

Contribution of Danone-AQUA in Realizing Sustainable Development Goals (SDGs) in Indonesia Through the Corporate Social Responsibility (CSR) Program: Case Study #BijakBerplastik Campaign

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Abstract

This research intends to examine how CSR that held by Danone-AQUA can support the implementation of SDGs in Indonesia, and how the first bottled water companies in Indonesia actually help to reduce plastic waste. Danone-AQUA also supports environmental sustainability in Indonesia to minimize plastic waste, which is in line with the goals of the Indonesia Government that trying to reduce plastic waste by 70% in 2025 by implementing the #BijakBerplastik program in Indonesia. Theory used in this research is the CSV concept, and the method uses qualitative descriptive methods with secondary data collection. The findings in this research explain that CSR is not only improving the company's image, but can also help preserve Indonesia's environment and also build the shared value for the society and partners involved.

Keywords

Corporate Social Responsibility, Plastic Waste, Green Systems, Danone-AQUA, and CSV.

1. Introduction

In the early 21st century, the issue of plastic waste has become a most trending topic of discussion. Because, not only having a practice packaging, cheap and easy to find, but plastic is a type of waste that is difficult to decompose and can cause serious problems for the environmental health of society. This is because plastic waste takes 20 years to decompose in the soil, and instead, it can even take 100 years, and thus making soil fertility not optimal. And if the plastic waste is scattered in the waters, it will be very difficult to decompose (Purwaningrum 2016). Plastic waste can also cause a natural disasters such as floods, and it's also able to killing marine animals because they consider plastic bags are food, until they die because they cannot digest plastic properly (Environment Indonesia Center 2016). In this world, there are a lot of accumulation of plastic waste on land and sea that causes a country to have more attention and more action about reducing plastic waste. Indonesia are the second largest waste-producing country in the world after China, and the percentage of data from Ministry Of Environments and Forestry of the Republic of Indonesia explains that within one year, Indonesia can produce 10.95 million pieces of plastic bag waste, and this amount is equivalent to an area of 65.7 hectares of plastic (Purwaningrum 2016).

Seeing this serious issue, one of the largest Multinational Corporation (MNC) mineral bottled water companies in Indonesia, Danone-AQUA, are trying to implement a plastic waste recycling program called #BijakBerplastik. Danone-AQUA is part of the business group of one of the largest MNC companies in the food and beverage sector in the world, namely Danone-AQUA (Qona'ah 2019). Danone-AQUA is the first Bottled Drinking Water company in Indonesia, which was founded by Tirto Utomo in 1973. The first Danone-AQUA product in the form of a 950 ml glass bottle that sold in the market for Rp. 75.- in 1974 (Aqua n.d.). In order to improve the quality of its company, Danone-AQUA put forward a CSR program to show a sense of care for the environment and public health. Because, considering that the main packaging of Danone-AQUA products is plastic base, Danone-AQUA at least helps minimize plastic waste on land and in the oceans that can pollute the environment. Companies that implement the CSR activities usually prioritize the resolution of issues such as factory closures, employee relations, human rights, corporate ethics, and community and environmental relations (Moir 2001). Those things actually leads to the profitability of the company and branding to the society, because the company will get a positive impact.

Since 1993, Aqua has been running its CSR program called AQUA Peduli (Aqua n.d.). AQUA Peduli is a recycling management program for plastic bottle packaging that has become waste, then exported abroad (Aqua 2017). AQUA Peduli also puts forward AQUA products based on the circular concept. Until now, AQUA Peduli is able to collect as much as 12,000 tons of plastic every year by building 6 Recycling Business Units (RCUs) in various cities in Indonesia (PT. Danone Aqua 2018). But, it turns out that year after year, plastic packaging waste is increasing until it is unconditioned, this is due to the lack of adequate infrastructure for plastic waste recycling and public education about the importance of plastic recycling (Sehat Aqua 2021). This is certainly a big threat to the future of Indonesia's environment. Hence, in 2018, Danone-AQUA build a campaign program called #BijakBerplastik as a form of great innovation for the Indonesian environment (Sehat Aqua 2021).

BijakBerplastik is a form of CSR Danone-AQUA campaign program which has the main goal of minimizing the volume of plastic waste production in Indonesia through various ways, such as collecting plastic waste through the systems and policies built by Danone-AQUA, and also inviting the public through campaigns or education in several cities to collect plastic waste for recycling to the authorities. In implementing the campaign of #BijakBerplastik, Danone-AQUA based on three pillars, namely product innovation, consumer education, and the development of waste-collection infrastructure (The Jakarta Post 2019). In carrying out the #BijakBerplastik program, Danone-AQUA collaborates bilaterally and multilaterally with various partners such as ministries and multinational For example, Danone-AQUA is collaborating with a foreign company, namely The Ocean Clean Up, in building the Interceptor001 system along the Jakarta river as a form of implementing the Waste Management and Green System (The Ocean Clean Up 2020). Danone-AQUA also collaborates with several ministries in Indonesia, which will be explained the detail in the finding and discussion section.

The CSR program run by Danone-AQUA supports one of the 17 pillars set by the general assembly of the United Nations (UN) called Sustainable Development Goals (SDGs) in Indonesia. Given that the main goals of the #BijakBerplastik program was to overcome the problem of plastic waste in Indonesia and assist the Indonesian government's mission to reduce marine waste by 70 percent by 2025, Danone-AQUA contributed to the implementation of SDGs in Indonesia at point 12, namely Responsible Consumption and Production, and point 14; Life Below Water. This is the main problem of this research and we analyze how Danone-AQUA can help the implementation of SDGs in Indonesia in the 12 and 14 points within a period of 2018 to 2020. Also, we analyze how Danone-AQUA cooperating with other multinational companies and government to realizing the #BijakBerplastik campaign. Hence, it can be concluded that the research questions on this topic are: "How are Danone-AQUA's efforts in realizing the Sustainable Development Goals (SDGs) in Indonesia?".

1.1 Objectives

This research contributes to describing how CSR programs run by multinational companies provide good benefits to the surrounding environment, and can provide major innovations to reduce plastic waste in Indonesia, and how CSR programs can support the realization of several SDGs pillars in a country. The theory used in this research is the CSV concept that are linked to the main topic.

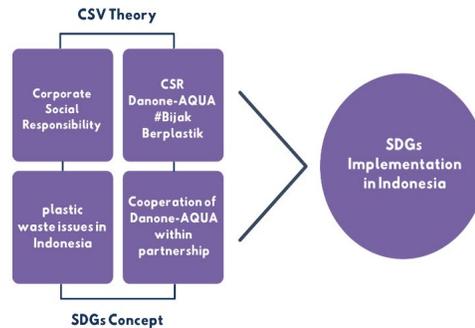


Figure 1. Research methods scheme.

2. Literature Review

2.1 Corporate Social Responsibility (CSR)

Based on previous studies Lu et al. (2021) explained that CSR is a form of corporate action to care about the concept of sustainability and regulations related to environmental, social, and environmental issues, financial economics, and so on. This action will greatly affect the company's profitability and can help the company's economic stability in the future (Lu et al. 2021). According to Carroll (2015) on her research, CSR are divided into two, namely protecting and enhancing. Protecting is how companies carry out CSR activities to avoid the negative impacts of the products and services that are sold by the company, such as pollution from manufactured goods, or waste that accumulates due to the company's products. Meanwhile, improving is how companies carry out CSR activities to improving the economy and provide a positive image for the company itself (Carroll 2015). The book "Business Ethics" written by Crane and Matten (2016) a company needs CSR because it can increase long-term income, reduce costs, manage the risk of uncertainty, and maintain a social license to operate.

In 1991, Carroll defined CSR into four parts and arranged them into a CSR pyramid form, the aim of which is for the public to understand the nature of how the actual work system occurs in CSR programs run by companies, institutions, or organizations (Carroll 2016).



Figure 2. Carroll's Pyramid of CSR

Philanthropic Responsibilities

Philanthropy is the pyramid category at the top, because the basis of this CSR activity is actually growing philanthropy between companies and the community through free voluntary activities. Free here in the sense that CSR activities are purely business activities involving social activities that are not required by certain laws. In perfecting philanthropic responsibilities, companies carry out voluntary activities through the provision of services to the community, provision of resources, infrastructure development, and many other forms of voluntary activities based on CSR (Carroll 2016).

Ethical Responsibilities

The community has expectations that companies that carry out CSR activities fairly and comply with existing legal ethics and norms because this is the basis for the company's business to operate in civil society. CSR activities must also avoid harm (Carroll 2016).

Legal Responsibilities

In carrying out CSR activities, companies must have proof that these activities have proper legality to operate in the community. The CSR activities carried out are expected to comply with existing regulations without harming any party (Carroll 2016).

Economic Responsibilities

The placing of economic responsibilities at the base of the pyramid is certainly based on Carroll's goal in defining the economy as a 'building' or fortress that must be based on strong and healthy profitability that will provide benefits both to the company and to society itself (Carroll 2016).

2.3 Theoretical Background of Creating Shared Value (CSV)

From the CSR program implemented by the company, it will create shared value between the community and the company, which is usually referred as Creating Shared Value (CSV). CSV is a derivative of the CSR concept which was first proposed and popularized by Mark Kramer and Michael Porter. Kramer and Porter (2011) explained that CSV is a concept that prioritizes social and economic welfare for the actors who do it and the actors involved. The main point of applying CSV to industrial and institutional sectors is not only for profit but also for creating shared value (Kramer and Porter 2011). Companies must create value for their own companies by increasing competitiveness, and companies must also create value for society by promoting social conditions in society, which will shape the relationship between capitalism and society (Kramer and Porter 2011).

Zhu et al. (2014) assumes that Creating Shared Value can achieve good goals when society and companies can work well together. The two camps can create shared value by carrying out management according to the values of internal and external stakeholders. Then, social, environmental, and local community concerns must be the main point in the foundation of the CSV being implemented. Thus, this approach is very important. Rendtorff also puts CSV into the framework of institutional economics.

2.4 Correlation and Comparison between CSR and CSV

The CSR activity implementation by a company can actually be closely related to the concept of CSV between the company and society. But before that, let's see the significant differences between CSR and CSV.

Table 1. Difference Between CSR and CSV

Corporate Social Responsibility	Creating Shared Value
Value : doing good	Value : economic and societal benefits relative to cost
Citizenship, philanthropy, sustainability	Joint company and community value creation
Discretionary or in response to external pressure	Integral to competing
Separate from profit maximization	Integral to profit maximization
Agenda is determined by external reporting and personal preferences	Agenda is company specific and internally generated
Impact limited by corporate footprint and CSR Budget	Realigns the entire company budget

source: Kramer, M., & Porter, M. E, 2011.

Based on an article compiled by Kramer and Porter (2011), they explained that CSV is very different from CSR, where in their analysis CSR will only achieve a good corporate reputation and generally the relationship between alliance partners of companies or countries is only limited to business, so, sometimes it doesn't last long. Meanwhile, according to their analysis, CSV are creating a good reputation, and CSV can increase company profitability in a competitive multinational company world. The divisions in the company will use their best people to be able to design CSV in creating social and economic value in society (Kramer and Porter 2011).

However, the two concepts can be carried out together and intertwined so they are able to create excellent results to reach the company's achievement. In a paper written by Harventy (2020), she explained that CSR is an activity held by companies to support company businesses that are in line with their strategy. Therefore, an approach to CSV is

very necessary, because CSV provides many benefits for companies and their stakeholders, and CSV prioritizes social welfare in carrying out CSR activities to increase their profitability while creating shared value. CSV makes the main problem a tool for finding solutions, and this is a company strategy that greatly builds competitive advantage (Harventy 2020). Besides that, it turns out that CSV has a significant effect on CSR activities. Park (2020) said in his research article, CSV has been proven to be able to create shared value between the company's business and society which certainly has a positive impact on both parties. CSV may take a significant amount of investment and time, but it will be in line with the economic returns and benefits that will be obtained by the company and society (Park 2020).

3. Methods

This paper is a qualitative descriptive research that relies on secondary data collection sources. The main secondary data sources obtained from the official Danone-AQUA website and the Danone-AQUA CSR Report from 2018 to 2020 because they are such an important basis for understanding this research. Then, other data sources are used from previous research, e-journals, articles that related to the theory used, and newspapers and websites that present data on the #BijakBerplastik program run by Danone-AQUA. The various data sources are then described in the findings and discussions so we can describe a concrete and realistic explanation.

4. Data Collection

The data collected in this research is to examining and analyzing the data then interpreting and reviewing in the form of pictures, tables, and sentences that are arranged systematically to provide an overview related to the formulation of the problem. The data that be obtained comes from company data, ministry data, Danone-AQUA CSR Report, e-journals, e-books, and news reports.

5. Results and Discussion

5.1 Analysis of #BijakBerplastik Contribution in Achieving SDGs in Indonesia

The motive of CSR activities occurred in one of the largest bottled drinking water companies in Indonesia in 2018, where proven by the data found, namely PT Danone-AQUA carried out the #BijakBerplastik campaign that was held in Bali as a form of innovation and a committed movement in overcoming the problem of plastic waste in Indonesia. This is based on 3 (three) main aspects to form the basis of the campaign movement, namely, Collecting, Education, and Innovation (Qona'ah 2019). Indonesia, which is the second largest waste-producing country in the world, turned out to be a fact that tarnished Indonesia's reputation, because Indonesia itself is known as a maritime country that has high hopes of making the sea a center of economic development (Segoro 2019). With this fact, the Indonesian Government has a target to reduce plastic waste production by 70% by 2025, one of which is by participating in the ratification of the Sustainable Development Goals (SDGs) on the agenda of the United Nations general assembly held in New York, York, United States of America 2015.

The SDGs are an agenda for future sustainable development plans that support universal sustainable international development that includes environmental, political, and economic issues that will have an impact on industrialized and developing countries (Leal Filho 2020). The SDGs have a target of success by 2030. The SDGs themselves replace the position of previous international development efforts called the Millennium Development Goals (MDGs) with the hope of supporting sustainable development in the future more than the MDGs themselves (Leal Filho 2020). The SDGs have a 17 pillar list of targets that have been agreed upon by the countries involved in the general assembly, namely: No Poverty, Zero Hunger, Good Health and Well-being, Quality Education, Gender Equality, Clean Water and Sanitation, Affordable and Clean Energy, Decent Work and Economic Growth Industry, Innovation, Reducing Inequality, Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life Below Water, Life on Land, Peace, Justice and Strong Institutions, and Partnerships for the Goals (Leal Filho 2020). But, in this research we only analyze the 12th Pillars namely Responsible Consumption and Production and the 14th Pillars namely Life Below Water.

Table 2. Danone-AQUA’s Multilateral Affairs with Partners to Promoting the #BijakBerplastik Campaign

No.	Companies / Institutions	Year	Form of Cooperations
1.	DKI Jakarta Environmental Agency	2018	Signing of Cooperation related to the development of the Main Waste Bank
	PT Veolia Services Indonesia	2018	build a plastic packaging Recycling Factory
	Waste 4 Change	2018	implementing green office in a few Indonesia office
2.	The Ocean Clean Up	2019	Developing the “Interceptor 001” system to prevent plastic waste from entering the ocean
3.	Ministry of Education, Culture, Research, and Technology	2019	Launched the education module “ <i>Sampahku Tanggung Jawabku</i> ” for kindergarten children
4.	Coordinating Ministry for Maritime Affairs	2019	Launched the education module “ <i>Sampahku Tanggung Jawabku</i> ” for kindergarten children
5.	Grab	2020	Launching GrabExpress Recycle Apps
6.	Octopus	2020	Launching the Octopus Recycling Apps
	H&M		Launching the children's clothing collection from recycled bottles
7.	Youthopia	2021	Launching a national contest on real solutions to single-use plastic
8.	Ministry Of Environments and Forestry	2021	Organizing a Virtual Tour on Plastic Waste management initiatives

Source : Author’s own work, 2022

The table above shows the collaboration of Danone-AQUA with various companies or official offices in Indonesia to be able to realize the #BijakBerplastik program and run well so that it can help implement the SDGs in Indonesia.

5.2 12th Pillars (Responsible Consumption and Production)

The 12th goals can be described as a goal related to industry to realize a life cycle such as developing a circular model, being responsible for the production of released goods, managing chemical waste to prevent environmental damage and reducing production that can generate excess waste, as well as urging the public about lifestyle choices and sustainable living (Gunawan et al. 2020). From this explanation, we have an argument that the CSR activity process carried out by Danone-AQUA can create Shared Value between the company and the community, namely by implementing the main goal indicators of the 12th SDGs in Indonesia by implementing the three main basic pillars of implementing #BijakBerplastik, namely Innovation, Education, and Collecting, as well as for companies it can increase the good image of the company which will later have an impact on the company's economic value.



Figure 3. 3 main pillar of #BijakBerplastik campaign. Source : Author’s creation

Innovation

Danone-AQUA has a new innovation in running the bottled water business, namely by implementing a circular economy business model called AQUA LIFE, and this is a big step that will affect environmental sustainability (Bijak Berplastik Aqua, 2020b). All production of Danone-AQUA drinking water packaging is fully reusable and recyclable where the recycled material reaches 50% and can be composted by 2025 (Bijak Berplastik Aqua 2020). AQUA LIFE was legalized in Bali in 2018, then in Jakarta in 2019. The main ingredient of AQUA LIFE is used plastic bottles that

prioritize the PET (Polyethylene Terephthalate) design which is collected from the results of several recycling systems that AQUA has built with its partners, such as the DKI Jakarta waste bank, Recycling Business Unit (RBU), and applications that provide plastic recycling services. The plastic waste is then processed cleanly and used as the main packaging for AQUA LIFE which of course has met food safety standards and is safe for consumption.

Education

Danone-AQUA engages the public to be wise in plastics through education carried out in public spaces, schools, community activities, print media, etc. (Danone-AQUA). For example, in 2019, Danone-AQUA launched the #BijakBerplastik truck at the Car Free Day (CFD) event, Central Jakarta (Shidiq & Habibi, 2019). The launch of the truck has the aim of educating the public on how to dispose of used plastic bottles with the 3R (Reduce, Reuse, and Recycle) system (Bijak Berplastik Aqua 2020). The truck holds many used bottles used by the community and will be processed logistically.



Figure 4. The launch of the #BijakBerplastik truck at the Car Free Day event, Central Jakarta. Source : <https://www.sehataqua.co.id/promosikan-pengelolaan-sampah-plastik-yang-baik-Danone-AQUA-memperkenalkan-truk-bijakberplastik/>

Danone-AQUA also builds a few educational programs, especially for students in Indonesia regarding proper waste management through education in a number of schools in Indonesia. Because, Danone-AQUA is determined to educate 5 million children in Indonesia about the importance of recycling plastic waste. One of them in 2017, Danone-AQUA built the EcoBali program, which is an educational program on waste management to a number of schools in Bali (Bijak Berplastik Aqua 2020). Then, it was followed by built the Pelangi Rumah Foundation in Jakarta, precisely in the Kepulauan Seribu Islands to educate students on plastic waste in schools and invite students to develop a Waste Bank (Bijak Berplastik Aqua 2020).

In 2018, Danone-AQUA collaborated with Waste4Change by implementing Green Offices in several Indonesian offices to build a culture of waste management by sorting and reducing plastic waste in the office (BijakBerplastik 2020). In 2019, Danone-AQUA launched the “Sampahku Tanggung Jawabku” module in collaboration with the Ministry of Education, Culture, Research, and Coordinating Ministry for Maritime Affairs to educate elementary school students in Indonesia (Bijak Berplastik Aqua 2020). The book is equipped with Training of Trainers (ToT) for teachers from 90 schools who are recommended to apply materials on plastic waste management in daily learning at schools (Bijak Berplastik Aqua 2020).

Collecting

In line with the government's goal of trying to reduce plastic waste by 70% by 2025, Danone-AQUA develops infrastructure related to plastic waste collection, and cooperates with several institutions and multinational companies for the sustainability of the infrastructure development. In 2019, Danone-AQUA succeeded in building the largest PET plastic bottle recycling plant in Indonesia in collaboration with PT Veolia Services Indonesia. PT Veolia is an Indonesian company that has a good history of recycling plastic waste. The factory has a land area of 22,000 square meters with a production capacity of 25,000 tons/year based on food grade standards along with Indonesian halal certification that has been tested accurately (Bijak Berplastik Aqua 2021). The factory also employs more than 200 workers who are supported by modern technology that is able to separate lids and labels accurately (Bijak Berplastik Aqua 2021). Main purpose of building the recycling plant is to strengthen waste management by recycling plastic waste in Indonesia and to reduce the percentage of plastic waste in Indonesia by reducing it in plastic waste recycling.

The recycling plant cooperates with governments in a number of countries to help manage plastic waste in their respective countries (Bijak Berplastik Aqua 2021).

From the data presented above, Danone-AQUA collaborates with its partners in supporting the success of the #BijakBerplastik program in Indonesia. Education about plastic waste to kindergarten children is also a good thing, because from childhood they have been instilled in how to deal with plastic waste properly that will not damage the environment, where the suggestion will be embedded into adulthood that plastic recycling is very important for environmental health. Innovations such as making AQUA LIFE packaging are a form of Danone-AQUA's responsibility as a pioneer of plastic-based bottled water. With the implementation of PET-based packaging, the bottles used can be recycled again. This is a very big innovation, because the average plastic packaging in Indonesia cannot be recycled, which results in the accumulation of plastic waste which is very dangerous for the surrounding environment. Through this, Danone-AQUA can prove that it is very responsible for the production that has been carried out, which is in line with the 12th SDGs pillar. Infrastructure development to collect plastic waste that will be recycled can also fully support existing activities, because with an infrastructure system, then activities will run more smoothly so that the goal of Danone-AQUA in realizing the #BijakBerplastik program in Indonesia will be achieved.

This is also a phenomenon that can be categorized as Creating Shared Value, because the innovation built by Danone-AQUA in producing PET-based AQUA LIFE packaging that can be recycled will have a good impact on the Indonesian environment, because the plastic does not need to be stockpiled. later it will have a bad impact on soil fertility, but the plastic waste will be able to be recycled again. This is also beneficial for Danone-AQUA because they can implementing the circular economy strategy consistently which will certainly have a good impact on their economic value. In terms of the "Education" pillar, Danone-AQUA can carry out its CSR program to achieve its main goal, then the Indonesian people, especially kindergarten children, can get extensive education about recycling plastic waste. Danone-AQUA can also prioritize infrastructure technology built in collaboration with other partners without polluting the environment.

5.3 14th Pillars (Life Below Water)

The 14th SDGs goals can be described as a goal that supports awareness of the importance of the sea and the ecosystems that live in it with a concern for resources, efforts to minimize marine waste, reduce marine pollution, and develop technology regarding marine waste reduction (Gunawan et al. 2020). The community must care and be sensitive to marine sustainability because sometimes marine pollution is not only caused by natural disasters or natural factors, but also sometimes there is human intervention (Gunawan et al. 2020). #BijakBerplastik actually supports the implementation of the 14th SDGs pillar, where in 2019, Danone-AQUA cooperates with a Dutch non-profit startup company, The Ocean Clean Up, to participate in a joint research about their new technology. The Ocean Clean Up develops green systems technology to collect and reduce plastic waste in the ocean, and the technology has been approved by the Coordinating Ministry for Maritime Affairs and Investment and the Provincial Government of DKI Jakarta. This green systems technology is known as "Interceptor 001". The technology is environmentally friendly and uses solar power in its operation (Aqua 2019). The technology is also equipped with an onboard lithium-ion battery that can dissolve plastic (Aqua 2019).



Figure 5. The Machine of Interceptor 001. Source :

<https://nationalgeographic.grid.id/read/131908504/interceptor-001-solusi-menjaga-laut-indonesia-agar-tetap-bersih?page=all>

Interceptor001 has a very good function in preventing plastic waste from entering the sea, and besides that the interceptor also helps clean up garbage that is pooled in river areas. Interceptor001 is able to reduce 60% of plastic waste in rivers that will enter the ocean, and with this great system design, Interceptor 001 is able to collect 466 kg of waste in 24 hours, which means, Interceptor 001 is able to collect about 170 tons of waste per year in the river that leads to the sea (National Geographic Indonesia 2019). The collected waste will be sorted and recycled by other parties. The construction of Interceptor001 is also a form of Danone-AQUA's commitment to collect more plastic waste that has not been found in the ocean and river areas. Currently, Interceptor001 is only available at Drain Cengkareng, precisely at Pantai Indah Kapuk.

In addition to the "Interceptor001" technology, Danone-AQUA also built another Green System, namely #BijakBerplastik water absorption well. In the construction of the system, Danone-AQUA collaborated with the West Java Provincial Government in realizing the infiltration wells to work optimally. The infiltration well has the main objective of overcoming the problem of flooding which now often occurs in many areas spread across West Java. The water absorption well is expected to help water infiltration and prevent run-off which is the main cause of flooding (Aqua 2021). Another goal of establishing the water absorption well is also a form of Danone-AQUA's commitment to support the supply of sustainable water resources in Indonesia. In the construction of water infiltration wells, Danone-AQUA also collaborates with IPB University in making an innovative design for the infiltration well design. Apparently, the water absorption well is made of 150 kg of non-economical plastic waste and is able to absorb 16,000 liters of water (Aqua 2021). The plastic waste obtained is non-economical plastic waste and low economic value such as plastic packaging in supermarkets, food packaging plastic, and so on (Aqua 2021).

From the data presented above, we argue that all of the green system-based infrastructure development efforts are a big effort deployed by Danone-AQUA to support the implementation of SDGs in Indonesia point 14. Interceptor 001 will help improve environmental performance and be able to reduce plastic waste in the oceans, where basically the plastic waste can kill dozens of sea birds, marine mammals, fish that live in the ocean and can threaten the growth of marine life. If the oceans are filled with plastic waste, the Indonesian people will also be affected, such as natural disasters such as floods, and potentially consuming fish food that absorbs toxins from microplastic waste. Water infiltration wells that are built can also be a very innovative solution for Indonesia because they can prevent flooding and water resources can flow properly. Danone-AQUA believes that the system implemented can protect the Indonesian environment and support sustainable development in Indonesia.

6. Conclusion

Based on the results of our analysis on the topic of SDGs implementation in Indonesia through the CSR Program run by Danone-AQUA, we are of the opinion that Danone-AQUA has proven to have made a major contribution to the implementation of SDGs points in Indonesia, especially points 12 and 14. This research has answered the question a research designed, where Danone-AQUA has been proven to help the implementation of SDGs in Indonesia through the #BijakBerplastik program which has been running since 2018. The data we have compiled shows that Danone-AQUA is strategically aligned to implement SDGs points in Indonesia, through collaboration with partners such as building water absorption wells, developing education about the importance of plastic recycling, and building green system-based technology to tackle plastic waste in the ocean. The #BijakBerplastik program not only has a good impact on improving the company's image and economic value, but can create shared value for the parties involved, such as the community feeling good environmental changes because the percentage of plastic waste is reduced, and partners participating in the collaboration get balanced benefits. Therefore, this research is also very important because we provide a practical contribution to the topic of CSR in Indonesia and contribute to the development of research that will be researched in the future.

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