

## Corporate Environmental Responsibility Model Based on Indonesian Ecocentric Principles

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### Abstract

Corporate environmental responsibility (CER) is an increasingly significant concept in the modern era, especially in Indonesia, which has abundant natural resources but is vulnerable to exploitation. CER is not only understood as a legal and ethical obligation, but also as a new paradigm that places ecological awareness at the core of business activities. This study aims to analyse a model of corporate environmental responsibility based on ecocentric principles that emphasise balance and harmony between humans and nature. The ecocentric approach requires corporations to go beyond a profit-only orientation by considering the social and environmental impacts of their operational activities. Through normative analysis and case studies in the mining and plantation sectors in Indonesia, this study explores how ecocentric values can be integrated into sustainable business strategies. The results show that the implementation of ecocentric CER has the potential to enhance corporate reputation, strengthen social relations with local communities, and support sustainable environmental conservation. Furthermore, the effectiveness of CER implementation is greatly influenced by government policies and regulations, such as incentives for the application of environmentally friendly technologies and the enforcement of sanctions for environmental violations. Collaboration between the government, corporations, and the community is key to building a business ecosystem that is ecologically just and oriented towards sustainability. In conclusion, CER is not only a moral responsibility, but also a business strategy that is adaptive to market demands and global awareness of environmental issues. Integrating ecocentric values into corporate governance is a strategic step in realising sustainable development that is in line with the principles of ecological justice and shared prosperity.

*[Tanggung jawab lingkungan korporasi (CER) merupakan konsep yang semakin penting di era modern, terutama di Indonesia yang kaya akan sumber daya alam namun rentan terhadap eksploitasi. CER tidak hanya dipahami sebagai kewajiban hukum dan etika, tetapi juga sebagai paradigma baru yang menempatkan kesadaran ekologis sebagai inti dari aktivitas bisnis. Studi ini bertujuan untuk menganalisis model tanggung jawab lingkungan korporasi berdasarkan prinsip-prinsip ekosentris yang menekankan keseimbangan dan harmoni antara manusia dan alam. Pendekatan ekosentris mengharuskan perusahaan untuk melampaui orientasi profit semata dengan*

*mempertimbangkan dampak sosial dan lingkungan dari aktivitas operasional mereka. Melalui analisis normatif dan studi kasus di sektor pertambangan dan perkebunan di Indonesia, penelitian ini mengeksplorasi bagaimana nilai-nilai ekosentris dapat diintegrasikan ke dalam strategi bisnis berkelanjutan. Hasil penelitian menunjukkan bahwa implementasi CER ekosentris berpotensi meningkatkan reputasi korporasi, memperkuat hubungan sosial dengan komunitas lokal, dan mendukung konservasi lingkungan yang berkelanjutan. Selain itu, efektivitas implementasi CER sangat dipengaruhi oleh kebijakan dan regulasi pemerintah, seperti insentif untuk penerapan teknologi ramah lingkungan dan penegakan sanksi terhadap pelanggaran lingkungan. Kerja sama antara pemerintah, korporasi, dan masyarakat merupakan kunci dalam membangun ekosistem bisnis yang adil secara ekologis dan berorientasi pada keberlanjutan. Kesimpulannya, CER bukan hanya tanggung jawab moral, tetapi juga strategi bisnis yang adaptif terhadap permintaan pasar dan kesadaran global terhadap isu lingkungan. Mengintegrasikan nilai-nilai ekosentris ke dalam tata kelola korporasi merupakan langkah strategis dalam mewujudkan pembangunan berkelanjutan yang sejalan dengan prinsip keadilan ekologis dan kemakmuran bersama.]*

**Keywords:** Responsibility; Environment; Corporation; Ecocentric Principle

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## INTRODUCTION

In Indonesia, environmental challenges are becoming increasingly complex in line with continued economic growth. According to data from the Central Statistics Agency (BPS) in 2022, Indonesia's economic growth was recorded at 5.02%. This figure shows that the country's economy is in a positive phase, but behind this encouraging growth figure, there are significant negative impacts on the environment. Issues such as massive deforestation, air and water pollution, and declining biodiversity are becoming increasingly urgent to address. In this context, corporate environmental responsibility is of paramount importance. Companies are not only required to pursue financial gains, but must also consider the social and environmental impacts of their operational activities.

Deforestation is one of the most pressing issues facing Indonesia. With the continuous shrinking of forest area, the impact is felt not only by the environment but also by the communities that depend on the forest for their daily lives. For example, many indigenous communities have lost their homes and livelihoods due to land clearing for oil palm plantations. In this case, companies operating in this sector must consider the social impact of their actions. They need to invest in sustainable practices that are not only financially profitable but also respect the rights of local communities. Air and water pollution are also serious problems that affect public health. With increasing industrial and transportation activities, air quality in big cities such as Jakarta is deteriorating. Data shows that air pollution levels in Jakarta often exceed the safe limits set by the WHO. Companies operating in this area have a responsibility to reduce their emissions. For example, by switching to cleaner and more efficient technologies, they can not only reduce the negative impact on public health but also improve overall quality of life.

The decline in biodiversity is another issue that cannot be ignored. Indonesia is known as one of the countries with the richest biodiversity in the world. However, human activities, including illegal logging and land conversion, have caused many species to become endangered. Companies operating in the natural resource sector must implement responsible practices to ensure that they do not contribute to the loss of valuable species. An ecocentric approach that emphasises the intrinsic value of nature can help companies understand the importance of preserving biodiversity.

In the context of corporate environmental responsibility, it is important to note that this is not merely an option, but a necessity in this modern era. Many companies realise that environmental sustainability will have an impact on the sustainability of their own businesses. For example, companies that invest in environmentally friendly technologies and sustainable practices often reap better long-term profits. By adopting a good environmental management system, companies are not only able to reduce their negative impact on the environment, but also improve their image in the eyes of consumers.

Consumers today are increasingly aware of environmental issues and prefer products from companies committed to sustainability. This phenomenon has created greater demand for environmentally friendly products, which in turn has encouraged companies to innovate and adapt. For example, many fashion companies are now adopting sustainable practices by using recycled materials and waste-minimising production processes. This shows that there is a close relationship between environmental responsibility and long-term financial gain.

The ecocentric principle offers a different perspective on understanding the relationship between humans and the environment. In this view, nature is not only considered a resource to be exploited, but also an entity with intrinsic value. This approach encourages companies to adopt more environmentally friendly and sustainable practices. For example, companies that focus on ecocentrism may choose to use renewable raw materials and implement waste-minimising production processes. In this way, they not only contribute to environmental preservation but also create added value for the surrounding community.

However, the implementation of environmental responsibility in business practices does not always run smoothly. Many companies face various challenges, ranging from internal resistance to resource constraints. For example, small companies may find it difficult to implement environmentally friendly practices due to high initial costs. On the other hand, large companies are often stuck in established business practices, making it difficult to switch to more sustainable models. Therefore, it is important for the government and other stakeholders to provide support and incentives for companies committed to transforming towards more environmentally friendly practices.

This support can take the form of policies that encourage investment in clean technology, as well as tax incentives for companies that implement sustainable practices. In addition, education and training are also very important to increase companies' awareness and capacity to adopt environmentally friendly practices. With this support, it is hoped that more companies will take proactive steps in environmental responsibility.

Furthermore, it is also important to involve the community in efforts to protect the environment. Companies can collaborate with local communities to develop programmes that support sustainability. For example, reforestation programmes involving the community can help raise awareness of the importance of protecting the environment. By involving the community, companies can not only improve their image, but also create a broader positive impact. Collaboration between the public and private sectors is also very important in achieving sustainability goals. Governments can create regulatory frameworks that support environmentally friendly practices, while companies can contribute through innovation and investment. For example, in the energy sector, collaboration between governments and

renewable energy companies can accelerate the transition to cleaner and more sustainable energy sources.

An in-depth analysis of the challenges and opportunities faced by companies in implementing environmental responsibility is essential. Companies must conduct environmental risk assessments to understand the impact of their operations and identify steps that can be taken to minimise that impact. In addition, they also need to develop environmental performance indicators to measure their progress in implementing sustainable practices. Furthermore, transparency in environmental reporting is also key to building trust with consumers and other stakeholders. Companies that openly report their environmental impact and the steps taken to reduce it tend to gain greater support from the public. This also encourages other companies to follow in their footsteps in implementing environmental responsibility.

Furthermore, Banerjee (2008) criticises corporate environmental responsibility practices that tend to be symbolic in nature. According to him, many companies implement CER solely to meet regulatory requirements, maintain their reputation, or gain public legitimacy. This study confirms that the orientation of CER is often not based on substantive ecological awareness, but rather on economic interests and corporate image.

In the context of developing countries, research by Visser (2010) shows that the implementation of CER faces structural obstacles, such as weak law enforcement, low environmental awareness, and the dominance of economic growth interests. These conditions mean that corporate environmental responsibility has not yet fully contributed to the sustainability of ecosystems in a tangible way.

In Indonesia, studies on corporate environmental responsibility mostly highlight regulatory and compliance aspects. Research by Suharto (2016) found that the implementation of CER in Indonesia is still oriented towards fulfilling administrative obligations, such as preparing AMDAL documents and CSR reports. Long-term environmental protection and ecosystem restoration have not been the main focus of corporate strategies. Another study by Utami and Darmawan (2019) revealed that companies that integrate local values and environmental wisdom into their business practices tend to gain higher social trust from the community. However, this study did not explicitly use an ecocentric approach as the conceptual basis for CER, but remained within the framework of company-community relations.

From an environmental ethics perspective, Keraf (2014) emphasises the importance of a paradigm shift from anthropocentrism to ecocentrism. Ecocentrism views nature as an entity with intrinsic value, not merely a tool for fulfilling human needs. This paradigm demands moral responsibility from humans and corporations towards the entire ecological system. However, Keraf's study is more philosophical in nature and has not been widely integrated into practical CER models at the corporate level.

Conceptual research by Shrivastava (2015) also confirms that environmental sustainability cannot be achieved through conventional managerial approaches alone.

A value framework is needed that places nature conservation as the main objective, not merely a side effect of business efficiency. These findings reinforce the urgency of using ecocentric principles in the development of corporate environmental responsibility models. Based on a review of previous studies, it can be concluded that research on CER has developed extensively, both at the global and national levels.

However, most studies still depart from an anthropocentric paradigm and focus on regulatory compliance, corporate reputation, and relationships with stakeholders. Studies that explicitly develop Corporate Environmental Responsibility models based on ecocentric

principles, especially those adapted to the social, cultural, and ecological context of Indonesia, are still very limited.

Therefore, this study makes an important contribution in filling this research gap by offering a CER approach based on Indonesian ecocentric principles. This approach is expected to encourage companies to view the environment not only as an object of management, but as a life system whose sustainability must be maintained in an ethical and sustainable manner.

In conclusion, the environmental challenges currently facing Indonesia require serious attention from all parties, especially the corporate sector. Rapid economic growth should not come at the expense of environmental sustainability. Corporate environmental responsibility must be an integral part of business strategy, with the principle of ecocentrism as a guide. Although there are challenges in its implementation, support from the government and the public can encourage companies to commit to more sustainable practices. With these steps, we can hope to achieve a balance between economic growth and environmental preservation for future generations. These joint efforts will create a better future, where the economy and the environment can go hand in hand, benefiting the whole community.

## **METHOD**

In this study, we use a philosophical conceptual approach to analyse the environmental responsibility models implemented by companies. This approach not only focuses on quantitative data but also delves deeper into the ideas and values underlying environmental responsibility, particularly in an ecocentric context. Through this approach, we seek to understand how ecocentric principles can be integrated into broader business strategies, as well as how this influences companies' decisions and behaviour in carrying out their operations. For example, companies that apply ecocentric principles will not only consider financial gains, but also the social and environmental impacts of every decision made. The data used in this study was collected through various methods, including literature studies, policy analysis, and interviews with experienced practitioners in the industry. The literature review provides a strong theoretical foundation, while policy analysis allows us to understand the existing regulatory framework and how it influences environmental responsibility practices. In addition, interviews with industry practitioners provide direct insights into the challenges and opportunities they face in implementing environmental responsibility. For example, some companies may find it difficult to balance economic interests and environmental demands, which can be an obstacle to the implementation of ecocentric principles.

This philosophical conceptual approach aims not only to analyse, but also to provide a deeper understanding of how ecocentric principles can be applied in business practices in Indonesia. In this context, it is important to consider various factors that influence the implementation of environmental responsibility, including organisational culture, government regulations, and stakeholder expectations. For example, companies operating in the natural resources sector may face different challenges than companies in the technology sector in terms of implementing environmental responsibility. By understanding this specific context, this study aims to provide more relevant and applicable recommendations for companies in Indonesia.

In conclusion, this study attempts to tie together all the points discussed by emphasising the importance of applying the ecocentric principle in business practices. With the philosophical conceptual approach used, as well as diverse data collection methods, we hope to make a meaningful contribution to understanding and implementing environmental responsibility in Indonesia. The application of these principles will not only benefit

companies in the long term, but also contribute to environmental sustainability and community welfare. Therefore, it is important for companies to view environmental responsibility not only as an obligation, but also as an opportunity to create greater value for all stakeholders.

## **RESULTS AND DISCUSSION**

### **The Ecocentric Principle in Corporate Environmental Responsibility**

The ecocentric principle emphasises that every form of life on this planet has intrinsic value and the right to continue to exist. In the corporate context, this means that companies are not only responsible to their shareholders, but also to the entire ecosystem in which they operate. For example, companies operating in the palm oil industry must think beyond financial gains. They need to consider the impact of their activities on biodiversity, natural habitats, and local communities that depend on these natural resources. Deforestation carried out to expand palm oil plantations has been shown to threaten more than 40% of species in Indonesia, as reported by WWF (2021). Therefore, it is crucial for companies to adopt sustainable practices that not only benefit them financially but also support environmental conservation and the welfare of surrounding communities.

By adopting an ecocentric approach, companies can create more sustainable long-term value. This involves a deep understanding of how their business activities impact ecosystems and contribute to climate change. For example, companies that invest in environmentally friendly technologies and sustainable agricultural practices not only help reduce their carbon footprint but also contribute to soil health and the ecosystem as a whole. In this context, it is important for companies to conduct a comprehensive environmental impact assessment, which includes an analysis of resource use, emissions, and waste generated. In this way, companies can identify areas where they can make improvements and innovate to achieve sustainability goals.

For example, companies involved in the energy industry should consider transitioning from fossil fuels to renewable energy. This will not only reduce greenhouse gas emissions, but also create new opportunities for technological innovation and new jobs in the renewable energy sector. In addition, companies must involve stakeholders, including local communities, in the decision-making process related to new projects. This will help ensure that the voices and needs of the community are heard, as well as support more inclusive and sustainable development.

In this context, companies also need to pay attention to their social responsibilities. This responsibility includes supporting environmental education programmes and empowering communities to manage natural resources sustainably. For example, companies can collaborate with non-governmental organisations to provide training for local farmers on sustainable agricultural practices. In this way, companies not only contribute to environmental sustainability but also help improve the economic well-being of surrounding communities.

The application of the ecocentric principle in corporate environmental responsibility is essential for creating a sustainable future. Companies must realise that their long-term success depends on the health of ecosystems and the welfare of communities. By integrating this principle into their business strategies, companies can not only achieve financial gains but also contribute to environmental conservation and better social development.

### **Implementation of the Environmental Responsibility Model**

The implementation of a corporate environmental responsibility model based on ecocentric principles requires a strong commitment from all stakeholders. This includes top

management, employees, and the surrounding community. Companies need to conduct regular environmental audits to assess the impact of their operations on the environment. These audits should include assessments of resource use, greenhouse gas emissions, and waste generated. By conducting comprehensive assessments, companies can identify areas where they need to make improvements and develop more sustainable strategies.

A concrete example of this implementation can be seen at PT Unilever Indonesia. The company has launched various sustainability programmes aimed at reducing their carbon footprint and improving resource efficiency. According to Unilever's sustainability report (2022), the company has successfully reduced its carbon emissions by 30% in the last five years. This shows that with strong commitment and the right strategy, companies can achieve their business goals while still protecting the environment. Unilever has also invested in innovative technologies that enable them to reduce water usage in their production processes, which is an important step in maintaining water resource sustainability.

In addition, companies also need to involve their employees in these sustainability efforts. Education and training on environmental responsibility must be an integral part of the corporate culture. Employees who are educated about the importance of sustainability will be more motivated to contribute to initiatives that support these goals. For example, companies can hold workshops and seminars to raise awareness about sustainable practices in the workplace. In this way, companies not only create a better working environment, but also empower employees to become agents of change in society.

Companies must also communicate transparently with their stakeholders about their sustainability efforts. This includes sharing information about the progress made, the challenges faced, and plans for the future. By communicating openly, companies can build trust and credibility in the eyes of consumers and the community. This is particularly important in building a positive corporate image, especially in an era where consumers are increasingly concerned about environmental issues.

In implementing an environmental responsibility model, companies must also consider the social impact of their activities. This includes supporting local communities and developing programmes that can improve their quality of life. For example, companies can invest in community education and health as part of their social responsibility. In this way, companies not only contribute to environmental sustainability but also help create a more prosperous society.

The implementation of an eco-centric environmental responsibility model requires a strong commitment from all parties. Companies must conduct regular environmental audits, involve employees in sustainability efforts, and communicate transparently with stakeholders. With these steps, companies can achieve better sustainability goals and contribute to environmental preservation and community welfare.

### **Implementation of the Ecocentric Principle**

Although the ecocentric principle offers a strong framework for environmental responsibility, its implementation is not always easy. One of the main challenges faced by companies is the lack of awareness and understanding of the importance of sustainability among management. Many companies are still stuck in a linear economic paradigm that focuses on short-term profits without considering the long-term impact on the environment. A study by McKinsey (2020) shows that only 25% of companies in Indonesia have sustainability policies integrated into their business strategies. This highlights the need for increased awareness and education about environmental responsibility among business leaders.

This lack of understanding often leads to resistance to change. Many managers feel that investing in sustainability will reduce short-term profitability, so they are reluctant to adopt sustainable practices. However, research shows that companies that invest in sustainability can actually improve their financial performance in the long term. For example, companies that adopt environmentally friendly technologies can reduce operational costs through energy efficiency and waste reduction. Therefore, it is important to provide adequate education and training to management on the benefits of sustainability.

Another challenge faced is the lack of support from the government and policies that support sustainability. Although many companies want to implement sustainable practices, they are often hampered by unsupportive regulations or a lack of incentives to invest in environmentally friendly technologies. Governments need to create a regulatory framework that encourages companies to transition towards more sustainable practices. This could include tax incentives for companies that adopt green technologies or support for research and development in the field of sustainability.

In addition, the challenge of implementing eco-centric principles also includes a lack of accurate data and information on the environmental impact of business activities. Many companies do not have adequate systems in place to measure and report their environmental impact. Without the right data, it is difficult for companies to identify areas where they need to make improvements. Therefore, it is important for companies to develop effective environmental management systems that enable them to collect, analyse and report data on their environmental impact.

Although the implementation of eco-centric principles offers many benefits, there are various challenges that must be addressed. A lack of awareness among management, minimal government support, and a lack of accurate data are some of the factors that can hinder sustainability efforts. Therefore, it is important to increase education and training on environmental responsibility, create policies that support sustainability, and develop effective environmental management systems to help companies overcome these challenges. One example of a company that has successfully adopted the ecocentric principle is Danone Indonesia. The company has launched the "One Planet. One Health" initiative, which aims to protect the health of the planet and its people. In Danone's sustainability report (2022), they revealed that they have invested in efficient water treatment technology and sustainable agricultural practices. This shows that Danone is not only focused on profitability, but also on environmental sustainability and public health.

Investing in efficient water treatment technology is crucial, given the water crisis faced by many regions in Indonesia. By reducing water usage in the production process, Danone not only helps conserve water resources but also reduces their operational costs. In addition, the sustainable agricultural practices implemented by Danone help improve soil quality and support biodiversity. This is a concrete example of how companies can contribute to environmental sustainability while still achieving their business goals.

Danone is also committed to reducing the use of single-use plastics in their product packaging. In an era where consumers are increasingly concerned about environmental issues, this step not only helps protect the environment but also improves the company's image in the eyes of consumers. By adopting more environmentally friendly packaging, Danone shows that they are listening to consumer needs and are committed to contributing to sustainability.

Danone's "One Planet. One Health" initiative also includes educational programmes to raise public awareness about the importance of sustainability. Through collaboration with various organisations, Danone strives to empower communities to manage natural resources

sustainably. This shows that the company is not only focused on financial gain but also cares about the welfare of communities and the environment.

Danone Indonesia is an example of a company that has successfully adopted the principle of ecocentrism through various sustainability initiatives. By investing in environmentally friendly technology, reducing the use of single-use plastics, and empowering communities, Danone shows that sustainability and profitability can go hand in hand. This is a positive step for the industry and can serve as an example for other companies to follow suit.

## **CONCLUSION**

The eco-centric corporate environmental responsibility model is an important approach to achieving sustainability in Indonesia. This principle emphasises the balance between human interests and nature conservation. By applying eco-centric values in their business strategies, companies can reduce their environmental impact while increasing their competitiveness. The successful implementation of this model depends on collaboration between companies, the government, and the community. Policy support, green technology innovation, and consumer awareness of environmentally friendly products are determining factors for sustainability. In addition, environmental audits and transparency in company performance reports are necessary to ensure accountability and continuous improvement. Globally, this model is in line with the Sustainable Development Goals (SDGs) and opens up opportunities for international partnerships for companies that consistently implement green practices. Although challenges remain, such as resistance to change and short-term profit orientation, education and the formation of a culture of sustainability within organisations are key to success. Thus, eco-centric environmental responsibility is not only a moral imperative, but also a smart and sustainable business strategy for Indonesia's future.

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