



Jakarta Representative Office, Apartemen Eksekutif Menteng  
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## The Academic Chair for Corporate Social Responsibility:

“A new tool for social change at Universitas Indonesia”

*16<sup>th</sup> April 09*

**Rio D. Praaning Prawira Adiningrat**  
Managing Partner PA Companies  
Chairman PA CSR Ltd  
Secretary General PA International Foundation



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## 1. The drivers of this joint-initiative

- Indonesian Government concerns for CSR and its policy making it legally mandatory
- Variety of 'CSR related' interests and expectations from stakeholders at national/regional level
- Foreign investors' growing expectations for transparent and responsible business practices
- Global market demand for safe and green products
- Interests from the students/future managers at Universitas Indonesia
- Need for more effective CSR strategies to make social change



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## 2. Objectives of the Academic Chair

- To bridge interests of enterprises, the government and the academic institutions by creating a CSR learning and research center at UI & provide optimal insights to government how to implement CSR obligation
- To provide a deeply intellectual, but ultimately practical understanding of how CSR can contribute to both social change and successful (international) enterprising in Indonesia
- To train the next generation of managers, featuring international and Indonesian prominent lecturers
- To conduct top quality theoretical and applied research with the support of the business community in and outside Indonesia
- To create a platform to connect Indonesian students with other initiatives worldwide in Asia, Europe and the Americas



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### 3. Distinguished Professors



**PROF. DR. ALEXANDER RINNOOY KAN**

Current Chairman of the Dutch Government's  
Social Economic Council (SER)

Former Vice Chairman of ING Bank

Former Rector of Erasmus University

Acclaimed Econometrician





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### 3. Distinguished Professors



#### PROF. DR. RODERICK M. HILLS

Founder and Chairman of the Hills Program on Governance at CSIS. Counsel to the President of the United States (1975) and Chairman of the Securities Exchange Commission (1975-1977).

Mr. Hills has worked as a professor at Harvard University School of Law, as a distinguished faculty fellow at Yale University School of Management, and as a visiting lecturer at Stanford University School of Law



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### 3. Distinguished Professors



#### **SRI HARTINA URIP SIMEON**

**Former CEO of PT Unilever Indonesia**

**Leader in Corporate Governance reform**

**Founder and member of Indonesian Society of Independent Commissioners**

**Considered as one of the leading CSR experts walking the talk in Indonesia**



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### 3. Distinguished Professors



**Dr. SITI ADIPRIGANDARI ADIWOSO, ‘Dr Riga’**

**Senior Lecturer at University of Indonesia**

**Large number of publications addressing CSR issues**

**Member of the Scientific Advisory Panel for STRT-SARCs on Global Environmental Change Program**

**Founder of the Indonesian Ecolabelling Institute**

**Advisor Smart Women Magazine “Cermin”**



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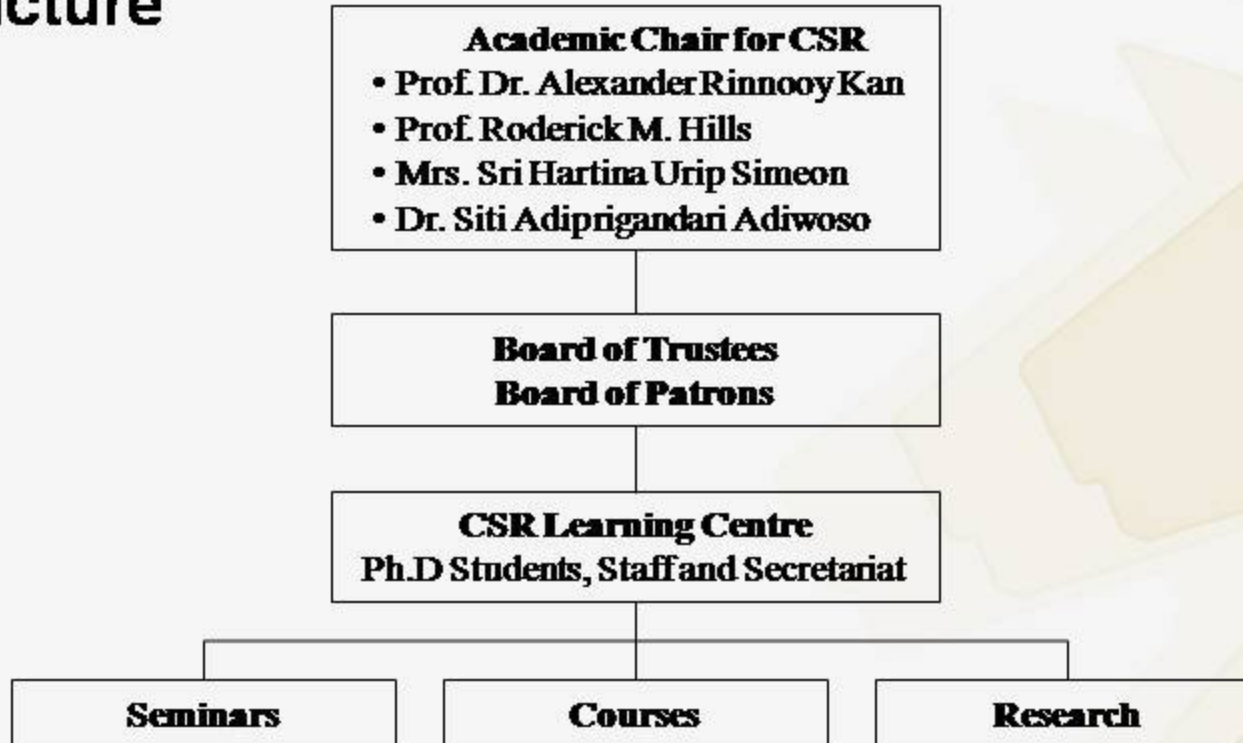
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## 4. Structure



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## 4. Structure

- **The Board of Trustees:**

Universitas Indonesia and its Faculty of Economics, PA CSR Ltd, the Indonesian Netherlands Association (INA), the United Nations University **+10 companies**

- Provide advice on the Chair research and teaching programs
- Give insights for the elaboration of research projects
- Review annually progress and performance of the Chair



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## 5. Key themes to be addressed

- **Research/classes and seminar will cover:**
  - The impact of the Global and Regional CSR trends in Indonesia
  - CSR business strategy in the market place
  - Stakeholder Management
  - Governance and transparency and the complex issue of KKN
  - Monitoring, reporting and verification of CSR programs
- **Inaugural international seminar will start on the 30<sup>th</sup> of June 2009**
- **Regular classes for all students from the University with basic management background under the direction of 'Dr. Riga'**
- **Applied research will be developed and conducted with the 'Trustees'**



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## 6. The benefits of Partnering

- **Member of the Board of Trustees will:**
  - a) Get visibility during public events and conferences
  - b) Participate in the elaboration of the teaching programs
  - c) Address key important CSR issues during special sessions
  - d) Have access to international and local academic expertise
  - e) Have access to applied/theoretical research projects
  - f) Host internships and get the opportunity to recruit fresh 'CSR' graduate

**Donation of USD 20,000/year**

- **Member of the Board of Patrons: a, b, c and f for a donation of USD 10,000/year**
- **Sponsor of the Chair will be given visibility and access to meetings for a donation of USD 5,000/year**



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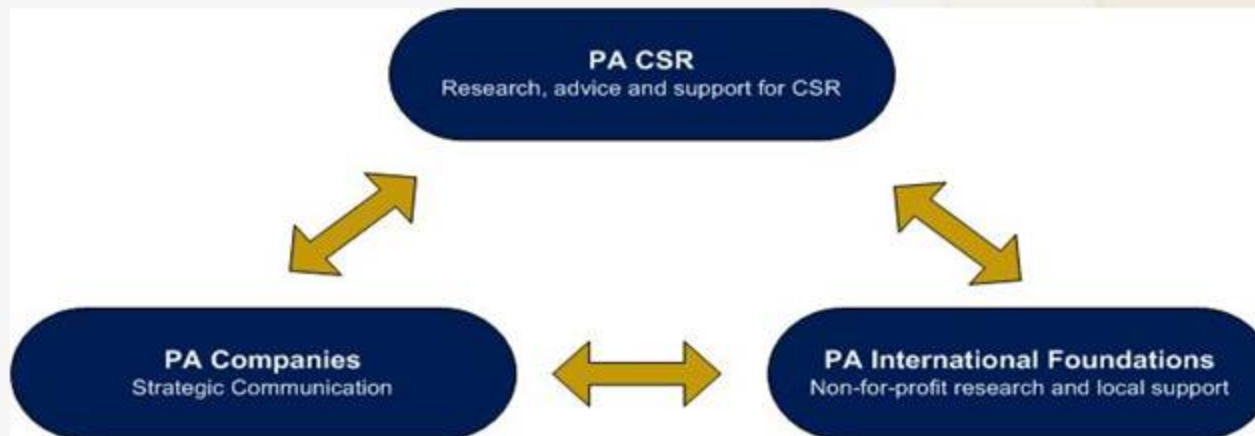


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## 7. PA Unique Synergy

- 20 years of advising companies and governments on strategic communication/sustainability, CSR approach and programs
- Global Network of PA/PA CSR companies – Track Record of over 400 successfully listed clients – Board with Elder Statesmen – Access to national and international authorities
- Strong Relationship with Media
- Practicing what we preach through PA International Foundation



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## 8. Other Foundations supported & initiated by PA group



- **Sultan Qaboos Academic Chair for Quantitative Water Management, Oman**
- **Yayasan Lambrineu, Lhok Nga, Banda Aceh**
- **Edgar Brood Academic Chair for English & Information Technology** in cooperation with Universitas Siliwangi (UNSIL), Tasikmalaya
- **Tasik Children Foundation, Tasikmalaya**
- **Kofi Annan Business School** in cooperation with Vlerick Leuven Gent Management School in Belgium and Hogeschool Utrecht in The Netherlands



**Yayasan  
LAMBRINEU**

*Tasik Children's Foundation*



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