

**EVALUATION OF WATER ACCESS SANITATION AND HYGIENE
CSR PROGRAM BY DANONE AQUA
(CASE STUDY IN NANGGERANG VILLAGE)**

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Abstract

Indonesia is one of developing countries in the world. Developing countries usually face some common challenge that is economic crisis, the lack of education among poor communities, even environmental problems. Environmental problems could be depends on the geographic condition in every country, which such as draught, climate change problems, pollution, and the lack of clean water that considered being one of few main problems that exist in every developing country around the world, especially in Nanggerang village, Sukabumi, West Java, Indonesia. The lack of water system and sanitation became a vital problem for Nanggerang village from a long time. This problem made quite impacts for Nanggerang village community in their daily life, economic and environmental condition. From the economic aspect, the efficiency and effectively of their efforts on getting clean water affect their daily expense and very time consuming. From the environment aspect, because the lack of clean water in almost every toilet in each houses in Nanggerang. Water Access Sanitation and Hygiene (WASH) program which initiated by Nanggerang village community and DANONE Aqua with the help from YPCII (Yayasan Pembangunan Citra Insan Indonesia), Departemen Pekerjaan Umum, and Pemerintah Daerah Kabupaten Sukabumi, has help Nanggerang Village to fight their water and sanitation problem. Based on the evaluation of the research and condition from Nanggerang village community, we can take a conclusion that the implementation of WASH program on Nanggerang village has become very successful.

Category: the category of this paper are about; Corporate Social Responsibility, Sustainable Development, and Community Development.

Purpose

This paper was made to evaluate WASH program in Nanggerang Village. The program's goal are to provide clean water system through pipe distribution system, to provide public sanitation which in the healthy standard level, to increase community capacity and local organization through Pemerintah Daerah and private sector's empowerment and management efforts on providing clean water facility and sanitation, to encourage dues system from clean water consumers, and to shape and functioned clean water and

sanitation management groups in the community.

Design/Methodology/Approach

The method that used for this research is descriptive with qualitative approach. The technique of collecting data that needed for this research is use three methodological techniques:

First, participant observation, researcher used experience about direct research to Nanggerang village in understanding possibilities expected while doing the research. The objective of doing observation is to get a deep about the

local area, and the local problem. Researcher also observed the local community to get the information about local area, social and economic aspect at Nanggerang village.

Second, depth Interview, depth interview to local community and member of DANONE Aqua to determine what the community needs and DANONE Aqua wants, which the match between WASH program and community needs in order to solve the social problems. Conducting interview is a way to get an explanation how the WASH program works from local community of Nanggerang perspective.

Third, secondary data, by looking for a collection of data from writing multiple sources such as; a book recommendation, Nanggerang village's profile data of 2010 from The Chief Officer of Nanggerang, Social mapping data of Nanggerang village of 2010 from YPCII and Internet.

The theory that used in this research paper is CSR in Community Development to achieve sustainability development. Especially the implementation of Triple Bottom Line, and Multi-party partnership in Nanggerang village. Figures below show about Triple Bottom Line and Multi-party partnership in WASH program.

Sustainable developments also have potential roles for the company:

- *“For the business enterprise, sustainable development means adopting business strategies and activities that meet the needs of the enterprise and its stakeholders today while protecting, sustaining and enhancing the human and natural resources that will be needed in the future.”* Business Strategy for Sustainable Development (IISD, 1992)
- *“If sustainable development is to achieve its potential, it must be integrated into the planning and measurement systems of business enterprises.”* (Robert Steele, AtKisson Group International)

Sustainable developments become the main inspiration of triple bottom line: economy, social, and environment. No aspect shall be sacrificed in the development because CSR

based on Triple Bottom Lines. Now the business is no longer just pay attention to the company's financial records alone (single bottom line), but already includes financial, social, and environmental aspects of the so-called Triple Bottom Line. Three Bottom Line are:

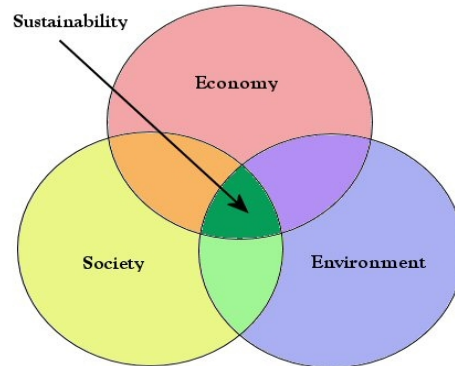


Figure1: Triple Bottom Line

1. Economic (Profit)
In this study, DANONE Aqua still has to look for profit-oriented economy that allows it to continue to operate and develop for the company.
2. Social (People)
DANONE Aqua must have concern for human welfare. Some companies develop CSR programs such as scholarships for students around the company, the establishment of educational and health facilities, strengthening the capacity of the local economy, and there are even companies that design the various social protection schemes for local residents.
3. Environmental (Planet)
DANONE AQUA concerned about the biological environment. Some programs are grounded in the principles of CSR is usually a green living environment, providing a means of development of tourism (ecotourism).

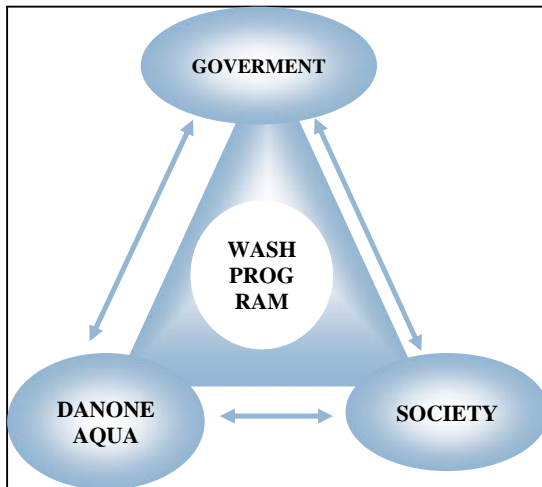


Figure 2: Multi-party partnership in WASH program

1. Government

National Development that directed to the increase of society welfare is a big challenge to us. Thus, government in WASH program are pemerintah desa and pemerinrah pusat should have take a part in finding the solutions. It underlies the idea that the partnership as an effort can be a strategic step to increase the acceleration of development.

2. Private Sectors (DANONE Aqua)

DANONE Aqua have integrated in community life. This thought lead to develop the Corporate Social Responsibility (CSR) from the private sectors since 1970's as one of the Good Governance, which is a collection of norms and policies that relate with the society award and the environment that should be applied by the private sectors in running their business.

During its development, CSR later become one of the company strategy in delivering its concern to the condition of society and the environment. Private sectors constantly try to find patterns of partnership with all stakeholders to play a role in development, while improving their business performance.

3. Society

Nanggerang village community should be the subject of the development, not object. This principle lead to the statement that a better development is a continual development that should be basically related to the society's need.

Findings

There are two main problem problems that was happening in Nanggerang village, such as:

1. Lack of clean water supply
2. Sanitation and hygiene problems

Research Limitations/Implications

These research scopes are limited by:

1. Clean water supply in Nanggerang village.
2. The hygiene and sanitation condition in Nanggerang village.
3. Role of WASH program's participants in Nanggerang village.

There are three recommendations for community development for this research, which are:

1. It suggests establishing "Rubbish for Water" Program. The objective of this program is to maintain the hygiene of Nanggerang village. Moreover, villagers also can get advantage by collecting rubbish so they can pay their water fee.
2. Beside the "Rubish for Water" Program, it can improved by make Rubish for Electricity Program, this program will help the oeconomic condititon in Nangerang village.
3. It is suggested to establish an organization to gather and distribute the recycle products/crafts. Thus, these crafts can be another additional income for Nanggerang villagers.

Practical and social implications

According to the analysis of the research and condition of Nanggerang village community, it can conclude that the result of WASH program on Nanggerang village is very successful. It means that WASH program has successfully sustained the development in Nanggerang village up until now. The proofs are below:

1. There are water pipelines network linked to every villager's house and public facilities, which resources come from water spring in Pangrango Mountain. As a result, it fulfills villagers' need of water without wasting their time and energy. Although there is a fee, it does not burden the villagers.
2. There are constructions of public sanitation facilities in the form of MCK. Those are supported by the availability of clean water, so villagers can apply a healthy lifestyle.
3. Training and education program about the implementation of "Clean and Healthy Lifestyle" is success. As a result, villagers are aware of the importance of "Clean and Healthy Lifestyle". It also improves Nanggerang villagers' health level.
4. There is an establishment of PSABSN organization that conducted by the local villagers in order to maintain the sustainability of WASH program in Nanggerang village.

Originality/Value

This paper is discussed about the evaluation of WASH program in Nanggerang village. The

value of this research is to determine how the implementation WASH program, the relation to CSR program in Community Development, and if this program achieve the sustainability development in Nanggerang village community.

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