



# **Communication on Progress**

## **2006 - 2007**

Prepared by Secretariat of IMA  
Jakarta, 22 April 2008

A MEMBER OF



## STATEMENT OF CONTINUED SUPPORT

As part of the global economy and a member of our global society, some can influence economic, ecological and social living conditions throughout the nation to an extent often larger than often politically perceived.

In order to demonstrate its deep and abiding commitment to good corporate governance and citizenship, Indonesia Marketing Association (IMA) participated in the signing ceremony of the United Nations Global Compact (UNGC) at Jakarta Convention Center on April 8, 2006.

In the modern day, citizens now expect more: that business should orientate actions within a broader social context. Expectations presumably include supplementary contributions to the commonwealth as well as transparency with respect to social and ecological consequences of corporate activity. Only those which satisfy these additional demands can expect to gain the kind of societal trust which legitimizes their actions. This is where IMA positioning itself, to bridge the communication of Companies – Community – Government through marketing.

IMA's participation in UN Global Compact is driven by our belief that we can achieve more through partnership for the sake of the nation. Besides, IMA's vision and mission is perfectly in line with the spirit of the Global Compact. IMA is actively leading the promotion of the Global Compact in Indonesia and we will always be committed to promote the initiative to sustain Good Corporate Governance.

Jakarta, 22 April 2008



Y.W. Junardy  
President - Indonesia Marketing Association (IMA)  
Coordinator, Indonesia Global Compact Network (IGCN)



is an Indonesian non-government organization established in 1996 for professional marketers and individuals with interest in marketing. IMA is a non-profit and no political affiliation.

### **Our key objectives are:**

- Promote and implement marketing concept as key aspects of business strategy;
- Development of marketing knowledge and skills of members through seminar, workshops and professional certification (CPM);
- Proactively contribute to the community development through education, consulting, project development and support;
- Actively participate in the global marketing development and activities.

As an active member of Asia Marketing Federation (AMF) and World Marketing Association (WMA), currently IMA has 18 Chapters and 6 Sub-Chapters. IMA also home of AMF Foundation.

### **Key Activities**

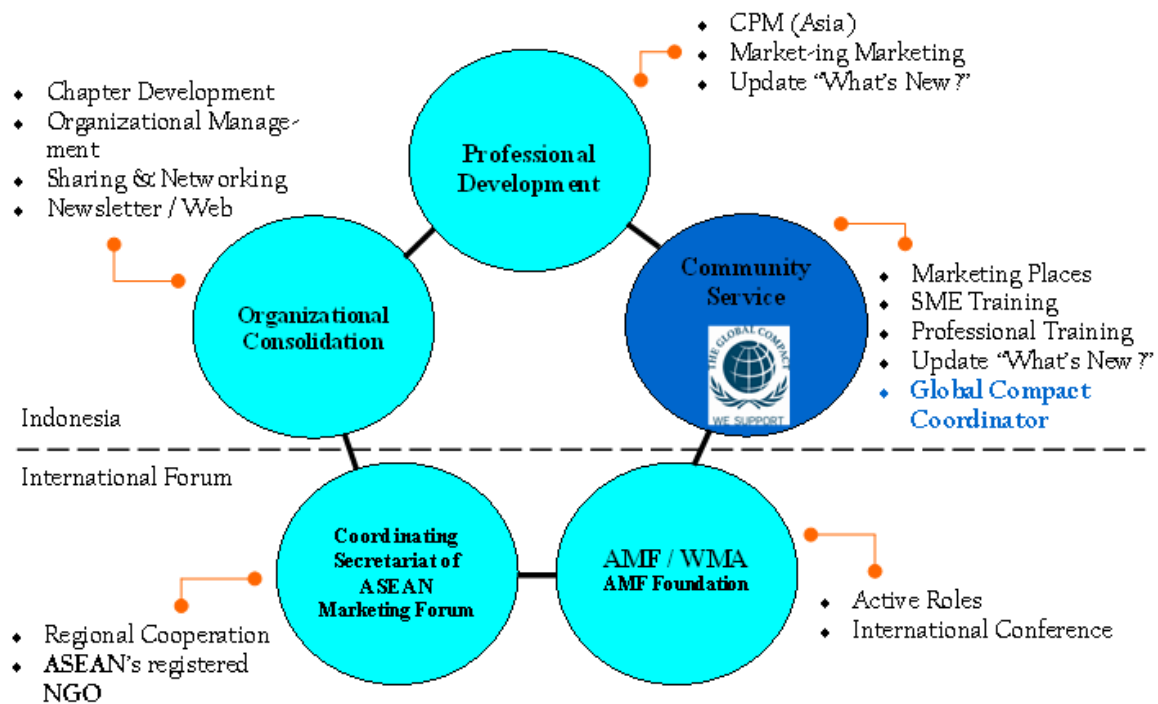
- International and in-country marketing conferences and seminars;
- Produce professional certification — Certified Professional Marketer (CPM – Asia) as standard of Asia Marketing Federation (AMF);
- Conduct annual Young Marketers Award (YMA) and Marketing Dream Team Championship (MDTC) Award;
- Develop programs for community development and provide support in the implementation;
- Develop institutional / government relations and cooperation in line with IMA's mission and vision.

### **Our Vision**

To be the most respected marketing organization by the business and professional community in Indonesia.

### **Our Mission**

- As a mean of increasing marketing skills and representing the interests of marketing professionals;
- As a professional marketing organization that is actively contribute in meaningful areas at the national, regional and global levels.



### **"IMA Code of Ethics"**

IMA has established Code of Ethics to be upheld amongst our members:

- Code 1: Professional Conduct
- Code 2: Professional Integrity
- Code 3: Professional Honesty
- Code 4: Professional Competence
- Code 5: Professional Confidentiality
- Code 6: Professional Development
- Code 7: Professional Social Responsibility
- Code 8: Breaches of Codes

"IMA Code of Ethics" is inline with its objectives as well as the 10 principles of the Global Compact.

## Activities

- **Promoting UN Global Compact Principles**



In early 2006, IMA decided to include Global Compact as the key program, not only pledge for support, but also to undertake initiative to promote GC principles in Indonesia through its Chapters. IMA has organized seminars, briefings to business, corporations, NGOs and academics institution on GC principles:

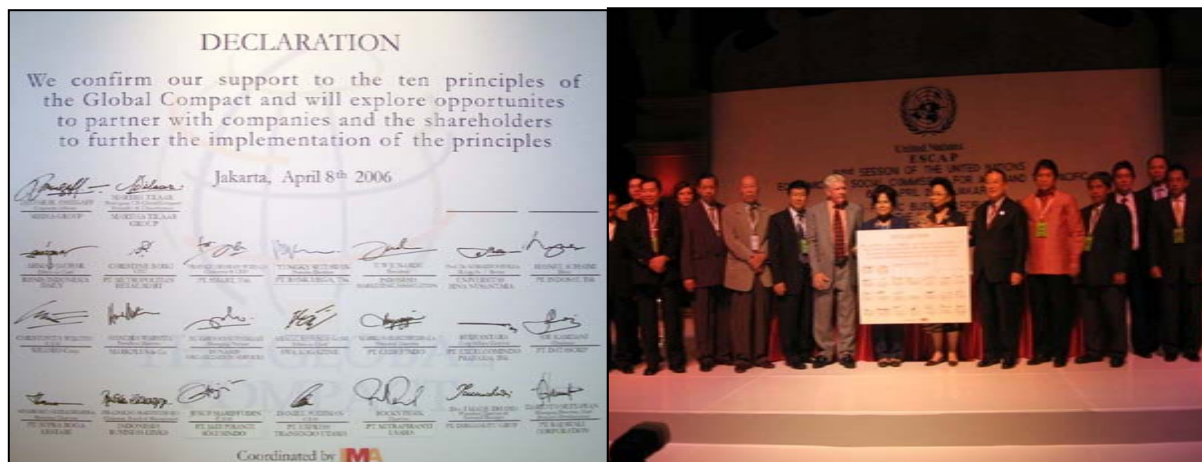
- City of Jakarta (January, 2006; November 27, 2007)
- City of Palembang (April 2, 2005)
- City of Bandung (May 29, 2007)
- City of Padang (June 30, 2007)

IMA is currently the Coordinator of Indonesia Global Compact Network activities.



- **Organizing Global Compact pledge and support events:**

As a result of the above action, seminars were organized in which organizations signed to pledge to support the GC initiative in special ceremonies.



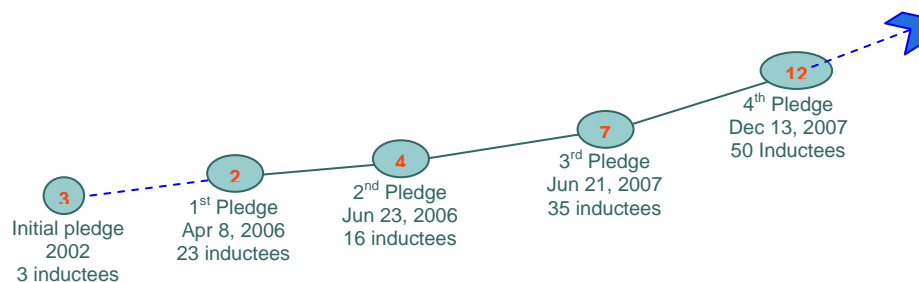
To date, IMA had been promoting and conducted 4 pledge ceremonies:

- UN ESCAP – Jakarta, 8 April 2006 (21 signatories)
- IMA Nat'l Conference – Palembang, 23 Juni 2006 (16 signatories)
- IMA Seminar – Bandung, 21 Juni 2007 (35 signatories)
- IMA Celebration – Jakarta, 13 December 2007 (50 signatories)

The totals of Global Compact Signatories in Indonesia are 127 organizations (Dec 13, 2007)



Pledge in Palembang, 23 Juni 2006 hosted by Governor



- **Promoting Good Corporate Governance / Business Ethics**

IMA also initiated seminar to promote “Business Ethics” in campaigning “Anti Corruption”.

- Radio Talk Show in cooperation with SMART FM and Corruption Eradication Commission (KPK), broadcasted to key Cities of Indonesia;
- Seminar on “Business Ethics, Concept and Reality”, in cooperation with Indonesia Business Links (IBL) and Corruption Eradication Commission (KPK) – Bandung, West Java;
- Conduct training in business entrepreneurship & good governance with SMEs, Islam Study Group / Association;



- **Participated in activities related to environmental issues and natural disasters relieve program:**



- Mangrove Planting to support the Green Jakarta Program which is held by the City Government of Jakarta
- Coordinator of “Komunitas Lintas Profesi (KLP) / Cross Profession Community” for Aceh tsunami relief support;
- Jogja earthquake relief support – Jogja Bangkit!;
- MOC with City Mayor of Surabaya and Lampung to provide training and facilitation:
- Support the Government of City of Surabaya to study the utilization of Kenjeran Beach for fishery & sea food hygiene;
  - Study on improvement of water reservoir (water dam) to prevent flood;

- Promoting the use of Biofuel (Jatropha Curcas) as an alternative energy to the Islamic Study Group (Pesantren) in Tuban, in collaboration with Veteran University of Surabaya (Faculty of Agriculture), distributed 20,000 Jatropha trees in various villages in East Java. The seed’s oil meant to be used on fuel alternative.

- **Participated in CSR activities:**

- Support the National CSR Conference 2007 as a speaker in Global Compact Principles;
- Speaker in the CSR Learning Forum conducted regularly in coordination by Indonesia Business Links (IBL), a forum of companies focusing on CSR.

- **Participated in UN organized events:**

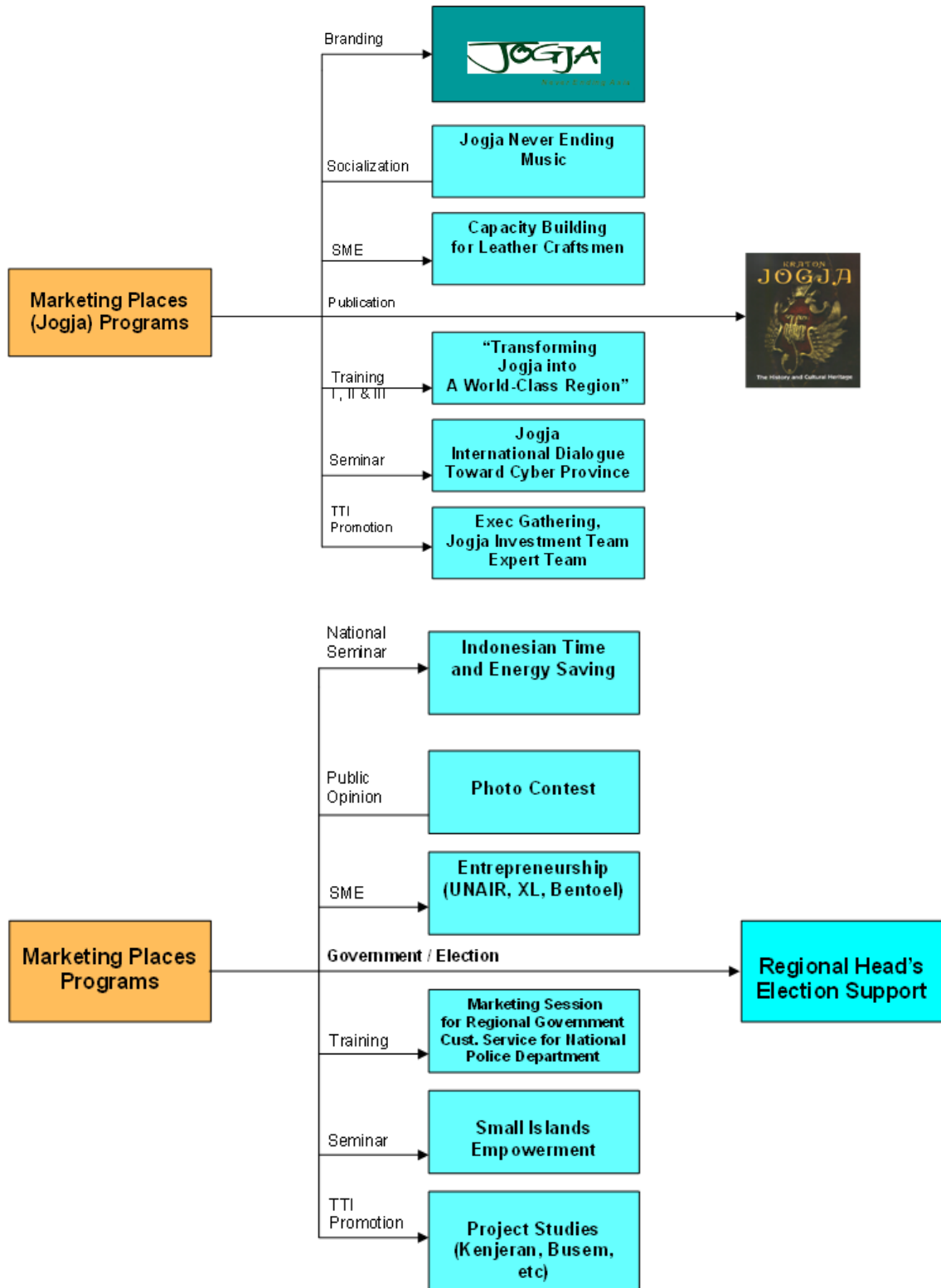
- Global Compact Leader Summit, Geneva, 2007
- International Conference on Global Economy, Bangkok, 2003



- **Promoting Regional Economic Development:**

In order to introduce the concept of “Marketing Places”, IMA is conducting “Marketing Places” Seminar Safari to 12 regional governments as part of their marketing efforts in attracting Trade, Tourism and Investment.

- Continuous support to Jogja Government in the form of training for government officials, training on entrepreneurship for SME business in leather handicrafts, promotion of Jogja through publication of Kraton Jogja coffee-table book.







Above: Promotion of Jathropa Curcas to be planted in the village area in East Java as a source of bio-fuel



Above & Bottom Left: Entrepreneurship Training for the village people.

