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

Rio D. Praaning Prawira Adiningrat
Secretary General, PA International Foundation

Water Node 2012
ECRAAL conference, Brussels, 26 January 2012

PA Organisational Chart

- PA Companies
  - Political/Regulatory Advice
  - Strategy Development
  - Implementation
  - Strategic Communication

- PA CSR
  - Corporate Social Responsibility
  - Research/SWOT
  - Global Vision
  - Local Strategy
  - Local Implementation
  - International Fund Raising

- Civil Society Relations

- PA International Foundation
  - Humanitarian Aid
  - Environment
  - Social and Economic Development

- National/International Relations

- Regional/Local Relations

Civil Society Relations
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

PA International Foundation

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
Repairs to schools, Indonesia
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.

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
Bottom-Up / Top-Down Approach → Alliances

- National Government – Business Community
- Regional/Local Government – Business
- Civic Society – Business
- PA Consulting
- PA CSR Consulting
- PA International Foundation

- Code of Conduct, General Principles
- Framework for corporate CSR policies and action
- Research based plans and projects
- International Practice and Experience
- International Funds, ODA
- International Universities/Experts

Alignment ODA/CSR per Project

- National/Regional Governments
- Structured Involvement of Local Society
- Multinational/International Organizations
- Foreign/Domestic NGOs
- Foreign/Domestic Industries
- ODA
Applicable to Crises?

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

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
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

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

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
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

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
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

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
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

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