LSPR Institute of Communication & Business

LSPR Centre for Sustainability & Leadership Excellence

LSPR 2030



LSPR Institute of Communication and Business

SUSTAINABILITY REPORT

2024/2025

"Sustainable Education for a Sustainable World"

LSPR INSTITUTE OF COMMUNICATION AND BUSINESS

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"Sustainable Education for a Sustainable World"

Our Commitment to the SDGs

LSPR Institute of Communication and Business, sustainability is not merely a goal to be achieved; it is an integral part of how the institution perceives its role within society. As a higher education institution focused on communication and business, LSPR believes that its contribution to the global agenda lies not in laboratories or patents, but in its capacity to mobilize stakeholders, forge partnerships, and communicate change.

This commitment is articulated in the “LSPR Sustainability and ESG Manifesto 2030”, launched on July 24, 2024, under the theme “Sustainable Education for a Sustainable World.” The manifesto outlines nine strategic approaches, including a “Net Zero Emission” target with commitments to reduce carbon emissions by 80–100%, enhance energy efficiency, strengthen waste management, accelerate digital transformation, and integrate sustainability education into the curriculum.

Implementation is guided by three pillars. The “Green Pillar” focuses on environmental sustainability through digital and hybrid learning, an 80% reduction in plastic use across campus activities, and improved energy efficiency. The “Blue Pillar” centers on social sustainability, encompassing student mental health, the inclusion of individuals with disabilities, and community empowerment. The “Red Pillar” emphasizes institutional governance, including integrity, anti-corruption and anti-bullying measures, and the promotion of democracy within the campus environment.

These initiatives are coordinated by the “LSPR Centre for Sustainability & Leadership Excellence”, established in 2023 through the merger of the “Centre of Leadership” and a dedicated sustainability center. Previously, to celebrate its 31st anniversary, LSPR established the Center for Sustainable Development Studies, reflecting the institution’s ongoing commitment to advancing sustainability.

This document represents the second Sustainability Report of the LSPR Institute of Communication and Business. It presents the institution’s sustainability achievements, initiatives, and progress in advancing the Sustainable Development Goals (SDGs), while also acknowledging areas where data remain insufficient and identifying opportunities for continuous improvement. Building on previous reporting efforts, LSPR remains committed to strengthening the quality, accuracy, and transparency of its sustainability reporting as part of its ongoing journey toward a more sustainable future.

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Introduction

LSPR Institute is a higher education institution established in 1992 by the Pesona Pribadi Sejahtera Foundation and officially recognized under Decree of the Minister of Education and Culture No. 24/D/O/1999. Located in the heart of Jakarta, LSPR Institute is easily accessible from various parts of the city and continuously enhances its facilities and learning environment to support student development.

LSPR Institute has been accredited “Excellence” by the National Accreditation Board for Higher Education (BAN-PT) through Decree No. SK: 338/SK/BAN-PT/ Akred/PT/IV/2021. since 2002. The institute is committed to producing highly competent graduates, contributing to the advancement of higher education quality in Indonesia, and preparing students to actively participate in the global community.

More than half of LSPR Institute’s curriculum incorporates international perspectives and standards. The institute provides opportunities for students to undertake international examinations and academic pathways in collaboration with leading global institutions, including Northumbria University (UK), Curtin University (Australia), Edith Cowan University (Australia), The Hague University of Applied Sciences (the Netherlands), Cambridge International Education (UK), the Global Alliance for Public Relations and Communication Management (Portugal), and the British Accreditation Council (UK).

VISION

“We strive to become an institute that can be accepted as a role model in the development and application of communication and business studies in Indonesia and to be internationally recognized.”

MISSION

- Become an institute that produces competent, independent, innovative, creative, graduates that have special skills in the field of communication and business that are competitive at the global level.
- Carry out basic and applied research for the advancement of science, especially communication and business.
- Devote expertise in the field of communication and business for the benefit of the community.
- Improve academic quality standards to national and international standard

Dr. Andre Ikhsano, M. Si

Rector of LSPR Institute of Communication and Business

LSPR 2030 Sustainable Education Sustainable World

LSPR 2030 represents the LSPR Institute's comprehensive commitment to sustainability and Environmental, Social, and Governance (ESG) principles, embodied in the tagline "Sustainable Education for a Sustainable World." This initiative reflects LSPR's dedication to integrating sustainability into every aspect of its operations, curriculum, research, and community engagement.

This initiative aims to integrate sustainability concepts into the curriculum, ensuring that students are equipped with the knowledge and skills necessary to address global challenges. LSPR aims to produce graduates who are not only knowledgeable about sustainability but also capable of applying these principles in various professional fields. Research and innovation are at the core of LSPR 2030, with a strong emphasis on pioneering studies that address pressing environmental and social issues. The establishment of innovation hubs and labs within the institute promotes a culture of creativity and continuous improvement, enabling the development of practical solutions to complex sustainability challenges. This focus on research positions LSPR as a leader in sustainability thought leadership, contributing valuable insights and advancements to the global community.

LSPR 2030 also emphasizes the importance of sustainable campus operations and community engagement. The institute is committed to implementing green practices across its campus, including energy efficiency, waste reduction, and sustainable transportation. Additionally, LSPR seeks to achieve carbon neutrality by setting and working towards ambitious targets. Through local and global partnerships, LSPR engages with communities, businesses, and governments to promote sustainable practices and drive impactful projects that foster social and environmental wellbeing. Transparency and accountability are key aspects of LSPR 2030. The institute commits to regular ESG reporting, detailing its sustainability performance and progress towards its goals. This ensures that stakeholders are informed and involved in the institute’s sustainability journey. By fostering a culture of engagement and leadership development among students and staff, LSPR cultivates future leaders who are prepared to champion sustainability and make significant contributions to society.

LSPR at a Glance

WURI Rankings 2025 Achievements

The World University Rankings for Innovation (WURI) evaluates higher education institutions based on their contributions to industry and society across 16 categories. In 2025, WURI received 4,866 innovative program submissions from 1,253 universities across 87 countries. LSPR Institute ranked **268th globally overall**, with the following achievements in three categories.

Category	Rangking	Support Programme	Relevansi SDG
Crisis Management	1 World	Capacity Building for Disaster Mitigation and Climate Change Adaptation of Indigenous Peoples in Bali Province	SDG 13, 11, 15, 17
Student Support & Engagement	2 World	Building Resilience: Mental Health and Well-Being	SDG 3, 4, 10, 16
SDG-Based Responses	3 World	LSPR Sustainability Syllabus (Curriculum SDGs)	SDG 17, 4

Evidence Link WURI Rank Website: ***https://www.wuri.world/wuri-ranking***

1
NO POVERTY



END POVERTY IN ALL ITS FORM EVERYWHERE

1 Local Business Start-up Assistance

Empowering MSMEs in Jatimurni Village through a Digital Platform

Through the Jatimurni Village Website Optimization Program, students from the LSPR Digital Business Management program developed an information channel that local Micro, Small, and Medium Enterprises (MSMEs) use to promote their products and services. Interviewed MSME owners noted that this platform creates opportunities to reach a broader customer base and increases their businesses' visibility. The program also fosters collaboration between the village administration and local MSMEs, which has the potential to drive local economic growth.



2 Basic Service Access Program

Improving Residents' Access to Sub-district (Kelurahan) Public Services

This program introduces online service forms and a complaint system, allowing residents to access government services without visiting the sub-district office. For low-income residents, reduced transportation costs and less time lost from work provide a direct economic benefit. Accompanying digital literacy training ensures that these benefits reach residents who were previously hindered by a lack of technological proficiency.





3 Building Quality Education to Defeat Poverty

The LSPR Institute of Communication and Business helps alleviate poverty by addressing economic barriers and expanding opportunities for individuals and communities to improve their standard of living. By providing scholarships for high-achieving students from economically disadvantaged backgrounds, skills training programs for adults seeking better employment prospects, and support for micro, small, and medium-sized enterprises (MSMEs), LSPR aims to expand access to education, improve employability, and strengthen local economic development.

As highlighted in an official LSPR publication from March 2024, the institute provides scholarships to students with limited financial means, collaborates with non-governmental and government organizations to conduct skills training for adults, and—through its Centre for Innovation & Business supports over 40 MSMEs in Bekasi, West Java, with the active involvement of faculty members and students.

These initiatives align with Sustainable Development Goal (SDG) 1: No Poverty specifically Target 1.2, which focuses on reducing poverty in all its dimensions, and Target 1.4, which promotes equal access to economic resources and basic services. By overcoming obstacles in education, employment, and business development, LSPR creates opportunities that help individuals and communities strengthen their economic capacity and improve their standard of living.





Evidence Link:

1. **Number (1) Website Empowering MSMEs in Jatimurni Village through a Digital Platform:** https://kel-jatimurni.bekasikota.go.id/329/1/krippe-kripik-tempe-hasil-implementasi-umkm-binaan-mahasiswa-i-jurusan-el-dan-dbm-fakultas-bisnis-institut-komunikasi-dan-bisnis-lspr
2. **Number (2) Website maintenance Improving Residents' Access to Sub-district (Kelurahan) Public Services:** https://kel-jatimurni.bekasikota.go.id/home
3. **Number (3) Building quality education to defeat poverty: https://www.lspr.ac.id/prita-kemal-ganis-commitment-for-building-quality-education-to-defeat-poverty/**

2
SDG

2 ZERO HUNGER

END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE

1 CSR “Sharing Blessing: Giving for a Better Future” oleh LSPR FOMS

SDG 2 aims to end hunger worldwide by 2030. According to UN data, as of 2024, approximately 8.2 percent of the global population faces hunger, while about 28 percent, nearly 2.3 billion people, experience moderate to severe food insecurity. The UN emphasizes that food security requires a multidimensional approach, including social protection, to ensure vulnerable groups, especially children, can access safe, nutritious food. The UN also encourages community-level action, such as promoting good nutrition for everyone.

In line with this, the LSPR Institute of Communication and Business, through its student club LSPR FOMS, organized a corporate social responsibility (CSR) initiative titled “Sharing Blessing: Giving for a Better Future” on Saturday, December 14, 2024, from 09:45 to 12:00 WIB at the Rumah Ramah Sejahtera orphanage in Karet, Jakarta. The event included 28 participants: the Social and Environmental Club Coordinator, the Head of the Social and Environmental Division, internal members, the entire 2024/2025 LSPR FOMS Executive Committee, and orphanage representatives.

The event began with opening remarks from the club coordinator, the project lead, and the orphanage management. The program continued with cookie decorating, a quiz with the children, storytelling, and the distribution of aid and food to children in need, and concluded with a group photo.

This initiative contributes to Target 2.1 by ensuring access to safe, nutritious, and sufficient food for vulnerable groups, including children, through direct food assistance at the orphanage. Furthermore, the event fosters a culture of sharing among students, supports community engagement on food security, and highlights the role of LSPR student organizations in advancing the SDGs.





3 Food Pairing (Pandu Pangan)

2 CSR "Sharing Blessing: Giving for a Better Future" oleh LSPR FOMS

LSPR Cares held a social program titled "Ramadhan Giving: Spread the Warmth" on March 21, 2025, to promote kindness during the month of Ramadan. The initiative took place at two locations: LSPR Transpark Bekasi (14:15–17:30 WIB, in collaboration with OM) and the Al I'tisham Mosque at LSPR Sudirman Park (14:00–18:30 WIB).

The program involved distributing iftar (breaking-of-the-fast) meals to individuals in need living near the campuses. Chi Forest, a sponsor, provided 350 cans of sparkling water, which were included in the meal packages and also distributed to the organizing committee and volunteers. A total of 19 individuals participated, including 5 Executive Committee members, the Club Coordinator Communities, 2 PICs for Communities, 5 division members, and 6 volunteers.

According to the project lead, Putri Syahnit Angellica, the initiative aims to foster empathy and raise awareness of the importance of sharing not only during Ramadan but in everyday life, while encouraging more people to engage in social action.

Contribution to SDG 2 (Zero Hunger): The distribution of iftar meals to those in need supports Target 2.1, which focuses on ensuring access to sufficient food for vulnerable groups.



Kampanye Half Portion to Prevent Food Waste

Padu Pangan is an initiative centered on the theme "No Food Waste," inspired by the United Nations Sustainable Development Goal (SDG) 2: Zero Hunger.

Padu Pangan provides an educational foundation, raising awareness among the Indonesian public about the environmental and economic impacts of food waste. It also aims to motivate people to help create a better planet by reducing food waste.

#KitaBisaTanpaSisa ("We Can Do It Without Waste") is one of Padu Pangan's initiatives, designed to encourage the Indonesian public to take an active role in addressing food waste in the country.

Are you ready to join Padu Pangan, #PaduPeople? Let's learn more about food waste in Indonesia and raise our voices to advocate for change!



Evidence Link

1. **LSPR Federation of Moslem Students - https://www.lspr.ac.id/lspr-federation-of-moslem-students/ , https://www.lspr.ac.id/headline-lspr-foms-lakukan-csr-sharing-blessing-giving-for-a-better-future/**
2. **LSPR Cares: https://www.lspr.ac.id/lspr-cares-bagi-kebahagiaan-lewat-kebersamaan-di-acara-csr-ramadhan-giving-spread-the-warmth/**
3. **Official media instagram Pandu Pangan: https://www.instagram.com/padu.pangan/?hl=en**

3
SDG

3 GOOD HEALTH AND WELL-BEING

ENSURE HEALTHY LIVES AND PROMOTE WELL- BEING FOR ALL AT ALL AGE

1 Building Resilience: Mental Health and Well-Being

Mandatory Mental Health Seminar & Workshop 2024 (Peer Support x SGO)

In May 2024, the LSPR Peer Support team, in collaboration with the Student Guidance Office (SGO), held a mandatory Mental Health Seminar and Workshop for LSPR students. The initiative was developed in response to the challenges students often face during their studies, such as adjustment issues, interpersonal conflicts, and academic difficulties, which, if left unaddressed, can negatively affect their psychological well-being and mental health.

The event aimed to: (1) provide information and inspiration regarding mental health and how to maintain personal well-being; (2) offer a space for students to manage their emotions and moods through meditation; and (3) provide a platform for emotional regulation through art therapy. The program featured a mental health seminar and talk show moderated by the SGO, workshops on meditation and the intersection of emotions and art, as well as a performance by the LSPR Band, in partnership with Bund Lifetainment.





2 Health Outreach Program

Health Screening for the Elderly (Suar Loka, Community Development Program IRC25-1TP)

On Saturday, June 29, 2024 (09:50–14:45 WIB), the Suar Loka community development initiative held its fourth program: a free health screening for the elderly in the Marunda Kepu fishing village, Cilincing, North Jakarta. The event took place at the RT.008 neighborhood secretariat and the local village field. The screenings were conducted by healthcare professionals Dr. Rachel and a fellow medical practitioner and included checks for blood pressure, blood sugar, cholesterol, and uric acid levels.

The program targeted 70 registered elderly residents, 53 of whom were successfully screened. Other participants included two representatives from the Dasa Wisma (local women's community group), the Community Development course lecturer, Dr. Muhammad Hidayat, M.Ikom., five "Teman Loka" volunteers, and 20 student organizers. Those who underwent the screening, as well as registered elderly individuals who were unable to attend due to health issues, received a care package containing vitamins, a diabetes-preventive beverage, and various medications.







3 Launch of Three ASEAN Developmental Disability Guidebooks

A three-year research collaboration between the LSPR Institute, Japan's Nozomi no Sono, and the Economic Research Institute for ASEAN and East Asia (ERIA) has resulted in three books, which were launched on August 22, 2024. One specifically addresses the status of, and policy issues surrounding, healthcare services for individuals with developmental disabilities in Southeast Asia, while another serves as a coaching-based guide designed to improve the quality of life for the parents of such individuals. All three books are available in English, Indonesian, and Japanese, and are being distributed in both print and digital formats to hospitals, special-needs schools, non-governmental organizations, and government agencies across the ASEAN region.





4 Collaboration with Health Institutions

Network of Health Institutions and Services for Special Needs

Students from the PRDC26-1TP class at the LSPR Institute, under the guidance of Latifa Ramonita, M.I.Kom., have launched the "SAPA Lansia" (Greeting the Elderly) program for seniors (aged 60–70) at the RW 11 office in Pondok Bambu, Duren Sawit, East Jakarta. The program began on June 15, 2025, with health screenings for the elderly on June 16, 2025. The main event took place on Monday, July 14, 2025 (from 07:00 to 10:00 WIB) and featured group exercise, the planting of medicinal herbs (TOGA), craft-making, a talk show and sharing session with a professional psychologist, a religious sermon, and storytelling by Yessy Gusman (actress and LSPR lecturer). The event concluded with an exhibition of the crafts created and the medicinal herbs planted. The program is promoted under the hashtag #lansiaberdayapondokbambubahagia (#EmpoweredSeniorsHappyPondokBambu).

According to the project lead, Surya Ananda Saputra, this initiative reflects the students' commitment to helping seniors remain productive during their retirement years and lead healthy, positive lives.



Evidence Link:

1. LSPR Official SGO Instagram: https://www.instagram.com/lsprsgo/
2. Suar.Loka Official Instagram: https://www.instagram.com/p/C81xGDvy-0Z/?img_index=6&rpxt=MXc0ZWI0NXZkeXY0Zw==
3. Jakarta . Suara Merdeka News: https://jakarta.suaramerdeka.com/pendidikan/13413395067/luncurkan-tiga-buku-panduan-disabilitas-hasil-kolaborasi-lspr-institute-nozomi-no-sono-eria
4. LSPR News : https://www.lspr.ac.id/mahasiswa-lspr-hadirkan-program-sapa-lansia-untuk-mendukung-produktivitas-lansia-dan-hidup-positif/

4
SDG

4 QUALITY EDUCATION

ACCESS TO KNOWLEDGE RESOURCES THROUGH VARIOUS EXCELLENT PROGRAMS

1 The 1st Global Special Education Teacher (GSET) Forum 2025

The LSPR School of Special Needs Education (LSPR SSNE) will host the 1st Global Special Education Teacher (GSET) Forum 2025 on May 9, 2025, under the theme “Inclusive Teaching Strategies for Diverse Classrooms.” The forum will bring together approximately 200 educators and special education practitioners from various regions to share knowledge, best practices, and inclusive teaching strategies. Through this forum, LSPR helps build educators' capacity and strengthen access to inclusive, high-quality education for students with special needs.





The 1st Global Special Education Teacher (GSET) Forum "Inclusive Teaching Strategies for Diverse Classrooms"

2 LSPR as a Disability-Friendly Higher Education Institution

The LSPR Institute of Communication and Business is committed to being an inclusive higher education institution for individuals with disabilities. In terms of the learning environment, LSPR provides physical access, including ramps, elevators, and accessible restrooms, as well as assistive technologies such as screen-reading software and learning materials in accessible formats.

Through the London School Beyond Academy (LSBA), LSPR also offers skills training focused on practical and professional competencies, academic guidance for students facing learning challenges, and inclusive extracurricular activities, ranging from the arts and sports to student organizations. Inclusivity is understood here not merely as access, but as a concerted effort to ensure that every individual feels valued and empowered.



3 LSPR Sustainability Development Goals (SDGs) Curriculum – LSPR Sustainability Syllabus

The LSPR Institute integrates the SDGs into its curriculum through a 16-week "Sustainability Syllabus," which covers the transition from the MDGs to the SDGs, the principles and challenges of the SDGs, and case studies on their implementation. Students participate in lectures, quizzes, and group presentations, and are encouraged to develop proposals for SDG-related programs within specific contexts. The initiative involves various stakeholders including government bodies, NGOs, and international organizations and is led by the Vice Rector I for Academic Affairs.



4 LSPR Teachers Training Gathering

The LSPR Teacher's Training Program is an annual event organized by the LSPR Marketing Communication (Marcomm) team to strengthen relationships and provide updates to high school principals and counseling teachers (Guru BK) from High Schools and Vocational institutions across Jakarta, Bekasi, Tangerang, Bogor, Depok, and other area in Indonesia. This hybrid program (online and offline) invites 100 to 300 educators, offering them a unique opportunity to engage with LSPR and benefit from specialized workshops. Held twice a year, once at LSPR Sudirman Park in Jakarta and once at LSPR Transpark in Bekasi, this soft-selling event not only familiarizes teachers with LSPR's programs but also supports their professional development. Through workshops led by LSPR lecturers specializing in communication, the event focuses on enhancing participants' teaching and communication techniques, equipping them with valuable skills to elevate their educational practices. This initiative underscores LSPR's commitment to fostering impactful partnerships within the education sector and providing ongoing support to educators.



Evidence Link:

1. Number (1) News Viva: https://www.viva.co.id/edukasi/1822237-lspr-ssne-gelar-gset-forum-2025
2. Number (2) - Official LSPR News: https://www.lspr.ac.id/peran-lspr-institute-of-communication-and-business-dalam-inklusivitas-menjadi-perguruan-tinggi-ramah-disabilitas/
3. Number (3) - Faculty of Communication Sylabus: https://www.lspr.ac.id/faculty-of-communication-sylabus/ and https://www.lspr.ac.id/komitmen-lspr-institute-of-communication-and-business-jadi-perguruan-tinggi-yang-terapkan-tujuan-pembangunan-keberlanjutan/
4. Number (4) - Report LSPR : https://drive.google.com/file/d/1OthB-Ssxv_AJTEnjVe2DORa7-A8qHn4O/view?usp=drive_link

5 SDG

5 GENDER EQUALITY

ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRL

1 Break the Bias: Gender Equality, Gen Z Leading the Change

In 2025, LSPR organized “Break the Bias: Gender Equality, Gen Z Leading the Change”, an initiative aimed at raising awareness among young people about gender equality and challenging gender-based biases. The program encouraged Gen Z to recognize and address gender stereotypes while promoting equal opportunities and participation in education and the workplace. Through this initiative, LSPR strengthened its commitment to fostering a more inclusive environment and empowering young people to become advocates for gender equality.





2 LSPR at UN CSW68 – Empowering Women and Girls through Education

In March 2024, LSPR Founder and CEO Prita Kemal Gani participated as a speaker at the United Nations Commission on the Status of Women (UN CSW68) in New York, advocating for education as a pathway to empower women and girls and address poverty. The initiative highlighted the importance of equitable access to education and women’s empowerment through scholarships, skills development for MSMEs, and sustainable and inclusive education. Through this engagement, LSPR contributed to promoting gender equality and expanding opportunities for women and girls.



Evidence Link:

1. **Number (1) - LSPR Official News Break The Bias :** https://www.lspr.ac.id/lspr-institute-dorong-gen-z-untuk-pimpin-perubahan-pada-kesetaraan-gender-melalui-acara-break-the-bias-gender-equality-gen-z-leading-the-change/
2. **Number (2) - Empowering Women and Girls through Education :** https://kumparan.com/corporatereputation/prita-kemal-gani-dalam-uncsw68-fokus-pada-pendidikan-perempuan-dan-anak-22UKGo4fHfL

6
SDG

6 CLEAN WATER AND SANITATION

ACHIEVE UNIVERSAL AND EQUITABLE ACCESS TO SAFE AND AFFORDABLE DRINKING WATER FOR ALL

1 Concrete Actions by LSPR Students to Realize the SDGs in Cintamanik Village

On July 19–20, 2024, students from the IRC25-1SP class at LSPR carried out the main event of their "KAWANTERRA" Community Development project in Cintamanik Village, Cigudeg District, Bogor Regency, West Java. One key initiative involved distributing clean water to villagers using water storage tanks, which were officially inaugurated on the first day of the event. The program also included empowerment activities for SDN Argapura 02 and SDN Ciodeng elementary schools, educational sessions on autism, and public health screenings and outreach. The activities were conducted with the involvement of local village officials and community leaders.



2 Water-Efficient Appliances and Water Conservation Initiative

The LSPR Institute of Communication and Business has implemented water conservation measures by installing water-saving, self-closing faucets in its campus restroom facilities. These faucets automatically stop the water flow immediately after use, helping prevent unnecessary water waste and encouraging more responsible water use.

Across its three campuses, LSPR has installed 120 water-saving faucets out of 133 identified tap locations, covering about 90.23% of all faucets. The Sudirman Park campus in Jakarta has 36 such faucets, while the Transpark Bekasi campus has 84 units installed throughout its restroom facilities. The Bali campus still uses conventional faucets, indicating an opportunity to implement them there.

This initiative is complemented by awareness-raising messages regarding water conservation displayed throughout the campus, encouraging students, faculty, staff, and visitors to use water responsibly.



Evidence Link:

1. Number (1) Concrete Actions by LSPR Students to Realize the SDGs in Cintamanik Village : https://event.tempo.co/read/1910107/kawanterra-aksi-nyata-mahasiswa-lspr-wujudkan-sdgs-di-desa-cintamanik
2. Number (2) Official Bem LSPR Instagram: https://www.instagram.com/reel/C7ZIXSuSri_/?utm_source=ig_web_button_share_sheet

8
SDG

8 DECENT WORK AND ECONOMIC GROWTH

PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

1 LSPR Centre for Entrepreneurship (LSPR CFE)

The LSPR Centre for Entrepreneurship (LSPR CFE) was established to strengthen the entrepreneurial culture and ecosystem at the LSPR Institute of Communication and Business. Through initiatives such as the Global Entrepreneur Incubation Program, Global Founder Virtual Workshop, Founder Talks Series, and BizzComm Collaboration Program, the center gives students opportunities to develop business ideas, strengthen their entrepreneurial competencies, and gain insights into industry practices.

These programs encompass mentoring, business coaching, workshops, market validation, business model development, branding guidance, and engagement with business founders and professional practitioners. These activities help students explore the viability of their business ideas, understand market needs, and develop practical approaches to establishing and managing a venture.

By bridging academic learning with practical business guidance and professional networking, LSPR CFE helps students turn their business ideas into market-ready ventures.



2 Bizfest: Next Gen Entrepreneur: Empowering Minds through Sustainable Entrepreneurship

Bizfest: Next Gen Entrepreneur – Empowering Minds through Sustainable Entrepreneurship was hosted by the Faculty of Business at the LSPR Institute of Communication and Business on January 18, 2025. The program provides an experiential learning platform for entrepreneurship, designed for both students and local micro, small, and medium-sized enterprises (MSMEs), enabling participants to develop business competencies through direct market engagement.

The event featured 38 student-managed business booths and six MSME booths, attracting 1,049 visitors from the general public. Participants could showcase and sell their products, interact with potential customers, gauge consumer preferences, and receive immediate feedback on product presentation, pricing, branding, and promotional strategies. Industry practitioners also shared insights on business development, market challenges, and sustainable entrepreneurship.

By bridging entrepreneurial education with real-world market experience, Bizfest empowers students and MSME owners to practice business development and customer interaction within a public setting.



3 The 3rd ASEAN Youth Entrepreneur Forum (AYEF) 2025: ASEAN Young Entrepreneurs Unite for Innovation and Sustainability

The 3rd ASEAN Youth Entrepreneur Forum (AYEF) 2025, organized by the Faculty of Business at the LSPR Institute of Communication and Business in collaboration with Universiti Teknologi MARA (UiTM), Malaysia, took place from October 23–24, 2025. The forum was themed “Digital & Innovative Entrepreneurship for a Sustainable ASEAN Future.” It brought together 300 participants, including university students, young entrepreneurs, academics, and industry stakeholders from Malaysia, Indonesia, the Philippines, and Thailand.

The program featured an international conference, discussions on entrepreneurial mindsets, and an exhibition of student innovations centered on digital technology, sustainability, and creative business solutions. A team of LSPR students presented innovative business concepts such as Paws Planet, Pawsitive App, and Anam Indonesia, and had the opportunity to pitch their ideas and receive feedback from academic and industry representatives.

Through international networking, knowledge exchange, and insights into regional business practices, AYEF 2025 strengthened the participants' entrepreneurial competencies and business readiness. This initiative contributes to Sustainable Development Goal (SDG) 8, specifically Target 8.3, by fostering youth entrepreneurship, innovation, and a more dynamic entrepreneurial ecosystem across the ASEAN region.







Evidence Link:

1. **Number (1) LSPR Centre for Entrepreneurship (LSPR CFE):** https://www.instagram.com/reel/DNYPmizJ8iH/?igsh=QkFQMGk4UzliQQ%3D%3D
2. **Number (2) BizFest:** https://www.trans7.co.id/seven-updates/the-4th-lspr-bizfest-2025-mendorong-wirausaha-muda-and-umkm-menuju-bisnis-berkelanjutan#google_vignette
3. **Number (3) The 3rd ASEAN Youth Entrepreneur Forum (AYEF) :** https://www.google.com/url?q=https://www.lspr.ac.id/the-3rd-asean-youth-entrepreneur-forum-ayef-2025-wirausaha-muda-asean-bersatu-untuk-inovasi-dan-keberlanjutan-universiti-teknologi-mara-uitm-shah-alam-selangor-malaysia-23-24-oktob/&sa=D&source=docs&ust=1792663861307924&usg=AOvVaw1aFQTX1MDQPwAlvpQz1EnG

9
SDG

9 INDUSTRIES, INNOVATION AND INFRASTRUCTURE

PROMOTE SUSTAINABLE INDUSTRIALISATION, AND FOSTER INNOVATION

1 Incubator Workshop for Fostered MSMEs in Bekasi – LSPR Centre for Innovation and Business

Through its Centre for Innovation and Business (CIB), LSPR has been conducting an Incubator Workshop for fostered MSMEs (Micro, Small, and Medium Enterprises) in the city and regency of Bekasi since 2021. To date, the program has supported six cohorts, totaling 71 MSMEs across the culinary, craft, fashion, and batik sectors. Each cohort participates in six workshops covering business profiling, the Business Model Canvas, marketing strategy, business legality, product packaging, and financial management.

LSPR also provides guidance to three batik cooperatives: Batik Canting Ayu, Kombas (Bekasi City Batik Cooperative), and Sebatik Indonesia. These MSMEs are invited to attend seminars and exhibitions, some in collaboration with the Big Indonesia Foundation, while more than 200 students have contributed by assisting with packaging design and digital marketing strategies. The program utilizes the "Pentahelix" collaboration model.



2 6th LSPR International Conference on Communication and Business (ICCB 2025)

LSPR is hosting the 6th ICCB on July 30–31, 2025, in conjunction with the 2nd Sustainability Public Relations Summit. The theme is "Innovating Communication, Business, and Technology for a Greener and Smarter World." The first day will take place at the LSPR Transpark Bekasi campus, while the second day will be held at Menara Astra, Jakarta. The conference features five tracks, including "Business Innovation and Sustainable Practices" and "Technology for Sustainable Development." Outcomes include international proceedings (indexed in DOAJ and EBSCO), journals indexed in SINTA or Scopus, and an international book with an ISBN.





3 LSPR Responsible AI Initiative

The LSPR Institute of Communication and Business, through the LSPR Centre for Artificial Intelligence and Communication Technology (LSPR CAICT), launched the "Responsible AI Initiative" on November 28, 2024. This initiative aims to promote the ethical, inclusive, and responsible implementation of artificial intelligence (AI) in communication and business. This move responds to AI's growing role in digital transformation and the need to build the knowledge and capabilities required to use new technologies responsibly.

The initiative encompasses academic capacity building, AI literacy, workshops, conferences, research activities, and collaborations with industry partners and the academic community. Its flagship program, the LSPR AI Festival 2025, features workshops, panel discussions, creative competitions, and academic exhibitions centered on the theme "Smart Collaboration for Responsible & Creative AI." These activities provide a space for students, educators, professionals, and other stakeholders to discuss AI applications, opportunities, and ethical implications across sectors.

By bridging technological advancements with communication, business, education, and ethical considerations, the initiative seeks to strengthen institutional capacity for responsible technology adoption and foster interdisciplinary engagement on AI. It also serves as a platform for ongoing collaboration and the development of applied knowledge in emerging technologies.

This initiative aligns with the United Nations Sustainable Development Goal (SDG) 9, specifically Target 9.5, which focuses on enhancing scientific research, technological capabilities, and innovation. Its contribution to this target is evident through efforts to cultivate knowledge about AI, encourage cross-disciplinary involvement, and create opportunities for research and collaboration. Concrete research findings, AI applications, or measurable technological innovations will further strengthen this alignment.





Evidence Link:

1. **Number (1) CIB Official website: https://www.lspr.ac.id/centre-for-innovation-and-business/?utm_source**
2. **Number (2) ICCB 2025: https://www.lspr.ac.id/iccb2025/?utm**
3. **Number (3) LSPR Responsible AI Initiative: https://www.lspr.ac.id/caict/**

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SDG

10 REDUCED INEQUALITIES

MENGURANGI KESENJANGAN DI DALAM DAN ANTARNEGARA

1 Beyond Barriers: Embracing Togetherness

London School Beyond Academy dan LSPR School of Special Needs Education

The LSPR Institute of Communication and Business, through the Mr. & Ms. LSPR organization and in collaboration with the London School Beyond Academy (LSBA), hosted an event titled "Beyond Barriers: Embracing Togetherness" on March 9, 2024, at the LSPR Sudirman Park campus in Jakarta. This initiative aims to promote inclusivity, foster meaningful interaction, and build a deeper understanding between students with special needs and the broader student community.

The event involved 11 LSBA students and LSPR student volunteers in a series of interactive activities, including gesture challenges, tote bag painting, a communal lunch, and student performances. These activities gave participants opportunities to engage, collaborate, and build relationships in an inclusive environment. By bringing together students from diverse backgrounds, the program seeks to break down social barriers and encourage mutual respect, acceptance, and appreciation for individual differences.

Through this initiative, LSPR aims to create a more inclusive campus environment where individuals with special needs can participate in social activities and interact with the wider community. The program contributes to Sustainable Development Goal (SDG) 10, specifically Target 10.2, which calls for the social, economic, and political inclusion of all people, regardless of disability or any other status. By facilitating direct interaction and raising awareness about inclusion, "Beyond Barriers: Embracing Togetherness" demonstrates LSPR's commitment to fostering social participation, valuing diversity, and building a more inclusive society.





2 Collaboration between LSPR Institute, Nozomi no sono, and ERIA: Launch of Three Developmental Disabilities Books

The LSPR Institute of Communication and Business, in collaboration with Nozomi no sono (Japan) and the Economic Research Institute for ASEAN and East Asia (ERIA), launched three publications on developmental disabilities on August 22, 2024. Rooted in collaborative research that began in 2021, this initiative aims to improve understanding of developmental disabilities and address the challenges individuals with developmental disabilities and their families face in Southeast Asia particularly in healthcare services, education, support systems, and social participation.

The three publications focus on healthcare services and policies for individuals with developmental disabilities, coaching-based guidance to improve the quality of life for parents and caregivers, and practical training and support for parents raising children with developmental disabilities. These publications provide research-based information and practical guidance for families, educators, healthcare professionals, and policymakers. Available in English, Indonesian, and Japanese, the documents are offered in both print and digital formats to broaden access to relevant knowledge.

The launch also provided a platform for expert presentations and stakeholder discussions on gaps in diagnosis, care, family support, and policy implementation. Through research, knowledge dissemination, and regional collaboration, this initiative seeks to raise awareness, strengthen support for families and caregivers, and foster a more inclusive approach toward developmental disabilities.

This initiative contributes to Sustainable Development Goal (SDG) 10, specifically Target 10.2 , by promoting social inclusion for individuals with developmental disabilities and supporting broader access to information and resources to overcome barriers to participation. This initiative also aligns with Target 10.3, which emphasizes equal opportunity and reducing outcome disparities by focusing on inclusive policy discussions and the development of support systems. This effort reflects LSPR's commitment to advancing disability inclusion through research, education, and collaboration across institutions and national borders. The long-term impact of this initiative will depend on how widely these publications are disseminated and used, and on the extent to which their findings can serve as a foundation for inclusive practices and policies.





Evidence Link:

1. **Number (1) Beyond Barriers: Embracing Togetherness :** https://www.lspr.ac.id/headline-beyond-barriers-embracing-togetherness-menjunjung-inklusivitas-bersama-mr-ms-lspr-dan-london-school-beyond-academy/page/373/?utm_source
2. **Number (2) Collaboration between LSPR Institute, Nozomi no sono, and ERIA:** https://edukasi.sindonews.com/read/1440925/211/kolaborasi-lspr-institute-nozomi-no-sono-eria-luncurkan-tiga-buku-panduan-disabilitas-1724321336

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SDG

11 SUSTAINABLE CITIES AND COMMUNITIES

MAKE CITIES INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

1 Capacity Building for Disaster Mitigation and Climate Change Adaptation of Indigenous Peoples in Bali Province

The LSPR Institute of Communication and Business, through the LSPR Centre for Crisis and Resilience Studies (CCRS) and LSPR Bali, in collaboration with the Tukad Bindu Foundation and students from the Community Development study program launched a program titled "Capacity Building for Disaster Mitigation and Climate Change Adaptation for Indigenous Communities in Bali Province" on July 29, 2024. This initiative aims to strengthen indigenous communities' capacity in Bali to understand and prepare for disaster risks and climate change impacts by integrating traditional knowledge with scientific approaches.

The program focuses on community-based disaster risk reduction, emergency preparedness, early warning systems, and climate change adaptation. It recognizes the value of indigenous knowledge and local practices in developing disaster mitigation strategies that reflect the local population's unique environmental and cultural conditions. Through community engagement and capacity-building activities, the initiative fosters collaboration among indigenous communities, local leaders, academic institutions, and other relevant stakeholders to address disaster-related challenges.

This initiative contributes to Sustainable Development Goal (SDG) 11, "Sustainable Cities and Communities"specifically Target 11.5, which aims to reduce the adverse impacts of disasters and protect vulnerable groups. By promoting disaster preparedness, community participation, and integrating local knowledge into risk-reduction strategies, the program supports efforts to strengthen community resilience. It also aligns with Target 11.b, which emphasizes an integrated approach to disaster risk reduction and resilience planning.

The program has received recognition through the 2025 World University Rankings for Innovation (WURI), reflecting LSPR's commitment to developing innovative, community-oriented approaches to disaster mitigation and climate change adaptation. This recognition highlights higher education institutions' role in bridging academic knowledge, local wisdom, and community engagement to address real-world challenges.

Through this initiative, LSPR demonstrates its commitment to fostering safer and more resilient communities by strengthening local capacity and promoting a collaborative approach to disaster risk reduction. The program contributes to the broader SDG 11 agenda by advancing community preparedness and resilience, while acknowledging that its long-term impact depends on sustainable implementation, active community participation, and evaluation of outcomes.





2 Pagelaran Kampung Tugu Goes to School

The "Kampung Tugu Goes to School Performance" program was initiated by the LSPR Institute of Communication and Business to introduce and preserve the cultural heritage of Kampung Tugu among the younger generation. This program, which was implemented in two elementary schools in North Jakarta in June 2025, involved students through cultural education activities, interactive games, painting traditional ornaments, as well as distributing free Kampung Tugu animated story books.

This program aims to increase children's awareness of local history, traditions, and cultural identity while encouraging appreciation of Indonesia's cultural diversity. The program provides opportunities for students to learn about Kampung Tugu's cultural heritage through engaging educational activities and easy-to-understand materials, helping pass on cultural knowledge to the next generation.

This initiative contributes to Sustainable Development Goal (SDG) 11, particularly Target 11.4, which focuses on protecting and preserving cultural and natural heritage. By bringing local cultural education into the school environment, LSPR supports cultural awareness and intergenerational knowledge exchange, which helps preserve the cultural heritage of Kampung Tugu.





3 Pagelaran Kampung Tugu Goes to School

Pesta Edas is a community development initiative organized by students from the LSPR Institute of Communication and Business, held on June 9, 2024, at Kampung Seni Edas in Bogor. The program aims to introduce Kampung Seni Edas's cultural diversity and traditional arts to a broader audience, particularly the younger generation. The event featured a variety of activities, including traditional art performances, a mini-exhibition showcasing traditional dance costumes, and presentations on the community's cultural endeavors and artistic heritage.

This initiative aims to raise public awareness of local cultural traditions while increasing visibility for a community dedicated to preserving traditional arts. By providing a platform for local cultural expression and engaging young people in promoting culture, Pesta Edas helps safeguard and pass on local cultural wealth to future generations.

The program supports Sustainable Development Goal (SDG) 11 specifically Target 11.4, which focuses on the protection and preservation of cultural heritage. This initiative demonstrates how university-led community engagement can help foster cultural appreciation and strengthen recognition of local artistic traditions.





4 Digital Empowerment of Pokdarwis in Sukajadi Tourism Village, Bogor

Digital Media Promotion and Empowerment of Pokdarwis Toward Sukajadi Tourism Village, Bogor Regency (2024)

The LSPR Institute of Communication and Business conducted a community empowerment initiative at Sukajadi Tourism Village, Tamansari, Bogor, from October 24–27, 2024. The program aimed to strengthen the local Tourism Awareness Group's (Pokdarwis) capacity to promote the village's tourism potential through digital media. The activities included workshops, training sessions, and mentoring on digital content creation, social media management, and tour guiding, with a specific focus on promoting the Mount Salak hiking trail via Sukajadi.

This initiative sought to enhance local tourism promotion capabilities while equipping community members with practical skills in digital communication and visitor services. By strengthening the capacity of local tourism stakeholders, the program supports community-based tourism development and creates opportunities for residents to increase the visibility of tourist attractions in their area.

The program contributes to Sustainable Development Goal (SDG) 11: Sustainable Cities and Communities by building local communities' capacity for tourism development. It also has the potential to support SDG 8 by building skills in the tourism sector and creating local economic opportunities. The long-term benefits of this initiative should be evaluated with further evidence, such as changes in visitor numbers, local tourism revenue, or community participation.







Evidence Link:

1. **Number (1) Journal-**Capacity building for disaster mitigation and climate change adaptation of Indigenous peoples in Bali Province: **https://j-innovative.org/index.php/Innovative/article/view/11297**
2. **Number (2) Pagelaran Kampung Tugu Goes to School:** https://www.lspr.ac.id/pagelaran-kampung-tugu-goes-to-school-membawa-warisan-budaya-ke-tengah-generasi-muda/
3. Number (3) **Pagelaran Kampung Tugu Goes to School : https://www.lspr.ac.id/headline-mahasiswa-institut-komunikasi-dan-bisnis-lspr-perkenalkan-keberagaman-budaya-kampung-seni-edas-bogor-melalui-pesta-edas/**
4. **Number (4) Digital Empowerment of Pokdarwis in Sukajadi Tourism Village, Bogor:** https://radarbogor.jawapos.com/wisata/2410260026/kembangkan-potensi-wisata-lspr-ajak-pokdarwis-desa-wisata-sukajadi-bogor-terapkan-media-digital-sebagai-sarana-promosi

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SDG

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

1 WearKind 2025: “Kindness in Every Kain”

WearKind 2025: Promoting Responsible Fashion Consumption through Slow Fashion

WearKind 2025 is an educational initiative organized by A2C as part of a non-thesis student project at the LSPR Institute of Communication and Business. Held on April 19, 2025, at the Rachmat Saleh Auditorium, LPPI Kemang, Jakarta, the event focuses on "slow fashion", a more responsible and sustainable approach to clothing consumption. Under the theme "Kindness in Every Kain" (Kindness in Every Fabric), the program addresses environmental challenges posed by "fast fashion," including mass production, rapidly shifting trends, impulsive shopping, and textile waste.

The event features educational sessions on "conscious fashion," emphasizing the importance of selecting high-quality garments, prioritizing durability, and making wiser purchasing decisions. It also links responsible fashion consumption to the United Nations Sustainable Development Goals (SDGs), aiming to raise awareness of how individual consumer choices can support a more sustainable lifestyle.





2 Know Your Waste" Campaign: Promoting Responsible Waste Management on Campus

The "Know Your Waste" campaign is an initiative by the LSPR Institute of Communication and Business to raise awareness and encourage responsible waste management on campus. As part of this campaign, LSPR hosted a seminar titled "Understanding E-Waste to Build SDG Awareness within the LSPR Campus" on June 20, 2024, at the Prof. Djajusman Auditorium, Sudirman Park Campus, Jakarta.

This initiative combines educational activities with practical waste management measures. It includes a social media awareness campaign, the placement of three e-waste collection bins across the Sudirman Park and Transpark Bekasi campuses, and a seminar attended by over 157 students, faculty members, and invited guests. Speakers shared insights on waste management regulations, the environmental and health risks associated with e-waste, and proper procedures for handling both hazardous and non-hazardous waste. The initiative also collaborates with specialized partners to collect, transport, and manage waste.

The program contributes to SDG 12: Responsible Consumption and Production, specifically Target 12.4, by raising awareness and promoting responsible handling of e-waste and hazardous materials throughout the waste management process. The program also supports Targets 12.5 and 12.8 by providing e-waste collection facilities and running educational activities that encourage more responsible waste management practices on campus.





3 Eco-friendly Batik Innovation in East Bekasi

The Eco-Friendly Batik Innovation Program in East Bekasi, which concluded in October 2024, combined sustainable production methods with digital media to promote cultural heritage. The initiative included training for batik artisans on plant-based natural dyes, developing eco-friendly batik prototypes, and creating interactive videos that detail the batik-making process and its local cultural significance. These videos were distributed to the Bekasi City Tourism Office, cultural communities, and local schools, and were also shared via online media. The program supports SDG 12 by introducing dye alternatives that reduce pollution risks, and specifically addresses Target 12.5 by educating stakeholders on minimizing textile waste during the batik production process. In 2024, the LSPR Institute of Communication & Business carried out a Community Service Program (PKM) titled "Implementing Eco-Friendly Batik Innovations Through Interactive Videos to Enhance Cultural Tourism Promotion in the East Bekasi District, Bekasi City." Launched in June 2024 and concluding in October 2024, the initiative aimed to mitigate environmental issues caused by synthetic dyes in batik production while strengthening awareness of Bekasi's unique local batik heritage.

The program combined practical training for local batik artisans with the development of eco-friendly batik prototypes, the utilization of plant-based natural dyes, and techniques designed to minimize textile waste. LSPR also produced interactive educational videos covering the history, motifs, tools, and production techniques of Bekasi batik, including sustainable dyeing practices. LSPR disseminated these videos to the Bekasi City Tourism Office, local schools, and cultural communities to support public education and promote local cultural products. This program was implemented through a collaboration involving the Bekasi City Batik Community (Komunitas Batik Kota or "Kombas"), local artisans, students, faculty members, and local government stakeholders. According to program documentation, the team successfully completed all planned activities, including artisan training, prototype development, the creation of interactive videos, and the dissemination of program outcomes. The initiative produced batik prototypes crafted with natural dyes, training materials, and interactive educational videos that support ongoing learning and community engagement.

The initiative contributes to Sustainable Development Goal (SDG) 12: Responsible Consumption and Production, specifically Target 12.4 by promoting environmentally responsible production methods and raising awareness about the risks posed by chemical dyes and wastewater. The program also supports Target 12.5 by minimizing textile waste, as well as Target 12.8 by providing educational resources that build awareness of sustainable production and consumption practices.

Through this initiative, LSPR bridges environmental responsibility, community capacity building, and innovation in cultural products. The program demonstrates a practical approach to introducing more sustainable production techniques into a traditional creative industry, while simultaneously supporting efforts to appreciate and promote “Bekasi batik”. Further quantitative monitoring tracking dye use, wastewater, textile waste, and the application of natural dyeing techniques would strengthen evidence on the program's long-term environmental impact.





Pengabdian Masyarakat Program Hibah Dikti Tahun Pendanaan 2024

Penerapan Inovasi Batik Ramah Lingkungan Melalui Video Interaktif Dalam Upaya Meningkatkan Promosi Pariwisata Budaya di Kecamatan Bekasi Timur, Kota Bekasi

Ketua : Lamria Raya Fitriyani, M.Si | Anggota : Dewi Rochmawati, SP. M.Si dan Yesi Pandu Pratama Wibowo DC, M.Par

Latar Belakang dan Urgensi



Batik Bekasi sudah hadir sejak tahun 2011 di Kota Bekasi. Keberadaan KOMBAS (Komunitas Batik Kota Bekasi) bertujuan untuk mengembangkan kondisi perekonomian masyarakat Bekasi melalui wirausaha batik, serta memiliki potensi sebagai wisata budaya yang dapat memberikan edukasi kepada masyarakat mengenai sejarah perjuangan pada motif batik Kota Bekasi, dengan menerapkan green economy dalam proses produksi batik.

1. Permasalahan pertama adalah KOMBAS belum menggunakan inovasi video interaktif sebagai media promosi digitalnya.
2. Permasalahan kedua adalah keunikan motif batik KOMBAS belum dijadikan sebagai daya tarik wisata budaya.
3. Permasalahan ketiga adalah anggota KOMBAS belum memiliki keterampilan sebagai interpreter wisata bdudaya.

Tujuan

1. Menerapkan inovasi video interaktif yang memberikan edukasi kepada masyarakat mengenai batik Kota Bekasi,
2. Memberikan pelatihan untuk dapat meningkatkan keterampilan mitra dalam mempersiapkan wisata budaya dan promosi media digitalnya.

Kegiatan

1. Pelaksanaan Pelatihan Pemandu Wisata Lokal
2. Pelaksanaan Pelatihan Pembuatan Konten Media Sosial
3. Penerapan Teknologi dalam Pembuatan Konten Video Interaktif Edukasi
4. Event Pameran & Launching Video Interaktif Edukasi melalui KIOSK

Metode

Meliputi 3 (tiga) tahapan, yaitu persiapan, pelaksanaan, dan evaluasi. Dalam persiapan, melibatkan diskusi dengan mitra dan Dinas Pariwisata Kota Bekasi dalam rencana pelaksanaan. Pada pelaksanaan, sebagai solusi permasalahan, dilakukan penerapan video interaktif Batik Kota Bekasi, pembuatan paket wisata budaya mengenai Batik Kota Bekasi, dan peningkatan keterampilan sumber daya manusia dalam mempersiapkan KOMBAS sebagai wisata budaya Kota Bekasi.













Luaran

1. Video Interaktif edukasi Batik Kota Bekasi
2. Peningkatan keterampilan mitra
3. Artikel Jurnal
4. Karya Hak Cipta Video Interaktif Batik Kota Bekasi
5. Artikel dan Publikasi di Media Massa

Evaluasi Kegiatan Pengabdian Masyarakat

Evaluasi seluruh rangkaian kegiatan sudah dilakukan. Adapun aspek evaluasi yang akan dilakukan yaitu pada peningkatan pemahaman mitra dalam pelatihan yang dilakukan, jumlah pengakses video Batik Kota Bekasi dan juga partisipasi pengunjung dalam event pameran Batik Kota Bekasi.

4 Waste Sorting: Promoting Responsible Waste Management and Sustainable Lifestyles

On April 20, 2024, the LSPR Climate Change Champions Club (LSPR 4C) held an environmental education program titled “Waste Sorting: A Journey Toward Responsible Waste Management” at SDN Sukarahayu 01 in Tambelang, Bekasi, West Java. This initiative aimed to raise students' awareness of responsible waste management, focusing on plastic waste and fostering sustainable habits through practical environmental activities.

The program combined interactive environmental education with hands-on activities, such as a school cleanup, collecting and sorting waste into organic and inorganic categories, and an introduction to creating “ecobricks”. LSPR 4C also provided segregated waste bins designated for organic waste, inorganic waste, and hazardous and toxic waste (B3) to support waste-sorting practices within the school environment. Furthermore, the initiative included a fundraising effort to procure waste bins, school supplies, and Brigading (golden pothos) plant seedlings for the school community.

This program contributes to Sustainable Development Goal (SDG) 12: Responsible Consumption and Production, specifically Target 12.5, by promoting responsible waste sorting and practical approaches to managing plastic waste. It also supports Target 12.8 by educating students about sustainable lifestyles and encouraging their participation in daily environmental actions.

Through this initiative, LSPR has extended its sustainability education beyond campus, engaging school students in tangible waste management activities. The program has created educational opportunities while also providing the infrastructure needed to support waste sorting at the school. Additional data, such as the amount of waste collected, the number of participating students, and follow-up evaluations of waste-sorting practices, will help measure the initiative's environmental impact and long-term outcomes.





5 Strategic Planning and Marketing of Coffee-Based Educational Tourism in Sirnajaya Tourism Village, Bogor Regency

In 2024, Tourism students from the LSPR Institute of Communication & Business launched a community development program to transform coffee grounds into value-added beauty products as part of a sustainable tourism effort. This initiative explores the potential of repurposing coffee grounds, which would otherwise be discarded, into raw materials for beauty products, while demonstrating an alternative approach to resource use and product innovation.

The program introduces the concept of "upcycling" adding value through recycling by converting coffee waste into useful products and linking sustainable practices to the development of tourism-relevant goods. Through this initiative, students apply their knowledge to explore how locally available materials can be repurposed into innovative products, while building broader awareness of responsible resource use.

This initiative contributes to Sustainable Development Goal (SDG) 12: Responsible Consumption and Production, specifically Target 12.5, which calls for reducing waste generation through prevention, reduction, recycling, and reuse. By exploring coffee grounds as a raw material for beauty products, the program demonstrates a practical approach to "waste valorization"adding value to waste and encouraging more sustainable production practices.

The program also serves as an educational example of how resource repurposing can be integrated into community development and sustainable tourism initiatives. Further documentation on the volume of coffee grounds repurposed, the number of products created, and the initiative's long-term viability will help assess its contribution to waste reduction and its broader environmental and economic impact.





6 Sustainable Packaging Innovation for Eco-Enzyme-Based Beauty Products at the MSME "Bali Tangi"

In 2024, the LSPR Institute of Communication & Business implemented a Community Partnership Empowerment program titled "The Application of Plantable Packaging and an Eco-Friendly Interactive Mobile Application to Enhance Branding and Sustainability for Eco-Enzyme-Based Beauty Products at the MSME Bali Tangi." Supported by a community service grant of IDR 39,000,000 from the Ministry of Education, Culture, Research, and Technology, the program aimed to assist Bali Tangi, a micro, small, and medium-sized enterprise (MSME) based in Denpasar, in improving its environmental practices and strengthening the market position of its natural beauty products.

This initiative addresses the challenges of conventional plastic packaging by developing "plantable" packaging made from biodegradable materials and containing seeds. Through material research, prototype development, testing, and hands-on training, the program equipped the Bali Tangi production team with the knowledge and skills required to manufacture and utilize this new packaging. The program also developed an eco-friendly interactive mobile application to strengthen digital product communication and share information about the company's products and sustainability initiatives.

The program concluded in December 2024. According to the program documentation, the outcomes achieved include prototypes of plantable packaging, a fully developed and launched interactive mobile application, training and mentoring sessions, educational materials, and intellectual property documentation. The report also notes that the Bali Tangi team can now independently reproduce the packaging and manage digital content without relying on external support. This initiative contributes to Sustainable Development Goal (SDG) 12: Responsible Consumption and Production, specifically Target 12.5 by providing alternatives to conventional plastic packaging and promoting more sustainable packaging practices. The program also supports Target 12.2 by using alternative packaging materials and Target 12.8 by integrating sustainability information into product communications and digital engagement.

Through this program, LSPR strengthens local MSMEs' (micro, small, and medium-sized enterprises) capacity to explore environmentally responsible packaging and incorporate sustainability principles into their business practices. This initiative demonstrates how collaboration between higher education institutions and the industry can foster innovation in product packaging, responsible consumption, and sustainable business development. Further assessment of packaging use, the volume of plastic replaced, packaging biodegradability, and seed germination rates will help determine the program's long-term environmental outcomes and impact.





LSPR Institute of Communication & Business

PENGABDIAN MASYARAKAT PROGRAM HIBAH DIKTI TAHUN PENDANAAN 2024

PKM PENERAPAN PLANTABLE PACKAGING DAN GREEN INTERACTIVE MOBILE APPS UNTUK MENINGKATKAN BRANDING SUSTAINABILITY ECOTOURISM PADA PRODUK KECANTIKAN ECOENZYM DI UMKM BALITANGI.

TIM PELAKSANA

Ketua: Jeti Poras Ayu, M.MPar | Anggota: Ravi Chandra Oktaviand, M.Si dan AA, Ucil Putri Dwi Jayanti



LATAR BELAKANG DAN URGENSI

1. Mereka belum dapat membuat packaging yang mampu mempostelkan bahwa produk mereka adalah full eco-friendly. Mereka membutuhkan bahwa produknya dapat sepenuhnya menjadi produk eco-friendly sejalan dengan ini kandungannya dan inovasi eco-enzym, sehingga dapat menjadikan produk lokalnya sebagai produk memenuhi eco-tourismdi. Saat ini mereka masih menggunakan plastik untuk mengemas produk mereka dan masih sederhana, padahal mereka ini dapat membangun branding sebagai produk berkonsep dan eco-friendly baik dari kandungan produk hingga semua aktifitas promosinya.

2. Saat ini UMKM Bali Tangi sudah mulai banyak mendapatkan pembelian namun mayoritas masih pembeli yang datang saja, beberapa wisatawan atau pembeli produk sudah berada melalui repeat order namun mereka menyarankan untuk mengolah kembali dalam jual beli secara online terlebih pada pandemi dan mereka juga sudah berusaha untuk membuat website dan sosial media instagram namun belum maksimal dikarenakan kurangnya pemahaman dalam pengelolaan sosial media jual beli.

TUJUAN

1. Tujuan Pemberdayaan Kemitraan masyarakat yang pertama adalah membantu pemasangan dan edukasi penerapan "Plantable Packaging" untuk membantu mengoptimalkan branding UMKM sebagai produk yang menerapkan sustainability.

2. Tujuan kedua Pemberdayaan Kemitraan masyarakat ini adalah membantu dalam memberikan inovasi dalam promosi digital melalui Green Interactive Mobile Apps sebagai media promosi yang dapat terintegrasi dengan website dan sosial media, yang memiliki kelebihan dalam cakupan jual beli secara langsung.

METODE

1. Metode dalam melakukan Solusi 1 yaitu Penerapan Plantable Packaging dengan Proses Design pada Penerapan Teknologi Plantable Packaging.
2. Pembuatan Green Interactive Mobile Apps Proses Rancang Teknologi Green Interactive Mobile Apps.

KEGIATAN

1. Pembuatan dan pemberian Inovasi Green Mobile Apps
2. Pembuatan dan Pemberian Inovasi Plantable Packaging
3. Memberikan Workshop dan Pendampingan Penggunaan Teknis Green Mobile Apps
4. Memberikan Workshop dan Pendampingan Penggunaan Teknis Plantable Packaging

LUARAN

1. Artikel Jurnal
2. Hak Cipta dan Inovasi yang telah dibuat
3. Video Youtube Kegiatan Pengabdian Masyarakat.
4. Artikel dan Publikasi di Media Massa.
5. Hasil Evaluasi Tingkat Kebermanfaatan Mitra Bali Tangi

EVALUASI TINGKAT PERUBAHAN PRILAKU

Hasil yang belum terjadi kebermanfaatan mitra. Adapun Indikator Nilai peningkatan pengetahuan dan keterampilan dalam membuat packaging plantable yang akan meningkatkan branding produk Bali Tangi berbasis full eco-friendly. Dan hasil yang belum terjadi kebermanfaatan mitra. Adapun Persentase peningkatan 90% jumlah pembelian produk kosmetik eco-enzym yang berbasis eco-friendly.



7 GreenPlast (Greenovation RePlast): Promoting Plastic Waste Recycling and Sustainable Entrepreneurship

On November 13, 2025, students from the Faculty of Business at the LSPR Institute of Communication & Business organized "GreenPlast" (Greenovation RePlast), a community development program at SMA Angkasa 1 Halim Perdanakusuma, East Jakarta. This initiative aimed to raise environmental awareness among high school students and introduce sustainable entrepreneurship through hands-on plastic waste management activities.

The program featured a practical workshop titled "CraftyCaps: Bottle Caps to Eco Crafts," where students learned to transform used plastic bottle caps into functional items, such as *pop sockets*. Participants were also introduced to the *Business Model Canvas* (BMC) to explore how creative ideas can be developed into simple business concepts. The program involved 50 students from grades X and XI and combined hands-on recycling activities with group-based business idea development and a basic digital marketing project.

GreenPlast contributes to Sustainable Development Goal (SDG) 12: Responsible Consumption and Production, specifically Target 12.5, which encourages reducing waste generation through prevention, reduction, recycling, and reuse. By showing how discarded plastic can be repurposed into useful products, the program gives students a practical approach to reusing materials and adding value to waste. Furthermore, the initiative supports Target 12.8 by fostering student awareness of responsible resource use and sustainable practices.





Evidence Link:

1. **Number (1) WearKind :** https://www.lspr.ac.id/wear-kind-2025-slow-fashion-sebagai-gaya-hidup-mewujudkan-konsumsi-yang-lebih-bertanggung-jawab/
2. Number (2) E-Waste: https://www.lspr.ac.id/campaign-kenali-limbah-pada-lingkungan-kampus-sebagai-implementasi-kesadaran-sdgs-di-lingkungan-kampus-lspr-sukses-digelar/
3. Number (3) **Eco-friendly Batik Innovation in East Bekasi:** https://lingkarbekasi.com/lspr-institute-launching-video-interaktif-dan-pameran-batik-kota-bekasi/
4. **Number (4) Waste Sorting: Promoting Responsible Waste Management and Sustainable Lifestyles:** https://www.lspr.ac.id/headline-lspr-4c-menyelenggarakan-kegiatan-edukasi-lingkungan-pilah-sampah-perjalanan-sampah-yang-bertanggung-jawab-di-sdn-sukarahayu-01/page/2/
5. **Number (5) Strategic Planning and Marketing of Coffee-Based Educational Tourism in Sirnajaya Tourism Village, Bogor Regency:** https://bekasimedia.com/2024/11/08/mahasiswa-pariwisata-lspr-ubah-ampas-kopi-jadi-produk-kecantikan-dukung-pariwisata-berkelanjutan/
6. **Number (6) Sustainable Packaging Innovation for Eco-Enzyme-Based Beauty Products at the MSME "Bali Tangi":** https://www.liputan6.com/news/read/5776952/dikti-serahkan-dana-hibah-bantu-umkm-di-bali-majukan-produk-kecantikan-ramah-lingkungan-dan-berdaya-saing
7. **Number (7) GreenPlast (Greenovation RePlast): https://www.lspr.ac.id/mahasiswa-fakultas-bisnis-lspr-dorong-pengelolaan-limbah-plastik-siswa-sma-angkasa-1-halim-perdanakusuma-melalui-program-greenplast/?utm**

13
SDG

13 CLIMATE ACTION

TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACT

1 Mangrove Movement: “Secure Our Future”

The LSPR Institute of Communication & Business supports climate action through environmental education, student-led initiatives, and community engagement to strengthen environmental awareness and drive concrete action. During the 2024–2025 reporting period, the LSPR 4C (Climate Change Champions Club), a student organization focused on environmental issues, carried out several initiatives to encourage participation in environmental conservation and raise awareness of the link between environmental protection and a sustainable future.

One such initiative was the *Mangrove Movement: “Secure Our Future”*, held on August 11, 2024, at Pantai Bahagia in Muara Gembong, Bekasi. This program was initiated by LSPR 4C in collaboration with the KEHATI Foundation and Lindungi Hutan, with the goal of educating participants on the importance of mangrove ecosystems, promoting active involvement in environmental preservation, and supporting the protection of coastal and marine habitats. The activity involved 33 members of the LSPR academic community, who planted 500 mangrove seedlings. The program also included preparatory environmental education, providing information on proper mangrove planting practices through educational content shared prior to the event.

The program is supported by a budget of IDR 19,598,500, which covers the cost of 500 mangrove seedlings and one year of monitoring. This monitoring component provides an opportunity to evaluate seedling survival and the long-term sustainability of the conservation initiative beyond the initial planting day. However, verified monitoring results are required before any long-term ecological impact can be reported. Through the "Mangrove Movement" and other climate-related educational activities, LSPR gives students the opportunity to translate environmental awareness into tangible action in the community. Moving forward, systematic monitoring of seedling survival rates, additional conservation activities, participant learning outcomes, and other measurable indicators will strengthen the institution’s assessment of its contribution to climate action and coastal environmental resilience.



2 Earth Hour: "Switch Off Your Lights"

On 23 March 2024, LSPR 4C (Climate Change Champions Club) organised the *Earth Hour: Switch Off Your Lights* programme at RPTRA Sirih Kuning, Rusunawa Marunda, Cilincing, North Jakarta. The initiative aimed to raise public awareness of climate change and encourage sustainable energy-saving practices through community engagement and environmental education.

The programme included an educational session on household organic waste management and composting, delivered by Sudarnoto, also known as Pak Toto Kompos. Participants were introduced to practical ways of transforming organic household waste into compost. The event concluded with a lights-off activity accompanied by candle lighting from 6:30 p.m. to 7:30 p.m., in observance of Earth Hour. Through these activities, LSPR 4C encouraged residents to recognise how everyday practices, including energy conservation and responsible household waste management, can contribute to environmental sustainability.

The activity demonstrates LSPR 4C's approach to connecting environmental education with practical community engagement. To assess its longer-term contribution, additional evidence, such as the number of community participants, changes in energy-saving practices, and follow-up evaluations of environmental awareness, would help establish the programme's measurable outcomes.





3 Earth Hour: "Switch Off Your Lights"

In July 2025, LSPR International Relations Communication students, in collaboration with the LSPR Centre for Crisis and Resilience Studies (CCRS), implemented **Binar Winaya** in Pasiripis Village, Sukabumi, West Java. Under the theme *"The Earth Speaks: A Village Creates, Nature Is Preserved,"* the programme promoted climate awareness, disaster preparedness, and environmental conservation.

Students at SMPN 3 Surade participated in climate change education, learning about its impacts, responsible waste management, and practical environmental actions. They also repurposed discarded plastics, bottles, and newspapers into wearable creations. In addition, interactive board games—including GenerAksi, Tsunami Ready, and PREDIKT—introduced participants to climate action, disaster preparedness, and crisis decision-making.

The program also featured interactive learning on disaster risks and climate action through educational board games, including the *GenerAksi Board Game*, *Tsunami Ready Board Game*, and *PREDIKT Giant Board Game*. Developed and facilitated in partnership with the LSPR CCRS, these games introduced participants to climate action, disaster preparedness, and decision-making during crises. This approach supports experiential learning and provides a practical platform to strengthen the younger generation's awareness of environmental and disaster-related issues.





Evidence Link:

1. **Number (1) Mangrove Movement:** https://www.lspr.ac.id/lspr-institute-of-communication-and-business-champions-sustainability-with-mangrove-planting-vol-2/
2. **Number (2) Earth Hour: "Switch Off Your Lights":** https://www.lspr.ac.id/headline-lspr-4c-merayakan-earth-hour-bersama-warga-rusunawa-marunda/?utm
3. **Number (3) Binar Raya:** https://www.lspr.ac.id/community-development-binar-winaya-sinergi-mahasiswa-lspr-dan-masyarakat-desa-pasiripis-wujudkan-aksi-nyata-untuk-lingkungan-dan-budaya/page/2/?utm

14
SDG

14 LIFE BELOW WATER

CONSERVE AND SUSTAINABILITY USE THE OCEANS, SEAS, AND MARINE RESOURCES FOR SUSTAINABILITY DEVELOPMENT

1 Mangrove Movement: "Secure Our Future"

On 11 August 2024, LSPR Institute of Communication & Business conducted the Mangrove Movement: "Secure Our Future" at Pantai Bahagia, Muara Gembong, Bekasi, involving 33 participants in the planting of 500 mangrove seedlings. The initiative aimed to support coastal ecosystem protection and raise awareness of the importance of preserving mangrove habitats.

Mangrove ecosystems provide important habitats for coastal biodiversity and help protect shorelines from erosion. Through this activity, LSPR contributed to community participation in coastal environmental conservation. The initiative aligns with **Sustainable Development Goal (SDG) 14: Life Below Water**, particularly Target 14.2, which emphasizes the protection and sustainable management of marine and coastal ecosystems and the restoration of degraded habitats.

By involving participants in a practical coastal conservation activity, LSPR encouraged greater awareness of the importance of maintaining healthy coastal ecosystems. The reported planting of 500 mangrove seedlings represents the programme's immediate output; longer-term ecological outcomes, including seedling survival and measurable improvements in coastal biodiversity, require further monitoring.







Evidence Link:

1. **Number (1) Mangrove Movemnt:** https://kumparan.com/corporatereputation/lspr-4c-dan-kehati-bergerak-mangrove-movement-secure-our-future-23Q1xT0RZLq/full/gallery/3

15
SDG

15 LIFE ON LAND

SUSTAINABILITY MANAGE FOREST, COMBAT DESERTIFICATION, HALT AND REVERSE LAND DEGRADATION, HALT BIODIVERSITY LOSS

1 Talk Show: "Preserving Biodiversity for Orangutans and Our Planet"

On September 9, 2024, the LSPR 4C (Climate Change Champions Club) hosted a talk show titled "Preserving Biodiversity for Orangutans and Our Planet" at Gripa Studio in Ragunan, South Jakarta. The program aimed to raise awareness about biodiversity conservation, with a specific focus on the importance of protecting orangutans and their natural habitats.

Through this educational initiative, LSPR 4C provided a platform to highlight the significance of biodiversity and the necessity of safeguarding wildlife and ecosystems.

This event reflects LSPR's commitment to promoting environmental awareness through student-led initiatives and public education. Further documentation regarding the number of participants, key discussion points, and subsequent conservation activities will help assess the program's broader contribution to raising awareness about biodiversity and wildlife protection.



2 Environmental Education and Greening at SDN Sukarahayu 01

On April 20, 2024, the LSPR 4C (Climate Change Champions Club) organized an environmental education program titled "Waste Sorting: A Responsible Journey for Waste" at SDN Sukarahayu 01 in Tambelang, Bekasi, West Java. The initiative engaged students in school cleanup activities, waste sorting, and the creation of ecobricks to promote responsible environmental practices.

As part of the program, LSPR 4C provided separate waste bins for organic, inorganic, and hazardous waste, and donated Srigading (golden pothos/philodendron) seedlings to foster a greener school environment. These activities encouraged students to participate in environmental conservation efforts and cultivated a deeper awareness of the importance of maintaining cleanliness and the sustainability of their surroundings. It also demonstrates how student-led community engagement can introduce practical environmental habits within an educational setting. Ongoing monitoring of seedling survival, waste-sorting practices, and improvements in the school's environmental conditions will help assess the program's long-term contribution to environmental conservation.



Evidence Link:

1. **Number (1) Talk Show: "Preserving Biodiversity for Orangutans and Our Planet":** https://www.instagram.com/p/C_kp3K6yB7w/
2. **Number (2) Environmental Education and Greening:** **https://www.lspr.ac.id/headline-lspr-4c-menyelenggarakan-kegiatan-edukasi-lingkungan-pilah-sampah-perjalanan-sampah-yang-bertanggung-jawab-di-sdn-sukarahayu-01/page/2/?utm**

16
SDG

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS

1 London School Model United Nations (LSMUN) 2025

On August 26–27, 2025, the LSPR Youth Diplomacy Community (YDC) hosted the London School Model United Nations (LSMUN) 2025 at the LSPR Sudirman Park campus in Jakarta. This two-day event brought students together for a United Nations-style simulation focused on diplomacy, negotiation, and decision-making on global issues. Centered on the theme “Redefining Poverty Alleviation: A Comprehensive Approach Toward Corruption-Free Development,” the program explored the link between poverty and corruption and encouraged participants to consider holistic strategies to address these challenges.

Through committee sessions and multilateral discussions, participants honed their skills in research, public speaking, negotiation, collaborative problem-solving, and the drafting of policy proposals from various national perspectives. These activities support Sustainable Development Goal (SDG) 16, specifically Target 16.7, by providing a learning environment for participatory dialogue and decision-making. The program also aligns with Target 16.5 by raising awareness about corruption-free development and its vital importance to a sustainable society.

LSMUN 2025 highlights LSPR’s contribution to deepening students' understanding of diplomacy, international cooperation, and governance-related challenges. Additional data, such as participant numbers, committee resolutions, and post-event evaluations, can help assess learning outcomes and the program’s long-term contribution to fostering informed, responsible civic engagement.



2 Make Connections, Not Enemies: Conflict Management (2024)

On September 13, 2024, the LSPR Institute of Communication & Business, through its Student Guidance Office (SGO) and Peer Support Team, hosted a program titled "Make Connections, Not Enemies: Conflict Management." The program aimed to strengthen students' interpersonal and social skills by helping them understand the causes and consequences of conflict and develop constructive strategies for resolving disputes.

The program combined educational sessions with interactive role-playing exercises and peer-facilitated group discussions. Students explored the ethical considerations in conflict resolution, examined conflict's impact on social relationships, and practiced strategies for managing interpersonal disagreements. This initiative also supports LSPR’s preventive efforts to raise awareness of bullying and foster healthier interactions among the student body.

According to the program report, all scheduled activities were completed on September 13, 2024. The report also identified opportunities to enhance student engagement, such as extending workshop duration and increasing participation in small-group discussions. Implementing this program on a recurring, semesterly basis, complemented by pre- and post-program assessments, will help LSPR evaluate student learning progress and strengthen the institution’s approach to conflict management and bullying prevention.



3 Basic Leadership Training for the Student Executive Board: Fostering Participatory Student Governance

LSPR Institute of Communication and Business held the Basic Leadership Training for the Student Executive Board (BEM LSPR) on October 25–27, 2024, to strengthen student leaders' leadership, administrative, teamwork, problem-solving, and ethical decision-making skills.

The program promoted participatory student governance through candidate interviews, speeches, open debates, and voting, enabling the academic community to elect its representatives. Participants also developed annual work plans and practised preparing activity proposals, while strengthening their understanding of integrity, accountability, and organisational management.





4 Leadership Talks: Strengthening Higher Education Leadership and Institutional Collaboration

On February 1, 2024, LSPR Institute of Communication & Business, through the LSPR Centre for Leadership and in collaboration with LLDIKTI Region III, launched *Leadership Talks: Higher Education Leadership Dialogue 2024*. The initiative gives higher education leaders a platform to exchange ideas, share experiences, and discuss leadership strategies and institutional challenges.

Together with four other universities, LSPR committed to participating in the initiative throughout 2024 to promote inter-university collaboration and strengthen leadership capacity.

The programme supports **SDG 16**, particularly **Target 16.7**, by encouraging dialogue, collaboration, and participatory decision-making among higher education leaders.





Evidence Link:

1. **Number (1) London School Model United Nations (LSMUN:** **https://www.lspr.ac.id/lsmun-2025-forum-diplomasi-mahasiswa-bahas-isu-kemiskinan-dan-korupsi/?utm**
2. **Number (2) Make Connections, Not Enemies:** **https://www.instagram.com/p/C_t8YiSSBif/?igsh=bHZ1aGZxaHg5MmEx**
3. **Number (3) Basic Leadership Training for the Student Executive Board :** https://www.instagram.com/bem_lspr/
4. **Number (4) Leadership Talks:** **https://www.lspr.ac.id/lspr-bersama-lldikti-wilayah-iii-resmikan-leadership-talks-dialog-kepemimpinan-perguruan-tinggi-tahun-2024/**

17
SDG



IMPLEMENTATION AND REVITALIZATION OF GLOBAL PARTNERSHIPS FOR SUSTAINABLE DEVELOPMENT

1 Sustainability & Public Relations Summit (SPRS) 2025

On July 31, 2025, LSPR Institute of Communication & Business, in collaboration with PT Astra International Tbk, organised the 2nd Sustainability & Public Relations Summit (SPRS 2025) under the theme *"Reimagining Sustainability: Game-Changing Public Relations Leadership."* The summit brought together academics, industry leaders, sustainability practitioners, and other stakeholders to exchange knowledge and discuss the role of strategic communication in advancing corporate sustainability.

The initiative fostered collaboration between higher education and industry while providing a platform to share sustainability practices, stakeholder engagement strategies, and ESG communication approaches. The programme supports **SDG 17: Partnerships for the Goals**, particularly **Target 17.17**, by strengthening cross-sector partnerships and encouraging collective contributions to sustainable development.





2 LSPR–University College London (UCL) Strategic Partnership

On 3 November 2025, LSPR Institute of Communication and Business signed a strategic partnership with University College London (UCL) in London, United Kingdom. The collaboration aims to expand international learning opportunities for LSPR students through participation in the UCL Summer School programme, with academic credits from completed modules recognized by LSPR.

The partnership also establishes opportunities for further academic collaboration, including guest lectures, collaborative research, and joint academic projects. Through this initiative, LSPR strengthens international academic cooperation and facilitates knowledge exchange across institutions and countries, contributing to SDG 17: Partnerships for the Goals.



3 The 1st LSPR Sustainability & Public Relations Summit 2024

The 1st LSPR Sustainability & Public Relations Summit 2024 was organized by LSPR Institute of Communication and Business through its Centre for Sustainability and Leadership Excellence (CSLE), in collaboration with PT Astra International Tbk. Held at Catur Dharma Hall, Menara Astra, Jakarta, the summit brought together representatives from government institutions, the private sector, academia, and the media to discuss the role of public relations in communicating sustainable practices.

The summit also marked the publication of the LSPR Sustainability Manifesto 2030 and the signing of a cooperation agreement between LSPR and Astra covering the three pillars of higher education: education, research, and community service. These initiatives demonstrate LSPR's efforts to strengthen institutional and cross-sector collaboration in support of sustainable development.

Through this initiative, LSPR contributed to SDG 17, particularly Target 17.17, by fostering partnerships between higher education and the private sector, with the involvement of government, academic, and media stakeholders.



4 ASEAN UniFest 2025: Strengthening Regional Partnerships through Student Film Collaboration

ASEAN UniFest 2025, the 2nd SDG Short Film Competition, was held on November 12, 2025, in Kuching, Malaysia, as part of the ASEAN International Film Festival & Awards (AIFFA). Organized by the ASEAN Public Relations Network (APRN) in collaboration with the LSPR Institute of Communication and Business and the World Communications Network Malaysia, this initiative brought together student filmmakers from across Southeast Asia.

The competition received 150 short films from 42 universities across seven ASEAN nations, providing a regional platform for students to exchange creative perspectives and communicate issues related to the Sustainable Development Goals (SDGs) through their films.

This initiative supports SDG 17: Partnerships for the Goals, specifically Target 17.17 by fostering collaboration among educational institutions, professional networks, and creative industry partners at a regional level. The event also contributes to Target 17.16 by facilitating knowledge exchange and cross-border engagement to advance sustainable development.







5 The 3rd ASEAN Youth Entrepreneur Forum (AYEF) 2025: Strengthening Regional Partnerships for Sustainable Entrepreneurship

The LSPR Institute of Communication and Business, in collaboration with Universiti Teknologi MARA (UiTM) Malaysia, is hosting the 3rd ASEAN Youth Entrepreneur Forum (AYEF) 2025 on October 23–24, 2025, at UiTM Shah Alam, Malaysia. The forum brings together 300 students and young entrepreneurs from Malaysia, Indonesia, the Philippines, and Thailand to exchange knowledge and explore topics such as innovation, digital entrepreneurship, and sustainable business.

Through an international conference, entrepreneurial discussions, and a student innovation exhibition, the program connects universities, industry practitioners, and young entrepreneurs, while creating opportunities for regional networking and future collaboration.

AYEF 2025 supports Sustainable Development Goal (SDG) 17: Partnerships for the Goals—specifically Target 17.17—by fostering cross-border partnerships between higher education institutions and industry stakeholders. The forum also contributes to Target 17.16 by facilitating knowledge exchange and multi-stakeholder collaboration to advance sustainable entrepreneurship throughout the ASEAN region.







6 LSPR Centre for Entrepreneurship: Building Partnerships for Entrepreneurial Development

The LSPR Centre for Entrepreneurship (CFE) fosters collaboration among academics, business founders, industry practitioners, and professional networks to support student entrepreneurship. Through initiatives such as the Global Entrepreneur Incubation Program, Global Founder Virtual Workshop, Founder Talks Series, and BizzComm Collaboration, students gain access to business mentorship, industry insights, practical training, and networking opportunities.

These initiatives support Sustainable Development Goal (SDG) 17: Partnerships for the Goals, specifically Target 17.17, by strengthening collaboration between higher education institutions and industry. The programs also support Target 17.16 by facilitating knowledge exchange and expanding professional networks through international workshops and collaborative learning.







Evidence Link:

1. **Number (1) Sustainability & Public Relations Summit (SPRS):** https://www.prindonesia.co/detail/3689/SPRS-2025-Saatnya-PR-Pimpin-Agenda-Keberlanjutan-Korporasi
2. **Number (2) LSPR–University College London (UCL) Strategic Partnership:** https://www.viva.co.id/berita/dunia/1859112-kampus-tenar-di-london-gandeng-lspr#google_vignette
3. **Number (3) The 1st LSPR Sustainability & Public Relations Summit 2024:** https://www.lspr.ac.id/lspr-public-relations-summit-2024-revolusi-keberlanjutan-melalui-pr/
4. **Number (4) ASEAN UniFest 2025:** https://www.lspr.ac.id/asean-unifest-sukses-jadi-inkubator-talenta-film-mahasiswa-regional-soroti-sdg-dalam-rangkaian-aiffa/
5. **Number (5) The 3rd ASEAN Youth Entrepreneur Forum (AYEF) 2025 :** https://lifestyle.sindonews.com/read/1431749/166/digelar-2-hari-fakultas-bisnis-lspr-sukses-jadi-tuan-rumah-asean-youth-entrepreneur-forum-2024-1723111729
6. **Number (6) LSPR Centre for Entrepreneurship:** https://www.instagram.com/reel/DNYPmizJ8iH/?igsh=QkFQMGk4UzliQQ%3D%3D

CONCLUSION

LSPR remains committed to continuously evaluating, adapting, collaborating, and synergizing efforts across all sectors to effectively implement each of the Sustainable Development Goals (SDGs) in daily life. The activities and initiatives undertaken throughout 2023 reflect LSPR's dedication to fostering a sustainable future, and the school recognizes the importance of collaboration in driving long-term change. By actively engaging with government bodies, NGOs, industry partners, and the wider community, LSPR is able to enhance its impact and ensure that sustainability is integrated into every aspect of its operations. As we look ahead, LSPR will continue to promote a culture of sustainability, focusing on innovation, empowerment, and social responsibility. These efforts are not just about fulfilling global commitments, but about nurturing a sustainable, inclusive, and resilient future where both people and the planet can flourish. Through these concerted actions, LSPR aims to create a more sustainable, equitable, and resilient tomorrow, ensuring that future generations inherit a thriving world built on the principles of justice, equality, and environmental stewardship.

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