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EBPP’s CORPORATE-NGO PARTNERSHIP FOR POVERTY ALLEVIATION

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The East Bali Poverty Project (EBPP) was established in July 1998 with a vision and mission to alleviate poverty and promote community based sustainable and culturally sensitive social and economic development and environmental improvement in impoverished rural areas. Interestingly, EBPP’s mission is similar to some of the more common definitions of corporate social responsibility, where companies are expected to “give back” to society to benefit impoverished communities and the natural environment. It is not therefore surprising that EBPP has received significant support from CSR budgets of various Multi National Companies (MNCs) over the past nine years, with financial and in kind donations amounting to some 10% of our foundation’s total income in that period.

The MNCs supporting EBPP’s community-based projects have clearly seen their CSR Corporate-NGO partnership as a win-win situation, with most continuing the partnership for a number of years. None have asked for anything in return except for due acknowledgement as set out on our Homepage www.eastbalipovertyproject.org and in detailed reports, photos and financial accountability. One of the most satisfying aspects of these partnerships has been the direct on-site
involvement of many top level management people, participating with local communities in hands-on team building exercises. They knew that the projects they sponsored had multiple benefits: improving quality of life and livelihoods and promoting sustainable social and economic development of the target communities. The knock on effect, as EBPP has witnessed since launching our first integrated education programme in 1999, guarantees an exponential growth to the generations that follow as well as impacting other communities within Indonesia and beyond.

PROJECTS INVOLVING MNC SUPPORT

First Four Wheel Drive Vehicle for EBPP’s Community Development Programmes: Standard Chartered Bank (SCB) Indonesia donated a Ford Ranger 4WD double cab diesel pick up in June 2002, facilitating more rapid community development and inspiring the most remote communities to widen their walking tracks to accommodate the first vehicle they had ever seen.

First ever clean and safe water: UK’s Thames Water plc., (TW) then managing Eastern Jakarta’s domestic water supply for many years, funded the development of two remote mountain springs in Ban village in East Bali to the tune of £70,000. These springs, developed from 2002-2004, provide a safe water supply of over 140 litres/day for over 1,000 families and get better every year. This was the first time in history that these families had seen clean and safe water. Before that, many babies died from diarrhoea from consuming water polluted with E.coli bacteria and most children suffered from serious bacterial skin diseases due to lack of available water for bathing. Now, we have healthy populations, and the sustainable participatory appropriate technology techniques developed by an on-site TW-EBPP partnership have been shared with Indonesian and foreign communities and organisations.

EBPP Centre for Sustainable Development and Research: From 1998 to 2004, EBPP headquarters in Ban village was a converted 40 square metre cattle fodder store, from where the complete field team operated. In 2005, after two years supporting EBPP’s outreach community health programmes, PT Unilever Indonesia Tbk, through their ULI Peduli Foundation, sponsored the construction of EBPP’s Centre for Sustainable Development and Research, which is now EBPP’s official headquarters, main training and agro-based research activities centre.

First ever toilets in the region: In June 2010, The Royal Bank of Scotland (RBS) Indonesia HQ offered help from their 2010 CSR budget. This coincided with two of our remote mountain communities of Cegi and Pengalusun placing a strong request for their first ever toilets, one for each of the 140 families, or approximately 800 people. RBS Country Executive, Harry Naysmith, approved the project conditional on senior RBS executives participating hands-on for a full day building toilets with our local communities. The impact on RBS management was amazing – with quite a few wanting to stay on and continue building family bathrooms, but Harry couldn’t agree! Bank duty!

Ades Mineral water for over 3,000 mothers and infants at 48 monthly posyandu health posts: In December 2005, Coca Cola Amatil Indonesia (CCAII) started donating a 600ml bottle of Ades mineral water for each mother and infant attending all of the 27 posyandu in Desa Ban; and in early 2011 agreed to also provide the same support for the mothers and infants in the 21 posyandu we facilitate in Tianyar Timur village. This seemingly basic support has immense value to these families and is the key incentive for hundreds of mothers to make the long mountain walk with their infants to get their health checks, immunisations, and so on and for mothers to avail of free birth control. Coke’s EBPP CSR support is a major feature in their CSR PR videos.

REPLICATION OF EBPP MODEL PROJECTS SUPPORTING THE CSR PROGRAMMES OF MNC’S

Whilst EBPP has been a recipient of MNC CSR support, some major companies and international NGOs have requested EBPP’s help to advise on their CSR to ensure they can implement proven
model sustainable community development initiatives to their immediate local communities. EBPP have thus provided literature and training workshops to key executives and technical staff in our integrated children’s education methodology, health education and awareness programmes, safe water education and resources, organic vegetable farming, Vetiver (special grass) Systems (VS) and many more. This is a strong example of outreach CSR by a community based NGO.

Quite recently, when senior management from a newly established mining company in North Sulawesi, belonging to a major Indonesian MNC, came for a 2-day workshop to learn about the Vetiver System, they ended up spending more time learning about all other EBPP community development programmes. As a result, they plan to have EBPP specialists go to their projects to train their local teams on how to introduce most EBPP model programmes as a major component of their company’s CSR.

Word of mouth from local people, effective networking, a simple website and timely publicity have been our main tools enabling progress. We are also pleased to report that some of our most beneficial links were in fact generated following David Booth’s first visit to Britcham in May 1999 during meetings with the then Executive Director, Gary Andrews, and prior to receipt of any project funding. EBPP is planning to extend its reach in partnership with Jakarta-based Glendale Partners, with its local government advisory services.

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