UNIVERSITY SOCIAL RESPONSIBILITY: THE IMPLEMENTATION OF UNIVERSITY’S CARING FOR GOD’S CREATION

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Background

• Corporate New Paradigm After 1990’s: From Stockholder Point of View to Stakeholders Point of View

• Entity is expected not only to be concerned with the interests of management and stockholders, but also with stakeholder’s interest, including employees, consumers and the community

• Maintaining stakeholders is an important key factor for entity long term sustainability
Triple Bottom Line: Basic Concept for USR Implementation

- The Triple Bottom Line Concept: People, Planet and Profit (3P)
- Entities are required to align objectives, balance between:
  - profit-making aspects (profit)
  - social aspects of society (people)
  - environmental aspects (the planet).
Triple Bottom Line and University Social Responsibility

• University is expected not only economic profit oriented, but it should concern with environmental sustainability (planet) and the welfare of society (people).

• University should also give more attention to the interaction and impact of its activities to all stakeholders
UNIVERSITY STAKEHOLDERS

LOCAL COMMUNITIES
ENVIRONMENT

CATHOLIC COMMUNITIES,
GOVERNMENT
PARENTS

STUDENTS,
ADM STAFF,
LECTURER

UNIVERSITY MANAGEMENT
USR Basic Concept

- USR Concept is the university ability to maintain good relationship with all university’s stakeholders.
- USR Concept is also applied to maximize university’s benefits to stakeholders and minimize the negative impact of university’s activities to stakeholders.
USR Basic Concept

• USR implementation will ensure university sustainability

• Application of USR also reflects the extent to which a university is able to care and to keep every God's creation, namely people (society), environment, and the related activities.
Steps in Implementing USR

1. Identify University impacts
2. Develop USR Implementation concepts for each impact
3. Organize university activities related to USR implementation concept
University Impacts

- Environmental Impact
- Educational Impact
- University Activity
- Social Impact
- Organizational Impact
USR Implementation Concept for Each Impact

• Social impact
• Educational impact
• Cognitive impact
• Organizational impact

• Through community participation in mutually beneficial cooperation through various development efforts
• Preparing students to become responsible citizens in sustainable development
• The social responsibility for application of university’s technical and scientific activities
• University atmosphere and activities that responsible for environment and communities
Social Impact and USR Implementation

• Fostering small and medium businesses run by the people around the campus
• Providing social facilities and infrastructure to the surrounding community
• Providing health care, education and the arts for the community surrounding the campus.
• Providing direct contribution in the form of donations to those who urgently need, such as victims of natural disasters.
• Making the campus green
Social Impact: SCU Implementation

- SCU Business Clinic Unit providing assistance to small businesses around campus
- General Affair Unit responsible for providing access roads, security guarantees and the provision of clean water for communities around SCU
- Campus’ Clinic providing free health service for communities around campus
- SCU actively taking part in recovery and empowerment for Merapi Eruption ‘s refugees.
- Greening SCU campus by having productive plantation.
Educational Impact and USR Implementation

- To provide scholarships to students
- To campaign changes of student’s behavior relating with some issues, such as anti corruption, public health, environmental conservation, against drug use
- To educate the minority, the weak, and the marginalized, especially women, who run small business
Educational Impact: SCU implementation

- In 2011, SCU gives scholarship to 375 students.
- Anti-corruption education unit that regularly educates children in junior high school and campus' student.
- Center for Women Studies in SCU actively develop women emancipation movement.
- Community services unit has lecture for entrepreneurship program that regularly provide technical assistance for small business.
- 350 students participating in service learning program in Merapi Eruption Area (July-August 2011).
Cognitive Impact and USR Implementation

• Giving greater attention to issues of ethical, social, and environment
• Implementing Transparency in University management practices
• Implementing business practices that are environmentally friendly
Cognitive impact : SCU implementation

• Think tank Units : Eco Settlement Studies, Center for Urban Studies, Human Environment and Building
• Ethics as a mandatory subjects in every faculty in SCU
• SCU Good University Governance
  – Conduct Internal and external audit regularly
  – Online budget system
  – Activity based Budgeting
• SCU Energy saving program : limited uses of AC and electricity
Organizational Impact and USR Implementation

• To use recycled paper for any publication and other work
• To recycle paper, board, plastics, and glass produced by the office
• To do energy conservation and energy efficiency by having certain spatial that is environmentally friendly
• To involve actively in various environmental issues and studies
• To apply e-mail system as a means of communication for academicians as a first step toward a paperless society
Organization’s impact:
SCU Indonesia’s implementation

• Human Environment and Building
  build some Eco-friendly houses for
  research and education
• Research institute develop some
  concepts and application of
  environment studies in Central Java.
• SCU develop mass rapid transit
  concept for Semarang city
• SCU Implement paperless society:
  – Implementation of e-office in SCU
  – Enrollment online every semester
  – Academic transcript online
Besides economic purposes, SCU also concern with environmental sustainability and the welfare of society.

Caring for God’s creation: develop environmental sustainability and welfare of society.
USR Implementation Framework

- Some Implementations of the USR concept in SCU show that the application of USR is not difficult to implement, but rather to organize activities that routinely has been run by the university.
- All we need in implementing USR in our campus is to manage, structure and report university activities related to environmental sustainability and welfare of communities.
CONCLUSION

• SCU’s experience in implementing USR suggest that the application of USR in university is not difficult.
• Most of the USR activities have been periodically implemented by universities, we only need to organize and report consistently
• Implementation of USR also reflects the university’s concern for all God creation in caring for human beings and the environment.
Thank You for Your Attention

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