

Lacking, CSR Program for Environmental Conservation

Friday, 15 July 2011 WIB, By: Marwati

Symptoms of climate change has become a serious concern of the entire community, governments and private sector, NGOs, and the wider community. Nationally, the government has set a target to reduce carbon gas emissions in Indonesia around 26-41% in 2020. It is impossible to rely on the government to achieve that target. Therefore, support and active participation of the private sector, NGOs, academics, and environmentalists are really necessary.

Company's Corporate Social Responsibility (CSR) for environmental conservation effort is very supportive for government efforts to reduce carbon emissions. However, not all CSR programs provide awareness on environmental preservation. Funds that have been provided are not even benefiting the people directly because the CSR is not well planned. "A lot of CSR funds give no direct benefit in the management of the environment due to lack of planning. Not every CSR funds could be utilized by the community," said researcher of community empowerment programs at the UGM Center for Asia Pacific Studies, Jajang Agus Sonjaya, in a discussion of 'CSR program and Environmental Conservation Efforts', held at UGM on Thursday (14/7).

In his research, he found that there is a large company in East Kalimantan that provides 50 billion each year for CSR activities. However, these funds turn to be a form of compensation to communities for environmental damage caused by the company. "CSR is still interpreted as a charity that should be given, not in accordance with community needs. Moreover, the company spends these funds as a liability, not because of good intentions," he added.

Activist figure of Gunung Kidul community forest, Sudiyo, said the existence of forests depend on people living around the forest. According to Sudiyo, myths and local wisdom are the reason for people to keep maintaining the forest. "In the community of Wonosadi forest (Gunung Kidul) there is a myth that disaster will fall upon anyone who ruins the forest. Forests are considered capable of storing water, then the consciousness (to guard the forest) presents itself," he said.

Environmental Director of Djarum Bakti Foundation, Handojo Setyo, said the CSR conducted by PT Djarum is not based on the government rules that require companies to conduct social activities.



But, the activities similar to CSR had been conducted long before that. "The company's first activity is to do reforestation of Kudus City in 1979 to 1986," he said.

Currently, Djarum Foundation routinely plants mangroves around the coast of Semarang and Demak. In fact, in 2010 the company planted 2767 tamarind trees along the streets of Semarang-Kudus. "Before 2014, we are aiming to plant 15 thousand trees," he concluded.

Related News

- [Forest for the Komodo](#)
- [Mapala Silvagama Holds Wanagama Rally XI](#)
- [UGM Plants Conservation Trees in Gianyar Bali](#)
- [Turtle Conservation](#)
- [Synergy Needed to Manage Conservation Areas](#)