

When Corporate Social Responsibility (CSR) Goes Wrong: a Second Assessment of the Integrated Waste Processing Plant TPST Samtaku in Jimbaran, Badung Regency

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ABSTRACT

The June 2023 edition of Astonjadro contained an article arguing that the Integrated Waste Processing Plant (Tempat Pengelolaan Sampah Terpadu, TPST) built in Jimbaran Bali provides a model for corporate social responsibility (CSR) (Okta Golden, 2023 April). The objective of this paper is to provide an alternative view from the neighboring community. The key methodology is a document review, of documents collected through action research by the author, until recently a resident suffering from the mis-location and mismanagement of the TPST, and active with the community in complaining and finally demanding its closure. The paper assesses the performance of applying for permission to build and operate the TPST, based on Indonesia Business Links principles of CSR, and assesses a failure in five of the seven principles. The paper questions the motives for inconsistencies and deceit uncovered, saying a response is beyond the scope of the paper. It sees Okta Golden, the author of the original paper, as a victim of the lack of social responsibility, It sees the regular requests for suffering neighbors to collaborate as inappropriate. It concludes that the assessment by Okta Golden that TPST Samtaku Jimbaran is a model of CSR was misplaced.

Keywords: CSR; action research; SWOT; waste management; plastic waste reprocessing; RDF; TPST; pollution; breach of regulations, community complaints.

INTRODUCTION

The June 2023 edition of Astonjadro contained an article entitled “Model of implementation of the concept of corporate social responsibility (CSR) through the procurement of TPST in Jimbaran, Badung Regency” (Okta Golden, 2023 April). The objective of this paper is to provide an alternative view of the Integrated Waste Processing Plant (Tempat Pengelolaan Sampah Terpadu, TPST) built in Jimbaran to that provided in that article from the point of view of the neighboring community.

This TPST, named Samtaku, meaning “my waste is my responsibility” was opened in September 2021 in the neighborhood of Angga Swara in Jimbaran Bali, as can be seen in the accompanying maps (Figure 1. Location of TPST in South Bali and Figure 2 Access to TPST in Angga Swara). It



Figure 1. Location of TPST in South Bali

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is a public-private initiative, cited in media reports as a partnership between Kabupaten Badung and Danone-Aqua, and managed by PT Reciki (Toarik, 2022, July).



Figure 2 Access to TPST in Angga Swara

The authors of the paper were Anggi Okta Golden Moses Junior, a graduate student of Architecture at Universitas Udayana (UNUD) Bali who calls herself Okta Golden, and Ngakan Ketut Acwin Dwijendra, a lecturer in Architecture at UNUD. The paper was prepared as part of Okta Golden's studies.

As the title of her article suggests, she presents TPST Samtaku Jimbaran as a model of Corporate Social Responsibility. She presents a simple SWAT analysis as evidence for her conclusions. She notes two aspects of CSR, the first is the information booths for the public to get to know how integrated waste management works, that is, how management at TPST Samtaku Jimbaran has the goal of preserving the environment by Zero Waste To Landfill, "which means that the waste collected at this facility will later be managed and can be fully reused so that nothing is wasted into the environment" or ends up in landfill. Thus by implication, the business of TPST Samtaku is itself CSR.

Unfortunately, the people in the neighboring community have a different perception of the impact of the TPST and expectations of CSR. For the 21 months now that TPST Samtaku Jimbaran has been operating, they have shut themselves in their houses for hours each day, been sick, short of breath, and complained about its operation.

This paper presents the different assessments.

Section 2 of this paper briefly describes the research approach and discusses the research resources used. Then follows section 3 a review of those resources, firstly a review of Okta Golden's article, including a commentary on the nature of CSR. It then reviews documents that were available to Okta Golden, both from the proponents of TPST Samtaku Jimbaran and from the community. Then a summary is provided of the deceptions in the planning, approvals, and operations of TPST Samtaku Jimbaran that have been uncovered. This is followed by reviews of documents available since Okta Golden submitted her paper, that have exposed further deception and evidence that the TPST should never have been approved, and that its operation is contrary to national policies on waste management.

Section 4 is a discussion of the intent to deceive, how Okta Golden has been a victim of that deceit, and the options for what should now be done. Section 5 is the conclusion that the request of the community to close the TPST is the appropriate action, and Aqua needs to rethink their CSR policies.

RESEARCH METHODS

The research method used in preparing this paper is a combination of action research and document review. According to Tegan George (2023, January) “action research is a research method that aims to simultaneously investigate and solve an issue. In other words, as its name suggests, action research conducts research and takes action at the same time.”

In action research the researcher cannot profess to be a neutral and disinterested observer. In this case, the author has been an active opponent of the TPST Samtaku Jimbaran, since it started operations close to our home at the beginning of October 2021, and turned our pleasant clean environment into a stinking and unhealthy one.

There are risks of being an activist against a high-profile public-private participation initiative dealing with the socially and environmentally important public service of waste management in Bali. The principal external risk was the opposition from powerful people who could readily ignore complaints from a small community. The principle internal threat was jump to conclusions because of the lack of availability of information. As our research progressed the risk changed from lack of information to disinformation.

The action of opposing the TPST required research to uncover evidence and identify disinformation, needed to assure the veracity of community complaints. From the perspective of the author, this was researched action rather than action research. It is only now, writing up the experience, does it become action research.

The author conducted continual document search and review, for evidence and potential alternative views. It was in this process that the author discovered the article by Okta Golden.

The author, with the Angga Swara community and support from several NGOs, also continually documented our actions.

Thus, the method of this paper is a review of documents found and created in the action of opposing TPST Samtaku Jimbaran to restore our healthy environment and stop the blighting of our community.

There is also an ethical issue in writing a critique of the work of others, particularly when the author of the article being reviewed is by a student. Okta Golden is not a professional researcher, but an architecture student preparing herself for a career as a designer. She has completed her research assignment. She is now aware of the flaws in her article (Okta Golden 2023 June), but she is no longer in a position to return to her research. The intent of this paper is not to criticize of her article, but to set the record straight regarding the so-called model of CSR in TPST Samtaku Jimbaran.

REVIEW OF RESOURCE MATERIALS

Review of Okta Golden’s article

This review focuses on two aspects of Okta Golden’s article (Okta Golden 2023 June), her definition of CSR and her SWAT analysis.

On CSR. Okta Golden defines CSR as “a form of commitment and action to fulfill responsibilities towards the surrounding social community and the environment by the company.” She cites “Wibisono (2007:7)” as her source, but this popular book on CSR is not in her bibliography, nor is Wibisono’s definition (Yusuf Wibisono, 2007) the same as she has provided.

The author of this paper prefers to define CSR as the scope given to it by Indonesia Business Links (IBL) the national peak organization of CSR initiatives in Indonesia and founding member of ASEAN CSR, as illustrated in the following **Figure 3**.

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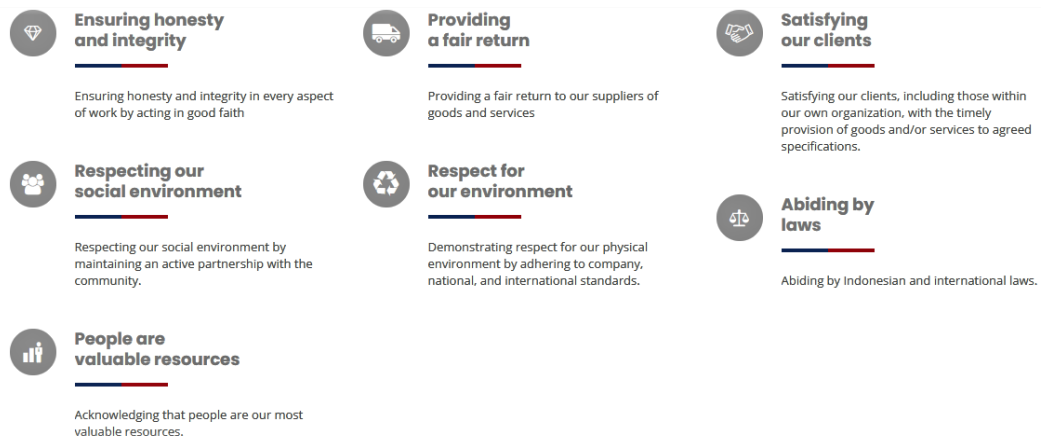


Figure 3. IBL Business Principles. (source: IBL business principles)

In practice, companies establish programs for their philanthropic activities, naming them their CSR programs, which regularly include activities with their social and physical environment. Thus Danone Aqua support TPST Samtaku Jimbaran in their CSR program, and their operational partner Reciki provides training programs that Okta Golden describes as part of their CSR program.

However the actual definition of CSR is broader than this, encompassing the practice of all the principles set out by IBL. Thus, in the author’s analysis of the documents below, this paper will examine honesty and integrity, respect for the local community and environment, satisfying the client (in this case the Badung Regency government), and abiding by laws and regulations.

It is based on these other aspects of CSR that the author concludes that TPST Samtaku Jimbaran cannot be considered as a model for CSR.

On SWAT analysis.

Okta Golden cites a strength of TPST Samtaku Jimbaran as its capacity to process 120 tonnes of waste/day, but references from Media (as cited in Podger 2023 July) indicate that they process only about 20 tonnes per day, thus contribute in only minor way to the handling of waste in Kuta Selatan.

She cites as a weakness that the TSPT “can cause an unpleasant odor and disturb the surrounding community.” While she provides a reference in her Bibliography to Divianta (2022) she does not conclude that the continual blighting caused by the TSPT reported by Divianta is more than unpleasant and disturbing, but more accurately sickening and blighting, and thus contrary to the principles of business to respect for the local community and environment.

She cites that an external strength is the activity of educating the community in waste management. This indeed appears to be positive, with special rooms provided for training. But she fails to identify the hypocrisy, that while the national and regional policy for waste management is for sorting of waste before it is collected, the TPST business model is for waste not to be sorted before it is delivered to the TPST.

An external weakness cited is that machines can be damaged. I believe this may be in response to the press reference she cites (Divianta 2022). She does not note that second-hand and uncertified machinery was put in place, and before Divianta prepared her article, was disconnected, and rejected.

TSPT documents available to Okta Golden

Several documents related to the planning, opening and self-assessment of the performance of TPST Samtaku, mainly found by internet search, could have helped Okta Golden.

Desa Kutuh Video. In April 2020, 18 months before TPST Samtaku began operations, its proponent made a presentation to the people of Desa Kutuh, a community to the south and over the ridge from TPST Samtaku informing them of his plan to build a TPST that would produce briquettes that could be used by housewives for cooking in their homes (Desa Kutuh Channel 2020). By checking what these briquettes were, Okta Golden would learn they were Refuse Derived Fuel (RDF) made by

mixing plastic with organic matter and drying it into briquettes. Indonesia permits certified RDF for use in places like cement factories that are remote from housing, and certainly not for use in homes. This suggests that the lack of concern of the proponent for the community, the environment, or the law. Certainly, not a model of CSR.

Regulation of the Minister for Public Works and Housing (Permen PUPR). We in the community did not find Permen PUPR 3/2013 until March 2023. It is regrettable that Okta Golden also did not find this regulation that prohibits building of any TPST any closer than 500 m from housing. The map in **Figure 2** above provides a circle indication a radius of 500 m from the centre of the TPST, which reaches almost to the UNUD campus, indicating the gross error in allowing the TPST to be built at this location.

Site meeting for location permit. In February 2021, a meeting was held between the proponent of TPST Samtaku Jimbaran and officials from six agencies of Badung Regency Government that formed the Licensing Team for approval to proceed with preparing approvals for the TPST Samtaku Jimbaran to be built. This meeting has been recorded on the Badung Regency Government website (Tim Kreatif DPMPSTSP Kab. Badung (2021, 16 February 2021). It does not indicate the approval to proceed, but we note that the meeting was told that the location was distant from housing. And from the photos accompanying the press release, one can only see green. However, a confirmation on Google Maps satellite view shows housing close by where the TPST was to be built, as can be seen in **Figure 4**. The report of the meeting made no reference to Permen PUPR 3/2013.

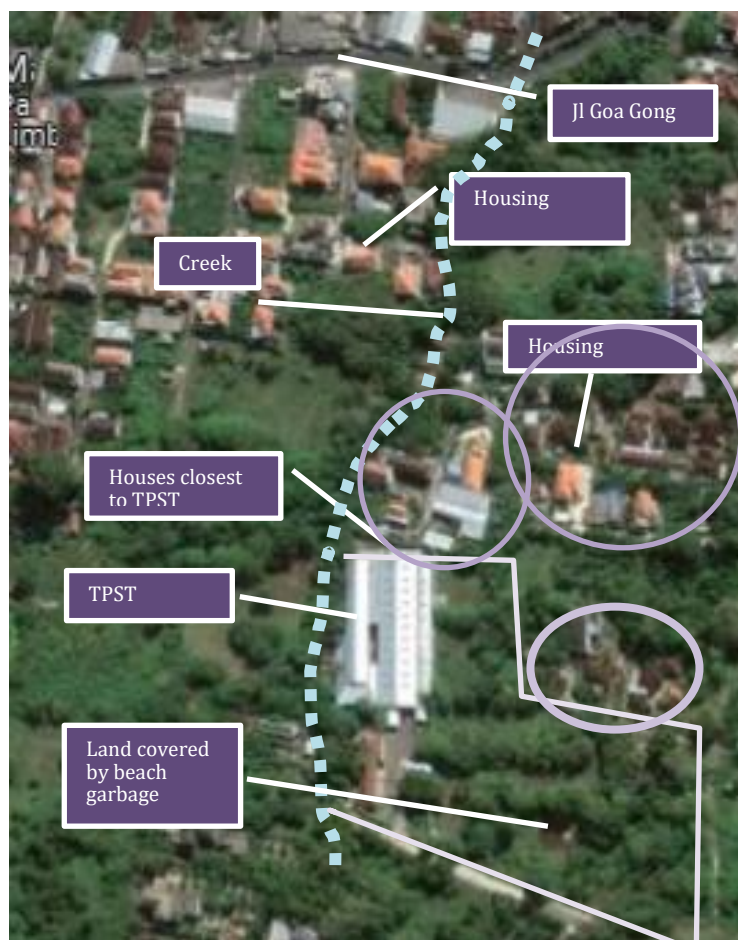


Figure 4. Location of TPST and neighbouring houses

Official opening. Several sources could be used to cite the official opening, where it is reported that the Bupati informs the public that there would be no smell from the TPST (for example, Taufal Fikri Yusuf 2021). It is hard to believe that the Bupati would deliberately lie to the people, and it is

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reasonable for a researcher to ask whether the proponent lied, and to question the integrity of proponent.

July media release. Divianta (2022) is one of several media reports of a media release by Reciki, that Okta Golden could have researched further as the reports of smell should have led to questioning of the citing of TPST Samtaku Jimbaran as a model for CSR. This media report states that the TPST received tires, building materials, spring-beds, and mattresses. While Reciki does not admit to burning these, it would be reasonable for a researcher (or a reporter) to question it. Certainly, the community believes the smell often would indicate that rubber and cloth had been burning.

Reciki did manage to blame the community for much of the small, stating that domestic waste should be delivered within three days, not seven days as was often the case. It had been agreed that TPST Samtaku Jimbaran would accept waste from the 101 Km² of Kuta Selatan, and the complaining community covers less than 1 Km². Was this complaint intended to degrade those who were suffering from the pollution?

And the response from Reciki stated that production of RDF was essential, and they were in the process of improving their processes, although earlier media reports stated that TPST Samtaku had ceased production of RDF.

Citizens documents available to Okta Golden

Okta Golden had limited access to documents produced by the community. She could not know of the hundreds of complaints made continuously to the Kelurahan, the local banjar, to the Cleansing Agency (Dinas LHK), to Danone Aqua personnel, and directly to the TPST. Or of the letters to the Governor and to Ministers. These complaints were circulated amongst the community and NGOs and presented to government and Danone Aqua. They could have been available if she had approached the community. She would have received photos like **Figure 5** and **Figure 6**.



Figure 5. Rubbish spilling into the creek
January 2022



Figure 6. Burning in January 2022



Figure 7. Leachate flowing to community's property January 2023

While the complaint of loss of health from the pollution dominated the complaints, the community also documented other complaints. They had been told that the factory being built was for manufacturing building materials. None of those living to the north of the site admitted to being asked to sign approval for the building permit or change of land use. They would also have informed her that for most of the time, the management of TPST Samtaku and Danone Aqua personnel denied any smells or pollution.

She could also have been invited to the CSO meeting in March 2022, or obtained a copy of the petition signed in September 2022 by over 70 people living immediately adjacent to the TPST (as attached to Podger, 2023, May).

She could have found media reports from June and July in addition to Divianta (2022) that reported both community complaints and the reported failure of RDF production. All these reports would have brought her hypothesized model of CSR into question.

Summary of deceptions that Okta Golden could have exposed.

The above-mentioned documents exposed a series of deceptions by the proponents and operators of TPST Samtaku Jimbaran.

The first was a full 18 months before the TPST opened, and 10 months before the meeting in front of the location. It was the false claim in the video that the RDF that would be produced was suitable for domestic use.

The second deception was that there was no housing close to the site proposed for the TPST to be built. **Figure** is a house immediately adjacent.

The third is informing the community that the factory being built was for producing building panels, not that it was a waste facility.

It is also likely that, as experts in waste management, they also knew about the Permen PUPR that prohibited TPST to be closer than 500m from housing.

Someone led the Bupati to lie about the smell. For months they denied any smell, and then in July 2022 said the smell was because we the citizens kept our waste too long before it was delivered to the TPST.



Figure 8. One of the homes adjacent to TPST Samtaku Jimbaran

And they still professed they were producing RDF while others said that they had stopped in or before June 2022.

Documents available since Okta Golden submitted her manuscript

Okta Golden submitted her article in December 2022. In December the community received access to other documents that had only just become available.

Verra Registration.

Verra is a US based organization that sets standards for plastic waste reprocessing and provides certification of compliance with their standards upon acceptance of audit reporting provided by the proponent of plastic waste reprocessing projects. Danone Aqua applied for registration of a project to be managed by Reciki that included TPST Samtaku Jimbaran, and commissioned Control Union to prepare an audit. Through a process of review of drafts of the Control Union Report, a final report (Control Union, 2022 November 11) was presented to Verra. Based on this report, Verra produced a Project Review Report (Verra 2022, November 28) that acknowledged that the project met their standards, and then registered the project as the first Indonesian project to be registered by them (Verra 2022 December 5).

Community response. An NGO passed on these documents to the community affected by TPST Samtaku Jimbaran and advised the community to respond. The author corresponded with Verra, Danone and Reciki about the errors in the Verra Project Review Report related to standards of engagement with the community. Verra and Reciki did not respond as they promised, so in April after detailed consultations with neighbors, the author prepared a two-part Open Letter of complaint in Bahasa Indonesia, the first part a summary report focusing on the failure to apply Permen PUPR 3/2013, and the second part giving details of errors in the assessment on seven of Verra's findings of the audit report. An English translation was provided for Verra and Danone (Podger, 2023, April 10). The main findings of the community are summarized in the following table.

Table 1. Comparing Verra findings in certifying TPST Samtaku Jimbaran with community findings

Verra Finding	Community Finding
Defining Stakeholder Groups	<ul style="list-style-type: none">• The TPST has no agreement of any form with the neighboring community.• Control Union found only 24 houses affected when the stench travels over 400m to hundreds of houses.• The road access is on private land and the owner has not permitted for its use for TPST.
Plan for continued consultation and adaptive management	<ul style="list-style-type: none">• The report states that the proponents have received approval letters from neighbouring communities. Neighbours know nothing about approval letters, except that one person to the east of the TPST reputedly signed the building permit (IMB)

	<ul style="list-style-type: none"> • The Control Union report concludes that “the project has no significant negative social and environmental impacts” denying the continuous complaints of our community. • The report mentioning consultations that the community know nothing about.
Letters of consent from parties with rights that may be affected	<ul style="list-style-type: none"> • We do not know anyone in the community who has given any consent. • Rights should include the right by law to live in a clean environment • Rights should include the food-sellers on Jl Goa Gong, who try to see food in stinking air from both TPST Samtaku Jimbaran and the constant flow of stinking trucks along the narrow road • Rights of those wishing to sell their property.
Feedback and grievance redress procedure	<ul style="list-style-type: none"> • The community had no access to a grievance or redress procedure. • This has partly been addressed with a complaint form apparently available on-line to fill in and submit.
Full project documentation “accessible to all stakeholders”	The community had no accessible information, especially for the “marginalized and/or vulnerable stakeholder groups” that Verra required.
No unauthorized, illegal or non-statutory activities	<ul style="list-style-type: none"> • No mention of Permen PUPR 3/2013 specifically the provision to locate at least 500m from ANY housing, • and six other irregularities in complying with regulations

Response from Bappenas, but no response from Verra, Danone or partners. Despite Verra’s promise to respond within two weeks, there was not response from them within six weeks. A senior official from the National Development Planning Agency, Bappenas, contacted Dinas LHK who agreed that the author should asked to provide his proposed resolution which the author provided in private communication with the Camat (Podger, 2023 April 12).

Second Open Letter, addressed to Danone. With no response to the first Open Letter, the author prepared a second letter, this time addressed to Danone (Podger, 2023, May), calling for the TPST to be closed, citing fourteen (14) irregularities in getting approvals to build and operate the facility, as illustrated in in the following table and the accompanying **Figure** .

Table 2. Fourteen discerned irregular processes in approving the building and operation of TPST Samtaku Jimbaran

1) Non-compliance with the Public Works and Housing regulation that precludes any TPST being built closer than 500 m from housing.	7) Evidence of procedural errors in issuing the IMB.
2) Irregularities in the process of obtaining Location Permit (failing to see the houses immediately adjacent to the site).	8) Lack of transparency in issuing Nuisance Permit.
3) No permission to use road access on private land.	9) Irregularities with the UKL/UPL.
4) Lack of consideration of other spatial planning considerations like the narrow dangerous road and location in a valley	10) Lack of access to environmental impact reporting.
	11) Non-compliance with Governor Regulation on Source-based Waste Management.
	12) Accountability for Government provided tipping fee subsidy for residual waste.

- | | |
|--|---|
| 5) Failure to comply with agreements with Badung Regency Government. | 13) Lack of certification of RDF machinery. |
| 6) Lack of transparency in approving land-use zoning change. | 14) RDF production failure |



Figure 9. Aliansi Zero Waste Indonesia poster on 14 irregularities in the approval of TPST Samtaku Jimbaran

This Open Letter was emailed to Danone in Jakarta with copies to Reciki, Verra and Control Union. The author prepared a Bahasa Indonesia version that was sent to stakeholders in local government and provincial government. Copies were delivered to four ministries and the President's secretary. It was also sent to media. The following Thursday, Pancasila Day, it was delivered by hand to Danone in Paris by representatives of three Indonesian NGOs who were attending the UN Second Session of the Intergovernmental Negotiating Committee on Plastic Pollution (UNEP, n.d.).



Figure 8. Small demonstration inside of Danone Headquarters in Paris, 1 June 2023

Initial responses to the second Open Letter

Documentation of the initial responses is taken from a paper yet to be published (Podger 2023, July) to be presented at the 1st Bali International Conference on Social and Political Science (BICoSP) on 10 July 2023.

The first response to this Open Letter was a reply from the CEO of Reciki, using sweet language to accuse me of failing to collaborate with them, saying collaboration was the Indonesian way of doing things. But his definition of collaboration required me to go to the TPST despite my ill health to make a deal of an unspecified nature. And he would not come to me. He also stated that Danone only provided support, and that the TPST was owned and run by himself as the owner of PT Reciki Maju Jaya, the subsidiary of Reciki. This was news that could easily have been conveyed from the beginning.

The second response was from Ibu Siti Nurbaya, the Minister for Environment and Forestry. She ordered one of her directors, Novrizal Tahar, to investigate. He held a meeting the following Monday morning, 5 June 2023, with Danone and officials from the Bali and Badung government. We assume that his job was to report back to the Minister, not to us or the media.

Reciki blamed us for the smell that they had denied existed for 20 months. Of course it smells, it's household waste!

Then the following weekend the NGOs meet again with community leaders. I had achieved my personal goal of helping the community restore their hope for the TPST to be closed. And leaving to the government at all levels to get serious about the complex issue of waste management in Bali.

DISCUSSION

On the principles of Corporate Social Responsibility

Of the seven principles of CSR defined by IBL, the following table shows five that are seriously missing from the process of building and operating TPST Samtaku Jimbaran.

Table 3. Negative performance of TPST Samtaku Jimbaran on IBL principles of CSR

IBL principle of CSR	Assessment
Ensuring honesty and integrity	The community, the government, the certifiers have been misled.
Respecting our social environment	There has been no respect for the health and prosperity of neighbouring community.
Respect for our environment	There has been limited respect for the environment, including the use of substandard RDF machines that produce poisons
Satisfying our clients	TPST Samtaku has failed to process the volume of waste promised to Badung Regency government.
Abiding by laws.	There has been a serious neglect of government regulations and standards set by Verra.

On intent and motive to deceive

The information that could have been accessed by Okta Golden, and that found since, is characterized by inconsistencies and deceit. This is certainly not a model for CSR.

The question that may be worth asking is whether there was an intent to deceive and what the motive for that could be. This question is beyond the scope of this paper.

Okta Golden as a victim

When TPST Samtaku Jimbaran was promoted as the solution to Badung's waste problem and a model for the whole country, it is easy to understand how an architecture student can be led to believe it was a model for CSR. But in fact, she was a victim of the deceits no less than the people in them community surrounding TPST Samtaku Jimbaran.

Options for action regarding the TPST

On repeated occasions the author was asked to provide ideas for resolving Badung's waste problem, and apart from the submission made on the request of a senior official of Bappenas, the author has not responded. There is no shortage of experts in waste management in Indonesia.

On other occasions, the author was asked to collaborate with TPST Samtaku Jimbaran, but the community has no intent to collaborate with an organization that has caused so much harm. The author is considered by some as an authority on collaboration in government (Podger 2018). The objective of collaboration should be to help the government to be more effective in serving the public interest and to be more accountable (Podger, in press).

CONCLUSION

From the documents reviewed and the discussion, it can be concluded that the assessment by Okta Golden (2023) that TPST Samtaku Jimbaran is a model of Corporate Social Responsibility was misplaced, having disregarded so many of the principles of CSR, including providing misinformation that led to Okta Golden's mistaken assessment.

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