

Dear friends,

Welcome to the 12th volume of our newsletter.

THE PETER SENGE LECTURE

As a kick-off event for 2009, UID was pleased to co-host, with the University of Indonesia, a lecture by the world-renown management guru Peter Senge. Under the title “*An afternoon with Professor Peter Senge, the Strategist of the Century*”, the lecture took place on Friday, 23 January, at Hotel Indonesia Kempinski in Jakarta.

In the lecture, Peter Senge, a professor at the Massachusetts Institute of Technology (MIT) Sloan School of Management and author of the 1990 best-selling *The Fifth Discipline*, spoke on innovative steps



Peter with IDEAS fellows and UID leaders in a group photo

that corporations and individuals can take, often with civil-society organizations, to make the world more sustainable. This is also the theme of his new book, *The Necessary Revolution: How Individuals and Organizations Are Working Together to Create a Sustainable World* (Doubleday, 2008).

The key to corporate and organizational success, according to Professor Senge, is an approach to management that combines system thinking, collaboration and team learning.

This approach is what his MIT Sloan colleague Otto Scharmer and he are teaching participants in IDEAS (innovative, dynamic education for action and sustainability), an executive education program for Indonesian leaders across sectors that UID has launched.



IDEAS fellows listened attentively as UID Co-founder Aristides Kattopo (far right) spoke during a workshop

Speaking of Professor Senge's lecture, UID President Rosihan Arsyad said: “We feel most fortunate to have Peter in Jakarta and to have him lecture on such critical issues as organizational change, tri-sector partnership, and sustainability. In light of the current global economic crisis, I believe that we can see clearly the importance of these issues, and I think Peter and his colleagues have the right solutions with which we can deal with them.”

Upon their completion of IDEAS program, its fellows will have been armed with system-thinking tools that allow them to evolve through tough times and make changes at

personal, organizational, national and international levels.

IDEAS PROTOTYPES

As of now, our 2008-2009 IDEAS fellows are working in groups on prototypes as their assignments. In other words, these prototypes are real-world applications in Indonesia of system thinking and other innovative theories that IDEAS fellows learn in the program. Following are five prototypes that our IDEAS fellows are working on:

Media Ethics

Issue: Over the past ten years, the Indonesian media industry has been having one major problem: Lack of media ethics. As media publications “mushroomed”, the quality of journalism has been worsened; daily and wired publications come out on time, but the news they deliver are nothing but “rubbished.” As a consequence, readers get ill information and are misled. And this, in turn, affects their economic and political choices negatively.

Prototype: To deal with this issue, fellows in this group will hold seminars and workshops on ethics with journalists as well as government officials and businesspersons. They will then compose a prototype based on the outcomes of these events.



IDEAS at work

Water Management

Issue: One of the major problems that Jakarta and neighboring cities face is the shortage of clean, potable water. As such, this group of fellows would like to focus on Ciliwung River as a cross-boundary water resource for Jakarta, West Java, and Banten.

Prototype: The objective of this prototype is to balance the need of water for upper-land catching, mid-land agriculture, urban and rural areas as well as industrial usage. The group will hold a two-day workshop with the Indonesian Department of Water Resources and River Management. The group will invite 14 other government agencies and other key stakeholders that have an interest in the Ciliwung River to this co-initiation meeting.

Prototype: Fellows in this group will find causes of this problem through research, interviews, and other means. The group will see if the prototype can be replicated elsewhere in Indonesia.

Village Hygiene

Issue: In Panopasa, northern Sumatra, villagers dump their sanitation wastes and garbage into the same river from which they take water for household use and drinking.

Needless to say, this practice has a negative impact on the health of the whole community, particularly that of children. The lack of clean hygiene in this community stems from its members' old mindsets that have lasted for generations.

Micro Business Development

Issue: The current global economic crisis does not exclude anyone, and for small businesses in Indonesia, it is a question of survival. And for those who wish to build a small enterprise, but do not have the means to do, their dream may never come true.

Prototype: The group will design three models of micro-business development assistance, including 100% start-up capital funding; provision of fixed assets, like machines and other equipments; and low-cost facility rental.

The group will monitor the development of businesses in these three models. At the same time, the group will present these businesses to companies like Nissan, Sinar Mas Bank, and others to adopt them into their corporate citizenship programs.

We look forward to seeing these prototypes when they are completed. In the meantime, we wish our IDEAS fellows courage and luck!

With warm regards,

The United in Diversity Forum



World-renown MIT professor Otto Scharmer (center, back row) with IDEAS fellows during a group session

Women Empowerment

Issue: One of the major challenges in empowering women workers in Indonesia is that they tend to be non-productive and uncreative in their designs. As a consequence, domestic or foreign investors—Alun Alun among them, hesitate to hire, or buy products made by, them. And this, in turn, affects the sustainability of these women and their families' living.

Prototype: The group will get a contractor to build septic tank and a sewage system to take human waste away from the river. At the same time, it will hold workshops on clean hygiene and its benefits for villagers, so that they can see its importance and start to practice it.