CSR | Children’s Rights In Business

Indonesia update

20 March 2013
CSR Market Assessment:

Executing institution: Ipsos MORI
TOTAL Cost: 68,000 USD (Indonesia)
Source of funding: PFP HQ Geneva

Qualitative – Phase A
23rd January – 2nd March 2012
12-15 Stakeholder interviews & Semi structured depth interviews

Quantitative – Phase B
3rd May - 1st June 2012
Online survey to 150 Corporate CSR Decision
The Market Assessment Result:

- 72% companies in Indonesia are committed to acting on CSR as they believe that CSR is important.
  - Key drivers are: children are the future and there is social need (46%).

- 51% of companies have CSR policy/set of principles.
  - But only 29% have quantified commitments and 22% report publicly on its CSR.

- 85% agree that children's issues will become more important in the next 5 years.

- 88% of companies think it appropriate for UNICEF to give companies guidance on child-focused CSR.
Wednesday, 13th March 2013 - Indonesian Trade Minister Mr. Gita Wirjawan (center) supports UNICEF and Ministry of Women Empowerment in promoting the CRBP