

Aqua Group Accepts CSR Sustainability Award

The Aqua Group this week accepted an award for their commitment to green initiatives and protecting the earth at La Tofi School of Corporate Social Responsibility's Green Indonesia Awards 2014.

The program of water resource conservation and waste management initiated by the four factories in the Aqua Group was cited as reason for their award from the La Tofi School of Corporate Social Responsibility.

From left to right – Forestry minister Zulkifli Hasan, CSR Coordinator TIV Ciherang, Heri Yunarso, CSR Coordinator TIV Wonosobo Dian Savita Putri, CSR Coordinator TIV Subang Rany Juliani, Sustainable development manager, Ditto Santoso and LA Tofi, Chairman of La Tofi school of CSR

The award is given by Industry Minister MS Hidayat and Forestry Minister Zulkifli Hasan.

At the Subang Aqua factory water conservation was upheld through programs like Konservasi Berbasis Masyarakat (Citizens Conservation Project) in Banceuy forest and in Ciherang the program Kampung Sehat (Healthy Village). Aqua was also praised for its integrated waste management initiatives at the Mambal Aqua plant, specifically through the Pengelolaan Sampah Berbasis Masyarakat di Tanah Lot (Tanah Lot Citizen Waste Management Initiative) and the Wonosobo Aqua plant's program Kejiwaan Berkarya (Psychiatric Careers).

Aqua Group's director of corporate communications Troy Pantouw explained that the initiatives were fundamental to the company's commitment to managing the impact of its operations, and would ensure the preservation of water resources both in quality and quantity.

"This award is an appreciation for team work and commitment in all four plants to continue to develop programs that contribute to the community and environment," Mr Pantouw said.

"Conservation and waste management is part of the company's social and environmental responsibility under the umbrella of Sustainable Aqua."

Aqua's commitment to sustainability has been in place since 2006 and is comprised of four aspects, namely water and environmental conservation, environmentally friendly corporate practices, managing product distribution and community engagement and empowerment.