

**CSR PROGRAM
PT. SHELL INDONESIA CSR**

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Abstract

Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large. By these means, the CSR is a program that will help government to support the society needs in order to make a mature society. PT Shell Indonesia is engaged in the oil industry which has a program to get recognition and can be assessed positively by the community, especially those located in the vicinity of the operating company. PT Shell Indonesia conducts programs that not only are the government responsibility, but also a social responsibility to this company, this program is called CSR. CSR aims to increase people's access to achieve social, economic, and culture aspects better when compared with before any construction activities took place. So that local communities can assess any positive value in the presence of Shell Companies in Indonesia. Purpose: To discuss and describe the programs and activity of PT Shell Indonesia's CSR in Indonesia. This demonstrated through efforts is taken in order to enhance the development of Indonesian society, especially around the industrial area. Design/methodology/approach: The method is using a research that conducted qualitative descriptive research method and qualitative data collection techniques. The purpose of descriptive method is to create a description of a picture or painting in systematic, factual and accurate information on the facts, the properties of the relationship between the phenomena investigated. The purpose of this descriptive method is to get an idea about the social, economic, cultural and political society that affect the implementation of Community Development which can ultimately affect the implementation of Community Development. Research limitations/implications: In the line of the condition in Indonesia, the needs of our people are greater than it looks. The real problem is the basic education, many people in Indonesia still don't have a chance to get elementary school and junior high school, and those two are the basic component in building the mature and more advance society. As we can see in appendix for the education indicator, the people need a helping hand besides the government itself, this where the CSR program can penetrate even greater. I will give my opinion and suggestion for CSR program, not only for PT. Shell Indonesia, but also for every company in Indonesia that have a willingness to contribute in basic needs of people advancement. Choose the partnership program with elementary and junior high school program. This partnership can be in form of real free tuition fee for student to get education from school without paying any of the school material. The CSR program can spend their fund in the bonus wages of the teacher, the book that student needs, the improvement of the building school. Open the public school in the name of the company. This way can also be more effective as the 1st one because the check and balance of the school program can be monitored by the CSR team itself. This way the student of these schools can live just to think how to get an education that he/she needs, not the cost of exam fee, or training bulletin fee, uniform fee, etc. Social implications: The impact to the society especially to the company that have to perform CSR is to deliver the good insight to them to decide what is the best and the most useful CSR program to be implemented for the society of Indonesia. Originality/value: The value of this paper is targeted especially to the company in Indonesia to perform better CSR

Keywords: CSR, SHELL

Category: Knowledge Management; Human Capital Management

Introduction

Shell is a global energy and petrochemical company, with over 101,000 employees in more than 90 countries and territories. Shell helps to meet increasing energy needs from year to year, Shell is the largest fuel retailer in the world with 44,000 retail stations in more than 90 countries. Shell is present in the world with a wide range of products including for transport and trade of oil and gas, manufacturing and selling fuel for ships, automobiles, aircraft, and the provision of facilities for energy efficiency. Shell is officially an official sponsor for the Ferrari Formula One and the Ducati Moto GP and Superbike to gasoline and lubricants

The corporate social responsibility is a business commitment to play a part in the sustainable economic development working with company's employee, its family, the local communities and the whole society in effort to improve the living quality of the people involves in industry. According to this condition, PT Shell Indonesia as an industry is obligated to make shape and improve people impression through CSR to create Good Corporate Governance.

Business world also takes part to encourage the good economic growth by taking a consideration to environmental factors. Nowadays business world is not only focused on financial records of their company only (single bottom line), but they also covering the social aspects, financial aspects, and of course environmental aspects (triple bottom line). This new concept is introduced by John Elkinton.

CSR in industry is pointed to make a good relationship between industry and local community. This statement is also to make continuously improvement in industry, local community and environment. Industrial development was essentially aimed at providing welfare benefits to society, both through increased education, provision of employment, as well as one source of foreign exchange. There are at least three important reasons why the company's community development activities, such as:

- Local permits for the operation of the company in developing relationship with local communities.
- Knowing the local social culture.
- Organize and create a strategy forward through community development programs. Good relations between the company's reputation with local communities and community development to create new business opportunities.

PT Shell Indonesia is engaged in the oil industry which has a program to get recognition and can be assessed positively by the community, especially those located in the vicinity of the operating company. PT Shell Indonesia conducts programs that not only is the government responsibility, but also a social responsibility to this company, this program is called CSR. CSR aims to increase people's access to achieve social, economic, and culture aspects better when compared with before any construction activities took place. So that local communities can assess any positive value in the presence of Shell Companies in Indonesia.

CSR programs conducted by Shell Indonesia, among others, is a program Shell LiveWIRE, Shell Eco Marathon, Road Safety Program and scholarships are awarded to students of the University. Of Shell Indonesia consists of developing and training the community through education about the importance of non-formal education for the country's development process in this era of globalization.

Early planning of CSR programs conducted by Shell Indonesia is doing internal meetings conducted at the end of the year to determine the work program and targets for each CSR program. Meetings held to discuss this internally on the objectives, work program and target program then conducted meetings with partners that are tailored to the goals and objectives in order to give maximum effect to the public.

Partners who help and support in planning our CSR Shell Indonesia is the Directorate of Traffic and Ministry of National Education to be a partner to help the program Road Safety Program, the Shell LiveWIRE program and the Bright Ideas Workshop, the State Ministry

of Cooperatives Small and Medium Enterprises Directorate General of Higher Education to partners who help, while the Shell scholarship program planning programs conducted by Shell itself. Shell conduct meetings with partners who help prepare and plan for Shell's own CSR program each month and that the implementation of programs implemented can run with the maximum effort.

Methods

The method is using a research that conducted qualitative descriptive research method and qualitative data collection techniques. The purpose of descriptive method is to create a description of a picture or painting in systematic, factual and accurate information on the facts, the properties of the relationship between the phenomena investigated. The purpose of this descriptive method is to get an idea about the social, economic, cultural and political society that affect the implementation of Community Development which can ultimately affect the implementation of Community Development.

Data collected derived from several theories and concepts of CSR.

The three pillars

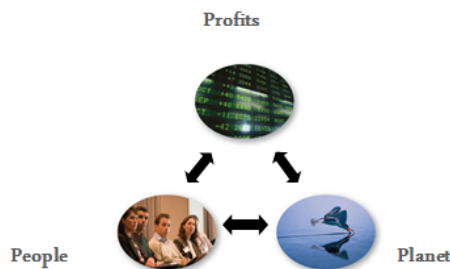
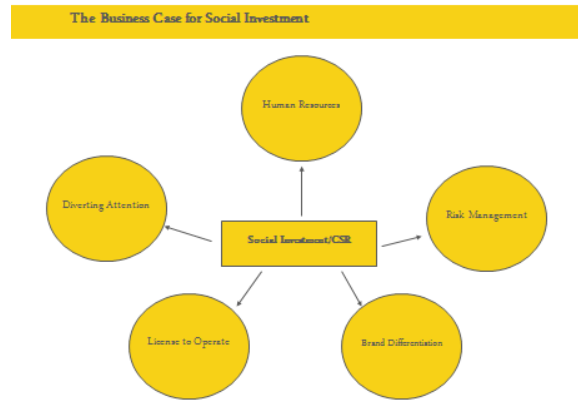


Fig 1. Source Shell CSR presentation



Fixtures 2 Source Shell CSR presentation

Method of collecting data will use the data both primary and secondary. Primary data consisted of interviews with the parties relating to the research. The study uses data collection techniques to document the document in the form of secondary data. Secondary data include written data such as field of study books, writing journals, magazines and websites on the internet that are relevant to assist writers in completing the research.

Result

A. Shell LiveWIRE

Shell LiveWIRE program was first launched in Scotland in 1982 Shell ago, and has now been implemented in 23 countries around the world. During this program Shell LiveWIRE International has helped more than 2.800 new businesses to flourish and has created more than 8.900 jobs. While in Indonesia, the program has been started since 2003, today, LiveWIRE Indonesia has helped more than 1,200 young people to explore the potential of starting a business and have been very helpful in setting up new businesses.

Cooperation conducted by Shell Indonesia with Ministry Cooperatives and Small and Medium Enterprises, Ministry of Education, and the Chamber of Commerce and Industry of Indonesia to accelerate and facilitate the performance of CSR programs and also to expand cooperation between young businessmen and attractive young businessman to start their business as an alternative to a career LiveWIRE their future

through workshops in various cities in Indonesia. Through Shell LiveWIRE young business people are trained to build skills and capability to perform a clear business so that it can evolve and grow into a business that can cover unemployment remains a major problem in Indonesia.

Benefits of the program Shell LiveWIRE among others is an advantage to improve Shell's reputation in the eyes of stakeholders, especially governments, NGOs, students and consumers so recognized in Indonesia. The purpose of the Shell LiveWIRE Shell LiveWIRE program is to support as many young people to contribute positively to plunge into the entrepreneurial sector that will ultimately help improve Indonesia's economy and create job opportunities.

Three steps in Indonesia LiveWIRE developmental stages: the first phase 2003 - 2007 is the stage to introduce entrepreneurship courses to various institutions, the adjustment process of the right program for the local context, looking for partners with an orientation program sustainable in the long term (sustainable partners). The second phase 2007 - 2010 is a development stage partnership with a way to spread the importance of entrepreneurship on college campuses, campaigns in various media, forge partnerships with parties who can assist the running of this program, one side is the Ministry of Education. The last stage 2011 - 2014 phases are empowerment and strengthening of cooperation partners in order to implement the program as possible.

In early April 2009, Shell Indonesia is proud to announce the winners of the LiveWIRE Business Start-Up Awards (BSA) in 2008. A total of nine young entrepreneurs selected from 272 participants each received a grant of Rp 20 million and consulting and training for two years which will assist them in developing the business. During this LiveWIRE Indonesia have contributed to the success of companies in the world in an international program that has provided more than 1.3 million young people in the world with information, advice and support to build and launch their business ideas.

B. Bright Ideas Workshop

One program that is always done Shell LiveWIRE in Indonesia that aims to motivate the entrepreneurial spirit of the young generation is the Bright Ideas Workshop. The program is still in the framework of Shell LiveWIRE. Regarding the activities of Bright Ideas Workshop, This workshop invites young people to begin to consider entrepreneurship as a career choice by convincing young people that they have potential and thinking creatively to explore business ideas that can be used as an asset for the country. Starting from 2003 and until March 2008, Shell LiveWIRE has conducted workshops in various cities, including Jakarta, Bandung, Yogyakarta, Surabaya, Depok, Semarang, Bali, Borneo and Sumatra. It will continue to be held in cooperation with universities in the region. With topics, including the potential to develop yourself, how to develop brilliant ideas, market research for the initial steps, and guides the sales, marketing and finance.

Shell LiveWIRE is also planning to hold 18 workshops Other Bright Ideas in 19 locations across Indonesia until 2009, two workshops for the youth who wish to become distributors Shell and four workshops in college.

Before you begin to format your paper, first write and save the content as a separate text file. Keep your text and graphic files separate until after the text has been formatted and styled. Do not use hard tabs, and limit use of hard returns to only one return at the end of a paragraph. Do not add any kind of pagination anywhere in the paper. Do not number text heads-the template will do that for you.

Finally, complete content and organizational editing before formatting. Please take note of the following items when proofreading spelling and grammar:

C. Shell Eco Marathon

The concept of the Shell Eco Marathon begins in the late 1930s at the Shell research lab in the United States. The first public event held in 1985. And then it's held every year in France. Shell Eco Marathon America began in 2007. Then the final SEM was held in Asia

in July of 2010 at Sepang International Circuit in Kuala Lumpur, Malaysia.

Programs that are still within the framework of Shell LiveWIRE provides a non-formal education program designed to allow the students to build their own vehicles and compete to determine the design and who can travel the furthest distance with the most minimal fuel.

The student teams worked together to build a three-or four-wheeled vehicle with a fuel commonly used in general, alternative fuels or other energy sources such as hydrogen and solar. This is very beneficial to students because the students here have direct experience in the field. All teams worked throughout the year in building a vehicle with the goal of producing tangible results in the final event of competition. The overall project involves several academics including: technology, engineering, mathematics, physics, management, communication and others. In funding and design, the participants learn to manage the overall project. The purpose of the Shell Eco Marathon is giving lessons and education to create new innovations and improve the maintenance and enhance the development of technology, especially greater energy efficiency.

This is an important education projects that encourage and sustain innovation in which students work together to explore solutions to the challenges of existing and future in the field of transport and energy. Help for efficient use of energy, overcome various environmental problems associated with fossil fuel use, understanding the patterns of consumption and exploration of various energy alternatives, and seek and produce a solution in the face of lack of energy in the future.

Nine teams from Indonesia from the four participating universities from Indonesia won seven wins at the Shell Eco-marathon debut in Asia, held in Kuala Lumpur, Malaysia in early 2010. They came back with a proud achievement, including a champion I, II, and III in the Urban Concept Combustion category, first prize in Gasoline Fuel Award, first prize in the People's Choice Award, and was a finalist in the Auto-Desk Design award.

Sapu angin Team 2 of the ITS reached 237.6 kilometers per liter, to bring home the first winner of the category Urban Concept Combustion, managed to break the record for the Shell Eco-marathon Americas this year with 185.87 km / L. sapu angin team 2 also took home Urban Gasoline Fuel awards Award. However, the Yellow Makara Team and zambrut khatulistiwa team of the UI getting II and III championship in the same category, which is the Urban Concept Combustion. They include 5 of the 15 teams that meet technical and safety inspection standards are rigorous in this category thus allowing them to compete. Of the 81 teams and 10 countries in Asia that followed the Shell Eco Marathon competition, only 53 can pass through the selection of technical and safety inspection is rigorous. Nine teams from Indonesia pass and can enter the competition SEM Asia.

In addition to the award Shell Eco Marathon On Track Awards for prototype and urban concept vehicle, there are also awards Off Track Awards are given to safety, technical innovation, communication and marketing. Off track awards complement the Shell Eco Marathon Track award for this competition to see from all perspectives. Exia team of ITB win People's Choice Awards as the most popular team with more than 65,000 votes. Tim Dazzling and Yellow Makara of the UI are two of the five finalists for auto desk design award, this design category assess innovative research designs in terms of ergonomics, aesthetics, materials selection, and technical feasibility.



Fig 3. Source: bulletin CSR Shell Indonesia 2010

D. Road Safety Program

Road Safety Program conducted since June 2008. This is a program conducted by Shell Indonesia to create awareness and responsibility to the elementary school by giving to the children and realize the importance of traffic rules, and also form and train their skills to become habit that must be done when you're there on the road. The program is conducted through the activity of 33 schools in Jakarta about 3200 students get instruction in Jakarta and Depok.



Fixtures 4 Source: bulletin CSR Shell Indonesia 2010

Table 1 Names of Schools Participate In 2009 Shell Road Safety Program

N O .	SEKOLAH	ALAMAT	TELP/F AX/EM AIL
1	SDN Duren Sawit 13 pg	Jl. Lap. Statistik Rawa Domba	8608925
2	SDN Klender 12 Pg	Jl. Pertanian Utara Klender	8652321
3	SDN Kebon Manggis 01Pg	Jl. Slamet Riyadi II/7B	8515130
4	SDN Klender 13 pagi	Jl. Bulak Timur II	8605654
5	SDN Gondangdia 05 pg	Jl. Probolinggo No. 20	3926426
6	SDN Rawasari 07 pg	Jl. Percetakan Negara II A	4204266
7	SDN Cempaka Baru 03 pg	Jl. Harapan Jaya Raya No.37	4258619
8	SDN Menteng atas 04 pg	Jl. Dr Saharjo no.121	8351705
9	SDN Mampang Prapatan 02pg	Jl. Mampang Prapatan IV/5	7948772
10	SDN Sunter Jaya 09 pg	Jl. Danau Indah 2	6530303 4
11	SDN Sunter Agung 12 pg	Jl. Paradise X Blok F/19-20	6450795
12	SDN Kebon Jeruk 11 pagi	Jl. Raya Kebon Jeruk Rt. 03/13	5323726
13	SDN Palmerah 15 pagi	Jl. Palmerah Barat VI Rt.05/1	5320237
14	SDN Pal merah 07 pg	Jl. Palmerah Utara no. 88	5309026
15	SDN Kelapa Dua 06	Jl. Pos Pengumben	5367847 9

E. University Scholarship

Starting from the premise that the current public education Indonesia that remains to be further developed and the high cost of education, Shell Indonesia seeks to facilitate students who lack education costs in terms of funding. Shell Indonesia started giving tuition in the form of scholarships made since 1994. Shell Indonesia provides scholarships for underprivileged students in financing their college level when the student has talents that can help build the country, especially for students from UI, ITB, UGM and ITS. Shell awarded scholarships each to 50 outstanding students who apply for an academic year.

This scholarship is awarded to students who are less able and the lack of funding to continue the level of the course. This problem is still a lot happening in Indonesia, which until now not handled by the Government of Indonesia because so many students who cannot continue the level of the course. This is done by Shell Indonesia to contribute positively to the students so that it will produce a benefit in accordance with her wishes.



Fig 5 Source: Bulletin CSR Shell Indonesia 2009

Students who's elected, is drawn from four universities that PT. Shell Indonesia choose. Shell Indonesia also doing efforts to cooperate with other universities to expand its CSR programs in the field of non-formal education.

Discussion

With the awareness of the industry in Indonesia to gives more to the public, PT. Shell Indonesia has taken part to contribute in their proportion; this Corporate Social Responsibility is program that can be used as the tool to show the image of the company itself and to gain public awareness. The beneficial of this program can be double pointed edge as to company and to other people.

Authors sought to answer the research question "How the implementation of Corporate Social Responsibility (CSR) did conducted Shell Indonesia in Indonesia?" Implementation of corporate social responsibility undertaken by Shell Indonesia in the field of non-formal education, especially in Indonesia is done by involving the Ministry of National Education, Ministry of Cooperative Medium Enterprises, Ministry of Higher Education and the Directorate General of Traffic.

Application of the principles of corporate social responsibility in non-formal education programs have been run by Shell Indonesia. This can be seen with the application of the principles of corporate social responsibility in the program, both from the vision, mission and program objectives, implementation strategies, and implementation of programs implemented. The programs have been run Shell Indonesia, among others, Shell LiveWIRE, Shell Eco Marathon, Shell Road Safety Program and scholarships are awarded to university students. Implementations of these programs have been running quite well. Implementation of this program is a form of social responsibility Shell Indonesia to continue to fulfill its commitment in maintaining good relations with the community.

By implementing corporate social responsibility companies are expected to

answer the challenge is given; help solve social problems, especially education so as to provide a positive contribution in Indonesia. It is hoped many more programs are carried out consistently to achieve prosperity and a better quality of education. Besides that, awareness of all elements is also very important for achieving maximum objectives. However the CSR in PT. Shell Indonesia need to improve a little bit more, because of the size of the company and of course the needs of society that must to be fulfill.

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