



BUSINESS SECTOR PERSPECTIVES ON WASH: Mapping the CSR Program in Identifies Potential Collaboration

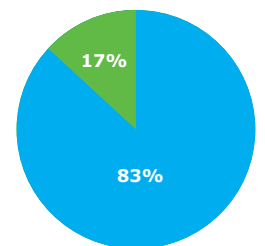
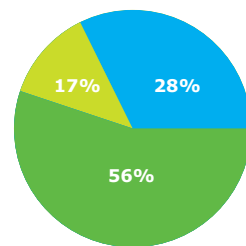
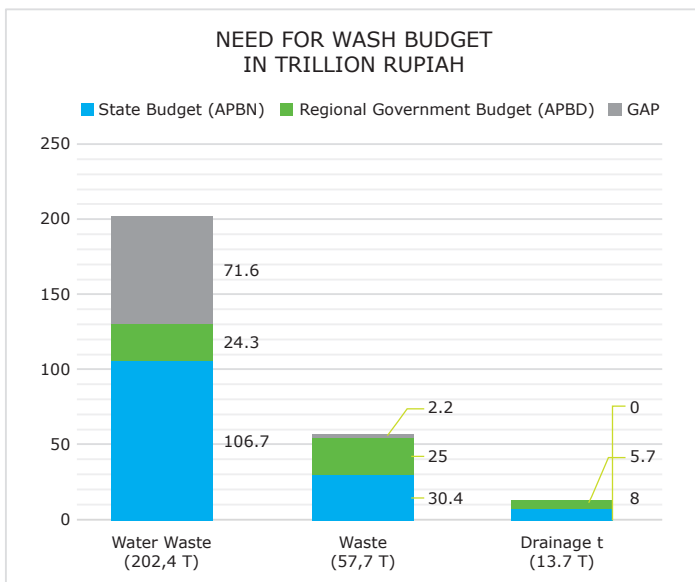
Research by the SNV Netherlands Development Organization, Penabulu Foundation and Indonesia Business for Sustainable Development (IBCSO) for Voice for Change Partnership (V4CP)

The Urgency of Engaging the Business Sector in the WASH Program

Funding for the WASH Program requires multi-party budget contributions. The involvement of the business sector through the Corporate Social Responsibility (CSR) program is one of the potential ways to overcome the financial inequalities.

Exploring Solutions through the Action Research

In looking at the landscape of business sector involvement, research was conducted to see the company's perceptions of WASH and the potential collaboration in WASH program. The most appropriate research model is Action Research which oriented in problem solving, the Research conducted from October 2018 to March 2019 and the methodology used is the Qualitative Research. The Research was conducted on 18 companies.



International National Local Natural resources Services

The Characteristics and the Patterns of CSR Program

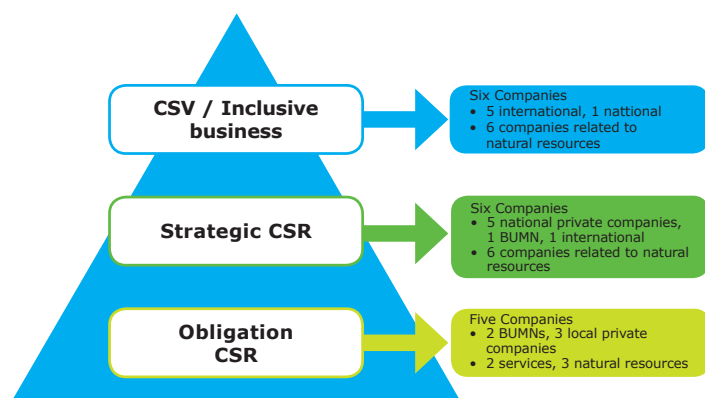
In Indonesia, there is no CSR Law. However, many companies run CSR in a comprehensive manner with reference to ISO 26000 Guidance on Social Responsibility.

	International	National	Local
Program Scheme	Global guideline	National Policy	Owner / management policy
Budget Allocation	Global, Regional, National	National	Owner / Management

	International	National	Local
Implementation	Partnership	Some are partners and some are not	Not partnered

All international companies establish partnerships in CSR programs. National companies with core businesses related to Natural Resources have partners but national companies with core business in services are not partnered. Partnerships are carried out for long-term programs.

Type	Location	Target	Strategy & Focus
Extractive	Ring 1	Local communities	Community Empowerment, Health, Environment, Livelihood, etc.
Plantation	Ring 1	Local communities	Community Empowerment, livelihood, agriculture, etc.
Food Producer	Ring 1 and General	Local communities, consumers, business chains	Community Empowerment Blended Marketing, Livelihood, Agriculture, etc.
Banking	General	MSMEs, Consumers	Community Empowerment, Entrepreneurship, microeconomics, etc.



In general, companies with core businesses related to natural resources have a higher commitment to sustainability than service-related companies. Sustainability commitment greatly influences business operational practices and social responsibility.

Collaborative Potential in WASH

WASH in Indonesia refers to Community Based Total Sanitation (STBM) and five pillars: stop open defecation (Stop BABS), hand washing with soap (CTPS), management of household drinking water (PAMRT), household waste management, management systems of household wastewater (SPAL RT).

No	Company	Location	WASH Program	WASH Partnership
1.	Nestle	Lampung	Stop BABS, PAMRT, SPAL RT,	No
2.	Semen Padang	Sumbar	Stop BABS, PAMRT, SPAL RT,	No
3.	Mondelez	Non V4CP	Stop BABS, CTPS, PAMRT, Household waste.	No

No	Company	Location	WASH Program	WASH Partnership
4.	Coca-Cola	Lampung Sumbar	Stop BABS, CTPS, PAMRT, Household waste, SPAL RT.	No
5.	Cargill	Non V4CP	Stop BABS, CTPS, PAMRT, Household waste, SPAL RT.	Yes
6.	Danone	Lampung Sumbar	Stop BABS, CTPS, PAMRT, Household waste, SPAL RT,	Yes
7.	JAPFA	Lampung Sumbar	Stop BABS, CTPS, PAMRT, Household waste, SPAL RT,	Yes
8.	GGPC	Lampung	Stop BABS, CTPS, PAMRT, Household waste,	Yes
9.	Tanoto	Non V4CP	Stop BABS, CTPS	Yes
10.	PT Pertamina	Sumbar	PAMRT, Household waste,	No
11.	Bumi Waras	Lampung	PAMRT	No
12.	Indofood	Non V4CP	CTPS, Household waste.	No
13.	Nutrifood	Non V4CP	CTPS, PAMRT, Household waste.	No

The company is working on the issue of WASH associated with the core business being run. Coca-Cola Forest through the Water Savings Program or Mondelez with the Cocoa Life Program. The company carries out WASH integration strategies into existing CSR programs, examples of clean and healthy living behavior in the Great Indonesia program by GGPC and hand washing with soap and waste management in schools in JAPFA4Kids program by JAPFA.

Strategy to Build Business Sector Involvement in the WASH Program

Obstacles experienced by companies in the WASH program: ideological, association with core business, availability of budgets, lack of knowledge and difficulties in finding WASH partners. Companies see weaknesses in CSO: weak in organization profiling, transparency and accountability, communication and collaboration, documentation and reporting. But the advantages of CSO: independent, high idealism, strong in community empowerment. CSO must improve themselves: Communication Patterns, Transparency and Accountability, Program Substance and Professionalism.

In building collaboration, a Private Sector Engineering (PSE) strategy was developed. Here are the following stages of PSE:

- Internal preparation (organizational profiling for competitive advantage) and external (expanding networks and mobilizing support).
- Exploration of cooperation (build commitment & follow up commitment).
- Stage of program design development (proposal in the form of a solution using a company perspective and performance indicators),
- Stage of implementation (communication and coordination, professionals in: administration, documentation, monitoring and evaluation, reports, publications).

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