


PA International Foundation
Franklinstraat 106-108
B – 1000 Brussels




Corporate Social Responsibility, Quantitative Water Management and Fighting the Drought in China and Oman


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Water Node 2012
ECRAAL conference, Brussels, 26 January 2012

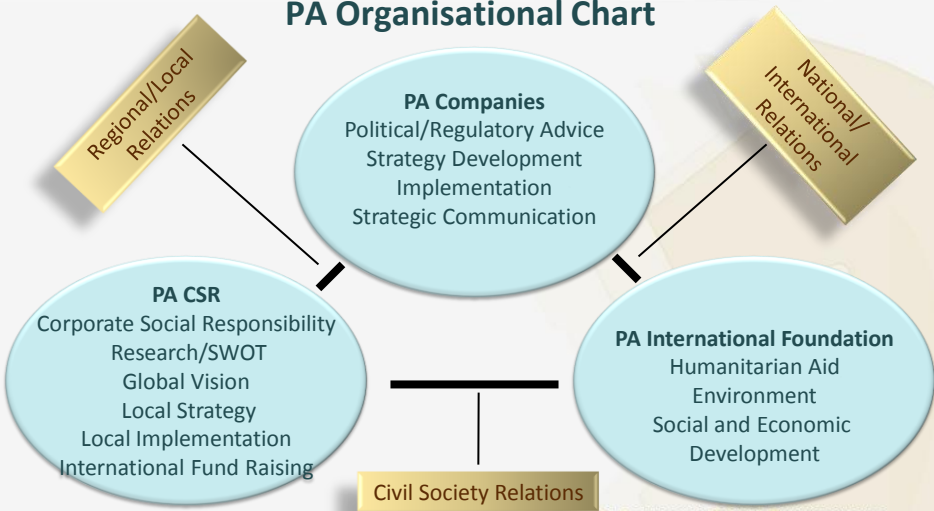
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PA Organisational Chart




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    graph TD
      PACompanies[PA Companies  
Political/Regulatory Advice  
Strategy Development  
Implementation  
Strategic Communication]
      PACSR[PA CSR  
Corporate Social Responsibility  
Research/SWOT  
Global Vision  
Local Strategy  
Local Implementation  
International Fund Raising]
      PAIntl[PA International Foundation  
Humanitarian Aid  
Environment  
Social and Economic  
Development]
      CivilSociety[Civil Society Relations]
      Regional[Regional/Local Relations]
      National[National/International Relations]

      PACompanies --- PACSR
      PACompanies --- PAIntl
      PACompanies --- CivilSociety
      PACompanies --- Regional
      PACompanies --- National
    
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PA Consulting

- Neutralising SSN Komsomolets
- Lifting Kursk
- Introducing white biotech alternative for calve's stomach in cheese
- HQ Organisation for the Prohibition of Chemical Weapons in The Hague
- Preventing a ban on all fish export of an Asian country
- Lifting a ban on an airline into the EU
- Assisting at multibillion M&A
- Assisting at multibillion investment in ports, infrastructure, energy

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Devastation in Yamada-machi, Japan
after the tsunami of March 2011



Student Yan Qian of Baolin school
visiting Rotterdam school



Gul Dheri girls' school, Pakistan



Community Home in Banda Aceh,
Indonesia



Repairing schools, Indonesia

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PPP/CSR


Public-Private Partnership (PPP)-Corporate Social Responsibility definition:

Contractual profit-oriented collaboration between the public and private sector in order to fulfill public sector's responsibility in providing public services to the citizens while acquiring reduced corporate rates through a combination of Corporate Social Responsibility and Development Aid/third party funding.

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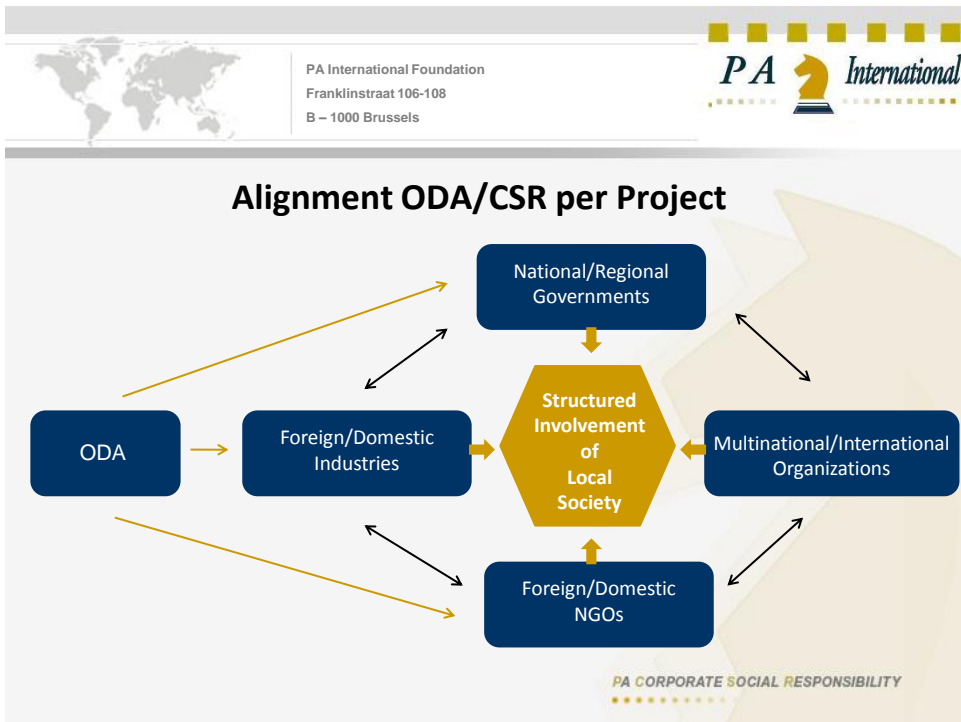
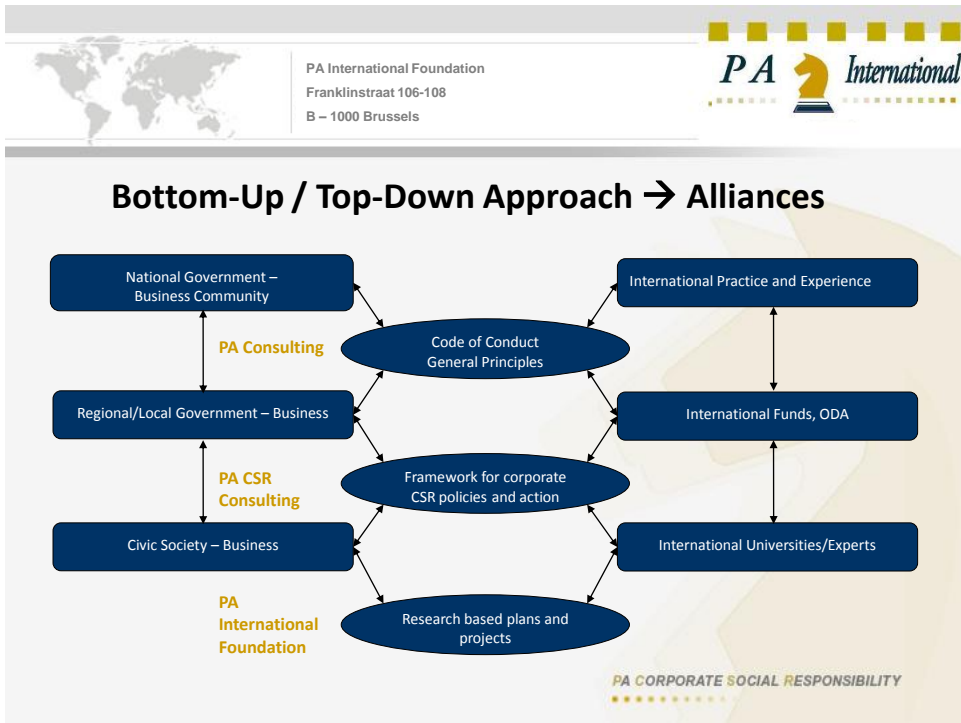


CSR Definition

"CSR starts where all existing laws and regulations end; it is an organic link between enterprising, profit-making and social development that is conducted as a win-win solution in areas where a company requires something from society that cannot be bought and requires investment in society through a double business plan; one for industry and one for society."*

** Outcome of the Indonesian Presidential MDG Envoy/Paramadina University/PA CSR conference, Jakarta, 12 December 2011*

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Applicable to Crises?

- Preparedness (natural disasters)
- Prevention (man-made crises)
- Emergency assistance to local industries through alliances with foreign industries/investors/trade

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Prevention Example

Ban of all fish export
↓
In situ research
↓
Alignment Governments/ buyers/ sellers
↓
Donation/ investment of and in new measuring instruments and clean water facilities
↓
Joint 'pre-inspections'
↓
Growth of fish export

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Preparedness Example

Drought/poverty/malnutrition
 ↓
 In situ research
 ↓
 Alliance national/ international science institutions/ local-international industries
 ↓
 Joint intergovernmental funding of technology development and implementation
 ↓
 Creation of man-made aquifers/ bamboo plantations
 ↓
 Renewable bamboo-based food/ furniture/ construction materials with low carbon footprint
 ↓
 Optimal political-social marketing position for participating food/ construction/ engineering etc. companies

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- Integrated manmade aquifer-bamboo plantation project on the basis of 'bio-sealing'
- Prof. Dr. Ruud Schotting will do the bio-sealing part

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A trip to Yunnan right after the drought, 2010

(initiated and sponsored by the PA International Foundation)

- Soil erosion
- Ecosystem degradation
- Poverty
- Vulnerable to drought



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The Bamboo Project

a project to approach sustainability

Sustainable solutions:

- Social and economic development
- Creating jobs
- Increasing income
- Improving nutrition
- Recovering ecosystems

Supported by:

- The Governments of Oman, The Netherlands and China
- Deltares, The Netherlands
- Sultan Qaboos Academic Chair for Quantitative Water Management, Utrecht University, The Netherlands, initiated by PA
- Institute of Water Resources and Hydropower Research (IWHR), China
- Institute for Bamboo and Rattan (INBAR), China
- Ajinomoto Co., Inc., Japan

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Bamboo Applications

The advantages of bamboo are manifold

- Growing fast
- Conserving soil
- Recovering ecosystems
- Environmentally friendly
- Applicable in multiple industrial chains, such as food, construction and clothing.
- Production of bioethanol
- Carbon offset

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Bamboo Applications

Clothing: “the new cotton”

- No pesticides needed (cotton uses 16% of the chemical pesticides)
- 100% biodegradable
- Uses less water (no artificial irrigation needed)
- Absorbs 35% more CO² than other plants
- Comfortable (softer, because of a rounder micro fiber)
- Conducts temperature (3 C warmer/colder than cotton)
- Protection from bacterias and mould
- Antibacterial properties make bamboo clothes very absorbent, holding moisture in

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Bamboo Food Applications


The use of bamboo as nutrition

- Bamboo shoots: high protein/vitamin/fibre level
- Bamboo shoot-based porridge can provide the correct nutrients for children
- Bamboo shoot-based material can be used in new healthy power bar

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Bamboo Energy Applications


Bamboo-to-bioethanol pilot plant
Minamata (Kumamoto), Japan

- Part of the Eco-Model City Initiatives of the Japanese Government
- Contribution to the Government's efforts to realize a low-carbon society
- Nine separate units, including one that turns bamboo powder into sugar
- Expected to produce around 100.000 kilolitres/year of bioethanol

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Bamboo Carbon Off-Set Applications

Bamboo Afforestation Methodology for Carbon Offset


China

- Developed by INBAR, Zhejiang Agriculture & Forestry University and the China Green Carbon Foundation
- Increasing net carbon storage and therefore mitigating climate change
- Applicable to all potential bamboo afforestation projects for carbon trade in China
- Expected to be further improved through future research and practice





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Foundations supported and initiated by the PA Group







- Sultan Qaboos Academic Chair for Quantitative Water Management, Utrecht University, The Netherlands
- PA CSR Academic Chairs on CSR in Indonesia
- Yayasan Lambrineu, Lhok Nga, Banda Aceh
- Support to earthquake-stricken school in Baolin, Sichuan, People's Republic of China
- Tasik Children Foundation, Tasikmalaya
- Kofi Annan Business School, twelve universities in 'North' and 'South'
- The 'Kursk' Foundation
- The Edgar Brood Foundation

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