

Communication On Progress

PT Insera Sena

Year 2009



Jakarta, February 2010



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I. STATEMENT OF CONTINUED SUPPORT

First of all, we would like to make statement that our company's mission and business strategy have always been incorporated with The Global Compact Principles. We always improve our effort more and more toward our completeness mission.

Throughout join with Global compact, we believe to make it simple for us to mapping what kind principles that we should to conducted and take priority appropriate with our needs.

We realize that this time we focusing on the 7th and 8th principles which are : support a precautionary approach to environmental challenges and undertake initiatives to promote greater environmental responsibility, but We will endeavour to completed in the future be in conformity with our passion to apply these principles.

Last but not least, we also insist that we continue to joint UNGC and together we also aim to move the agenda forward on performance related to human rights, labour rights, the environment and the fight against bribery and corruption

Jakarta , February 2010

Dr Ang Sujanto Widjaja

Founder and President Director PT Insera Sena

II. INTRODUCTION

Firstly, we as PT Inera Sena would like to announce since we joining with UNGC, a lot of benefit that we got, especially related with 10 principles that campaigned from UNGC. Throughout these principles , we and the other member, actively already make positive movement and contribution to handling our company, especially related society issued, therefore throughout events that I have already done to do, we endeavour to share information and experiences for members to start to do something applying 10 principles.

Herewith this report, we as bicycle manufacturer will be reporting all of event that we have already done , that related with some of 10 principles. Especially to celebrate our 20th anniversary, at 2009, we already CSR programme with title “ 1000 polygon bicycle for education and children” for the poor children bring into reality come back to school. Beside that, we make scholarship to junior and senior high school and also university student as our realization to concern at educational field.

More than that, we also support provide special product bicycle for internal transport university student at University of Indonesia and Bogor Agriculture Institute . This programme we did to do, because as company entity, we realize we couldn't live just by our own, needs fusion from other anything else, among social interest and corporate social responsibilities.



Picture 1: ambience of CSR bicycle yielding with IGCN



Picture 2: Special product for University Of Indonesia

We realize, employee as greatest asset for us, who without them , are impossible for company could improving it self comply with mission and vision. Herewith, I would like to state that there is no discrimination regarding race, gender, social status, or believing in religion.

As Bicycle manufacturer company, we are very concern to environment issued, which every moment on our promotion communication always get go green theme and stitch up go green logos such us drink bottle, t shirt, operational car, banner, poster etc.



Picture 3,4,5,6: IGCN logos and green community on operational truck
T shirt , banner and drinking bottle

III. THE IMPLEMENTATION OF GLOBAL COMPACT PRINCIPLES

Implementation of global compact network, note we have already done conducted several program that match with global compact principles since year 2007, and focusing on the 7th and 8th principles which are : support a precautionary approach to environmental challenges and undertake initiatives to promote greater environmental responsibility. In this report we also conducting many events and programs, especially within 2007-2009:

HUMAN RIGHT

Principle 2 : *Make sure that their own corporation are not complicit in human rights abuses*

We have to make sure that everyone in this company has contribution to the success of company target achievement with no any discrimination. We ensure that there is no employee in the work place under intimidation and threaten in expressing their ideas.

LABOR

Principle 4: *The elimination of all forms of forced and compulsory labor.*

In case recruit employee, we always based on legal rules by conducting conversation and the other thread to set up agreement , including payment and job description.

ENVIRONMENT

Principle 7: *Business are asked to support a precautionary approach to environmental challenges ;*

Corporate program on environment and CSR.

In the promotion field, we conduct almost every our material promo take “ green community “ logo, to campaign for our stake holder that we really concern regarding promote green environment movement. We take this logo on several our product such as on jersey, t shirt, operational car, bottle etc. Within this way, step by step we encourage all people that bicycle is one of part friendly clean environment. For the time being, now a days almost green event at Indonesia, involving fun bike as part of their event.



Picture 7: ambience of Green Festival Senayan Fun Bike



Picture 8 : balloon gate on Bicycle parking java jazz festival, February 2009

In the section of event activities, we also conducted some event that promote green environment throughout as follows:

a: “1000 Polygon bicycle for education and children “. in regards to our 20 years anniversary, PT Inera Sena would like to contribute back to the nation regarding make successful educational field and green environment, throughout conducted this one event. Objective from this program could make endorse to poor student especially

elementary and junior high students go back bike to school and campaign go green environment at their school area.



Picture 9 and 10 : ambience of CSR programme with title “ 1000 polygon bicycle for education and children” bicycle yielding on Kampoeng Djamu, December 2009

b. *Bicycle Coaching Clinic*, throughout bicycle coaching clinic, we conduct training to cyclist how to be good bikers, and the other side we campaign that saving health environment could start or beginning from use bicycle as part of their life.



Picture 11: Ambience of bicycle skill coaching clinic on Jati Asih Community, December 2009

Picture 12: Poster of Cycling Benefit

c. *Safety Riding Clinic*, this program have been conducted only for elementary student for teach them how introducing cycling basic while introducing how to love health environment. We teach them trough out fun playgroup. It hopefully student could absorb these lesson properly.



Picture 13 and 14 : Ambience of Safety Riding Clinic for elementary student, November 2009

d. Scholarship, We have been conducted twice per years. Purposes from this programme, we believe, through students are the good way, as ambassador to promote idealism value regarding go to school by bike for green environment.



Picture 15 : Scholarship Poster

e. At the one of event IGCN, charity day at Darul Funun , kabupaten Bogor we also had donated books and one bicycle for support students activity on there.



Picture 16, 17 : Ambience of charity day at Darul Funun

Principles 8: Undertake initiatives to promote greater environmental responsibility

We have committed in initiating and promoting

Conducting partnership with WWF (World Wide Fund) Indonesia. Together with the other member we involved, at some of their event programme such us:

1. Jakarta Earth Hour, this program's purpose was conducted to promote efficiency of electricity energy to obstruct global warming. All of member declared to support this programme within put out electricity during an hour at the office area and employee's home.



Picture 18, 19, 20, 21 : Campaign Poster of Earth Hour and support by polygon

2. Conducting partnership with Bike to Work organization (B2W). For further information, B2W is non profit organization that make movement to provide a place for everyone that daily use bicycle to go work. For time being, noted approximately less and more have got 10.000 members divide entire Indonesia cities, since their declared 2005. They have got mainly purposes as organization that focus on "bike to better global environment" campaign. Polygon as bicycle manufacturer concern to support their movement with conducted something such us:

a. Produce special product bicycle within their graphic design theme. We also give them royalty fee for each bicycle that sold, for help their budget to campaign green environment.



Picture 22: Bike to Work model specification MTB bike



Picture 23: Bike to Work model specification Folding bike

b. Conducting “ Car Free Day “ event every last week of month, and provide traffic lane to rider use easily.



Picture 24: Bike line, support by Polygon

3. Conducting partnership with Indonesian University (UI) and Bogor Agriculture Institute (IPB), to provide campus commuter bicycle. Purposes from this programme to make usual for university student make bicycle for their activity in internal campus. Within this way, automatically teach them to care their better health environment.



Picture 25, 26, 27, 28 : Special bike model dedicate polygon to University of Indonesia and bicycle shelter and track supported by polygon



Picture 29, 30 : Special bike model dedicate polygon to Bogor Agriculture Institute

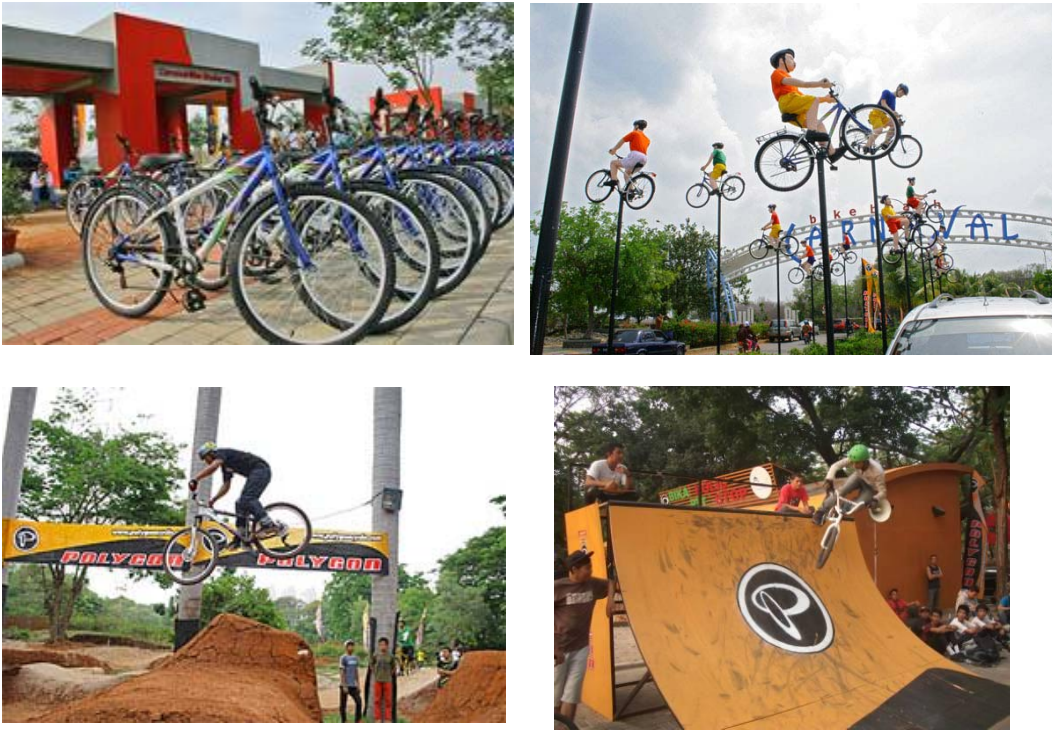
4. Conducting partnership with coca cola company to support green environment campaign , through make special bicycle product with coca cola theme design . For information, Coca cola have got community, which mention it by Coca cola Cycling Community (C4). They are active to promoting green environment within each green event such us “Car Free Day” and also polygon create coaching clinic to them.



Picture 31, 32, 33 : Special model bicycle for coca cola and C4 car free day supported by Polygon



5. Conducting partnership with Taman Impian Jaya Ancol, which Ancol is biggest centre of recreation at west Indonesian, to establish comprehensive bicycle area. Contains are, provide bicycle free use for Ancol visitor. Special track for bicycle hobbies such us are, bmx obstacles, dirt jump, xc, and then there is room for coaching clinic, free service bicycle for Ancol visitor, and bicycle rent for dirt jump.



Picture 34, 35, 36, 37 : Special bicycle model for ancol, and bicycle infrastructure at ancol

6. Collaboration with biggest media in Indonesia, Kompas Gramedia Group, initiate to develop program “ Bike to Scholl community “. We active to encourage them and support for their activities to keep their consistency .



Picture 38, 39, 40: Ambience of seminar and coaching clinic at University of Indonesia and Bike to school Kompas Gramedia

IV. ACHIEVEMENT

1. In regards to celebrate our 20th anniversary, 2009, we thought to do something for contribute back to our nation, and finally we found the way with conducted CSR program with title : *“1000 Polygon bicycle for education and children “* that it have purpose to make successful educational field and green environment, throughout conducted this one event. Objective from this program could make endorse to poor student especially elementary and junior high students go back bike to school and campaign go green environment at their school area.

Firstly, this program only PT Inera Sena internally to donate 1000 bicycle. But for time being, we accepted empathy for society that they would like to joining this program. And then we decide to involving society joining this program, with only donate IDR 400,000 for bicycle price IDR 1,175,000. And less for the price PT Inera Sena covering it.

Until at the end period of this program, we already done distribute 1,571 units bicycle that distributed through 6 truly foundations are : IGCN, Kompas Gramedia, Dr Pangerang, Bali Post, Dekranas Jogja, Nurani Dunia.

For this program, IGCN member would be contribute with 77 units bicycle that distributed to their networking.



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Picture 41, 42, 43 : Poster CSR 1000 Bicycle and yielding at Jogja and Kampoeng Djamu, IGCN

2 United Nation For Climate Change Conference (UNFCCC)

UNFCCC is subsidiary of PBB program that concern for Global Climate Exchange. The members are representatives from entire world nation and council. This conference would be held at Bali, 2007.

Polygon's contributions are as official bicycles for transportation at the conference area, that for information this area, forbidden for motor or electricity transportations.

At That time, for opening ceremonial purposes, that conducted event with title "Bike for Earth goes to Bali" that involved 30 cyclist make trip Jakarta to Bali for 10 days, and stop in several cities to campaign Stop Global Warming. President of Indonesia, Susilo Bambang Yudoyono had opening this event with riding polygon bicycle.

Jawa Pos • Senin 12 November 2007



TANDEM: Presiden SBY dengan sepeda tandem membonceng Ibu Negara Ani Yudoyono saat melepas Tim Kampanye Bersepeda di Lapangan Monumen Nasional, Jakarta, kemarin.



Picture 44, 45, 46, 47 : Ambience of UNFCCC summit, and opening trip ceremonial by President of Indonesia