Chapter 56

Philanthropy, Partnerships, and Corporate Social Responsibility in Academic Libraries:
The Case of Universitas Gadjah Mada, Indonesia

Safirotu Khoir
University of South Australia, Australia

Ida Fajar Priyanto
University of North Texas, USA

ABSTRACT

Philanthropy, partnerships, and corporate social responsibility are not new forms of collaborations between businesses and the broader community. In Indonesia, these schemes have supported both individuals and institutions for more than a decade. This chapter examines a possible role to be played by institutional, corporate, and foundational partnerships in providing additional facilities, resources, and activities within an academic library in Indonesia. Using the "corners" set up in the main library at Universitas Gadjah Mada (UGM) as a case study, the chapter outlines the contributions made to a vibrant academic institution and its broader community at the regional, national, and international levels through these methods. Understanding how philanthropy, foundations, and corporate social responsibility implemented in a mutual and practical way in an academic institution contributes to a new model of support for the public sector using a partnership scheme that involves the interaction of public, private, and civil sectors.

INTRODUCTION

University libraries, charged with providing and storing first class resources for the nation's top scholars and future graduates, are faced with competing demands on their resources. Providing access to the massive databases and electronic collections from all over the world is a newer challenge. In Indonesia, these same problems are compounded by those of a developing nation: while the priority in educational funding has been in establishing universal education to the end of primary school, the number of tertiary institutions has increased rapidly, not always with adequate funding and resources.

Until recently, public educational institutions have received almost all of their funding from the Indonesian government. However, in terms of public financing, "it has long been recognised that the government is facing strained resources to support higher education" (Wicaksono & Friawan, 2011, p. 160). Scarce public resources are also needed for health, poverty alleviation and social security (Wicaksono & Friawan, 2011). There is a growing need for individuals, organisations and institutions to span the three sectors of the economy: public, profit and non-profit (Seitanidi & Crane, 2009).

New models of development and cooperation, however, are beginning to be practiced. Quality education for all is at the heart of these models. This perspective also emphasises the need for leadership to come within the community and the responsibility of businesses to give back to their community. The recognition of corporate social responsibility is now on the agenda of many larger companies and multinationals. Within Indonesia, social businesses, modeled on the work of Dr Yunus from Bangladesh (FICCI Aditya Birla Corporate Social Responsibility Centre for Excellence, n.d.), are being established, as well as philanthropic trusts and foundations that aim to contribute to national development. There is an increasing focus on sharing the wealth and knowledge, on community development and social responsibility.

This chapter looks at the potential value of private contributions to public institutions. Firstly giving a brief overview of contributions made by philanthropic foundations and institutions, and from private companies accepting their social responsibility, it then looks at the emerging role of corporate social responsibility in Indonesia. How libraries in Indonesia are benefitting from this and the foundations and companies involved are then discussed. The chapter then outlines the case of the library of Universitas Gadjah Mada (UGM) in Yogyakarta, where five 'corners' have been established within the library using non-government funding. Finally, further research directions and conclusions are indicated.

PHILANTHROPIC FOUNDATIONS AND INSTITUTIONS, PARTNERSHIPS, AND CORPORATE SOCIAL RESPONSIBILITY

The relationship among public institutions, business corporations and non-profit organisations requires not only new models but also new styles of management. Philanthropic institutions and foundations have a long tradition of assisting less privileged individuals and the public good. Non-government organisations (NGOs), both national and international, are an increasingly important part of the social and economic fabric. Corporate business is distinguishing its need to engage in sustainable practices that recognise its social and environmental impacts. Ban Ki-moon, Secretary-General of the United Nations, in his speech at a World Economic Forum in Switzerland, stated that our times require "governments, civil society and the private sector" to work together "for a collective global good" (Ban Ki-moon, 2009).

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