – 14:40	Opening Speeches By H.E. Boediono, Vice President, Republic of Indonesia** and Mr. Andris Piebalgs, European Commissioner for Development**
14:40 – 15:10	Keynote Addresses by: - Mr. Kazuhiko Takeuchi, Vice-Rector, United Nations University, Japan - Dr. Qin Zhenkui, Vice Chairman PA Asia Beijing, Former Chairman AQSIQ Academy Beijing, China
15:10 – 15:30	Roundtable debate chaired by Mr. Anies Baswedan, PhD.,
15:30 – 15:40	<i>Coffee Break</i>
15:40 – 16:00	Presentation 1: ‘Government and Society in CSR’ by Prof. Drs. G.J. Cerfontaine** and Sugeng Purwanto, Ph.D., FRM of Paramadina University.
16:00 – 16:10	Presentation 2: ‘Governance of Authorities and Private Sector in CSR’ Prof. Maria R. Nindita Radyati of Trisakti University**
16:10-16:20	‘Industry and Society in CSR’ by Mrs. Sri Urip, Former President Director, Unilever Indonesia, Commissioner CIMB Niaga Bank
16:20-16:30	Presentation 3: ‘Costs and the Benefits of CSR’ by Drs. Muhammad Edhie Purnawan, MA, PhD, Gadjah Mada University
16:30 – 16:40	Presentation 4: ‘Corporate Social Responsibility in Indonesia’ by Prof. Dr. Margareth Gfrerer, Coordinator of PA CSR Research Platform for Science, Industry, Society and Politics
16:40 – 17:30	Plenary Debate Chaired by Ir. Sarwono Kusumaatmadja, PA CSR Ltd. Jakarta Office
17:30 – 17:45	Closing Speech by H.E. M.S. Hidayat, Minister of Industry, Republic of Indonesia**
17:45 – 18:30	<i>Cocktail Networking</i>
18:30 – end	<i>Dinner Speech</i> by H.E. First Lady Ibu Ani Yudhoyono**

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\*\* To be confirmed

## Day 2: 8 October 2010

08:30 – 09:15	Registration & Coffee
09:15-09:2 <sup>1</sup> 5	<i>Opening remarks</i> by Mr. Edwin Soeryadjaya, President Commissioner of Adaro Energy**
09:25:09:35	<i>Speech</i> by H.E. Maxime Verhagen, Minister of Foreign Affairs, Minister for Development Cooperation, The Netherlands**
09:35-09:45	<i>Speech</i> by Mr. Viscount Etienne Davignon, Chairman CSR Europe, Vice Chairman Paribas Banque, Former Member of the European Commission, Belgium**
09:45-09:55	<i>Speech</i> by Prof. Dr. Hein Roelfsema of Kofi Annan Business School
09:55 – 10:45	Focus Group Discussion 1: ‘Industry and Society in CSR’ <i>Keynote</i> by Mr. Björn Stigson, President, World Business Council for Sustainable Development** <i>Panelists</i> : industry and NGO representatives <i>Chaired</i> by Rio D. Praaning Prawira Adiningrat, Managing Partner PA Group
10:45-11:00	<i>Coffee Break</i>
11:00– 11:40	Focus Group Discussion 2: ‘Government and Society in CSR’ <i>Keynote</i> by Prof. Dr. Jusuf Anwar, Former Finance Minister and Ambassador to Japan, Republic of Indonesia** <i>Panelists</i> : Representatives of Ministries, Parliament, regional authorities <i>Chaired</i> by Elmar Bouma, Director of INA
11:40 – 12:10	Focus Group Discussion 3: ‘Government and Private Sector in CSR’ <i>Keynote</i> by Mr. Jan Noterdaeme, Senior Advisor on Strategy, EU and Stakeholder Relations, CSR Europe** <i>Panelists</i> : representatives of Ministries, Parliament and industry <i>Chaired</i> by Prof. Dr. Margareth Gfrerer, Coordinator of PA CSR Research Platform for Science, Industry, Society and Politics
12:10 – 12:20	Concluding and Closing Remarks by Prof. Dr. Margareth Gfrerer, Coordinator of PA CSR Research Platform for Science, Industry, Society and Politics and Mr. Rio D. Praaning Prawira Adiningrat, Managing Partner, PA Group

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