



# STAND OUT

## IN BUSINESS THROUGH

## SDG INTEGRATION



Jumat, 24 Nov 2023  
15.00-17.00 WIB

Host:



**Setyo Budiantoro**  
Manajer Pilar Pembangunan Ekonomi  
Kemen PPN/Bappenas



**Wahyu Aris Darmono**  
Senior Advisor  
Social Investment Indonesia



**Jalal**  
Chairperson of Advisory Board  
Social Investment Indonesia

Resensi Buku:



**Peggy Arnolia**  
Senior Researcher  
Social Investment Indonesia



Tema yang dibahas dalam seri-56 ini tentang **“Stand Out in Business through SDG Integration”**. Sesi ini mendiskusikan mengenai bagaimana memahami SDGs dan menautkan tujuan yang relevan dengan aktivitas bisnis

Narasumber yang hadir yakni:

1. **Setyo Budiantoro - Kemen PPN/Bappenas**
2. **Wahyu Aris D - Social Investment Indonesia**
3. **Jalal - Social Investment Indonesia**



## Setyo Budiantoro

Manajer Pilar Pembangunan Ekonomi

**Sekretariat Tim Koordinasi Nasional  
Pencapaian SDGs, Kemen PPN/Bappenas.**

### Work Experience:

- February 2016 – current (SDGs Manager of Economic Development Pillar in Bappenas)
- November 2015 to January 2016 (National Advisor, United Nations Development Programme (UNDP))
- October 2015 to January 2016 (Senior Consultant of Umi Asia)
- May 2010 to October 31st, 2015 (Executive Director of Perkumpulan Prakarsa)
- 2013 to 2015 (Visiting Lecturer of Postgraduate Program of Poverty Analysis in Brawijaya State University)
- 2011 to current (Individual social responsibility project of Community Agroecology Development)
- 2007 to 2010 (Research and Program Manager in Indonesian Public Health Association (IPHA))

### Educational Background:

- 2013 Multidimensional Poverty Analysis, University of Oxford (in cooperation with George Washington University)
- 2005 – 2006 International Institute of Social Studies of Erasmus University Rotterdam (MA in Economics of Development)
- 2004 University of Indonesia (UI), Jakarta, Indonesia, MSc in Economics (1 year, continuing to the Netherlands)
- 1994 – 2001 National School of Technology (STTN), Yogyakarta, Indonesia (BA in Mechanical Engineering)

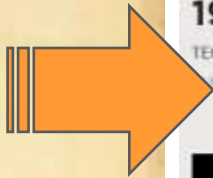
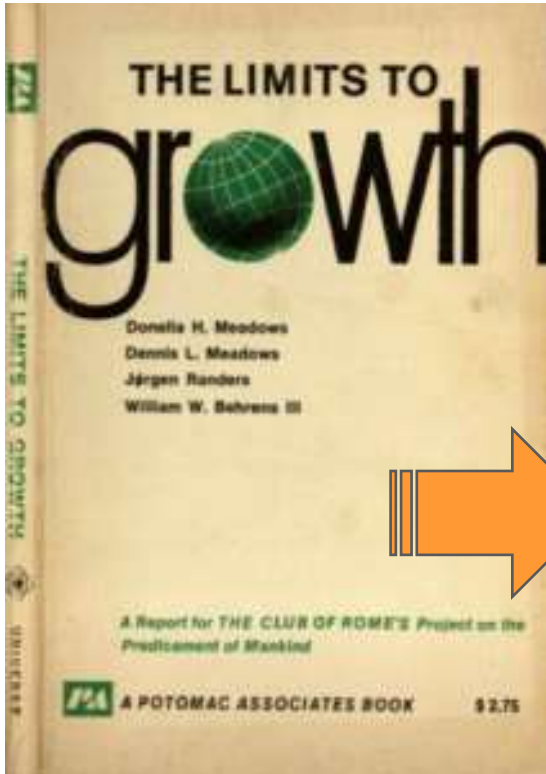
# BUSINESS THROUGH SDGs INTEGRATION

Setyo Budiantoro

Manajer Pilar Pembangunan Ekonomi  
Sekretariat Tim Koordinasi Nasional Pelaksanaan SDGs  
Kementerian PPN/BAPPENAS



# ANCAMAN KRISIS KEMANUSIAAN



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## Kiamat Bumi Diprediksi Ilmuwan MIT Sejak 1972, Ini Jadwalnya

TECH - Redaksi, CNBC Indonesia

November 2023 21:00

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Foto: Pemandangan dari tepi angkasa terlihat dari pesawat ruang angkasa pariwisata roket berawak Virgin Galactic, SpaceShipTwo, selama penerbangan uji antariksa di atas Mojave, California, AS, 13 Desember 2018. Virgin Galactic / Handout melalui REUTERS.

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## NEWS

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Science & Environment

### Climate change: IPCC report is 'code red for humanity'

By Matt McGrath  
Environment correspondent

55 minutes ago



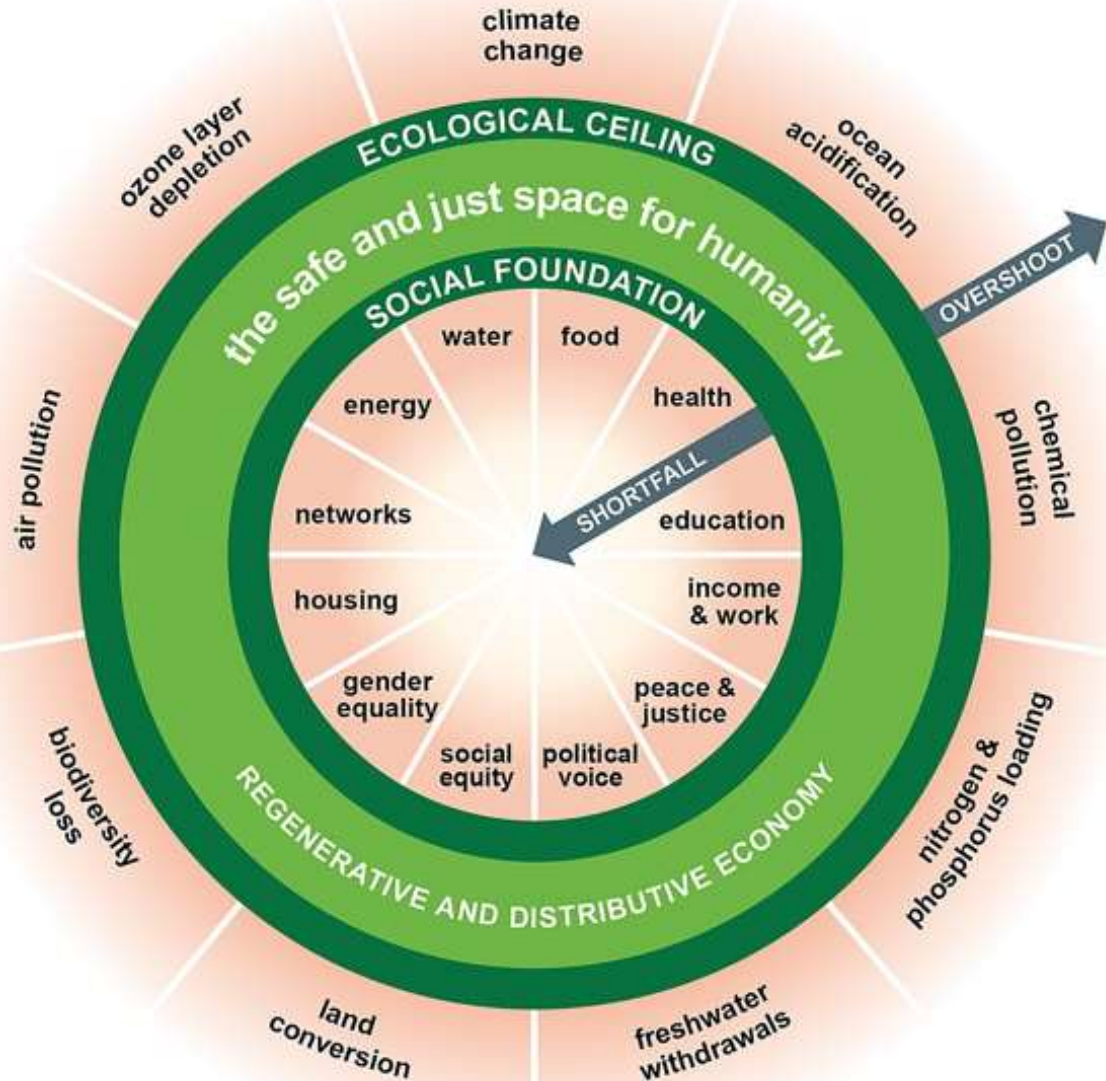


“  
The era of global warming has ended; the era of global boiling has arrived  
ANTÓNIO GUTERRES | UN SECRETARY GENERAL

## 'Collective Action or Collective Suicide': UN Chief Pleads for Real Climate Response

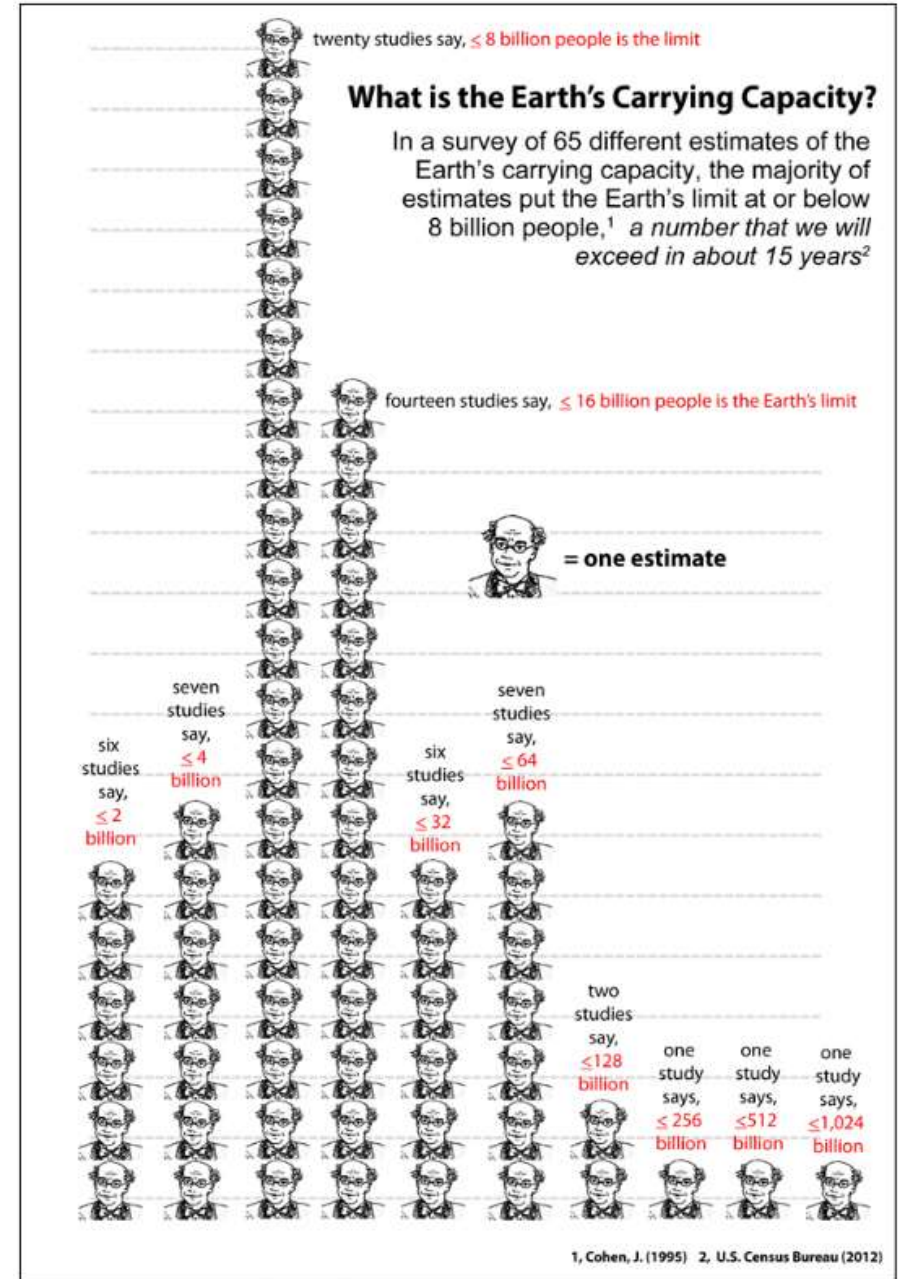
"We need a concrete global response that addresses the needs of the world's most vulnerable people, communities, and nations," said U.N. Secretary-General António Guterres.

# BATAS "EKONOMI DONAT"



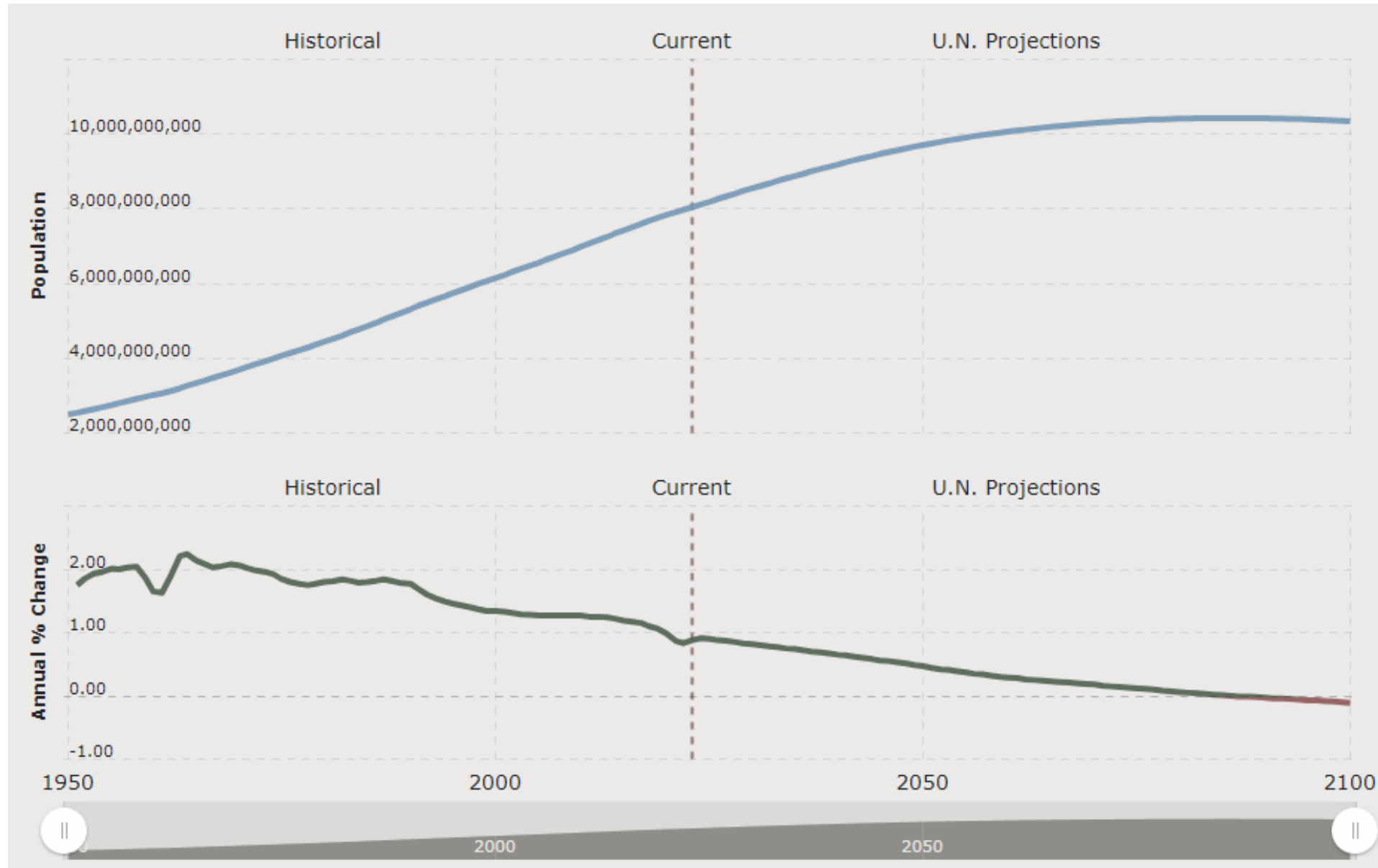
Sumber: Kate Raworth,

# EARTH'S CARRYING CAPACITY

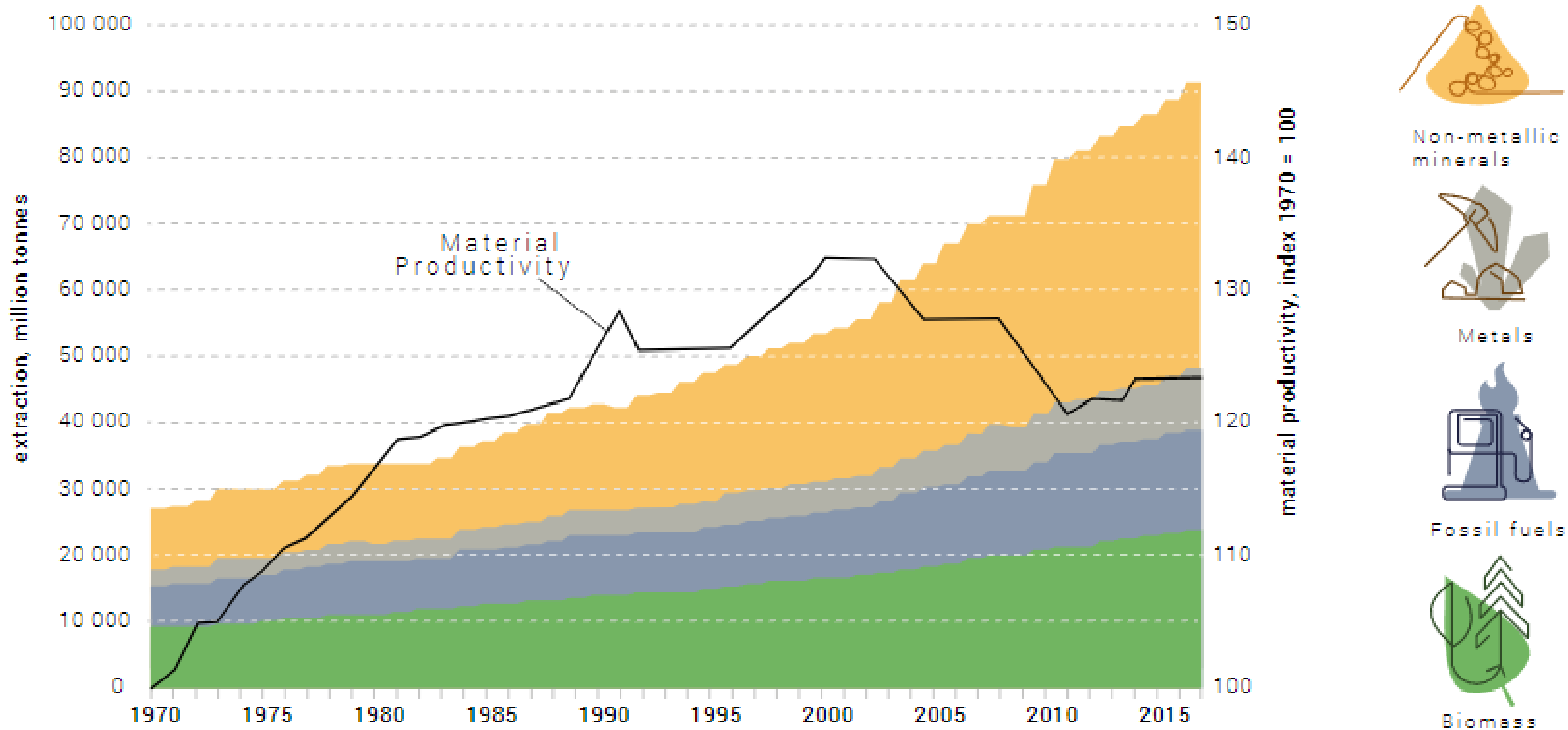


Sumber: UNEP

# POPULASI DUNIA & PROYEKSINYA



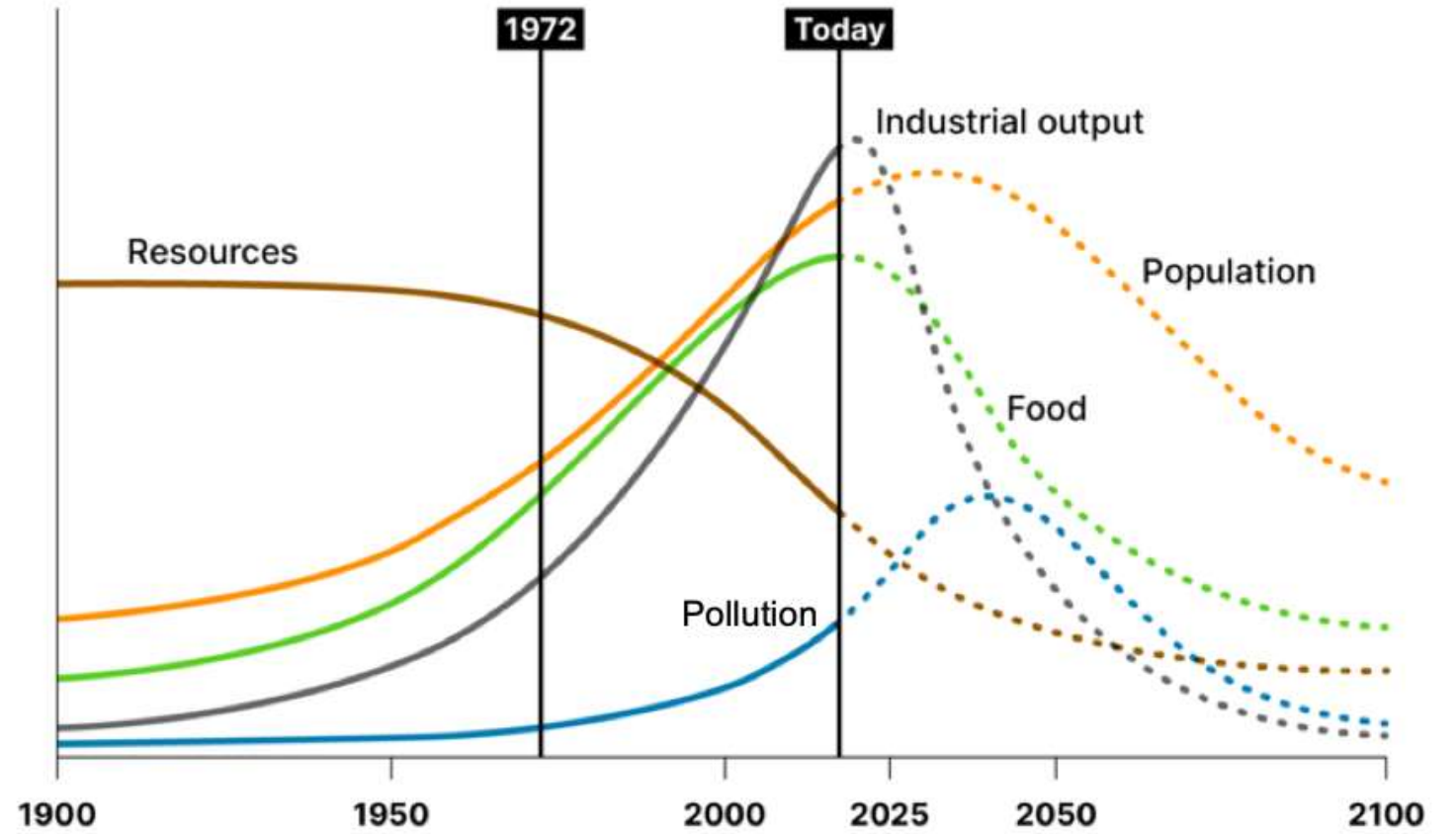
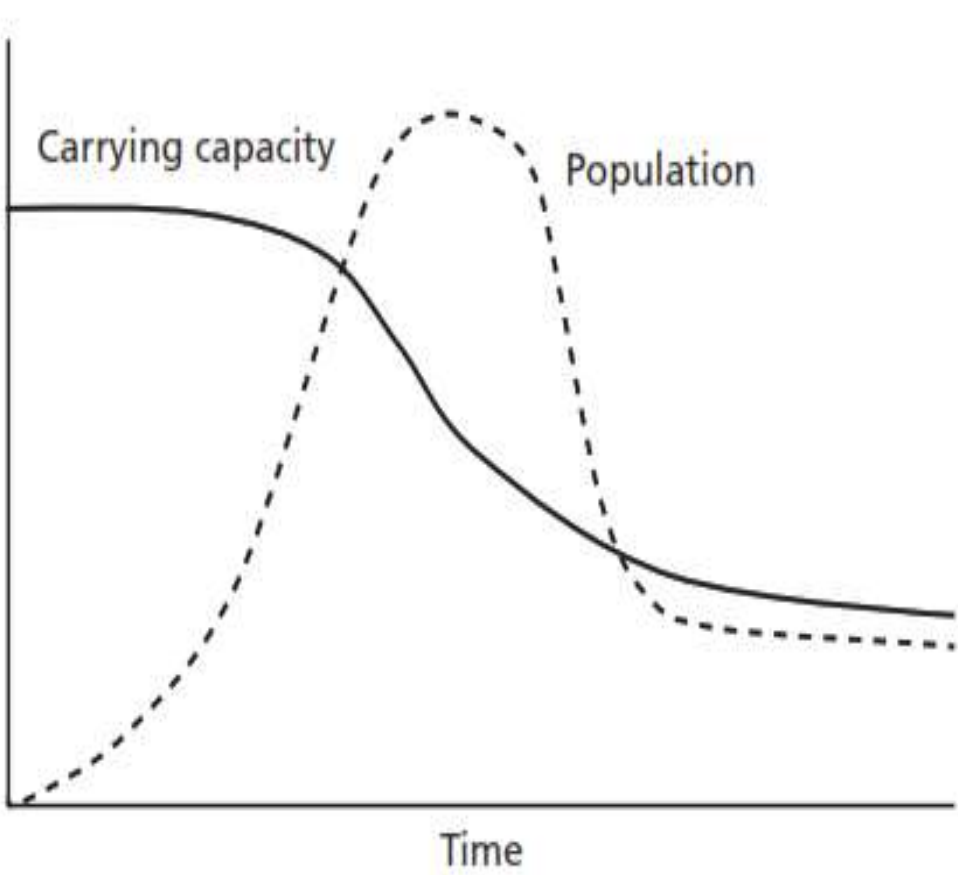
# Global material extraction, four main material categories, 1970 - 2017, million tons



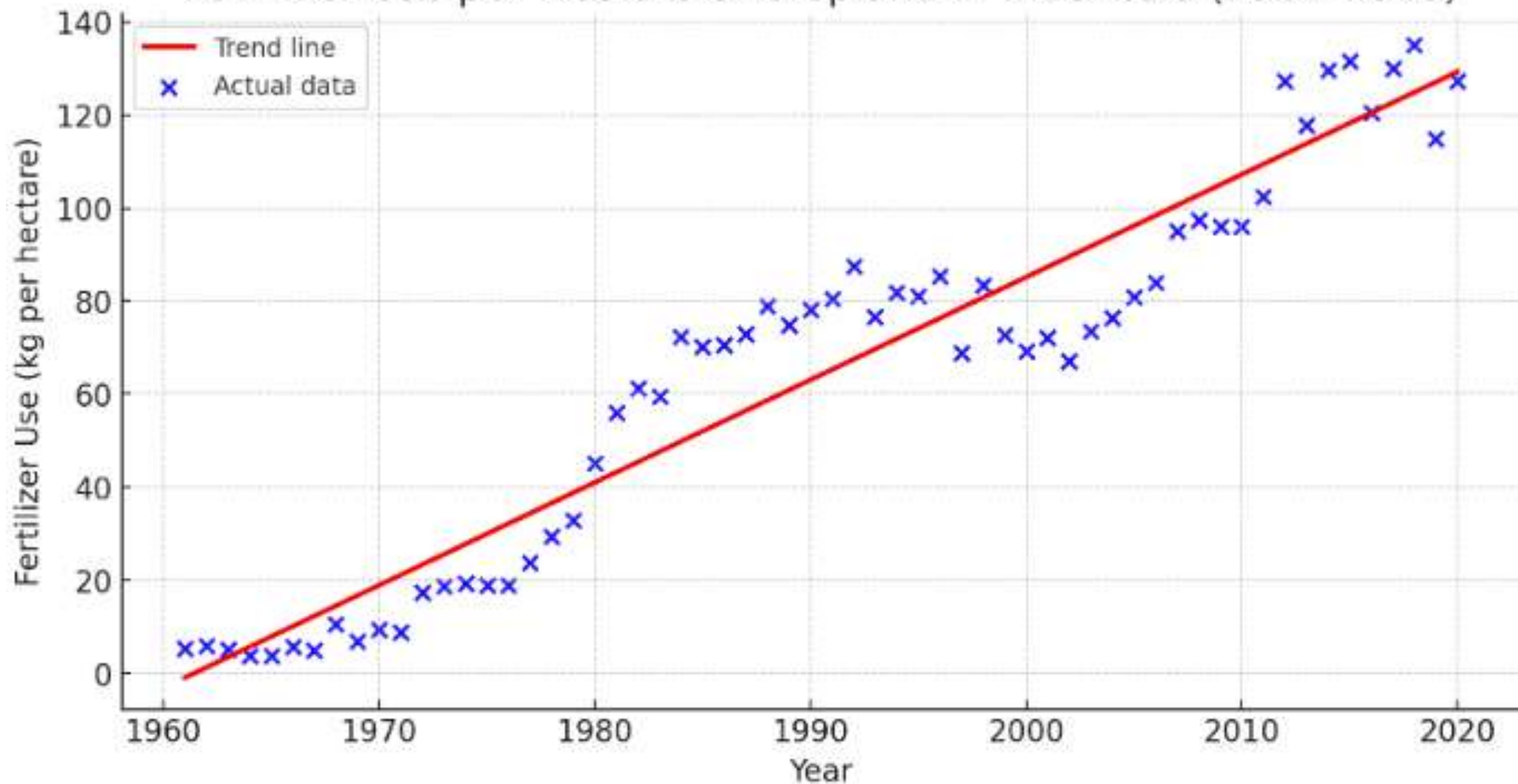
## Top Global Risks by Likelihood



# DAYA DUKUNG DAN DAYA TAMPUNG BUMI



# Fertilizer Use per Hectare of Cropland in Indonesia (1961-2020)





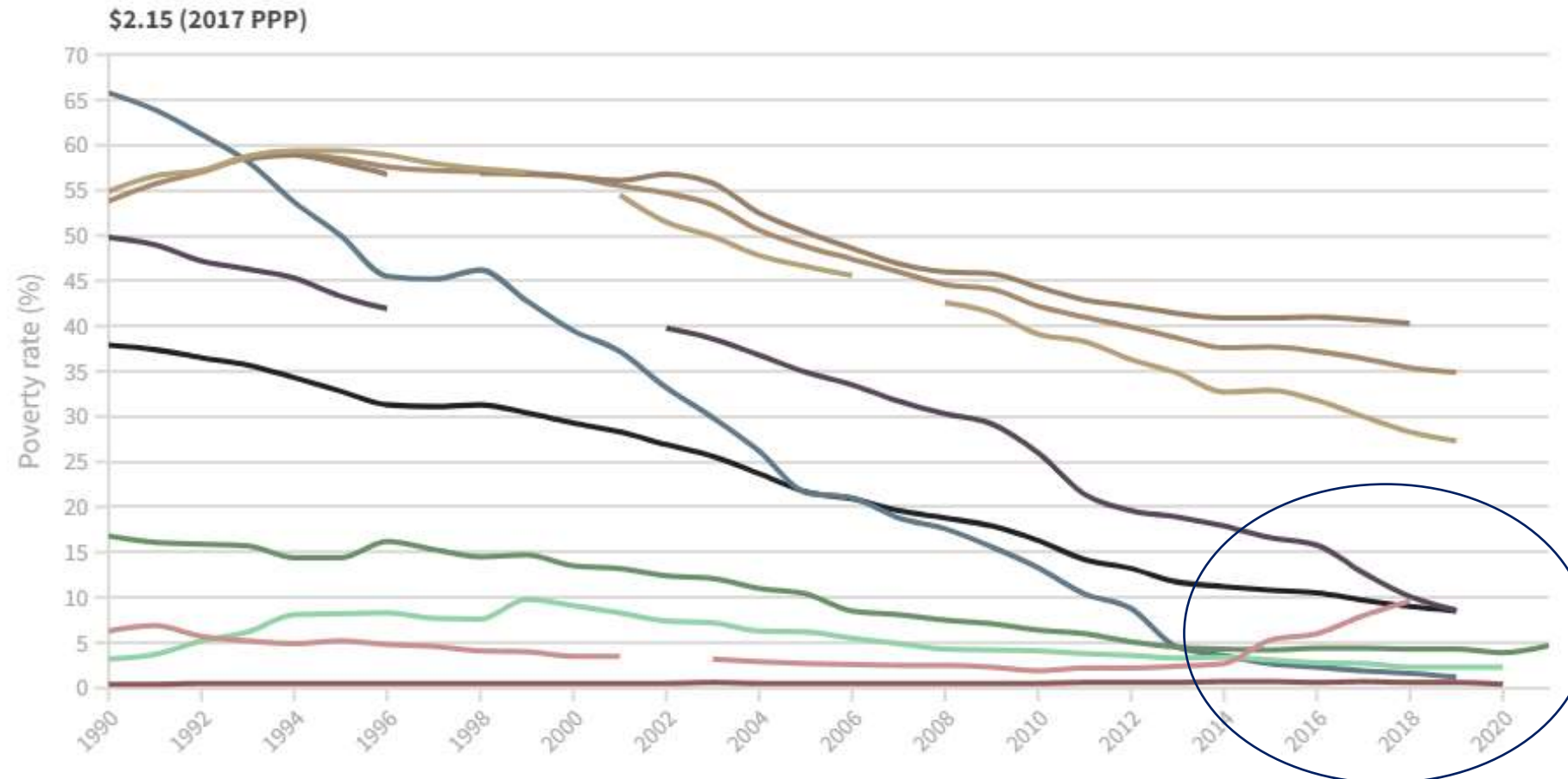
# PEMBALIKAN ARAH PEMBANGUNAN DUNIA

- Pembalikan arah pembangunan tidak dimulai dengan pandemi COVID-19
- Meskipun pandemi telah memperdalam dan mempercepat tren penurunan ekonomi, namun pembalikan telah muncul sekitar setengah dekade sebelumnya.
- Ini disebut sebagai "The Reversal Problem."

# KEMISKINAN DUNIA

\$2.15 (2017 PPP) ▼

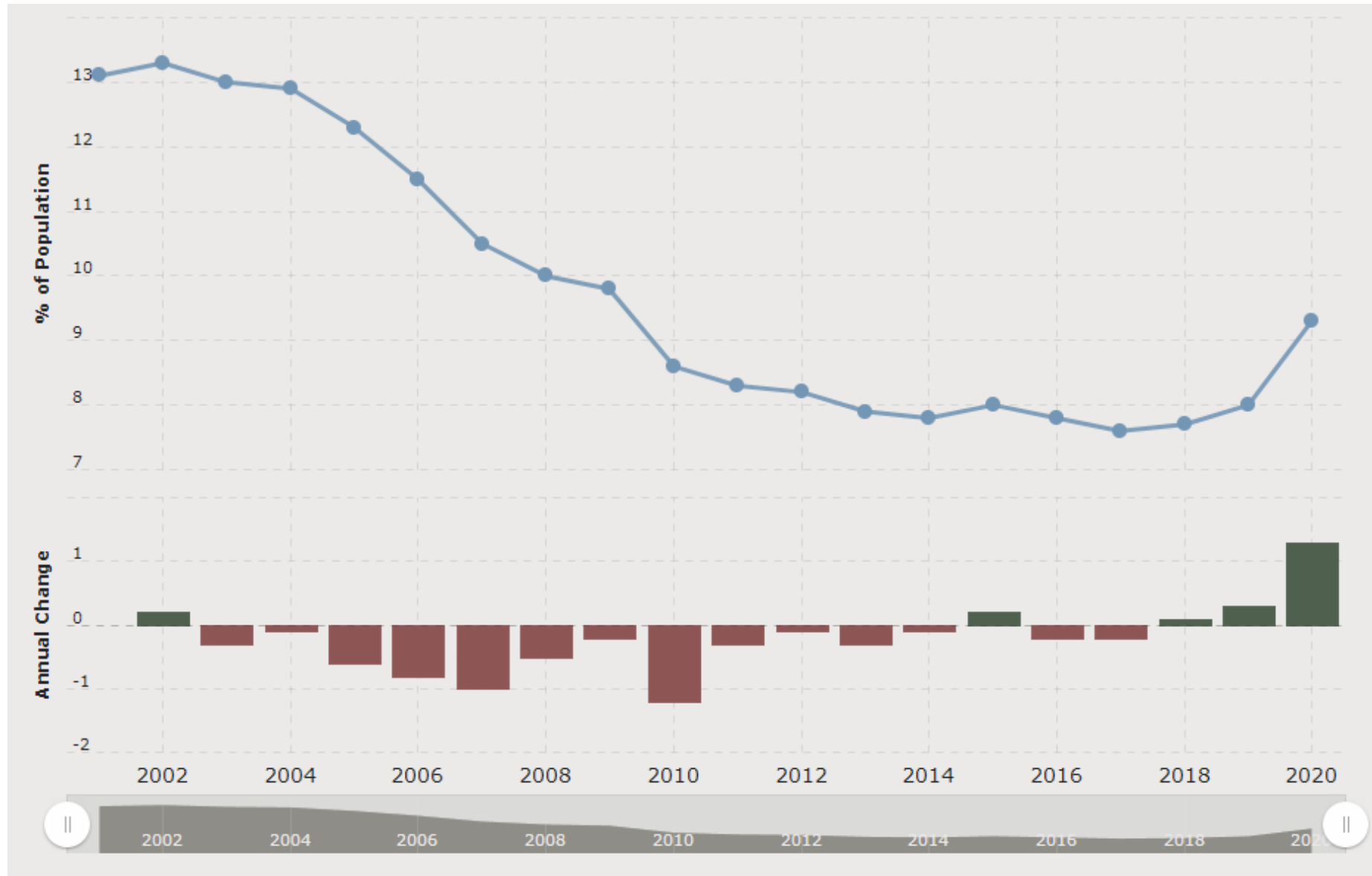
World East Asia and Pacific Europe and Central Asia Latin America and the Caribbean Middle East and North Africa  
Other High Income South Asia Sub-Saharan Africa Eastern and Southern Africa Western and Central Africa



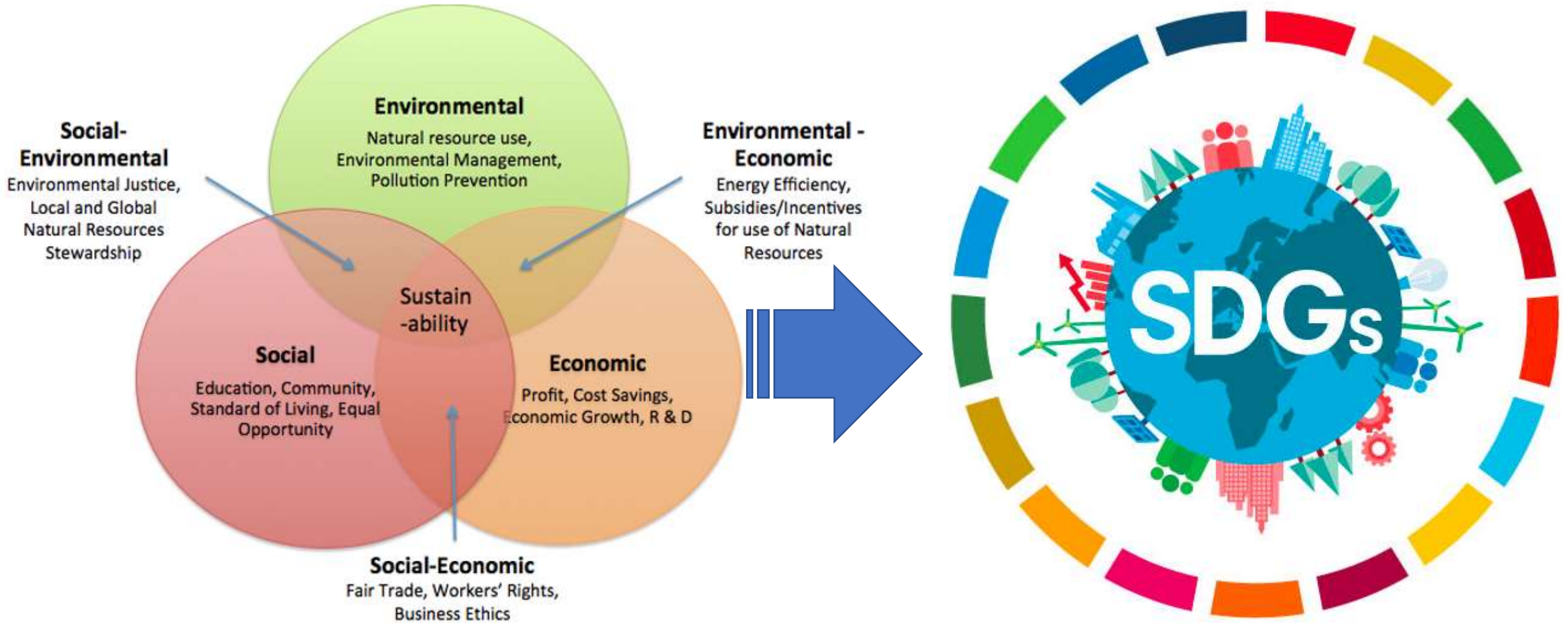
Source: [Poverty and Inequality Platform](#)

Note: PIP's global and regional coverage rule is applied.

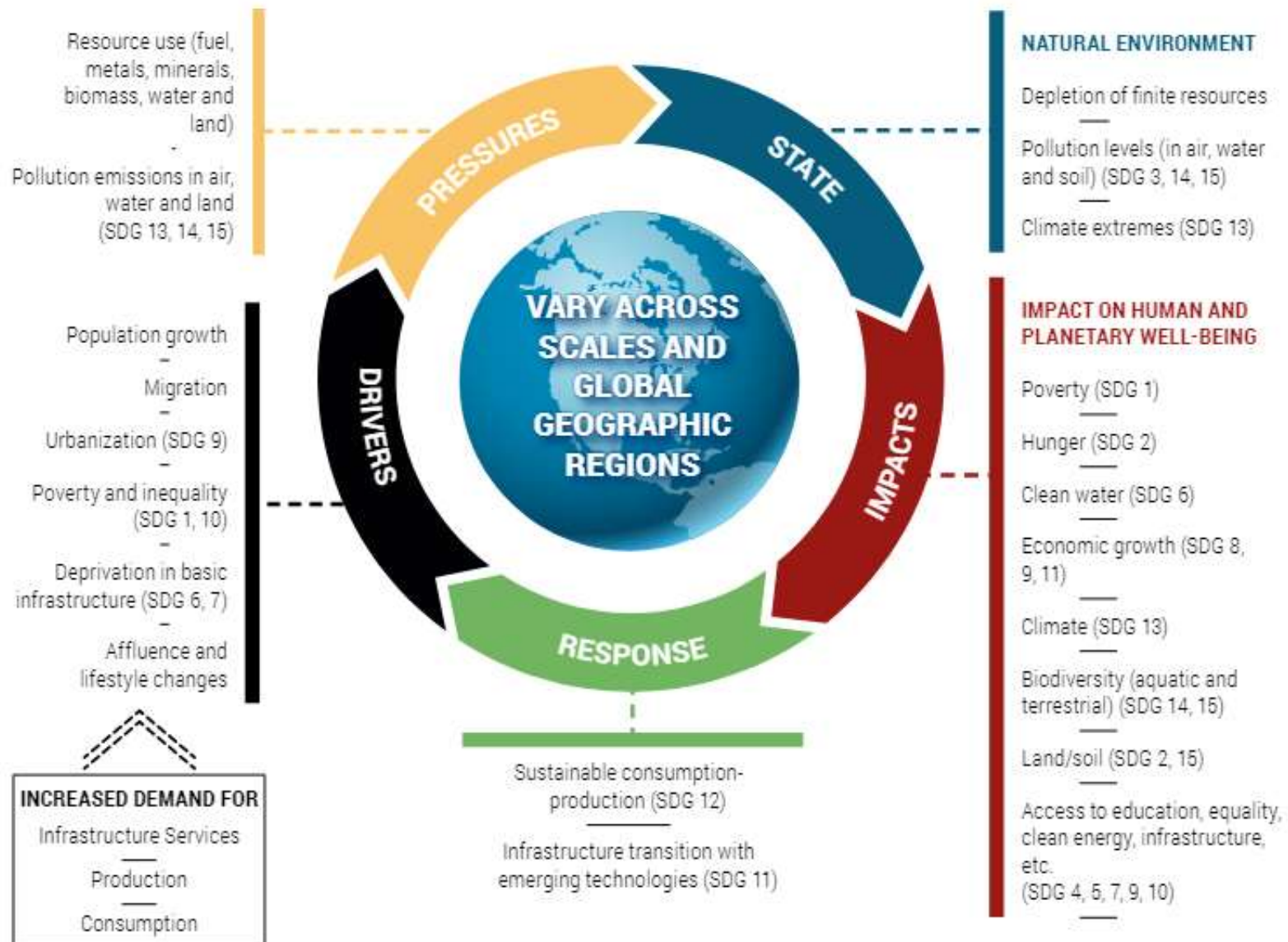
# KELAPARAN DUNIA



# TRANSFORMASI PEMBANGUNAN BERKELANJUTAN

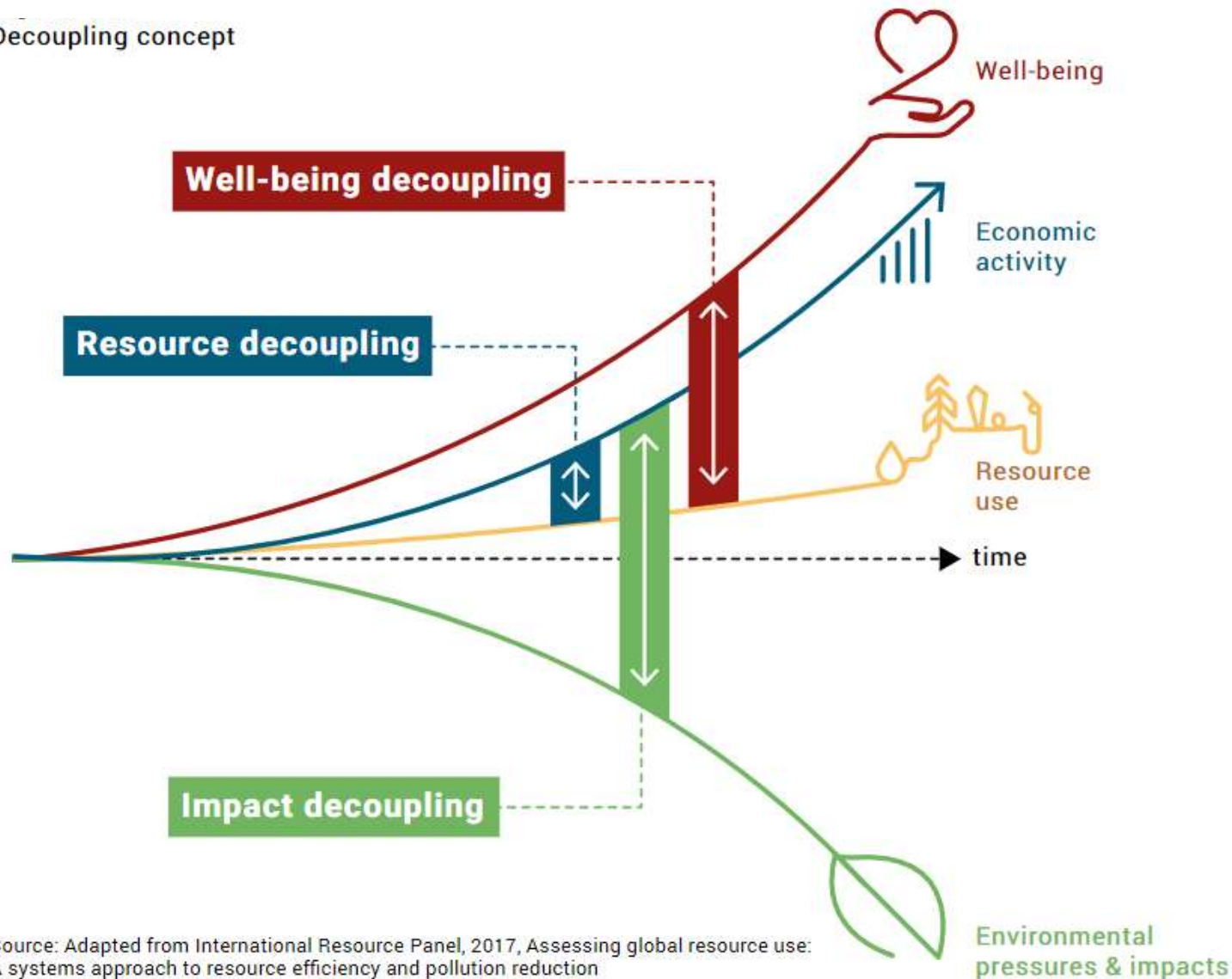


# DPSIR Framework and SDGs



- **Drivers (Penggerak):** Faktor-faktor seperti pertumbuhan populasi, urbanisasi, dan perubahan gaya hidup yang meningkatkan permintaan terhadap sumber daya.
- **Pressures (Tekanan):** Dampak langsung dari penggerak, seperti penggunaan sumber daya dan emisi polusi.
- **State (Keadaan):** Keadaan lingkungan alam akibat tekanan, termasuk deplesi sumber daya dan tingkat polusi.
- **Impacts (Dampak):** Pengaruh pada kesejahteraan manusia dan planet, seperti kemiskinan, kelaparan, dan kehilangan biodiversitas.
- **Response (Respon):** Tindakan yang diambil untuk mengelola dan merespons dampak, termasuk konsumsi berkelanjutan dan transisi infrastruktur.

## Decoupling concept



Gambar ini menjelaskan konsep "decoupling" atau pemisahan dalam konteks pembangunan berkelanjutan. Ini adalah strategi untuk mengurangi dampak lingkungan dari pertumbuhan ekonomi.

Ada tiga jenis "decoupling" yang ditampilkan:

- **Well-being decoupling:** Menunjukkan bahwa kesejahteraan (simbol hati) dapat meningkat tanpa meningkatkan aktivitas ekonomi (simbol bar chart) secara proporsional.
- **Resource decoupling:** Menggambarkan bagaimana penggunaan sumber daya (simbol api dan air) dapat dikurangi meskipun aktivitas ekonomi terus bertumbuh, yang ditunjukkan oleh panah yang menunjuk ke bawah.
- **Impact decoupling:** Menunjukkan bahwa dampak lingkungan (simbol daun dan pabrik) dapat diminimalkan seiring waktu, bahkan jika aktivitas ekonomi bertumbuh, yang diperlihatkan oleh garis hijau yang melengkung ke bawah.

Diagram ini menggambarkan tujuan untuk mempromosikan ekonomi yang tumbuh sementara mengurangi penggunaan sumber daya dan meminimalkan dampak lingkungan.

# MULTI-BENEFICIAL POLICYMAKING



- **Policy mixes:** Bauran kebijakan untuk mencapai tujuan berkelanjutan.
- **National plans:** Rencana aksi keberlanjutan (SDGs).
- **Indicators and targets:** Indikator dan target yang menentukan tujuan spesifik dan mengukur kemajuan.
- **International exchanges and cooperation:** Pertukaran dan kerjasama internasional untuk berbagi pengetahuan dan sumber daya.
- **Sustainable financing:** Pembiayaan yang mendukung proyek dan inisiatif berkelanjutan.
- **Unlocking the resistance to change:** Mengatasi hambatan dan resistensi terhadap perubahan ke arah yang lebih berkelanjutan.
- **Policies for the circular economy:** Kebijakan yang mendukung ekonomi sirkular, di mana sumber daya digunakan secara lebih efisien dan limbah dikurangi.
- **Leapfrogging:** Lompatan teknologi dengan solusi yang lebih maju dan berkelanjutan.

Source: Adapted from International Resource Panel, 2017, Assessing global resource use: A systems approach to resource efficiency and pollution reduction



# MENUJU TAKSONOMI BERKELANJUTAN



OTORITAS JASA KEUANGAN  
REPUBLIK INDONESIA

SALINAN  
PERATURAN OTORITAS JASA KEUANGAN  
REPUBLIK INDONESIA  
NOMOR 18 TAHUN 2023

TENTANG

PENERBITAN DAN PERSYARATAN EFEK BERSIFAT UTANG DAN SUKUK  
BERLANDASKAN KEBERLANJUTAN

DENGAN RAHMAT TUHAN YANG MAHA ESA

DEWAN KOMISIONER OTORITAS JASA KEUANGAN,

TBI	Taksonomi Berkelanjutan Indonesia	Sistem klasifikasi aktivitas ekonomi untuk mencapai tujuan pembangunan berkelanjutan yang menyelaraskan kepentingan ekonomi, lingkungan hidup, dan sosial.
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## 1. 2. Tujuan Taksonomi Berkelanjutan Indonesia

TBI disusun dengan tujuan strategis antara lain sebagai berikut:

- a. Menyempurnakan standar definisi aktivitas ekonomi agar sejalan dengan tujuan pembangunan berkelanjutan/SDGs yang menyelaraskan aspek ekonomi, lingkungan hidup, dan sosial.
- b. Meminimalkan multitafsir, *greenwashing*, *social washing*, dan *impact washing* dengan kerangka yang berbasis *science*.

# INDIKATOR SDGs NASIONAL EDISI II



TPB/SDGs Nasional  
17 Tujuan, 289 Indikator

## PILAR PEMBANGUNAN SOSIAL 87 Indikator

-  Tujuan 1: Tanpa Kemiskinan (14 Indikator)
-  Tujuan 2: Tanpa Kelaparan (16 Indikator)
-  Tujuan 3: Kehidupan Sehat dan Sejahtera (31 Indikator)
-  Tujuan 4: Pendidikan Berkualitas (14 Indikator)
-  Tujuan 5: Kesenjangan Gender (12 Indikator)


## PILAR PEMBANGUNAN EKONOMI 89 Indikator

-  Tujuan 7: Energi Bersih dan Terjangkau (7 Indikator)
-  Tujuan 8: Pekerjaan Layak dan Pertumbuhan Ekonomi (19 Indikator)
-  Tujuan 9: Industri, Inovasi, dan Infrastruktur (21 Indikator)
-  Tujuan 10: Berkurangnya Kesenjangan (17 Indikator)
-  Tujuan 17: Kemitraan Untuk Mencapai Tujuan (25 Indikator)

## PILAR PEMBANGUNAN LINGKUNGAN 77 Indikator

-  Tujuan 6: Air Bersih dan Sanitasi Layak (10 Indikator)
-  Tujuan 11: Kota dan Pemukiman Yang Berkelanjutan (17 Indikator)
-  Tujuan 12: Konsumsi dan Produksi Yang Bertanggungjawab (17 Indikator)
-  Tujuan 13: Penanganan Perubahan Iklim (9 Indikator)
-  Tujuan 14: Ekosistem Lautan (10 Indikator)
-  Tujuan 15: Ekosistem Daratan (14 Indikator)

## PILAR PEMBANGUNAN HUKUM DAN TATA KELOLA 36 Indikator

-  Tujuan 16: Perdamaian, Keadilan, dan Kelembagaan Yang Tangguh (36 Indikator)



# ANALISIS TUJUAN DAN TARGET



Dasar oleh



Dukung secara digital



Didukung oleh



## Target 7.2

Pada tahun 2030, meningkatkan secara substansial proporsi energi terbarukan dalam bauran energi global

Tindakan relevan yang memungkinkan dilakukan perusahaan untuk membantu mencapai target ini:

- Berinvestasi dan meningkatkan inisiatif dan dalam energi terbarukan, dan mengintegrasikan hal ini ke dalam strategi bisnis. Menetapkan target untuk meningkatkan porsi penggunaan energi terbarukan dalam perusahaan dan, jika dapat diterapkan, produksi energi terbarukan di seluruh operasional perusahaan. Hal ini dapat dicapai dengan berinvestasi dalam instalasi energi terbarukan yang dikembangkan sendiri, bekerjasama dengan penyedia energi dan perusahaan lain untuk meningkatkan baik penawaran maupun permintaan energi terbarukan dan mengembangkan sistem energi distrik dengan pemerintah/komunitas.
- Memantau dan melaporkan jumlah energi yang dihasilkan, dibeli dan dikonsumsi, menurut sumbernya. Ini berlaku untuk operasi langsung dan dalam rantai pasokan. Menetapkan harga internal karbon untuk mengalihkan investasi menuju sumber energi terbarukan dan teknologinya.
- Bekerja dengan pemasok untuk mendapatkan energi bersih dan meningkatkan porsi perusahaan dalam hal energi terbarukan.
- Mendukung model bisnis baru untuk memberikan energi terbarukan dan berkelanjutan.

### Referensi

(untuk informasi lebih lanjut, silahkan melihat Lampiran III & VI)

Contoh Konvensi PBB dan perjanjian internasional penting lainnya yang relevan	UNFCCC
Publikasi dan referensi lain mengenai Bisnis dan TPB/SDGs	5, 7, 105, 116

### Pengungkapan 7.2

Tema Bisnis	Pengungkapan Bisnis yang Tersedia	Unit	Sumber
Konsumsi energi	Konsumsi total bahan bakar dalam perusahaan dari sumber yang tidak terbarukan, dalam joules atau kelipatan, dan termasuk tipe bahan bakar yang digunakan.	Joules atau kelipatan	GRI Standard 302-1
	Konsumsi total bahan bakar dalam perusahaan dari sumber yang terbarukan, dalam joules atau kelipatan, dan termasuk tipe bahan bakar yang digunakan.	Joules atau kelipatan	GRI Standard 302-1
	Dalam joules, watt-hours atau kelipatan, total:	Joules, watt-hours atau kelipatan	GRI Standard 302-1
	i. Konsumsi listrik;		
	ii. Konsumsi pemanasan;		
	iii. Konsumsi pendinginan;		
iv. Konsumsi uap.			
Dalam joules, watt-hours atau kelipatan, total:	Joules, watt-hours atau kelipatan	GRI Standard 302-1	
i. Listrik yang terjual;			
ii. Pemanasan yang terjual;			
iii. Pendinginan yang terjual;			
iv. Uap yang terjual.			
Total konsumsi energi dalam perusahaan, dalam joules atau kelipatan.	Joules atau kelipatan	GRI Standard 302-1	
Konsumsi energi di luar perusahaan, dalam joules atau kelipatan.	Joules atau kelipatan	GRI Standard 302-2	
Konsumsi bahan bakar perusahaan (untuk tujuan energi) selama tahun pelaporan.	MWh	CDP 2017 Climate Change CC11.3	
Angka total "Bahan Bakar" perusahaan berdasarkan jenis bahan bakar.	MWh	CDP 2017 Climate Change CC11.3a	
Konsumsi Energi	Listrik rendah karbon perusahaan, jumlah panas, uap atau pendinginan dalam angka emisi Scope 2:	MWh	CDP 2017 Climate Change CC11.4
	• Dasar untuk menerapkan emisi rendah karbon; MWh yang digunakan yang		



## IFC ESG Guidebook

IN PARTNERSHIP WITH








### SECTION IV: LINK BETWEEN ESG METRICS AND SDG INDICATORS

TOPIC	SUGGESTED METRICS	SDG	SDG INDICATOR
<b>ENVIRONMENT</b>			
Air Pollutants	NOx (excl. N2O), SOx, volatile organic compounds, particulate matter (Tn)	SDG 11 (Sustainable Cities)	11.6.2: Annual mean levels of fine particulate matter (e.g., PM2.5 and PM10) in cities (population weighted)
Waste	Waste from operations (t), % hazardous, % recycled, intensity (waste/sales)	SDG 12 (Waste)	12.4.2: Hazardous waste generated per capita and proportion of hazardous waste treated, by type of treatment 12.5.1: National recycling rate, tons of material recycled
Energy	Energy consumed (GW), % grid electricity, % renewables, intensity (energy/sales)	SDG 7 (Energy)	7.2.1: Renewable energy share in the total final energy consumption 7.3.1: Energy intensity measured in terms of primary energy and GDP
Water Use	Water used (m3), % recycled, % in water stress areas, intensity (water use/sales)	SDG 6 (Water Efficiency)	6.3: Improve water quality by reducing pollution, eliminating dumping, and minimizing release of hazardous chemicals and materials, drastically reducing the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally 6.3.1: Proportion of wastewater safely treated 6.4: Substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater 6.4.1: Change in water-use efficiency over time 6.4.2: Level of water stress: freshwater withdrawal as a proportion of available freshwater resources 6.b: Support and strengthen the participation of local communities in improving water and sanitation management 6.b.1: Proportion of local administrative units with established and operational policies and procedures for participation of local communities in water and sanitation management

# 15 Sub-Material Topics and Targets

GRI 3-2/3-3

Materiality	Our aspirations	Sub-material topics Targets/KPIs		FY2022 Progress
<b>Environment</b> Contributing to decarbonization and resource circulation 	As a climate change innovator, Hitachi will contribute to the realization of a carbon neutral society with Hitachi's superior green technologies, by providing value to customers in all business segments. We will also promote resource efficiency toward the transition to a circular economy.	Decarbonization	Carbon neutrality through the value chain Targets/KPIs <ul style="list-style-type: none"> <li>● FY2030: Achieve carbon neutrality in business sites (factories and offices)</li> <li>● FY2050: Achieve carbon neutrality through the value chain</li> </ul>	40% of total CO <sub>2</sub> reduction rate at factories and offices (compared to FY2010)
		Resource circulation	Contributing to CO <sub>2</sub> reduction through business Target/KPI <ul style="list-style-type: none"> <li>● FY2024: 100 million metric tons of CO<sub>2</sub> avoided emissions per year</li> </ul> Transition to a circular economy Targets/KPIs <ul style="list-style-type: none"> <li>● FY2024: Full application Eco-Design for all newly developed products</li> <li>● FY2030: Zero<sup>7</sup> waste to landfill<sup>8</sup> from manufacturing sites</li> </ul> Effective use of water Target/KPI <ul style="list-style-type: none"> <li>● Reduction rate in water use per unit (compared to FY2010) FY2024: 24%, FY2050: 50%</li> </ul>	126.1 million metric tons per year <sup>1</sup> of CO <sub>2</sub> avoided emissions  357 products identified as subject of Eco-Design 199 sites (56%) achieved zero waste to landfill
		Harmonize with nature	Minimize impact on natural capital	Sustainability Report 2023 P.55-57
		Strengthening supply chains	Build flexible supply chains capable of responding to disasters and risks	Sustainability Report 2023 P.22-24
Maintaining social infrastructure	Resilience and sophistication of maintenance through DX of social infrastructure <b>Business Case</b> Contribute to stable energy supply through substation management to approx. 1.9 billion people <sup>4</sup>			
<b>Safety &amp; Security</b> Contributing to safe and secure society-building 	Hitachi contributes to the realization of comfortable and active lifestyles for people by providing solutions in the building, mobility, and security fields that support urban development for safe and secure living.	Safe and secure urban environments	Safe and comfortable transportation <b>Business Case</b> Contributed to a total of 15 billion people annually through railway services <sup>4</sup>	Sustainability Report 2023 P.22-24
		Ensuring cyber security	Secure cybersecurity for social infrastructure and business systems	
<b>Quality of Life</b> Contributing to physical and mental wellness and a prosperous life 	Hitachi is harnessing our healthcare and digital technologies to help more people develop bonds and enjoy healthier, more prosperous lives. We will also continue to pursue the happiness and wellbeing of our employees, as we believe that their happiness and wellbeing is the ground on which Hitachi's future will flourish even more fully.	Connected and prosperous society	Increase healthy life expectancy and wellbeing <b>Business Case</b> Blood tests and other physical exams: 20 billion tests/year <sup>4</sup>  Build a trustful relationship with others Target/KPI <ul style="list-style-type: none"> <li>● Users of happiness service: 90 thousand in FY2024</li> </ul>	10.0 thousand users of happiness service
		Employee happiness	More flexible working styles to increase engagement Target/KPI <ul style="list-style-type: none"> <li>● Employee engagement (positive response rate): FY2024 71.0%<sup>5</sup></li> </ul>	69.5% employee engagement (positive response rate)
<b>Business with Integrity</b> Adhering to ethical standards as well as respect human rights 	As a Group responsible for social infrastructure around the world, Hitachi will manage its business with honesty and integrity, trusted by society, respect human rights and provide a safe workplace. We will reflect a system of ethical and responsible business conduct, including respect for human rights, in our business activities and decision-making standards, working together with our employees, collaborative partners and communities throughout the supply chain.	Business ethics and compliance	Encourage employees to apply ethical standards in day-to-day work. Target/KPI <ul style="list-style-type: none"> <li>● Achieve a score of at least 60 (out of 100) in FY2023<sup>6</sup>, the first year of results from Ethical Culture &amp; Perceptions Assessment, improving it every year</li> </ul>	Achieved a score of 76.5 (Conducted assessment in June 2023)
		Respect for human rights	Promote human rights due diligence and strengthen monitoring of procurement partners for responsible procurement, including human rights Targets/KPIs <ul style="list-style-type: none"> <li>● FY2023: Conduct human rights risk assessments for all BUs (10 BUs) and major Group companies</li> <li>● FY2024: Respond to human rights risks</li> </ul>	Conducted human rights risk assessments for certain Group companies
		Occupational safety	Creating a safe working environment without accidents Target/KPI <ul style="list-style-type: none"> <li>● Zero fatal accidents</li> </ul>	5 fatal accidents
		Safe and secure products and services	Ensure products and services safety while putting customers first	Sustainability Report 2023 P.115-117
<b>Diversity, Equity and Inclusion (DEI)</b> Contributing to a society where everyone can shine 	Hitachi has a place for everyone, welcoming differences in colleagues' background, age, gender, sexuality, family status, disability, race, nationality, ethnicity, and religion. At Hitachi, we treat everyone fairly, recognizing differences to allow everyone to perform at their full potential. We respect and value these and other differences because only through them we can understand our markets, create better ideas and drive innovation.	Diverse organization that fosters innovation	Strengthen diversity in management Target/KPI <ul style="list-style-type: none"> <li>● Ratio of female and non-Japanese executive and corporate officers: FY2030 30% respectively</li> </ul> Acquiring and developing digital talent Target/KPI <ul style="list-style-type: none"> <li>● FY2024: 97,000 persons<sup>9</sup></li> </ul>	11% of female and 20% of non-Japanese executive and corporate officers <sup>7</sup>  83,000 persons
		Contribution to a diverse and equitable society	Empower DEI of society through community relationship programs Target/KPI <ul style="list-style-type: none"> <li>● Nurture and empower next-generation talent</li> </ul>	Participants in Hitachi Young Leaders Initiative 30 people 405 people cumulative <sup>10</sup> Participants in Hitachi High-Tech science education support activities 62,487 people 367,362 people cumulative <sup>10</sup>

\*1: Mid-term Management Plan 2024 three-year average \*2: Less than 0.5% \*3: Wherever this is compatible with local conditions and regulations \*4: FY2022 results \*5: Target has been raised since we achieved the initial target/KPI  
 \*6: Base year has been changed from FY2022 to FY2023 \*7: Included assignment as of April 1, 2023 \*8: Hitachi Astemo is excluded \*9: Cumulative total since 1996 \*10: Cumulative total since 1990

SDG's	Tema Bisnis Business Theme	Relevansi GRI Standard GRI Standard Relevance	Disclosure	Judul Indikator Title Disclosure	Halaman Page
 1. MENGHAPUS KEMISKINAN NO POVERTY Mengakhiri kemiskinan dalam segala bentuk dimanapun End poverty in all its forms everywhere	Penghasilan, upah, dan Tunjangan Income, salary and benefits  Pembangunan Ekonomi di wilayah Kemiskinan tertinggi Economic Development in areas of high poverty  Operasional yang berdampak pada masyarakat Operations that impact the community	GRI 202: Keberadaan Pasar (2016) Market Presence (2016)  GRI 203: Dampak Ekonomi Tidak Langsung (2016) Indirect Economic Impacts (2016)  GRI 207: Pajak (2019) Tax (2019)  GRI 413: Masyarakat Lokal (2016) Local Communities (2016)	202-1	Rasio upah karyawan entry-level standar Berdasarkan jenis kelamin terhadap upah minimum regional Ratios of standard entry level wage by gender compared to local minimum wage	179
			203-2	Dampak ekonomi tidak langsung yang signifikan Significant indirect economic impacts	215-220
			207-1	Pendekatan terhadap pajak Approach to tax	108
			207-2	Tata kelola, pengendalian, dan manajemen risiko pajak Tax governance, control, and risk management	108
			207-3	Keterlibatan pemangku kepentingan dan pengelolaan perhatian yang berkaitan dengan pajak Stakeholder engagement and management of concerns related to tax	109
207-4	Laporan per negara Country-by-country reporting	109			
 2. MENGAKHIRI KELAPARAN ZERO HUNGER Mengakhiri kelaparan, mencapai ketahanan pangan dan nutrisi yang lebih baik dan mendukung pertanian berkelanjutan End hunger, achieve food security and improved nutrition and promote sustainable agriculture	Kinerja Ekonomi Economic Performance  Pembangunan ekonomi di wilayah kemiskinan tertinggi Economic Development in areas of high poverty  Operasional yang berdampak pada masyarakat Operations that impact the community	GRI 201: Kinerja Ekonomi (2016) Economic Performance (2016)  GRI 203: Dampak Ekonomi Tidak Langsung (2016) Indirect Economic Impacts (2016)  GRI 413: Masyarakat Lokal (2019) Local Communities (2019)	201-1	Nilai Ekonomi Langsung yang Dihasilkan dan Didistribusikan Direct economic value generated and distributed	95
			203-2	Dampak ekonomi tidak langsung yang signifikan Significant indirect economic impacts	215-220
			413-2	Operasi yang secara aktual dan yang berpotensi memiliki dampak negatif signifikan terhadap masyarakat lokal Operations with significant actual and potential negative impacts on local communities	214

## Pencapaian Tujuan Pembangunan Berkelanjutan (*Sustainable Development Goals* atau SDG)

Target SDG	Pengungkapan GRI dan SASB	Pendekatan dan Inisiatif utama GoTo di tahun 2021
 SDG 1 Tanpa Kemiskinan	Target: 1.1 1.4  GRI 203-2	Kontribusi GoTo terhadap perekonomian Indonesia hampir mencapai 2% dari PDB. Sebagian besar mitra kami adalah usaha kecil dan menengah serta mitra pengemudi yang mengandalkan platform kami untuk mendapatkan penghasilan. Dengan mendemokratisasi akses ke platform kami, meningkatkan akses ke layanan keuangan, dan membantu kelompok masyarakat rentan, kami berupaya untuk memberikan akses dan peluang bagi semua orang untuk berkembang dan mendapat manfaat dari ekonomi digital.
 SDG 3 Kehidupan Sehat dan Sejahtera	Target: 3.8 3.9  GRI 203-2, GRI 306-4	Untuk mewujudkan kesehatan dan kesejahteraan semua orang di ekosistem, kami telah menetapkan berbagai kebijakan, ketentuan, dan program untuk mendukung kesehatan mental, emosional, dan fisik karyawan, membangun budaya yang aman dalam organisasi dan seluruh ekosistem kami, serta meningkatkan keselamatan dan kesadaran pengguna dan mitra pengemudi.
 SDG 5 Kesetaraan Gender	Target: 5.1 5.5  GRI 405-1	Kami berkomitmen untuk mewujudkan kesetaraan gender dalam organisasi kami dan memajukan kesetaraan dan pemberdayaan gender di seluruh ekosistem kami. Upaya kami saat ini antara lain menetapkan kebijakan dan program untuk memastikan akses yang setara, menetapkan target untuk menutup kesenjangan dalam upah dan memastikan keterwakilan di semua tingkatan, memberikan dukungan dan sumber daya yang diperlukan bagi karyawan perempuan untuk bertumbuh dan berkembang, membentuk kelompok sumber daya karyawan (ERG) di seluruh perusahaan, dan melanjutkan START Summit Women in Tech. Ini hanyalah beberapa inisiatif utama kami untuk mendukung upaya kami dalam mewujudkan Keberagaman, Kesetaraan, dan Inklusi (Diversity, Equity, and Inclusion/DEI).

# Isu SDGs Berpengaruh Terhadap Keputusan Pembelian Produk

Kompas.com - 13/07/2023, 11:00 WIB



Danur Lambang Pristandaru  
Penulis



Ilustrasi infografik 17 tujuan Sustainable Development Goals (SDGs) atau Tujuan Pembangunan Berkelanjutan. (PBB via WIKIMEDIA COMMONS)

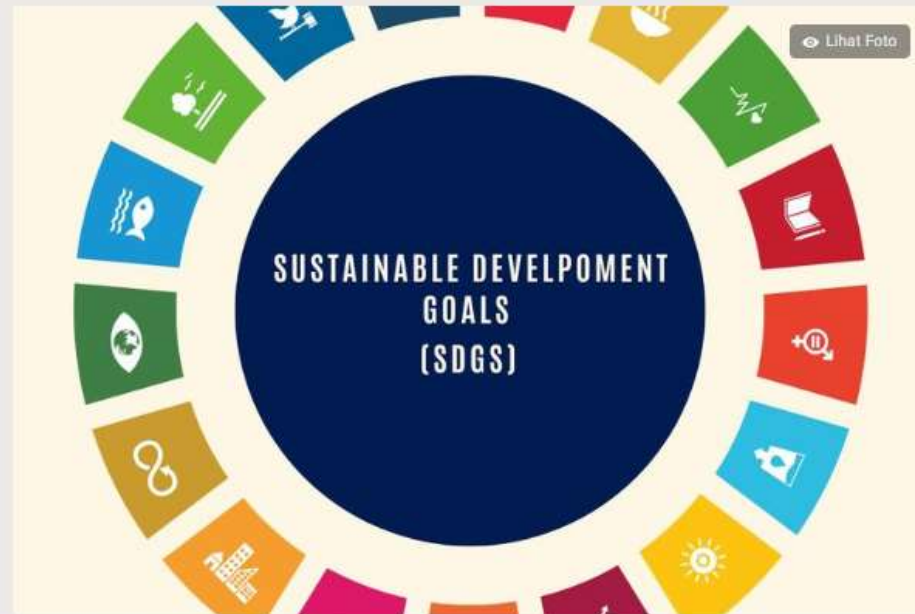
Sumber : <https://lestari.kompas.com/read/2023/07/13/110000686/isu-sdgs-berpengaruh-terhadap-keputusan-pembelian-produk->

# Survei KG Media: 68 Persen Pembaca Bersedia Pindah ke Merek yang Terapkan SDGs

Kompas.com - 28/06/2023, 21:00 WIB



Danur Lambang Pristandaru  
Editor



Ilustrasi Sustainable Development Goals (SDGs) (CANVA)

Sumber : <https://lestari.kompas.com/read/2023/06/28/210000186/survei-kg-media-68-persen-pembaca-bersedia-pindah-ke-merek-yang-terapkan>



**THANK YOU**



**BAPPENAS**

Normatif: *Pencapaian Pembangunan Nasional*  
Baku Perencanaan Pembangunan Nasional



### National SDGs Secretariat

Website : <http://sdgs.bappenas.go.id/>  
Instagram : @sdgs\_indonesia  
Facebook : SDGsIndonesia  
Twitter : @SDGs\_Indonesia  
Email :  
[sekretariat.sdgs@bappenas.go.id](mailto:sekretariat.sdgs@bappenas.go.id)





**Wahyu Aris Darmono**  
*Senior Advisor*  
**Social Investment Indonesia**

### **Work Experiences:**

After graduating from Institut Pertanian Bogor (Bogor Agricultural Institute) in 1996, he started his career as a researcher and consultant in the agricultural supply chain, micro and small enterprise, and microfinance.

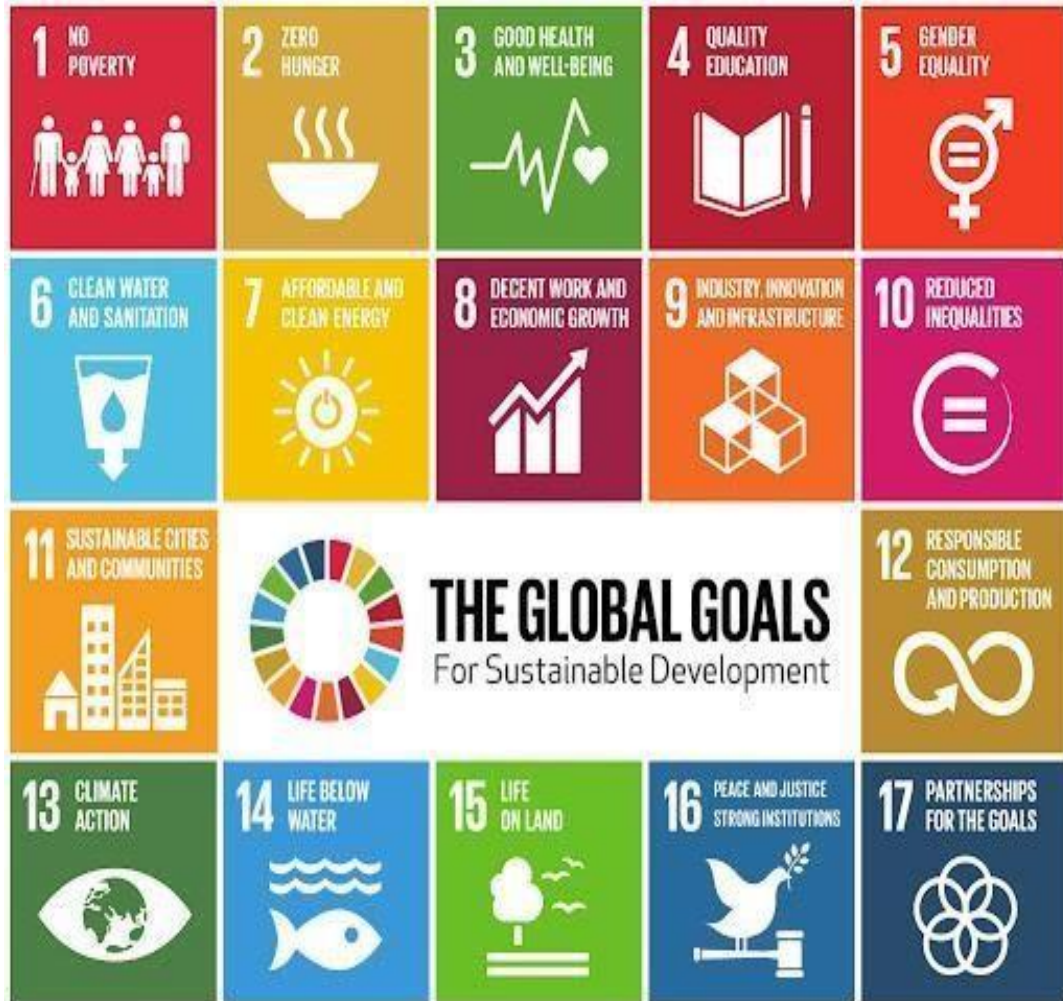
His broad network in CSR consultation:

- ❖ The Indonesian Social Sustainability Forum (ISSF)
- ❖ Social Investment Indonesia (SII)
- ❖ Interdev Group
- ❖ A+ CSR Indonesia

He has been active as a facilitator and speaker in various CSR workshops/seminars since 2010. He is also an evaluator (with more than 15 years of experience) of community empowerment programs implemented by various NGOs in Indonesia whose activities are financed by various donors such as USAID, ADB, The Asia Foundation, BfDW, Hivos, ICCO, Rikolto, and SNV

### **Education:**

S1 Bogor Agricultural University



# Kontribusi Perusahaan Terhadap Pencapaian SDGs (Ada Ketika Ditanya)



**W. Aris Darmono**

Disampaikan dalam **SIRD-56**  
**Dengan Tema Stand Out in Business Through SDGs**  
**Integration**  
24 November 2023



“Responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behavior that **Contributes To Sustainable Development**, health and the welfare of society; takes into account the expectations of stakeholders; is in compliance with applicable law and consistent with international norms of behavior; and is integrated throughout the organization and practiced in its relationships.”

*(ISO 26000: 2010 Guidance on Social Responsibility)*

# Definisi Keberlanjutan Perusahaan

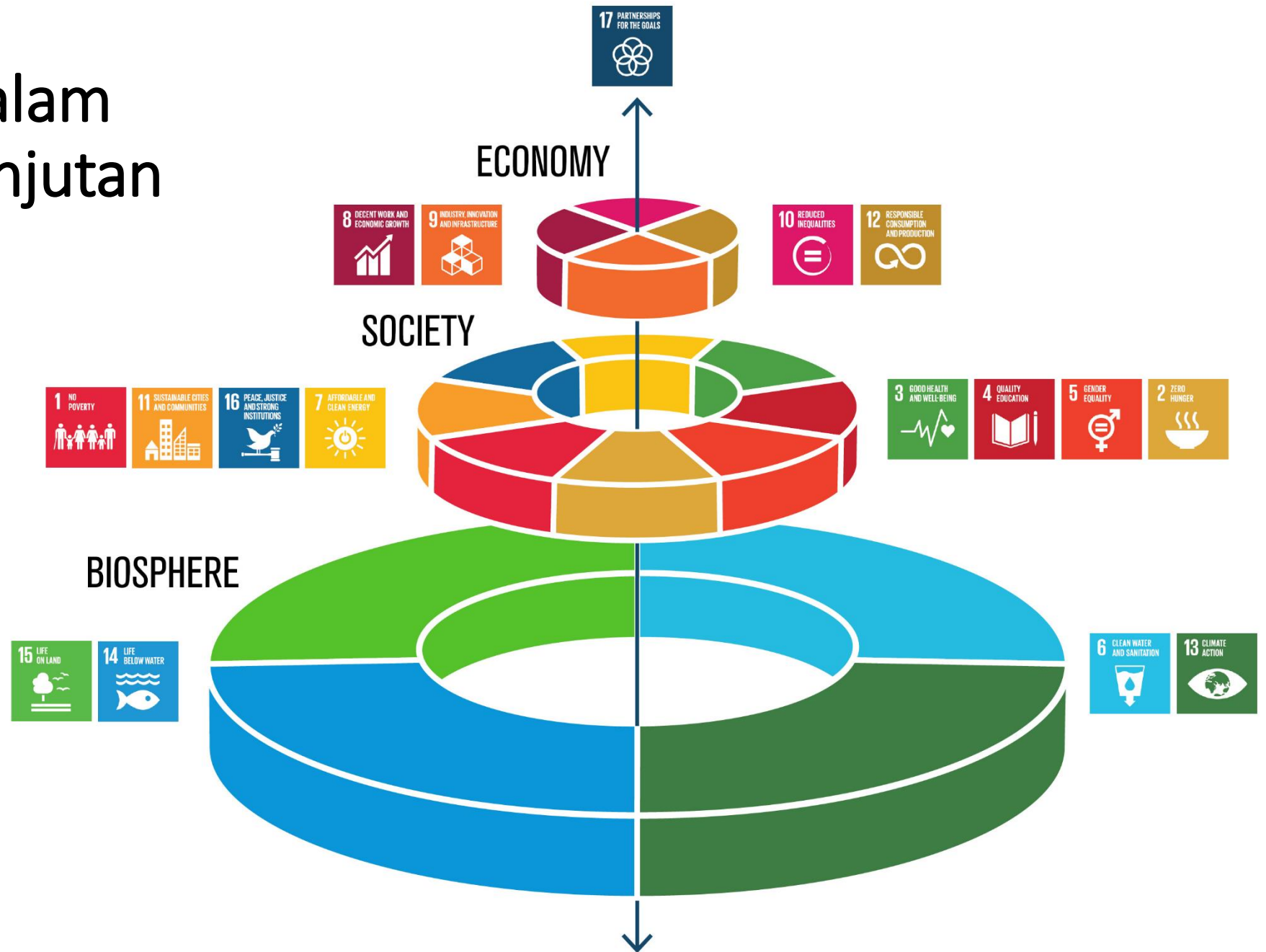
Wilson (2003) dan Hahn, *et al.* (2015)

*“corporate sustainability recognizes that **corporate growth and profitability are important, [but] it also requires the corporation to pursue societal goals, specifically those relating to sustainable development—environmental protection, social justice and equity, and economic development.**”* (Wilson, 2003)

*“corporate sustainability refers to **a set of systematically interconnected and interdependent economic, environmental and social concerns at different levels that firms are expected to address simultaneously.**”*  
(Hahn, *et al.* 2015)

# Tujuan SDGs dalam Model Keberlanjutan Mutakhir

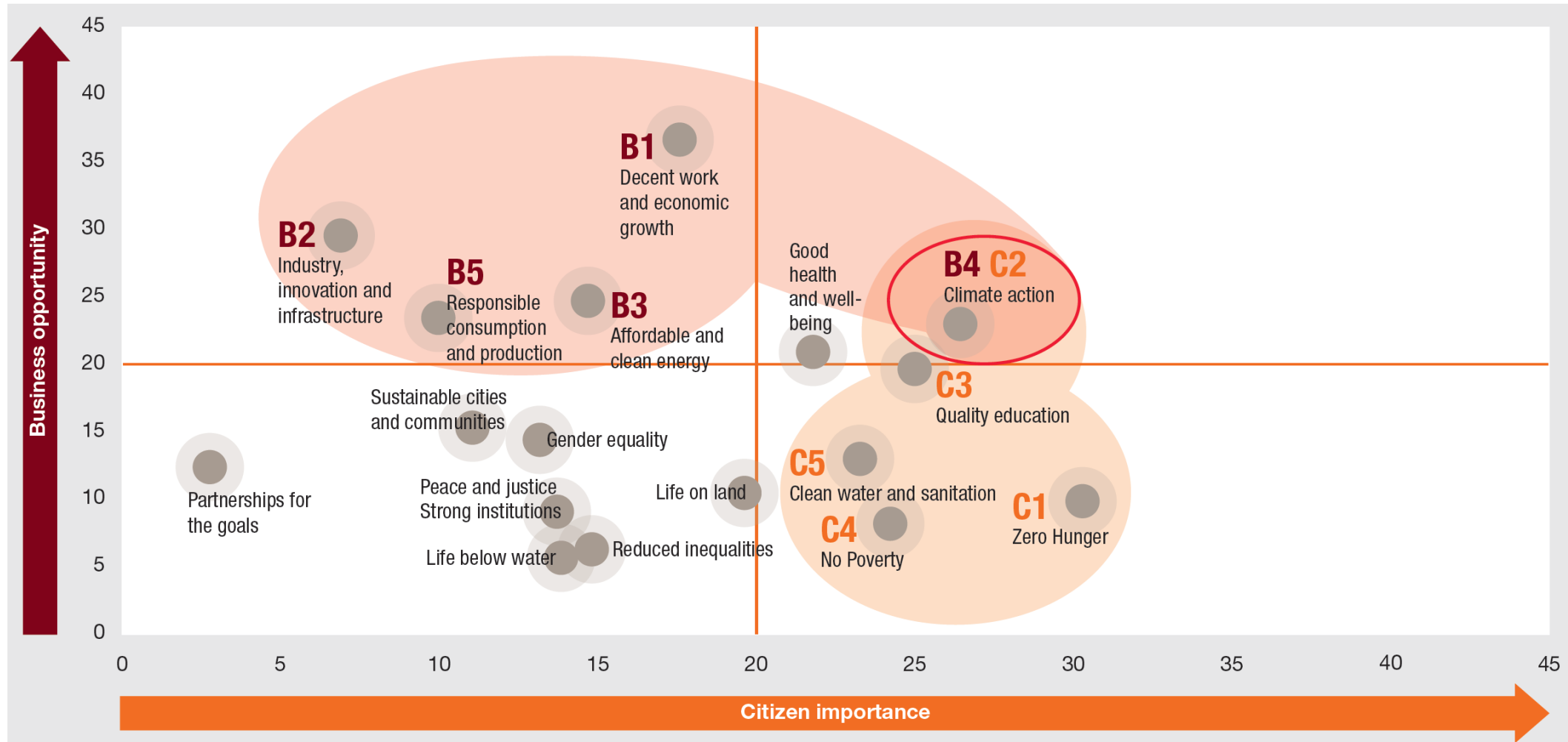
(Rockstrom dan Sukhdev, 2016)



# Prioritisasi Tujuan SDGs Sesuai Sektor Industri (PwC, 2015)

Chemicals	Communication	Energy, Utilities and Mining	Engineering and Construction	Financial Services	Healthcare	Manufacturing	Professional Services	Retail and Consumer	Technology
13 CLIMATE ACTION 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	7 AFFORDABLE AND CLEAN ENERGY 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	8 DECENT WORK AND ECONOMIC GROWTH 	3 GOOD HEALTH AND WELL-BEING 	8 DECENT WORK AND ECONOMIC GROWTH 	8 DECENT WORK AND ECONOMIC GROWTH 	8 DECENT WORK AND ECONOMIC GROWTH 	8 DECENT WORK AND ECONOMIC GROWTH 
12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	8 DECENT WORK AND ECONOMIC GROWTH 	8 DECENT WORK AND ECONOMIC GROWTH 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	8 DECENT WORK AND ECONOMIC GROWTH 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	4 QUALITY EDUCATION 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 
2 ZERO HUNGER 	4 QUALITY EDUCATION 	13 CLIMATE ACTION 	13 CLIMATE ACTION 	5 GENDER EQUALITY 	5 GENDER EQUALITY 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	5 GENDER EQUALITY 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	13 CLIMATE ACTION 
3 GOOD HEALTH AND WELL-BEING 	3 GOOD HEALTH AND WELL-BEING 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	11 SUSTAINABLE CITIES AND COMMUNITIES 	13 CLIMATE ACTION 	4 QUALITY EDUCATION 	13 CLIMATE ACTION 	3 GOOD HEALTH AND WELL-BEING 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 
6 CLEAN WATER AND SANITATION 	13 CLIMATE ACTION 	6 CLEAN WATER AND SANITATION 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	4 QUALITY EDUCATION 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	7 AFFORDABLE AND CLEAN ENERGY 	13 CLIMATE ACTION 	13 CLIMATE ACTION 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 

# Prioritas SDGs Menurut Perusahaan dan Pemangku Kepentingan (PwC, 2015)



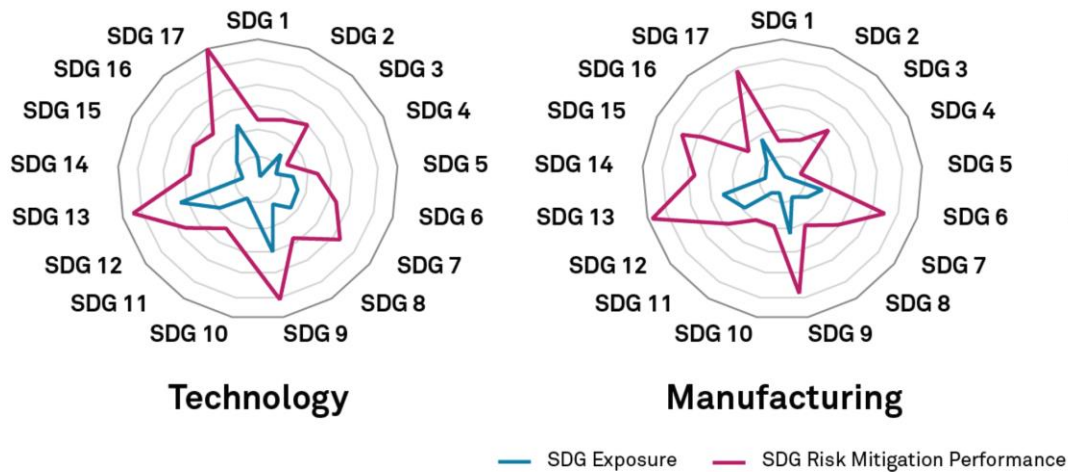
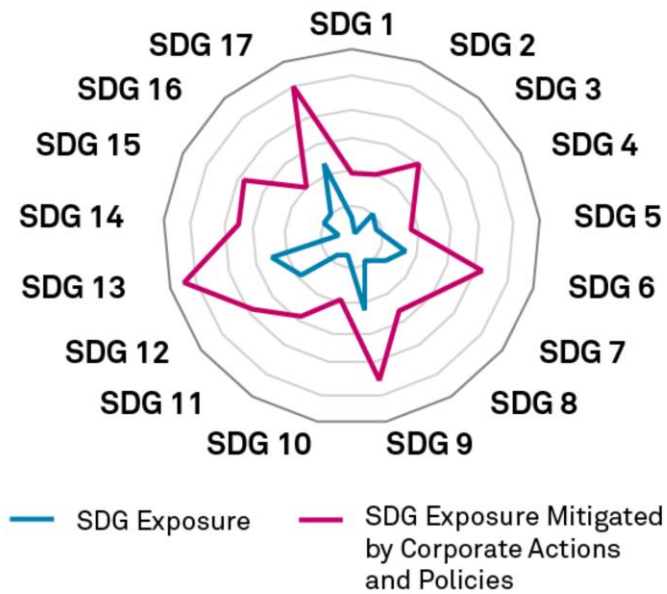
# Integrasi SDGs ke Dalam Bisnis, Investasi Sosial, dan Advokasi melalui **SDG Compass** (GRI, UNGC, dan WBCSD, 2015)



# Pelaporan Kontribusi Perusahaan terhadap SDGs (GRI dan UNGC, 2017; GRI, *et al.* 2018; GRI dan UNGC, 2018)



# Kesenjangan antara Risiko SDGs versus Mitigasi oleh Perusahaan (Trucost, 2018)



Trucost  
 ESG Analysis  
 S&P Global

Discovering Business Value in the United Nations Sustainable Development Goals (SDGs)  
 Insights from the Inaugural Application of the Trucost SDG Evaluation Tool



Prepared by Trucost  
 November 2018

$$Y = \alpha X_1 + \beta X_2 + \dots + \Omega X_n$$

$Y =$  *kontribusi pencapaian SDGs*

$X_1 =$  *PROPER EMAS (udah sekian tahun belum dapet juga)*

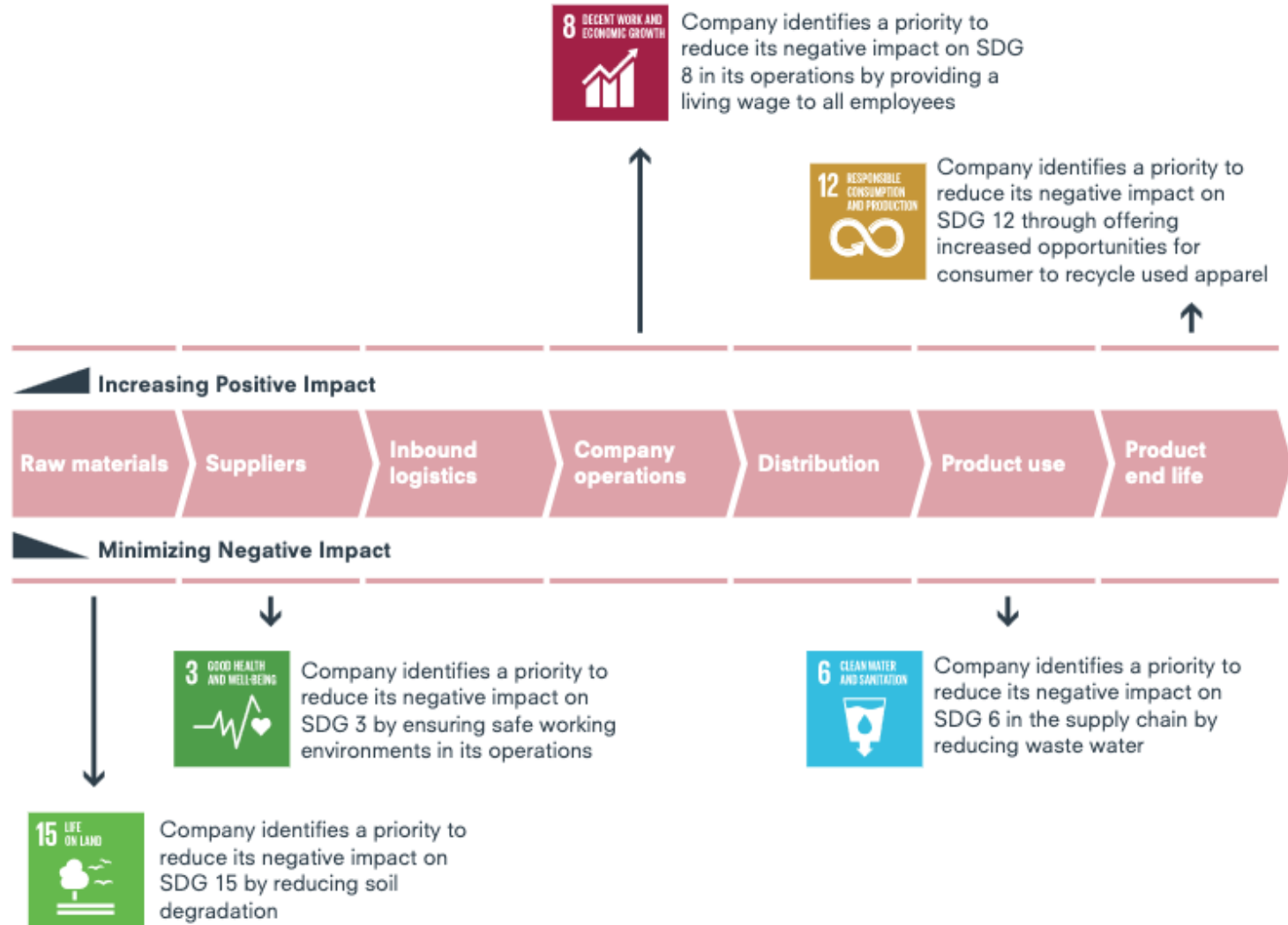
$X_2 =$  *ESG (kerjaan relatif baru, pusing ...)*

$X_n =$  *PPM, Comdev, CSV, SR, project baru ....*

Disclosure Standard		Daily Business (KPIs)		When Asked (Non-KPIs?)
		Regulation (or Award)-driven (Environmental & Social Performance)	Market-driven (Financial Performance)	Kontribusi SDGs
GRI	SASB	PROPER	ESG	169 SDGs Target
GRI – likely material issues - standard disclosures for industries	Tested 73 industries material issues	Hijau dan Emas	Sustainalytics + MSCI + S&P Global	
		Biru		

## ILLUSTRATION 1

### Example outlining the identification of risk and interconnectedness of SDGs across an apparel value chain



## ILLUSTRATION 2

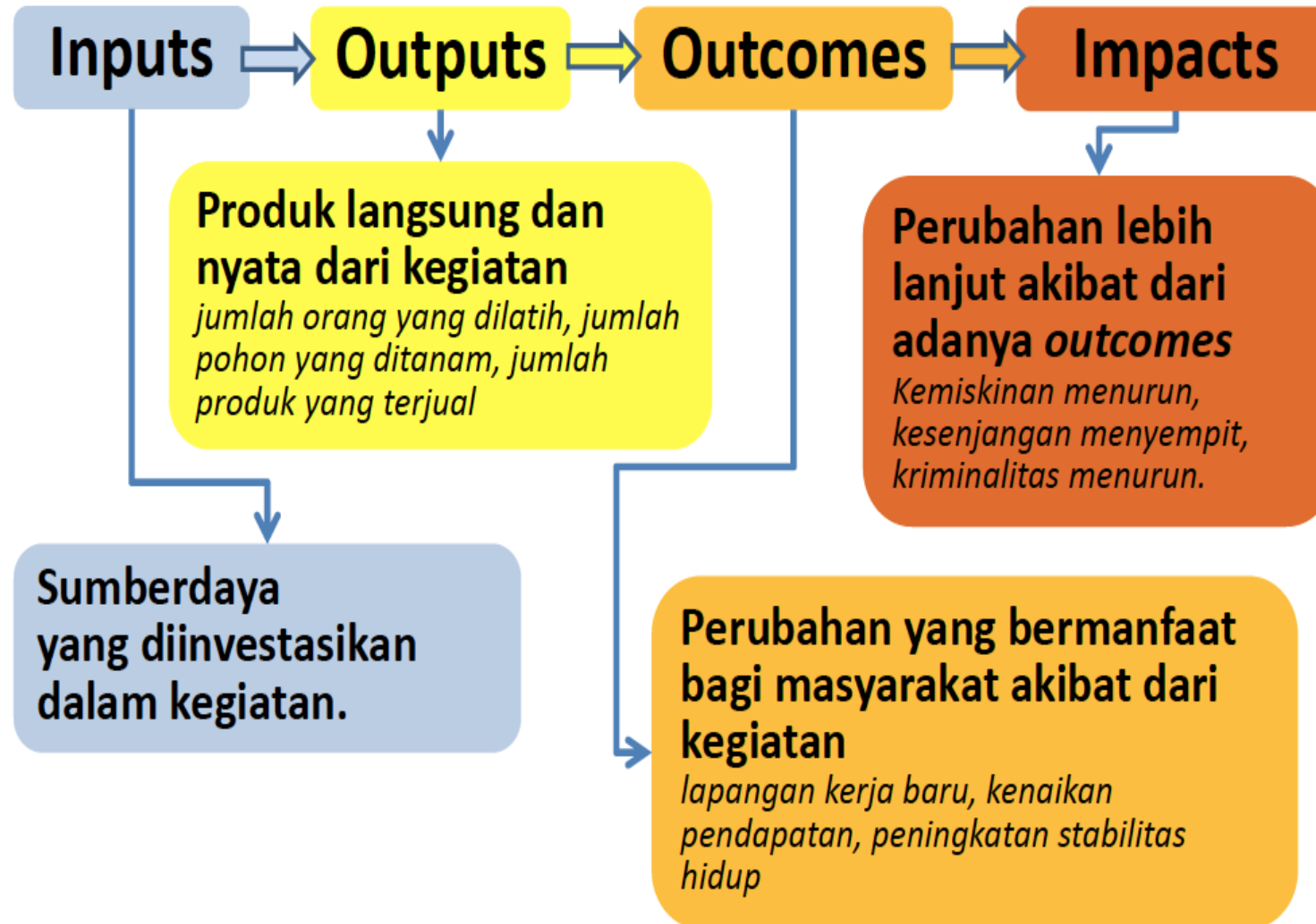
### Example of indicators relating to water purification at different levels of a company's operations

Inputs	Activities	Outputs	Outcomes	Impacts
What resources that go in could positively or negatively affect the SDG targets?	What activities are undertaken?	What is generated through those activities	What changes have occurred in the target population?	What are the changes as a result of those outputs?
Money spent on manufacturing and R&D	Water purification tablet sales (qualitative description)	Number of water purification tablets sold and consumer information provided	Purified water consumed in percentage	Reduction in the incidence of water-borne diseases in percentage

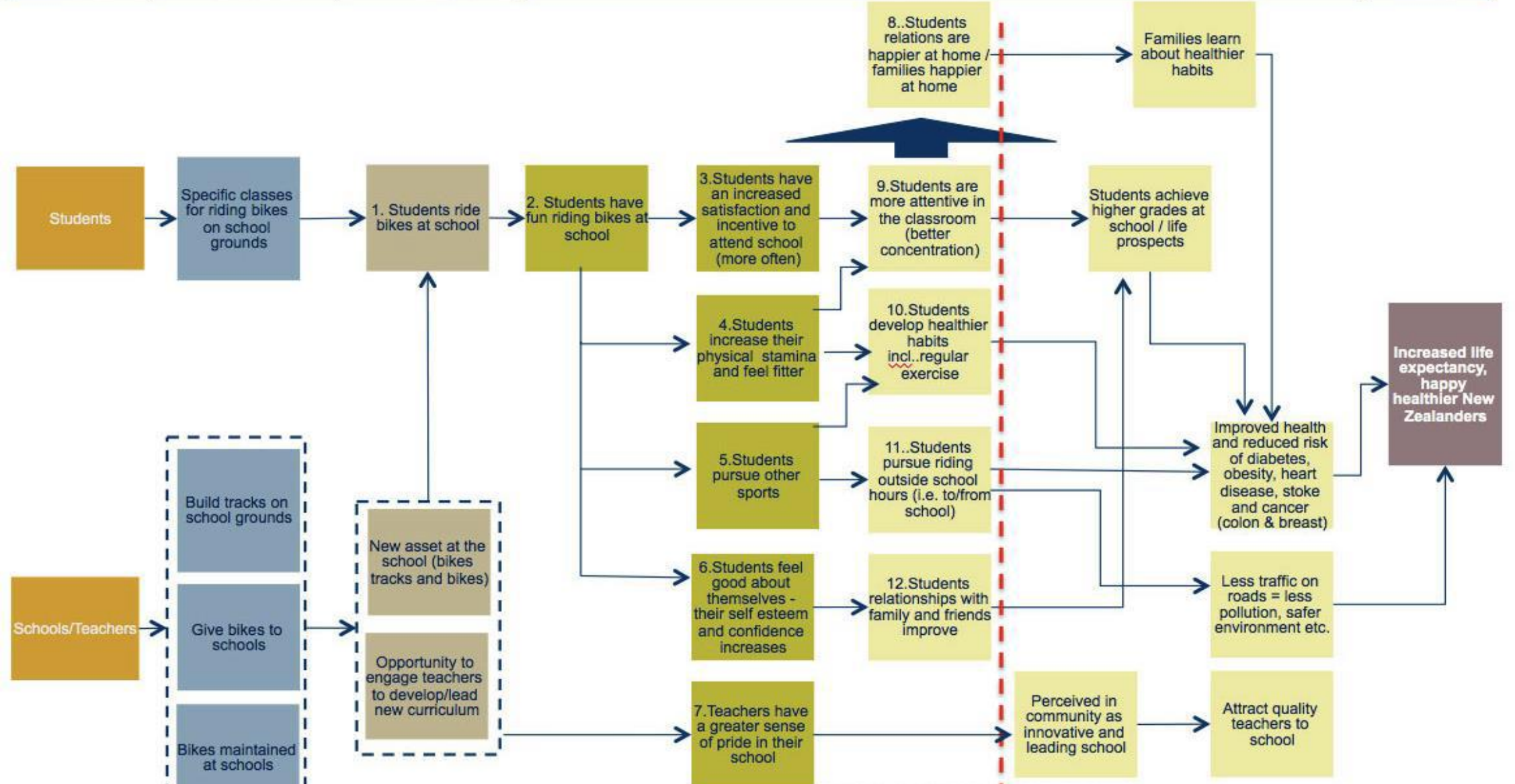
**ILLUSTRATION 3****Example of data collection in relation to SDG 8 on decent work and economic growth, including an assessment of data sources and follow-up of actions planned****Disclosure for SDG target 8.5**

<b>Disclosure</b>	<b>Disclosure unit</b>	<b>Data availability</b>	<b>Data quality</b>	<b>Extra resources required</b>	<b>Management ambition related to data quality</b>	<b>Stop/Start/Improve/No action</b>
Total number and rate of new employees hires during the reporting period, by age group, gender and region	Number and %	Yes	Medium	Improve data specificity	High	Improve
Total number of employees, disaggregated by female and male employees	Number and %	Yes	High	Monitor process and set up controls	High	No action
Explicit recognition of living wage payment	\$ currency	No	N/A	Start measuring and monitoring	High	Start

# Pembangunan Adalah Proses Yang Sangat Kompleks



**Participants**   **Activities**   **Output**   **Outcomes**   **Impact**



Red dotted line indicates cut off point for the measurement of outcomes the baseline analysis

# SDGs: Peluang Bisnis USD12 Triliun Per Tahun (Elkington, 2017; BSDC dan Alphabet, 2017)

Sustainable Business Practices

## Saving the Planet from Ecological Disaster Is a \$12 Trillion Opportunity

by John Elkington  
May 04, 2017



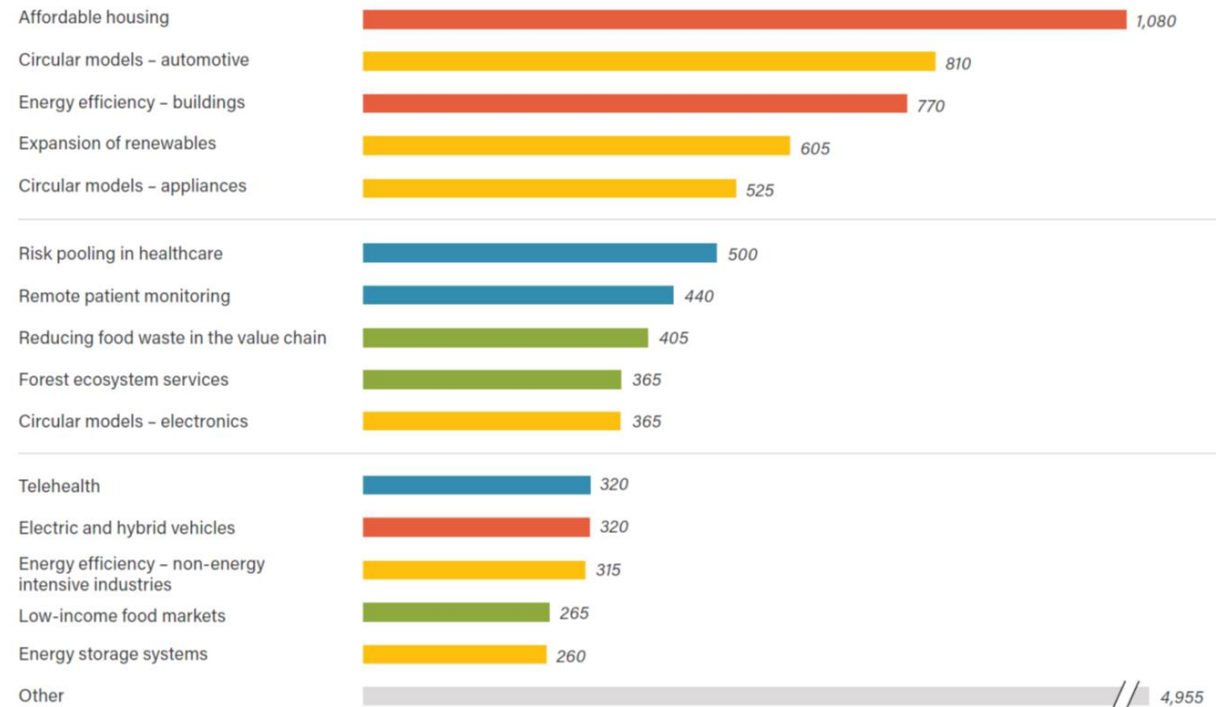
**Summary.** To address the realities of climate change and the ways in which we are increasingly overrunning planetary boundaries, we must shift our mindsets, technologies, and business models away from incremental thinking. We urgently need to find real breakthroughs – the kinds of things that will have 100x impact on a billion or more people. Doing so means shifting our mindsets from linear thinking to exponential thinking; chasing technologies that will help us overcome resource constraints and create a world of abundance; and finding business models that are more social, lean, integrated, and circular. According to UN estimates, if we can meet key stretch goals in just four areas – food and agriculture, cities, energy and materials, and health and well-being – we could open up market opportunities worth up to \$12 trillion a year in less than 15 years.

[close](#)

### Largest opportunities

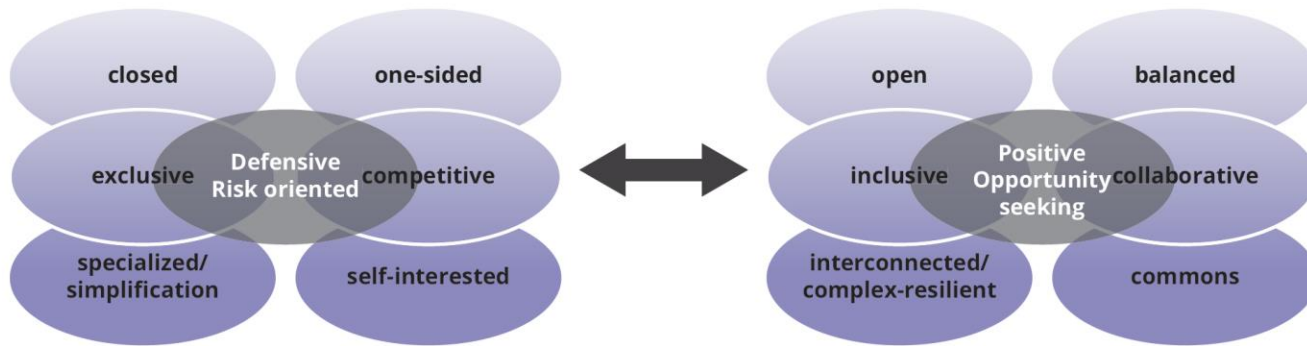
### Size of incremental opportunity in 2030<sup>1</sup>

US\$ billions; 2015 values



### Degree of Impact





### The proposed way forward



### Direction of change...



# Prasyarat Mindset: Dari Risiko menuju Peluang

(van Tulder dan  
van Mil, 2023)

Figure 1.7 From problem to opportunity?

# Kesimpulan (Mari Kita Sepakati Bersama!)

Kontribusi terhadap pencapaian SDGs akan optimal, jika dan hanya jika ....

- Strategi Sustainability menjadi strategi bisnis.
- Isu-isu material dipetakan dan dikelola secara strategis.
- ....

# Ciri-Ciri Stand Out

1. Uji materialitas isu-isu keberlanjutan dilakukan dengan metodologi yang benar, dan bersifat ganda dan dinamis.

2. Hasil uji materialitas dijadikan basis untuk membuat strategi keberlanjutan bisnis—tidak ada perbedaan antara strategi bisnis dan strategi keberlanjutan.

3. Terdapat target kinerja dalam jangka pendek, menengah dan panjang untuk setiap isu material yang minimal sesuai dengan petunjuk sains dan/atau ekspektasi pemangku kepentingan; serta kejelasan bagaimana kinerja itu dicapai dengan program dan sumberdaya yang sesuai.

4. Pelaporan dilakukan secara berkala—berdasarkan standar dan kerangka internasional termasuk GRI Sektor/SDGs dan SASB—menunjukkan pencapaian yang sesuai atau melampaui target kinerja yang ditetapkan, melalui laporan keberlanjutan maupun website perusahaan dengan sustainability dashboard.

5. Konsistensi dalam penilaian pihak ketiga: PROPER Hijau/Emas, dan nilai/peringkat ESG yang baik muncul di minimal tiga rating agencies Sustainalytics, MSCI dan S&P Global.

**SALAM LESTARI,  
TERIMA KASIH!**

Wahyu Aris Darmono

Senior Advisor – Social Investment Indonesia

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## Jalal

*Chairperson Advisory Board*  
**Social Investment Indonesia**

### Work Experience:

- Mendirikan A+ CSR Indonesia,
- Ketua dewan penasihat Social Investment Indonesia (SII),
- Ketua dewan pakar Social Value Indonesia,
- Anggota dewan Institute for Certified Sustainability Practitioners (ICSP),
- Pendiri sekaligus reader di Thamrin School of Climate Change and Sustainability,
- Anggota Komite Nasional Pengendalian Tembakau
- Mitra strategis CCPHI Partnership for Sustainable Community

### Educational Background:

Jalal belajar sosial ekonomi pertanian di Institut Pertanian Bogor dan pascasarjana sosiologi di Universitas Indonesia. Dia juga telah menyelesaikan beragam pendidikan eksekutif terkait keberlanjutan perusahaan dan ESG di Sloan School of Management, Massachusetts Institute of Technology (MIT Sloan); Tsinghua University School of Economics and Management (Tsinghua SEM); University of Cambridge Institute for Sustainability Leadership (CISL); Harvard Business School (HBS); London Business School (LBS); University of Oxford Said Business School (Oxford Said), dan University of California Berkeley, School of Law (Berkeley Law). Dia juga telah mengikuti lebih dari 30 pelatihan dan sertifikasi internasional dalam bidang yang terkait keberlanjutan perusahaan.



M. Mercedes Galan-Ladero  
Helena M. Alves *Editors*

# Social Marketing and Sustainable Development Goals (SDGs)

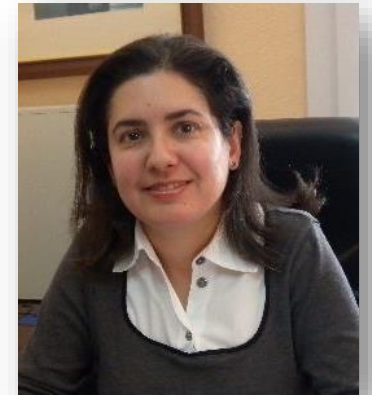
Case Studies for a Global Perspective

## Keterangan Buku

- Judul buku: **Social Marketing and Sustainable Development Goals (SDGs): Case Studies for a Global Perspective**
- Penyunting: M. Mercedes Galan-Ladero dan Helena M. Alves
- Penerbit: Springer, Cham
- Jumlah halaman: xiii + 376
- *“This book presents high-quality cases on different social marketing campaigns that have been developed by NGOs, Public Administration, and businesses. They will be specifically focused on achieving, or contributing to achieving, the different Sustainable Development Goals (SDGs) by The United Nations, and how these campaigns can raise awareness and contribute to achieving the SDGs. This book takes an international approach, gathering cases developed in different countries and cultures around the world.”*
- Dapat dibeli melalui tautan <https://link.springer.com/book/10.1007/978-3-031-27377-3> dengan harga EUR 96,3 (elektronik) atau EUR 120 (cetak).

# Tentang Penyunting

**M. Mercedes Galán-Ladero** is an Associate Professor (Prof. Contratado Doctor) in the Department of Business Management & Sociology, at the University of Extremadura (Spain), where she teaches marketing courses. She is currently engaged in innovative research in the areas of social marketing, cause-related marketing and CSR, as well as ethnocentrism, local food products and their internationalization.



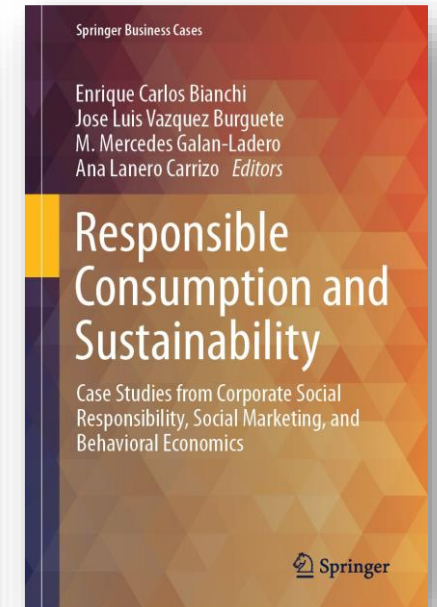
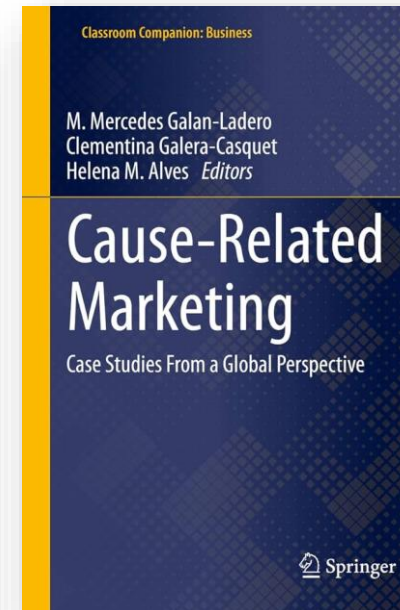
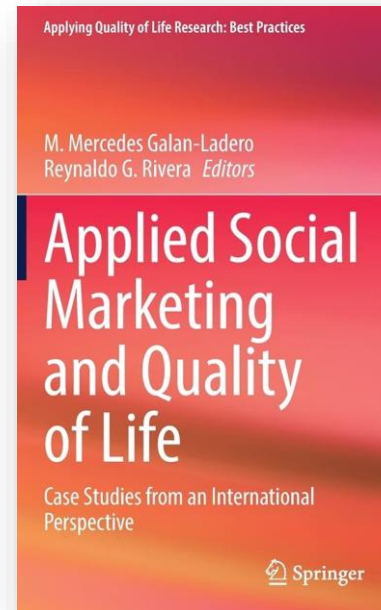
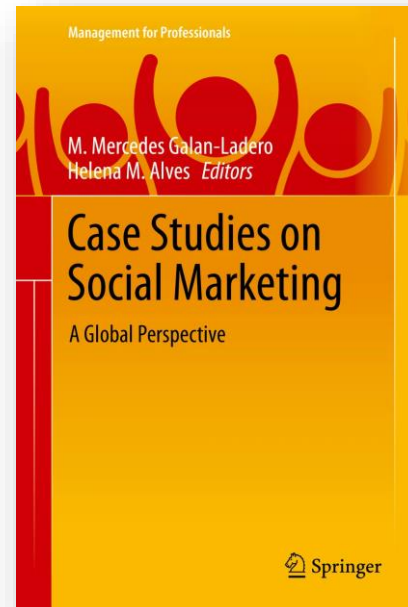
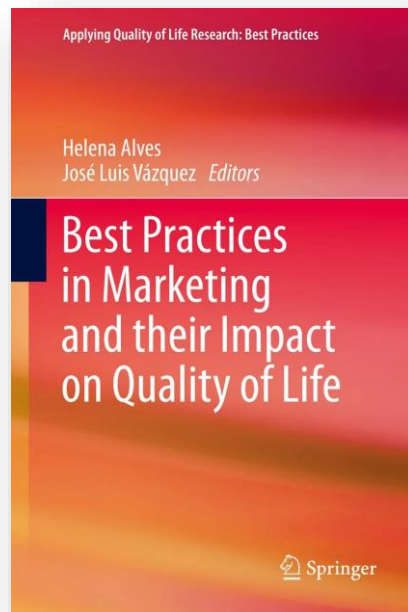
**Helena M. Baptista Alves** is a full-time Professor in the Department of Business and Economics, University of Beira Interior (Portugal), where she teaches at the Graduate, Master and Doctoral levels. She is a researcher at the Centre for Research in Business Sciences. Her areas of expertise are Social Marketing, Services Marketing, Educational Marketing, Student Satisfaction, Public Marketing, and Relationship Marketing.



Tautan: <https://link.springer.com/book/10.1007/978-3-031-27377-3#affiliations>

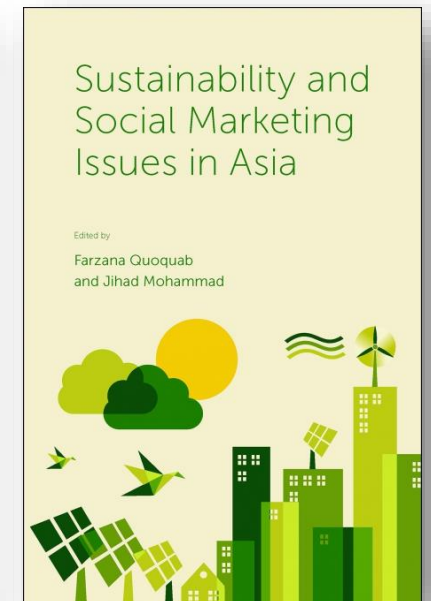
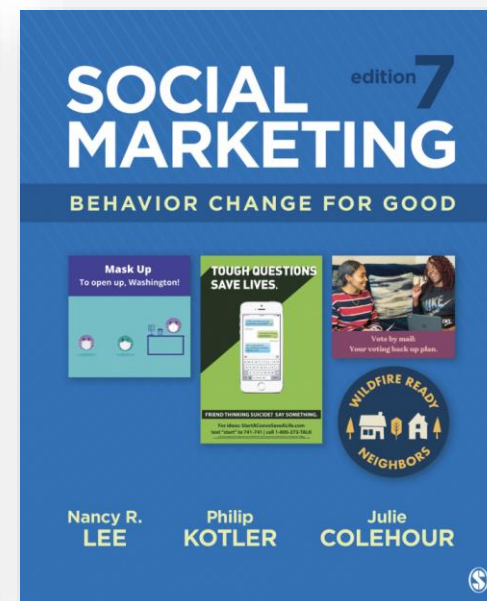
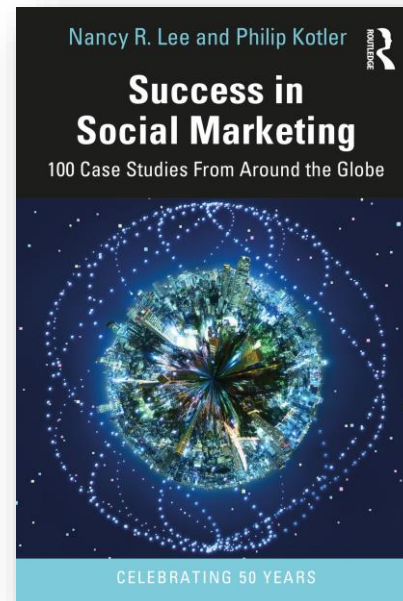
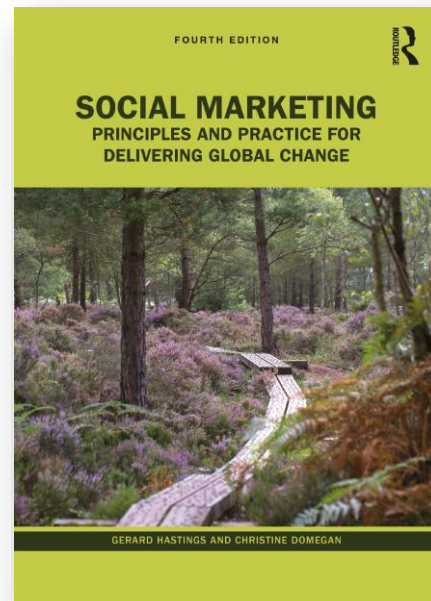
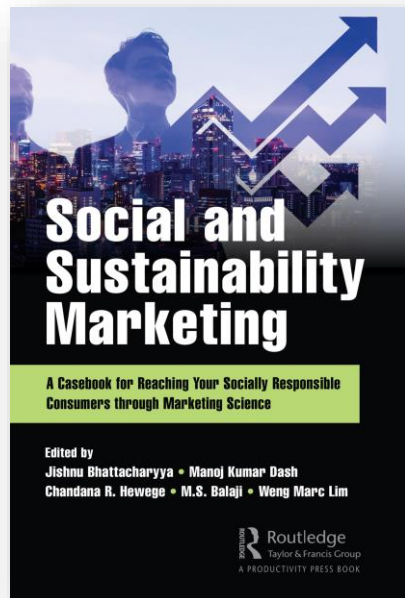
# Buku Lain dari Kedua Penyunting

(Alves dan Vasquez [eds.], 2013; Galan-Ladero dan Alves [eds.], 2019; Galan-Lader dan Rivera [eds.], 2021; Galan-Ladero, Galera-Casquet, dan Alves [eds.], 2021; Bianchi, dkk. [eds.], 2023)



# Buku-buku Mutakhir Lainnya tentang Pemasaran Sosial

(Bhattacharya, dkk. [eds.], 2022; Hastings dan Domegan, 2023; Lee dan Kotler, 2023; Lee, Kotler dan Colehour, 2023; Quoquab dan Mohammad [eds.], 2023)



# Artikel Mutakhir tentang Pemasaran Sosial dan SDGs (Delvaux dan Van den Broeck, 2023; Pinto dan Casais, 2023; Rodriguez-Sanchez, 2023; Vilmar, 2023)

International Review on Public and Nonprofit Marketing (2023) 20:573–603  
https://doi.org/10.1007/s12208-023-00372-8

ORIGINAL ARTICLE

Check for updates

## Social Marketing and the Sustainable Development Goals: Scoping Review (2013–2021)

Ibe Delvaux<sup>1</sup> · Wendy Van den Broeck<sup>1</sup>

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**Abstract**  
As social marketing interventions are effective in solving social problems and the deadline to achieve the Sustainable Development Goals (SDGs) is coming closer, it is vital to see to what extent the field of social marketing is contributing to achieving the SDGs by 2030. Therefore, this scoping review mapped the social marketing literature from 2013 to 2021 while also aligning the SDGs and looking at the topical evolution. The results first show the topical dominance of public health and 'SDG 3: Good health and wellbeing', although its share has decreased over the years. Furthermore, the study demonstrates the increasing share of environmental issues in social marketing research, which is something that the field has long called for. However, the number of articles on energy and mobility has decreased over the last eight years. Then, the study highlights which SDGs need increasing attention in social marketing research. The study found four SDGs which were barely studied. Most of these are poverty-related SDGs: 'SDG 1: No poverty', 'SDG 9: Industry, innovation, and infrastructure', 'SDG 4: Quality education' and 'SDG 14: Life below water'. Furthermore, the results highlighted that the share of 'SDG 10: Reduced inequalities', 'SDG 5: Gender equality', and mostly 'SDG 7: Affordable and clean energy' has decreased, which is troublesome amid an energy crisis. This study is relevant to social marketers because it is the first scoping review to map social marketing and the SDGs (2013–2021). It will guide future research and interventions to help achieve the SDGs on time.

**Keywords** Social marketing · SDGs · Scoping review · Behaviour change

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ORIGINAL ARTICLE

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## Multilevel implications for anti-consumption social marketing within the public policy framework for SDG realization: a systematic literature review

Olavo Pinto<sup>1</sup> · Beatriz Casais<sup>1,2</sup>

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**Abstract**  
This systematic literature review analyzes the topic of anti-consumption within the framework of public policy and discusses the multilevel implications for social marketing. Previous research provides a broader scope of analysis based on cases suggesting public policy implications of anti-consumption. However, the topic broadens into social issues and calls for the discussion of the social role and the relationship to sustainability. Building on the goal number 12—Responsible Consumption and Production—of the United Nations Sustainable Development Goals (SDGs), the authors analyzed 42 peer-reviewed papers to assess the relationship quantitatively and qualitatively between public policy and anti-consumption, pointing to future avenues of research. The results show how policymakers can address either disruptive or transitional approaches by considering systemic changes. Public infrastructure and public management are important factors to support policies aiming to achieve sustainable and replacement consumption. However, participatory and transparency mechanisms are needed to effect this social change, which reaffirms the importance of stakeholders and the analysis of their relationships. The impact of anti-consumption on macro and structural changes may be hard to measure, but should not be dismissed. This paper calls for a broad approach to anti-consumption and the mapping of stakeholders — including individuals, organizations, governments, researchers and the media — by applying a social marketing perspective to sustainability concerns. By linking anti-consumption both with social marketing and the contemporary challenge of environmental sustainability reflected on the SDGs, this paper bridges the gap between individual analysis of anti-consumption and its impact and potential to address sustainability challenges.

**Keywords** Anti-consumption · Public policy · Social marketing · Sustainability · Systematic literature review

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POSITION PAPER

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## The role of social marketing in achieving the planet sustainable development goals (SDGs)

Carla Rodriguez-Sanchez<sup>1</sup>

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**Abstract**  
Changing the way citizens behave toward sustainability is essential to achieve the SDGs. Citizens can help create a more prosperous planet for future generations by making sustainable decisions and engaging in environmentally friendly behaviors. This position paper draws attention to how social marketing can encourage pro-environmental behavior conducive to achieving the environmental Sustainable Development Goals (SDGs) set by the United Nations (UN) as part of the 2030 Agenda. The paper also offers critical analysis of earlier studies employing a social marketing approach to influence participants' behavior in favor of environmental sustainability. Recommendations for social marketing practitioners and researchers are provided. These recommendations center on two issues: how to develop and implement successful environmental social marketing programs and how to use communication more effectively.

**Keywords** Social marketing · Sustainable development goals (SDGs) · Pro-environmental behavior · Interventions · Communication

### 1 Introduction

Environmental goals are central to the United Nations 2030 Agenda for Sustainable Development (UN, s.d.). Together these environmental goals form the 'Planet' dimension of the 2030 Agenda. For example, one of the 17 Sustainable Development Goals (SDGs), Goal 13, calls for swift action to mitigate the effects of climate change. SDG 13 covers a broad range of issues, but its primary objective is to reduce global greenhouse gas emissions and increase climate resilience and adaptation. Antonio Guterres, the UN Secretary-General, offered a warning for world leaders at COP27

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POSITION PAPER

Check for updates

## Creativity as the key to success—a plea for more guts in social marketing communication

Answin Vilmar<sup>1,2</sup>

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**Abstract**  
Despite numerous campaigns, the efforts made not only to inform people of the Strategic Development Goals (SDGs) but also to persuade them to contribute individually to the task of achieving these goals have not yet been sufficient. Namely, awareness of the SDGs remains very low among broad sections of the population. In addition, the statements of these goals are not understood in many cases (World Economic Forum 2020). Finally, behavioural changes based on relevant insights have hitherto been insufficient. This situation is also reflected in the UN report, which attests to the insufficient progress made with regard to achieving the SDGs in most countries and notes that in 2020 and 2021, the SDG Index Score even stagnated (Sachs et al., 2022). However, when one's back is literally against the wall and the achievement of the SDGs within the established timeframe seems to be becoming increasingly unlikely, the promotion of the courage necessary to find new creative solutions can represent an escape from this perceived standstill.

**Keywords** SDGs · Creativity · Communication · Campaign efficiency · WARC Creative 100

### 1 Introduction

#### 1.1 Time is pressing onwards. And those who have nothing left must risk more

At least since the Club of Rome's 1972 report "The Limits to Growth", which indicated that limitless growth on a finite planet is impossible (Meadows et al., 1972),

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# Pengetahuan Ilmiah atas Pemanfaatan Pemasaran Sosial untuk Pencapaian SDGs (Delvaux dan Van den Broeck, 2023)

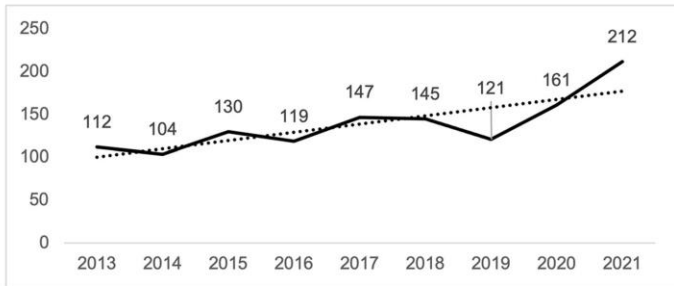


Fig. 2 Evolution number of articles (n = 1251)

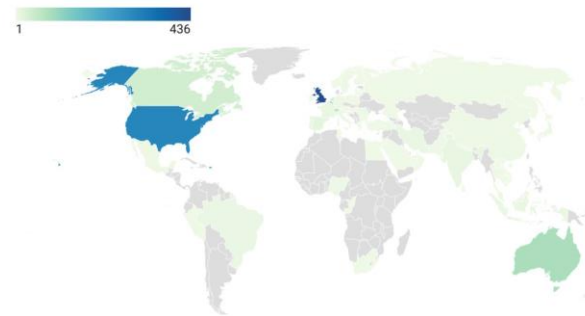


Fig. 5 Geographical focus of social marketing publishers/authors

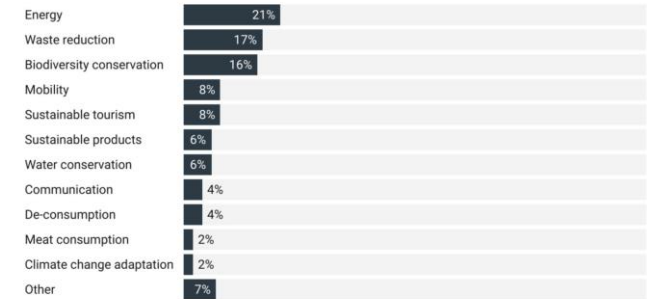


Fig. 10 Distribution environmental topics

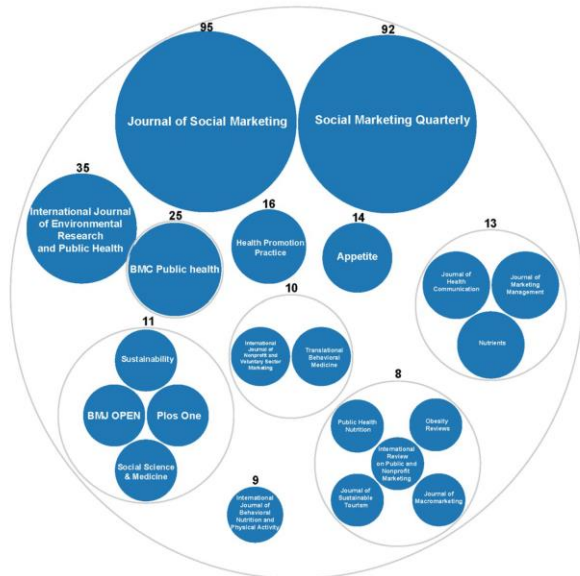


Fig. 3 Most occurring journals (n = 1251)

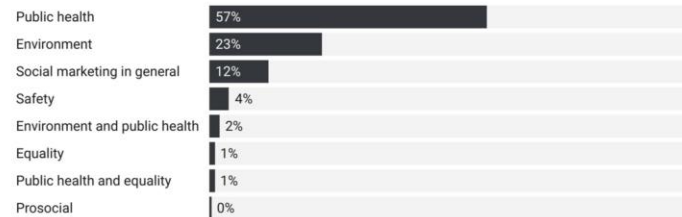


Fig. 6 Distribution topics in social marketing research (n = 1251)

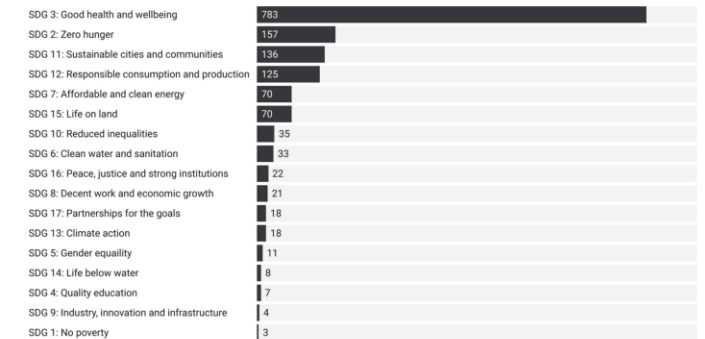


Fig. 15 Distribution number of SDGs in social marketing research (n = 1521)

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**Table 1** Other definitions about social marketing

Authors	Definitions
Moliner (1998: 27)	Social marketing is an extension of marketing that studies the relation of exchange that arises when the product is an idea or social cause.
Weinreich (2006)	Social marketing is the use of marketing techniques to promote the adoption of healthy or pro-social behaviors.
Santesmases (2007: 1036)	Social marketing is a part or aspect of marketing whose purpose is to stimulate and facilitate the acceptance of ideas or social behaviors that are considered beneficial to society or to stop or discourage those other ideas that are considered harmful.
French and Russell-Bennett (2015: 142)	Social marketing is a multidisciplinary branch of marketing. Social marketing is concerned with the social marketplace and making a significant contribution to solving social challenges. Social marketing seeks to make this contribution through the application of marketing principles, methods, and systems to influence not only the behavior of citizens but also the behavior of social service providers, policymakers, politicians, and other stakeholders associated with particular social issues including the for-profit sector, the not-for-profit sector, and the media sector. Social marketing is defined by its central focus on social value creation using exchange, relationship building, and the provision of social offerings to influence behavior that will result in positive social change.
Newton-Ward (2016: 1)	It is a systematic way to understand the determinants of health and social problems, and to address these causes with an array of interventions—in a way that makes change “ <i>fun, easy, and popular.</i> ”
Hastings and Domegan (2018: xxxiii)	Social marketing is a discipline that aims to systematize not just behavior change, but also social change. Social marketing involves the application of marketing techniques to social ends.
Basil et al. (2019: 23)	Social marketing is the application of commercial marketing and other principles to influence behavior for the good of the individual and society.
French and Gordon (2020: 6–7)	Social marketing is a comprehensive organizing set of principles and concepts, through which to strategically assess, design, deliver, and evaluate social programs that seek to influence behavior for social good. Social marketing is a set of core organizing principles, concepts, and techniques that can be used to develop effective, efficient, and citizen-responsive social program design. Social value creation is the central principle of social marketing.

Source: own elaboration, from the cited authors

# Definisi Pemasaran Sosial

*“The design, implementation and control of programs calculated to influence the acceptance of social ideas and implies considerations of product planning, price, communication, distribution and marketing research.” (Kotler & Zaltman, 1971)*

*“Social marketing tries to encourage a certain social behavior, foster a specific value, promote a specific attitude, facilitate a conduct, or try to accept a certain idea, all of which are considered beneficial for society, or for a part of it; or, on the contrary, it can also try to discourage or stop that behavior, attitude or idea that is not socially desirable, because it is considered harmful.” (Galan-Ladero & Galera-Casquet, 2019).*

# Perkembangan Pemasaran Sosial

**Table 3** Key milestones in social marketing

Years	Key Milestones
1970s	Earlier work in the social marketing domain
1971	Academic origin of social marketing
1980s & 1990s	Social marketing programs—participant (consumer) orientation, and a systematic planning approach
21st century	Expansion and consolidation of theory and concepts that influence social marketing
	2002: Andreasen identified six benchmarks for good social marketing interventions: behavior change, consumer research, segmentation and targeting, marketing—mix, exchange, and competition
	2013: Consensus definition of social marketing (iSMA, ESMA, AASM)
	2020: French & Gordon propose 3 key ideas: citizen orientation, exchange theory, and value creation

Source: Own elaboration, based on French and Gordon (2020)

**Table 4** Some areas where social marketing has been applied

Areas	Examples
Health & Welfare	<p>To avoid health problems (obesity, diabetes, cholesterol, high blood pressure, heart attack, ictus, etc.):</p> <ul style="list-style-type: none"> <li>– Promotion of healthy food consumption.</li> <li>– Promotion of fat, sugar, and/or sodium reduction.</li> <li>– Promotion of physical activity and healthy habits.</li> <li>– Promotion mandatory social distance and isolation in the pandemics.</li> </ul> <p>To reduce child mortality:</p> <ul style="list-style-type: none"> <li>– Prenatal &amp; postnatal care.</li> <li>– Breastfeeding promotion.</li> <li>– Implementation of hygienic measures.</li> <li>– Vaccination promotion.</li> <li>– Improvement of potable water access.</li> </ul> <p>To reduce maternal mortality (during the pregnancy or the birth):</p> <ul style="list-style-type: none"> <li>– Prenatal/postnatal care.</li> <li>– Avoidance of child marriage.</li> </ul> <p>To prevent diseases (such as cancer, HIV infection, measles, etc.), or detect it on an early stage:</p> <ul style="list-style-type: none"> <li>– Promotion of periodic revisions and tests.</li> <li>– Vaccination.</li> <li>– Social distance and isolation.</li> </ul> <p>To save lives:</p> <ul style="list-style-type: none"> <li>– Encouragement of blood donation.</li> <li>– Promotion of organ donation.</li> <li>– Awareness about antibiotics use, to avoid becoming ineffective.</li> <li>– Reduction of smoking, drinking, or drug use.</li> </ul>
Governance	<p>Citizenship:</p> <ul style="list-style-type: none"> <li>– To promote civic participation.</li> <li>– To enforce democratic attitudes and behaviors.</li> <li>– To improve safety and reduce street violence.</li> <li>– To implement mobility restrictions (e.g., lockdowns in pandemics).</li> <li>– To promote the consumption of local products.</li> <li>– To encourage shopping in small stores, in traditional commerce.</li> </ul> <p>Cities:</p> <ul style="list-style-type: none"> <li>– To promote green and sustainable urban planning.</li> <li>– To foster smart cities models.</li> <li>– To develop sustainable tourism.</li> <li>– To foster local development.</li> <li>– To fight against depopulation in rural areas.</li> </ul> <p>Social Responsibility:</p> <ul style="list-style-type: none"> <li>– To encourage social entrepreneurship.</li> <li>– To implement social responsibility in public administrations.</li> </ul>
Education	<p>Vial education (road safety):</p> <ul style="list-style-type: none"> <li>– To use the seat belt.</li> <li>– To respect speed limits.</li> <li>– To promote sustainable social behaviors.</li> <li>– Not to drink or use drugs when driving.</li> <li>– To rest from time to time.</li> <li>– Not to use mobile phones when driving.</li> <li>– To use a child protection chair.</li> <li>– To improve cyclist security.</li> </ul>

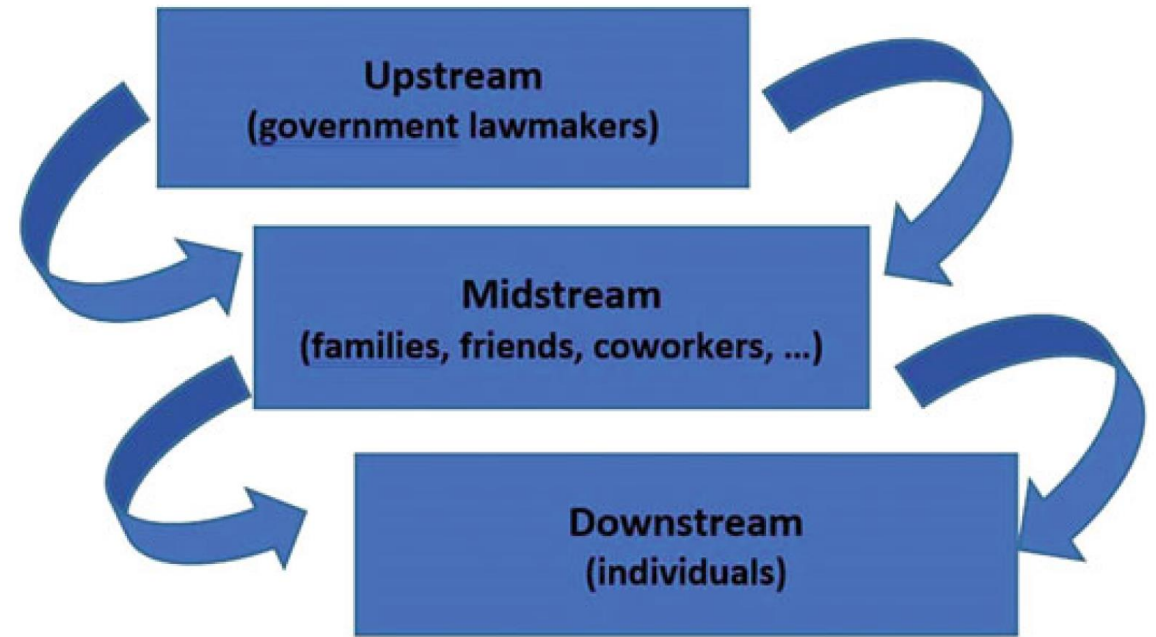
**Table 4** (continued)

Areas	Examples
	<ul style="list-style-type: none"> <li>– To enhance pedestrian security.</li> <li>– To reduce speed in school zones.</li> <li>– To check tires.</li> <li>– To wear helmets (motorcyclists, bicyclists, and electric scooter riders).</li> </ul> <p>Desirable social values:</p> <ul style="list-style-type: none"> <li>– Full inclusion of diverse and migrant people.</li> <li>– Full inclusion of people with disabilities (encouragement of social and labor integration; awareness of the need of correct accessibility to buildings and other spaces; etc.).</li> <li>– Gender equality (to avoid gender violence, or gender discrimination in the work; to offer opportunities in the labor market, equal access to education, etc.).</li> </ul> <p>Traditions and cultural practices:</p> <ul style="list-style-type: none"> <li>– To avoid child marriage.</li> <li>– To stop female genital mutilation.</li> <li>– To abolish dowry.</li> <li>– To stop persecution against religions.</li> </ul> <p>Consumer protection and rights:</p> <ul style="list-style-type: none"> <li>– To provide information about consumer rights and awareness of consumer protection.</li> <li>– To offer correct information about the products for sale.</li> <li>– To correctly inform about prices.</li> <li>– To provide complete labeling, in accordance with the regulations in force.</li> <li>– To protect economic and social interests.</li> <li>– To compensate for damages and losses suffered.</li> <li>– Tax payment (VAT).</li> <li>– Right to representation, consultation, and participation.</li> <li>– Right to health and safety.</li> <li>– To inform about administrative and technical protection.</li> <li>– To offer consumer education and training.</li> </ul> <p>Tax payment:</p> <ul style="list-style-type: none"> <li>– To avoid tax evasion.</li> <li>– To prevent tax fraud.</li> </ul> <p>Preservation of the natural environment:</p> <ul style="list-style-type: none"> <li>– To protect flora &amp; fauna.</li> <li>– To recycle and reuse.</li> <li>– To encourage the circular economy.</li> <li>– To avoid animal mistreatment and pet abandonment.</li> <li>– To use water, and other natural resources, responsibly.</li> <li>– To reduce consumerism, which impacts on economic wealth (e.g., consumption of electricity).</li> </ul>
Environment	<p>To protect and preserve the environment:</p> <ul style="list-style-type: none"> <li>– To protect forests.</li> <li>– To stop desertification.</li> <li>– To diminish consumption of natural resources.</li> <li>– To increase recycling and reuse.</li> <li>– To fight against climate change.</li> </ul> <p>To reduce pollution:</p> <ul style="list-style-type: none"> <li>– To reduce waste.</li> <li>– To reduce plastic use.</li> </ul>

# Beragam Aplikasi Pemasaran Sosial

# Tiga Arus dalam Pemasaran Sosial

*“Donovan and Henley (2010) propose that “the goal of social marketing is not just to encourage individual voluntary behavior and modify the environments that facilitate such changes, but also trying to influence and transform the social structures that will facilitate individual changes.” This will mean “targeting the individuals that have the power to change policies and legislation” (Alves & Galan-Ladero, 2019: 3).”*  
[hal. 12]



**Fig. 3** Three streams in social marketing. Source: Alves et al. (2021)

**Table 5** Some examples of social marketing approaches

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To reduce the tobacco consumption:

Legal approach: many governments have banned smoking in public places, the sale of cigarettes to minors, or any kind of tobacco advertising—directly (ads) or indirectly (sponsorship).

Relational approach: to promote non-smoking lifestyle among teens, their peers can influence.

Technological approach: medicines are created (e.g., nicotine gum, nicotine patches, pills, etc., which are, in some cases, subsidized and included in the National Health System).

Informative approach: much persuasive information has been offered, also in the cigarette packs (e.g., warning labels, fear-appeal messages, cancer images, etc.).

Economic approach: the price is also increased.

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To reduce plastic pollution:

Legal approach: some governments have banned single-use plastic bags and others have mandated, by law, that each bag be charged.

Technological approach: new recyclable and/or reusable plastic bags have also been created, as well as new materials (e.g., potato starch) that are less harmful to the environment, in addition to the traditional ones made of paper or cloth.

Informative approach: information on the damage that plastic bags cause to nature.

Relational approach: information is segmented according to the reference groups.

Economic approach: the cost of the plastic bags (they are no longer free, to discourage their use).

---

To avoid the spread of COVID-19:

Legal approach: the governments of many countries decreed a state of alarm and the lockdown of the population, restricting the mobility, and also making the use of masks and social distance mandatory.

Technological approach: hydroalcoholic soaps, gels, and sprays, PCR tests, new drugs, vaccines, as well as mobile applications to track population demographic movements and, using big data, artificial intelligence, and geolocation, defining the spread patterns of the virus and evaluating the effects of the lockdown measures imposed (to review and, consequently, relax or tighten quarantine orders).

Informative approach: official and expert information on prevention measures and the correct use of masks, as well as the benefits of wearing them.

Relational approach: responsibility toward one's family, friends, coworkers, and/or fellow students.

Economic approach: the regulation of the price of gloves, hydroalcoholic products, and masks (with fixed prices to avoid speculation and facilitate access to them by everyone; and even being free, in some cases, for vulnerable people and/or without resources); free vaccines, etc.

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Source: Alves et al. (2021)

# Beragam Pendekatan dalam Pemasaran Sosial

*“Social marketing is characterized by the coordination of different complementary approaches, to achieve the realization or modification of ideas, attitudes, or behaviors (Alves et al., 2021): a **legal approach** (based on regulations, sanctions, rules, laws, etc.), a **technological approach** (using innovations to facilitate the desired behavior), an **economic approach** (reducing the cost of carrying out the desired behavior, or increasing the price to discourage unwanted behavior), an **informative approach** (focused, above all, on persuasive information), and a **relational approach** (based on interpersonal interactions and the impact of social behaviors and experiences).”*  
[hal. 14-15]

# Strategi *Marketing Mix* dalam Pemasaran Sosial

- **Product** – *The core product is intangible: an idea, belief, cause, attitude, or behavior. But it can also involve supporting products (e.g., a tangible support—goods , or even another intangible support—services).*
- **Price** – *Price can be monetary (the costs for the promised benefits— although many times they are offered for free or subsidized ) and/or non-monetary (e.g., waste of time, effort, sacrifice, embarrassment, diminished pleasure, psychological hassle, or psychic discomfort, etc.) in social marketing, for achieving the wanted behavior, or changing or abandoning the behavior. That is, there can be monetary and non-monetary incentives and disincentives.*
- **Place** – *Place focuses on providing appropriate distribution and response channels to trans-form motivations into actions (e.g., physical location where achieving the desired behavior ... to consider its location, accessibility, comfort, operating days and hours, decoration, cleaning, among others).*
- **Promotion** – *Promotion is the most visible part of the marketing mix. Communication with the audience is essential in order to encourage them to adopt the desired behavior, or to persuade them to change or abandon it.*



[Hal. 17-19]

# Contoh Pesan dalam Pemasaran Sosial SDGs



- **SDG 1 (No Poverty):** “Fight poverty not the poor,” “We fight against poverty, do you join us?”
- **SDG 2 (Zero Hunger):** “Share food, save lives,” “Feed our future,” “If you can’t feed a hundred people, then just feed one.”
- **SDG 3 (Good Health and Well-Being):** “Be a donor, be a hero,” “Stay home. Save lives,” “How many cigarettes a day does your child smoke?,” “Fast food, fast death,” “Every time you get drunk, you get a little dumber.”
- **SDG 6 (Clean Water and Sanitation):** “Save water, save life,” “Every drop counts!”, “Water is priceless.”
- **SDG 7 (Affordable and Clean Energy):** “Lighting up lives,” “#Endthedarkness.”
- **SDG 11 (Sustainable Cities and Communities):** “Healthy mobility. Walk, pedal, enjoy your city,” “Safe mobility. Less cars. Less accidents.”
- **SDG 13 (Climate Action):** “Fighting climate change, an intergenerational challenge,” “You can stop the countdown,” “Recycling is everyone’s business.”
- **SDG 15 (Life on Land):** “overcoming droughts together,” “The land is valuable. Invest in it,” “Forests are our home,” “Stop wildlife trafficking.”

[Hal. 20]



# Proses dalam Perencanaan Pemasaran Sosial

*“The importance of social marketing in achieving the Sustainable Development Goals (SDGs) is unquestionable. Social marketing, by influencing people’s beliefs, attitudes, values, and behaviors to promote social change and value creation, is a key instrument to engage all stakeholders (individuals, communities, governments, companies, NGOs, political parties, etc.) in the challenge of achieving the SDGs.”*

[Hal. 21]

**Table 7** Steps in the planning process for a successful social marketing program

Steps	Actions
1	Define the problem, the purpose (behavior to change), and the focus (who the target public is). Marketing research is key in this step.
2	Conduct a situation analysis and summarize it in a tool like SWOT analysis: Strengths, Weaknesses, Opportunities, & Threats.
3	Select target audiences (e.g., according to demographic & socioeconomic, psychographic, or behavioral criteria). Aspects to consider when selecting a target: who has the greatest need for change, who will be receptive to change, who is reachable, who is affordable, if the group size is sufficient/appropriate, if it fits with the organization, if it will be cost effective to reach. Segmentation is key, because people have different needs, values, interests, and motivations.
4	Set marketing objectives and goals (specifying desired behaviors and changes in knowledge, attitudes, and/or beliefs—e.g., reinforcing, inducing, rationalizing, or confronting them). Objectives should be clear, realistic, and measurable. Goals should be specific, measurable, achievable, relevant, and time sensitive.
5	Identify factors influencing behavior adoption (e.g., the barriers that prevent the audience of adopting the new behavior; the benefits they may realize when adopting the new behavior; the influencers of the desired behavior, who can help the persistence of the current behavior or help to change it, etc.). Barriers, benefits, influencers, facilitators, and “competitors” with your efforts (turning a competitor into a complementor or collaborator).
6	Craft a positioning statement (according to the target audience’s feelings and primary benefits sought when performing the desired behavior) to appeal the target.
7	Develop marketing mix strategies (the 4Ps): product, price, place, promotion.
8	Outline a plan for monitoring and evaluation (identifying which processes and outcomes will be measured, what methods will be used to measure them, when the measurements will take place, and the costs involved in carrying out the measurements).
9	Establish budgets (total costs of the program: including implementation costs, and control and evaluation costs) and find funding sources (to support the costs).
10	Complete the plan for campaign implementation and management (conceptualizing the outline of the task division: who will perform every task, how much it will cost, and when they should be carried out, including the partners’ roles).

Source: Adapted from Kotler and Lee (2008), Alves and Galan-Ladero (2019), Basil et al. (2019), and Alves et al. (2021)

# Kasus: Ilunion Hotels dan Inklusi Penyandang Disabilitas

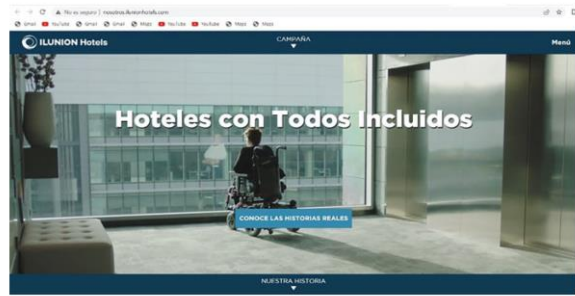


Fig. 2 Ilunion Hotels web. Source: Ilunion Hotels (2022)

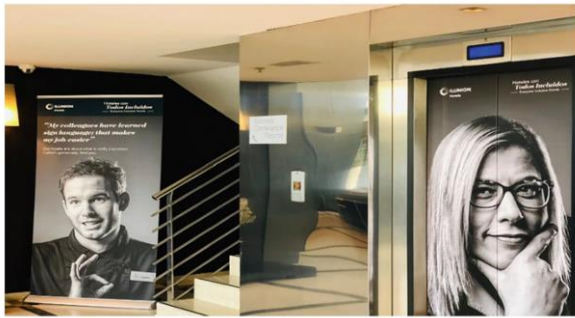


Fig. 3 "Hotels with all inclusive" themed facilities. Source: Ilunion Hotel Aqua 4, Valencia (2022)

Table 4 Social media platform, publication and consultation date of the different communication actions

N <sup>o</sup>	Social media platform	Publication date	Link
1	Facebook	22/01/2019	<a href="https://www.facebook.com/ilunionhotels/videos/348198619105953">https://www.facebook.com/ilunionhotels/videos/348198619105953</a>
2	Facebook	15/04/2019	<a href="https://www.facebook.com/ilunionhotels/videos/578719019203953/">https://www.facebook.com/ilunionhotels/videos/578719019203953/</a>
3	Facebook	01/04/2019	<a href="https://www.facebook.com/ilunionhotels/videos/287219585547471/">https://www.facebook.com/ilunionhotels/videos/287219585547471/</a>
4	Facebook	24/02/2019	<a href="https://www.facebook.com/ilunionhotels/videos/384796508979601/">https://www.facebook.com/ilunionhotels/videos/384796508979601/</a>
5	Facebook	04/02/2019	<a href="https://www.facebook.com/ONCE.org/videos/381904552595604/">https://www.facebook.com/ONCE.org/videos/381904552595604/</a>
6	Facebook	26/12/2018	<a href="https://www.facebook.com/ONCE.org/videos/209315190005068/">https://www.facebook.com/ONCE.org/videos/209315190005068/</a>
7	Twitter	29/04/2019	<a href="https://twitter.com/search?q=(%23TodosIncluidos)%20(from%3Ailunionhotels)&amp;src=typed_query&amp;f=top">https://twitter.com/search?q=(%23TodosIncluidos)%20(from%3Ailunionhotels)&amp;src=typed_query&amp;f=top</a>
8	Instagram	15/04/2019	<a href="https://www.instagram.com/tv/BwSjtUEnia7/">https://www.instagram.com/tv/BwSjtUEnia7/</a>
9	Instagram	06/05/2020	<a href="https://www.instagram.com/tv/B_12BOajDfQ/">https://www.instagram.com/tv/B_12BOajDfQ/</a>
10	Instagram	12/05/2020	<a href="https://www.instagram.com/tv/CAfhGzCDhLz/">https://www.instagram.com/tv/CAfhGzCDhLz/</a>
11	Instagram	28/05/2020	<a href="https://www.instagram.com/tv/CAvLwOXDov3/">https://www.instagram.com/tv/CAvLwOXDov3/</a>
12	YouTube	03/06/2019	<a href="https://www.youtube.com/watch?v=ndS9k4oaJRE&amp;t=23s">https://www.youtube.com/watch?v=ndS9k4oaJRE&amp;t=23s</a>

Source: Own elaboration with Facebook, Twitter, Instagram, and YouTube data (2021)

## 3 Conclusions

- The most important problem of PWD in the labor market still seems to be their labor exclusion (in developing and developed countries, such as Spain, and in all industries, especially in tourism sector, where labor conditions are very difficult). The social stigma about disability and the coping responses to it are key elements to understand this situation.
- Social Marketing in general, and Corporate Social Marketing particularly, are useful and powerful tools to overcome the problem in a solid and sustainable manner (changing behaviors in all society, employers, clients, and potential or current workers with disabilities).
- The Spanish social company Ilunion Hotels is a global reference in accessible tourism and the labor inclusion of PWD, having implemented CSM strategies in this sense, among other human resources and CSR interventions. Thus, it is observed the importance of social business to promote SM interventions that could face social challenges.
- According to the previous points, their most important CSM campaign "Hotels with all inclusive" is a good example to study. Thus, it has been analyzed their main physical and online elements, studying the kind of message, tone, music, graphic design, targeted audience, or the main social media platform used. It is highlighted the high engagement rates observed and the positive orientation of this campaign (which would be more adequate to fight the social stigma and promote coping responses, rather than a negative or blaming perspective).
- Dealing with this issue would help to promote a better post-pandemic world, strongly based on equality and sustainable growth, according to the SDGs number 10 (Reduce Inequalities) and number 8 (Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all).

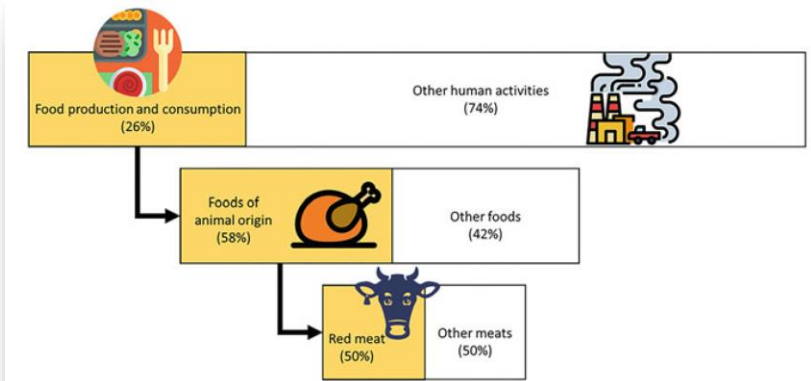
# Kasus: Promosi *One Health*

**Phase 1. Scientific Reasoning** The ecological group collects scientific reports by international organisations and academic researchers that highlight the problem we are facing and the need to change production and consumption models. In some cases, the ecological group conducts the report, but in others, it commissions it to a group of experts. This was the case for the aforementioned report “Less is more: reducing meat and dairy for a healthier life and planet”, which Greenpeace commissioned to Tirado et al. (2018); the Greenpeace Denmark report (2021) “Dissected: the 7 myths of Big Meat’s marketing”, which criticises how major companies use advertising to link meat consumption to positive factors like happiness, health and welfare; or the WWF-UK (2021) report “Driven to waste: The Global Impact of Food Loss and Waste on Farms”.

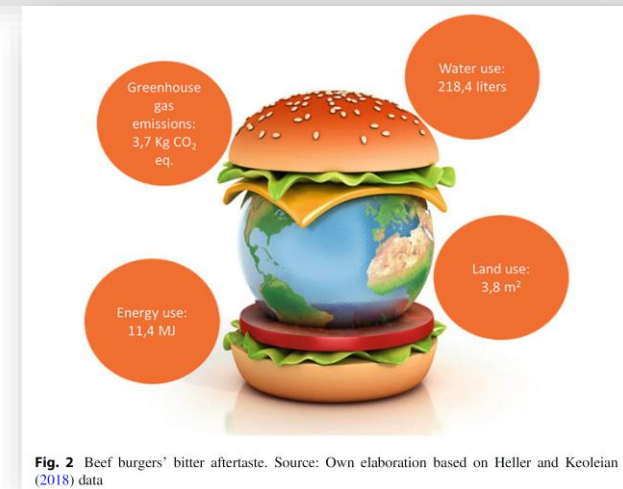
**Phase 2. Broadcasting the Information** The marketing strategy is then centred around content marketing, i.e. creating articles and videos about the subject they want to broadcast via the ecological group’s website, blog or social media. As such and summarising the main conclusions from the scientific studies, they try to make citizens see the problem and the need to change our buying and consumption decisions.

**Phase 3. Requesting Collaboration** In this type of social marketing campaign, ecological groups try to involve consumers in putting pressure on governments, using the potential of online marketing. More specifically, via their website, social media and email marketing (using databases with their members’ and followers’ email addresses) ecological groups ask citizens to fill out an electronic petition with their data, agreeing that they are committed to supporting the cause and authorising that, in their name, they send a petition to the government to adopt a given measure. For example, to not authorise building a mega-farm (Fig. 4).

**Phase 4. Street Marketing** The previous actions are often accompanied by actions and protests that take place in very specific places, such as a public body’s headquarters, a meat-producing company’s headquarters or a rural town where intensive cattle farming takes place (Fig. 5).



**Fig. 1** How food contributes to greenhouse gas emissions. Source: Own elaboration based on Poore & Nemecek (2018)



**Fig. 2** Beef burgers’ bitter aftertaste. Source: Own elaboration based on Heller and Koeliean (2018) data



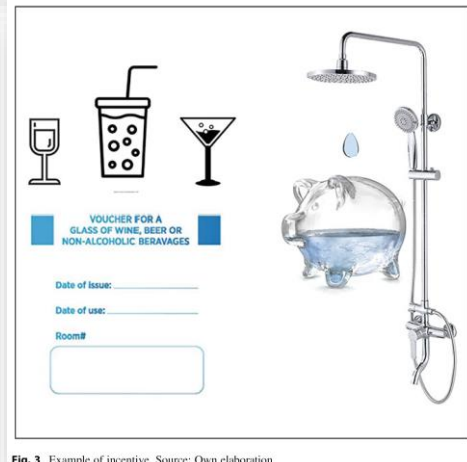
**Fig. 3** Examples of animal welfare labels. Source: Own elaboration from the websites of the eco-labelling systems

**Table 1** Example of social norms messages

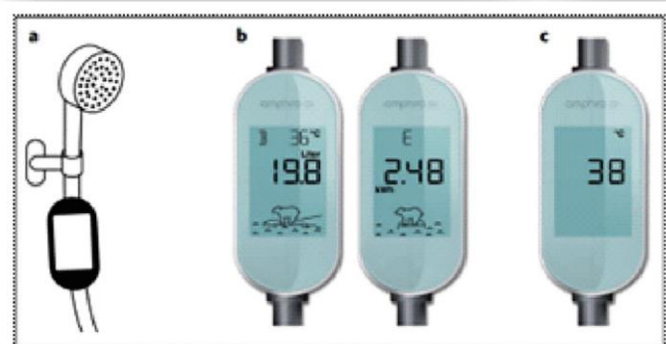
Descriptive norm (global)	Descriptive norm (same room)	Descriptive norm (fellow citizens)
“JOIN YOUR FELLOW GUESTS IN HELPING TO SAVE THE ENVIRONMENT. In a study conducted in Summer 2021, 75% of the guests participated in our new resource savings program by taking shorter showers. . . . etc.”	“JOIN YOUR FELLOW GUESTS IN HELPING TO SAVE THE ENVIRONMENT. In a study conducted in Summer 2021, 75% of the guests who stayed in this room (#xxx) participated in our new resource savings program by taking shorter showers . . . etc.”	“JOIN YOUR FELLOW CITIZENS IN HELPING TO SAVE THE ENVIRONMENT. In a study conducted in Summer 2021, 75% of the guests participated in our new resource savings program by taking shorter showers . . . etc.”

Source: Own elaboration based on Goldstein et al. (2008)

**Fig. 2** Example of commitment. Source: Own elaboration



**Fig. 3** Example of incentive. Source: Own elaboration



**Fig. 4** Example of water smart meter *Amphiro*. Source: Amphiro smart meter device used in Tiefenbeck et al. (2019)

# Kasus: Penghematan Air di Lokasi Tujuan Wisata

## 3 Conclusions

CBSM can be an effective approach to achieving reductions in hotel room water consumption by guests. This framework has shown to be effective at inducing behavioral change due to its pragmatic approach. CBSM is based on the idea that individuals do not engage in pro-environmental behavior because they do not know about the activity to be performed or its benefits, or even if they know it, they may perceive certain barriers to engage in it or perceive benefits associated with their current behavior (Lynes et al., 2014). For this reason, after an analysis of the perceived barriers and benefits of the behavior, it should be used behavior change strategies and tools such as social norms, commitment, incentives, or feedback for overcoming the barriers and increasing the perception of benefits. The use of these behavior change tools increases guests’ water conservation behavior in hotels more effectively than other types of strategies focused on providing environmental information. This highlights the need to modify the sustainability strategies currently applied by most hotels. These existing strategies focus on providing information to change prevalent motivations, perceptions, cognitions, and norms, but not consumption behaviors.

Specifically, hotels mainly display three types of messages (Cialdini & Goldstein, 2002). The most common type of message focuses on basic environmental protection (e.g., “reusing towels will conserve natural resources and help save the environment from further deterioration”). Another form of intervention involves utilizing the social responsibility that guests feel toward future generations. A third form of intervention is to share information with guests about the savings that the hotel could potentially make. However, as earlier literature reviews consistently show, the behavior change model based on knowledge deficits is ineffective (e.g., Steg & Vlek, 2009).

# Beberapa Komentar



1. Salah satu dari setidaknya 5 buku pemasaran sosial yang terbit di tahun 2023, yang secara langsung menegaskan bahwa pemasaran sosial bisa, perlu dan sangat penting dipergunakan untuk mencapai SDGs.
2. Memberikan kerangka teoretis yang memadai, walau bukan yang paling komprehensif, terkait pemasaran sosial dan Pembangunan berkelanjutan/SDGs.
3. Setiap bab—kecuali bab pertama yang berisi kerangka teoretis—dibuat dengan urutan yang sama: tujuan belajar, pendahuluan, uraian kasus, kesimpulan, pertanyaan untuk diskusi, catatan untuk fasilitator (termasuk kunci jawaban), dan referensi; menjadikan buku ini sangat baik sebagai buku pegangan untuk mata kuliah pemasaran sosial di tingkat sarjana maupun pascasarjana (termasuk pascasarjana bisnis).
4. Kasus-kasus yang tersedia sangatlah beragam, kaya data, sehingga berhasil memberikan gambaran bagaimana pemasaran sosial memang bisa dimanfaatkan untuk pencapaian beberapa Tujuan dan Target SDGs sekaligus dalam satu proyek.
5. Akan lebih baik bila pembagian bab disandarkan pada 5P, agar lebih sesuai dengan SDGs, dengan tetap menekankan pada interdependensi dan kesalingterkaitan antar-Tujuan dan Target.
6. Belum secara eksplisit menunjukkan konflik kepentingan antar-aktor, maupun *trade-off* antar-Tujuan SDGs—yang sesungguhnya penting untuk menjadi bahan pelajaran.
7. Bagaimanapun, buku ini sangat direkomendasikan untuk siapapun, dari sektor apapun, yang ingin memanfaatkan pemasaran sosial untuk mempercepat pencapaian SDGs.



**SALAM LESTARI.  
TERIMA KASIH!**

JALAL

Chairperson of Advisory Board – Social Investment Indonesia

[jalal.csri@yahoo.com](mailto:jalal.csri@yahoo.com); +62-811-8814488



**ISIF 2023**  
INDONESIA SOCIAL INVESTMENT FORUM

# Indonesia Social Investment Forum 2023

“Akselerasi Pencapaian SDGs  
Pasca-Covid 19”

United in Diversity Campus, Denpasar, Bali  
12-14 Desember 2023





# Tentang ISIF

Dengan tujuan untuk mengakselerasi pencapaian SDGs di Indonesia, **Indonesia Social Investment Forum (ISIF) 2023** hadir sebagai kelanjutan dari agenda **SDGs Annual Conference 2023** yang diselenggarakan oleh Bappenas RI.

**ISIF 2023** didedikasikan untuk menyebarkan pengetahuan, pemahaman, paradigma, konsep dan praktik terdepan investasi sosial, serta segala hal yang terkait dengannya, kepada kalangan bisnis dan dunia usaha yang beroperasi di Indonesia beserta para pemangku kepentingannya, baik dari perguruan tinggi, lembaga swadaya masyarakat, instansi pemerintah dan masyarakat.

ISIF diselenggarakan oleh Social Investment Indonesia (SII) dan pada tahun 2023 ini akan menjadi forum untuk kedelapan kalinya, dan untuk tahun ini kembali dilakukan secara luring (*offline*).

ISIF 2023 akan menghadirkan puluhan pembicara tingkat nasional, baik dari pengambil kebijakan, pelaku bisnis, akademisi, aktivis dan pelaku di lapangan.





# Agenda

**Tanggal** 12 – 14 Desember 2023

**Tema** Akselerasi Pencapaian SDGs Pasca COVID-19

**Tempat** United in Diversity Campus, Denpasar, Bali

**Peserta** 300+ peserta yang terdiri dari profesional, praktisi pengembangan masyarakat dan investasi sosial dari sektor swasta dan aparaturnya pemerintah, termasuk aktivis sosial dari LSM, akademisi dan wirausahawan sosial.

**Penyelenggara** Social Investment Indonesia

**Forum Highlight**

- Conference
- Introduction to Social Return on Investment
- Introduction to Life Cycle Assessment
- Plenary & Breakout Session
- Appreciation

20 Oktober -  
30 November 2023

20 Oktober -  
30 November 2023

# Detail Agenda

## Digital Competition – 📝 Essay Writing

- Target Peserta : Siswa, Mahasiswa, Sustainable Writer, Social Worker, Umum
- Juri :
  - Sutta Dharmasaputra\* (Pemimpin Redaksi Harian Kompas)
  - Alvin Sugeng Prasetyo, S.E., M.SE. (Dosen Ilmu Ekonomi Universitas Trunojoyo Madura)
  - Jalal (Social Investment Indonesia)
- Subtema :
  - “Dampak Pemuda dalam Mengejar Ketertinggalan Capaian SDGs”
  - “Urgensi Keterlibatan Semua Pihak dalam Pencapaian SDGs”
  - “SDGs dan Bagaimana yang Seharusnya Dilakukan”

## Digital Competition - 🖼️ Poster Design

- Target Peserta : Siswa, Mahasiswa, Digital Sustainability Enthusiast, Umum
- Juri :
  - Imam Baihaqi, ST., M.Sc., Ph.D\* (Dekan Fakultas Desain Kreatif dan Bisnis Digital ITS)
  - Suci Nuzleni Qadarsih S.Sos., M.Si (General Manager Marketing Communication Dompot Dhuafa)
  - Afif Saputra\* (Manajer Komunikasi dan Digital Greenpeace Indonesia)
- Subtema :
  - “Pencapaian Sustainable Development Goals untuk Dunia yang berkelanjutan”
  - “Peningkatan Awareness akan pentingnya Sustainable Development Goals”



# AKSELERASI PENCAPAIAN SDGs PASCA-COVID-19



**12-15 Desember 2023**  
On Stage (08.00-16.00 WITA)

## INVESTASI:

Pra-Forum (Introduction to SROI)	<b>IDR 1.500k</b>
Pra-Forum (Introduction to LCA)	<b>IDR 1.500k</b>
Forum ISIF 2023	<b>IDR 3.500k</b>
SDGs Awareness Run	<b>IDR 500k</b>
<b>Bundling Package</b>	<b>IDR 5.000k</b>



**The Westin Resort**  
Nusa Dua, Bali

## FASILITAS

- Sertifikat
- Modul Training
- *Softcopy of material*
- *exclusive ISIF souvenir*

### Pre FORUM (12 Desember 2023)

#### Practice Guide

- *Introduction to SROI*
- *Introduction to LCA*

### FORUM (13-14 Desember 2023)

- *Keynote Speech: Menteri PPN-Bappenas*
- *Plenary-1: Peluang dan Tantangan dalam Percepatan Pencapaian SDGs 2015-2022*
- *Plenary-2: Upaya untuk Mempercepat Pencapaian SDGs*
- *Plenary-3: No One Left Behind*
- *Closing Speech: Luhut B. Panjaitan*

### Sustainable Expo (12-14 Desember 2023)

### Gala Dinner & Appreciation (14 Desember 2023)

### Post FORUM (15 Desember 2023)

#### SDGs Awareness Run

Lokasi: ITDC Nusa Dua, Bali

# Pra EVENT

- ✿ Practice Guide : Introduction to Social Return on Investment (SROI)
- ✿ Principal Stage of a Life Cycle Analysis (LCA)

 12 Desember 2023  
On Stage (09.00-16.00 WITA)



Pra-Forum  
Activity

12 Desember 2023  
09.00 – 16.00

# Detail Agenda



## One Day Training

### Practice Guide : Introduction to Social Return on Investment (SROI)

Fasilitator : Purnomo (Social Investment Indonesia)

### Lifecycle Assesment (LCA)

Fasilitator : Dr. Ir. Kiman Siregar, S.TP, M.Si, IPU (Ketua Umum Indonesia Life Cycle Assesment Network (ILCAN))



# ONE DAY TRAINING

## LIFE CYCLE ASSESSEMENT (LCA)



Social Investment Indonesia



ISIF 2023



**Dr. Ir. Kiman Siregar, S.TP, M.Si, IPU**  
Ketua Umum Indonesia Life Cycle Assessment Network (ILCAN)



ILCAN | INDONESIA  
LIFE CYCLE ASSESSMENT  
NETWORK

### Principal Stages of a Life Cycle Assessment (LCA)

 **The Westin Resort  
Nusa Dua, Bali**

Link Registrasi :  
[isif.socialinvestment.id](https://isif.socialinvestment.id)

 [isif.socialinvestment.id](https://isif.socialinvestment.id) [Social Investment Indonesia](#) [@socialinvestment\\_id](#)



Social Investment Indonesia



ISIF 2023



**Principal Stages of a  
Life Cycle  
Assessment (LCA)**



ILCAN | INDONESIA  
LIFE CYCLE ASSESSMENT  
NETWORK

**Dr. KIMAN SIREGAR, S.TP, M.Si**  
Ketua Umum Indonesia Life Cycle Assessment Network (ILCAN)

**12 Desember 2023**  
09.00 - 16.00 WITA

**Fasilitas :**

- \* Sertifikat
- \* Modul Training
- \* Softcopy of material
- \* Exclusive ISIF souvenir

**Registration Fee: IDR 1,500K**  
*Get 20% OFF (for first 20 participants)*

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# ONE DAY TRAINING

## SOCIAL RETURN ON INVESTMENT



Associate of  
**SOCIAL VALUE**  
INTERNATIONAL

Fasilitator  
**PURNOMO**  
Senior Advisor Social Investment Indonesia

Practice Guide: Introduction to  
**Social Return on  
Investment (SROI)**

The Westin Resort  
Nusa Dua, Bali

Link Registrasi :  
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ISIF 2023

Practice Guide: Introduction to  
**Social Return on  
Investment (SROI)**

Associate of  
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INTERNATIONAL

Fasilitator  
**PURNOMO**  
Senior Advisor Social Investment Indonesia

**12 Desember 2023**  
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- \* Sertifikat
- \* Modul Training
- \* Softcopy of material
- \* Exclusive ISIF souvenir

**Registration Fee: IDR 1,500K**  
*Get 20% OFF (for first 20 participants)*

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09.00 - 09.10

Welcome Speech:

Fajar Kurniawan – Managing Director, Social Investment Indonesia (SII)

09.10 - 09.25

Opening Speech:

**Prof. Dr. (H.C.) K.H. Ma'ruf Amin\*** – Wakil Presiden Republik Indonesia

09.25 - 10.00

Keynote Speech :

Akselerasi Pencapaian SDGs Pasca COVID-19

**Dr. Ir. H. Suharso Manoarfa, M.A.\*** – Menteri PPN/ Kepala Bappenas RI

10.00 - 10.15

Coffee Break

10.15 - 12.00

**Plenary-1: Peluang dan Tantangan dalam Percepatan Pencapaian SDGs 2015-2022 :**

- Dra. Hj. Khofifah Indar Parawansa, M.Si.\* – Gubernur Jawa Timur
  - Dr. Vivi Yulaswati, M.Sc.\* – Deputy Bidang Kemaritiman dan Sumber Daya Alam – Bappenas RI
  - Tedi Bharata\* – Deputy Bidang SDM, Teknologi & Informasi – Kementerian BUMN RI
  - Prof. Dr. Zuzy Anna, S.Si., M.Si. – Director of the SDGs Center, Unpad
- Moderator : Jalal – Chairperson of Advisory Board, SII

12.00 - 13.30

Break Istirahat, Sholat, Makan



\*Dalam Konfirmasi

## Breakout Session-1: Pencapaian Kinerja Pembangunan Sosial 2015-2022:

- Dr. Ivanovich Agusta S.P., M.Si.\* – Kepala BPI, Kemendes PDTT RI
  - Timotheus Lesmana – Chairman of FBI 4 SDG
  - Prof. Dr. Drs. Paulus Wirutomo, M.Sc. – Guru Besar FISIP Universitas Indonesia
  - Edwin Nugraha Putra\* – Direktur Utama PT PLN Indonesia Power
- Moderator: Purnomo – Senior Advisor SII

## Breakout Session-1: Pencapaian Kinerja Pembangunan Ekonomi 2015-2022:

- Muliaman D. Hadad – Komisaris Utama BSI
  - Karyanto Wibowo – Sustainable Development Director, Danone Indonesia
  - Prof. Arief Anshory Yusuf, S.E., M.Ec., Ph.D.\* – Universitas Padjadjaran
  - R. Utoro\* – Direktur PT Golden Energy Mines
- Moderator: Setyo Budiantoro – Seknas SDGs

## Breakout Session-1: Pencapaian Kinerja Pembangunan Lingkungan 2015-2022:

- Ir. Sigit Reliantoro, M.Sc.\* – Dirjen PPKL, KLHK
  - Donny Arsal\* – Direktur Utama, PT Semen Indonesia (Persero) Tbk.
  - Prof. Dr. Ir. Damayanti Buchori, M.Sc. – Director CTSS, IPB University
  - Riki Frindos - Direktur Eksekutif Yayasan KEHATI
- Moderator: Rachman Kurniawan – Seknas SDGs

\*Dalam Konfirmasi



08.00 - 08.30

Registrasi

08.30 - 10.00

## Plenary-2 : Upaya untuk Mempercepat Pencapaian SDGs :

- Febrio Nathan Kacaribu S.E., MDEC., Ph.D.\* – Kepala BKF
  - M. Haris Witjaksono\* – Presiden Direktur Surveyor Indonesia
  - Yanuar Nugroho, Ph.D. – Koordinator Tim Ahli, Sekretariat Nasional SDGs
  - Dr. Triarko Nurlambang, M.A. – Koordinator SDGs Hub UI
- Moderator: Wahyu Aris Dharmono - Senior Advisor SII

10.00 - 10.15

Coffee Break

10.15 - 12.00

Room 1

## Breakout Session-2: Percepatan Kinerja Pembangunan Sosial :

- Prof. Edi Suharto, M. Sc., Ph.D. – Staf Ahli Menteri Bidang Perubahan dan Dinamika Sosial
  - Febriany Eddy\* – President Director and CEO, PT Vale Indonesia Tbk.
  - Gita Syahrani – Head of Secretariat, LTKL
  - Prof. Dr. KH. Noor Achmad, MA\* – Ketua BAZNAS
- Moderator: Sonny Sukada – Senior Advisor SII

\*Dalam Konfirmasi



## Room 2

## Breakout Session-2: Percepatan Pencapaian Pembangunan Ekonomi :

- Tomy Wattemena Widjaja\* – Presiden Direktur Great Giant Foods
  - Dini Indraswati Septiani – Regional Director, AVPN
  - Nuni Sutyoko\* – Head of Corporate Sustainability, HSBC Indonesia
  - Prof. Dr. Ir. I Wayan Budiasa, S.P., M.P. – Ketua SDGs Center, Univ. Udayana
- Moderator: Peggy Arnolia – Senior Advisor SII

## Room 3

## Breakout Session-2: Percepatan Pencapaian Pembangunan Lingkungan :

- H. Eri Cahyadi, S.T., M.T.\* – Wali Kota Surabaya
  - Dr. Joko Tri Haryanto, S.E., M.S.E. – Direktur Utama, BPD LH
  - Nicke Widyawati\* – Direktur Utama PT Pertamina (Persero)
  - Paola Cannucciari – Corporate Strategy ecoBali
- Moderator: Purnomo – Senior Advisor SII

12.00 - 13.30

Break Istirahat, Sholat, Makan



\*Dalam Konfirmasi

# Hari Kedua <sup>14 Desember</sup>

## Plenary-3 : No One Left Behind :

- Shinta Kamdani – GISD/APINDO
  - Jalal – Chairperson of Advisory Board, SII
  - Henry Rialdy\* – Kepala Departemen Surveillance dan Kebijakan Sektor Jasa Keuangan Terintegrasi OJK
  - Wawan Setiawan\* – General Manager External Affairs & Sustainable Development PT Kaltim Prima Coal
- Moderator : Sonny Sukada – Senior Advisor SII

## Closing Speech :

- **Prof. Dr. Muhadjir Effendy, M.A.P\*** – Menteri Koordinator Bidang Pembangunan Manusia dan Kebudayaan Indonesia



# ISIF 2023



## Post Forum

10 Januari 2024  
08.00 – 15.30

## Focus Group Discussion

Diskusi Mengenai Hasil Forum ISIF 2023  
Percepatan Capaian SDGs Pasca Covid-19 di Indonesia  
Lokasi : Kampus Universitas Udayana



24 Januari 2024  
12.00-16.00

## Penyerahan Dokumen Percepatan Pencapaian SDGs ke Presiden Republik Indonesia



# Dokumentasi ISIF 2019



# Dokumentasi ISIF 2019





Informasi Hubungi:

**Sekretariat Panitia**

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Jawa Barat - 16152  
Telp : 0251 - 8315 579

Narahubung:

0877-5570-7171 (Arief)

0812-9176-051 (Peggy)

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