

# INTERNATIONAL BUSINESS SUSTAINABILITY INITIATIVE (IBSI)



INTERNATIONAL  
STUDENT MOBILITY

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Yogyakarta, 6th - 8th July 2021



# BOOKLET ISM 2021



## INTERNATIONAL STUDENT MOBILITY

A collaborative activity between Mapua University and Universitas Islam Indonesia

### PROGRAM BRIEF

This program aims at introducing International Business Sustainability Initiative in general that also concerns to environmental, social, and governance (ESG). The activities will be conducted online, covering lecture series about the main topic, business plan and call for paper competition, virtual company visit, and virtual city tours. In addition, the program will encourage students to be actively involved in the discussion about ASEAN's ESG outlook: How business can think beyond the profit.

### DATE OF PROGRAM

#### 6th-8th July 2021

### ACTIVITIES

1. Webinar
2. Virtual Company Visits
3. Virtual Indonesian Heritage Tours
4. Call for Paper Competition
5. Business Plan Competition

## PROGRAM SCHEDULE

DAY	DATE	TIME	ACTIVITY
Tuesday	6th July 2021	09.00-10.00	Sing the national anthem Indonesia Raya and Hymne UII
			<b>Remarks from University Representatives</b>
			Introduction of Indonesia and Yogyakarta Heritage
			UII profile and IPDC
		10.00-11.30	<b>WEBINAR</b> Topic: ASEAN's ESG Outlook: How Business Can Think Beyond The Profit.
Wednesday	7th July 2021	09.00-End	<b>Call For Paper Competition</b> <b>Theme of Call for Paper:</b> ESG: The Implication for Business Practice to Attain Sustainable Development.
			<b>Business Plan Competition</b> <b>Theme of Business Plan:</b> Gaining Profit with Considering ESG Aspects.
Thursday	8th July 2021	09.00-11.00	Virtual Company Visit
			1. Avani Eco/Cottonology

			2. A Company selected by Mapua University
		11.00-12.00	Awarding and Closing Ceremony

## TARGET PARTICIPANTS

The participants of this program are students of Mapua University, Ull, and others.

## MUTUAL BENEFIT

- Be an implementation of mutual partnership between Mapua University and Ull.
- Add student's knowledge about a sustainable business initiative.
- Stimulates ideas of ASEAN's business that concern to environmental, social, and governance aspects.
- Widen students international networks.

## PROGRAM FACILITY

Students that can complete this program with full attendance will be awarded an electronic certificate.

## WEBINAR

Webinar is a seminar, presentation, teaching, or workshop conducted online a stream so that anyone, whenever and wherever, can participate in online teaching. This webinar raises a topic about: ASEAN's ESG outlook: How Business Can Think Beyond The Profit.



This webinar will motivate and inspire college students about an innovative and environmentally friendly business that has an impact on society and has good governance in this digital era.

## CALL FOR PAPER

Call for Paper is a forum of scientific meetings for researchers to publish their research results and will be recorded as proceedings. As part of the International Student Mobility agenda, we will conduct a call for paper activity with a theme :



“ESG: The Implication for Business Practice to Attain Sustainable Development”. The Environment Social Governance Goals (ESG) are a wide range of global managing sustainable development by paying attention to environmental, social, and good governance factors. Therefore, it should become a development that meets the needs of the present situation without compromising the ability of future generations to meet their own needs. Furthermore, Environmental Social Governance (ESG) is considered necessary in today's business world in measuring the sustainability and social impact of various types of companies or businesses in the future . Therefore, we invite students to do academic research, and the selected academic research will be presented in the International Student Mobility agenda.

The Call for Paper activity concept is that participants in a group will send academic research by following the format provided by the committee in the CFP BOOKLET that can be downloaded from this link: [bit.ly/InternationalStudentMobility2021](https://bit.ly/InternationalStudentMobility2021). The reviewer's assessment is based on the organization of ideas, argumentation, and depth of analysis, the accuracy of data and information, relevance of themes, and systematics of writing. The assessment is also based on the provisions of the writing system. The reviewers will select ten best papers who will be finalists and are entitled to participate in the final presentation attended by the reviewers to determine the 1st to 3rd winners.

## BUSINESS PLAN COMPETITION

The Business Plan Competition (BPC) with the theme "Gaining Profit with Considering ESG Aspects." is one of the programs in the International Student Mobility (ISM) series of events. This program is held to develop and explore the entrepreneurial spirit and creativity of students. This competition is expected to be a channel to develop for students' creative ideas to make changes by becoming new entrepreneurs in the future. In addition, students are expected to be innovative and creative persons and able to help create new jobs for the surrounding environment. On the other hand, students also understand how important it is to build a friendly business with nature and environment. The concept of the BPC event is that participants will submit a business plan proposal with the format of content provided by the committee in which can be downloaded by following this link: [bit.ly/InternationalStudentMobility2021](https://bit.ly/InternationalStudentMobility2021)

The assessment of the business plan proposal will be based on creative, innovative, original ideas and the provisions of the writing system. The selection process will select 10 best teams who will become finalists and are entitled to participate in the final presentation attended by the reviewers to determine the 1st to 3rd winners.



Provisions for Participants in the Business Plan Competition and Call for Paper :

1. Participants are required to register on 6th– 8th July 2021 by following the registration link: <https://bit.ly/IBSI2021>
2. One participant is only allowed to be registered in one competition branch (business plan or call for paper).
3. Paper or business proposals are original, have never been published in the mass media, and have never been included in previous competitions.
4. Participants who have registered are required to attend the briefing program on 4th June 2021.
5. During the briefing program, a team, will be formed, and each team may consist of different universities.
6. Terms of Call for Paper and Business plan can be accessed through this link: [bit.ly/InternationalStudentMobility2021](https://bit.ly/InternationalStudentMobility2021)
7. Participants can submit papers and business proposals no later than 2nd July 2021.
8. The best 10 teams from the Call for Paper and Business Plan will do the final presentation in the main event on 6th -8th July 2021.

## VIRTUAL COMPANY VISIT

Virtual company visit activity is a program of visits to companies having good reputations, either small or large scale companies remotely using media and technology. It aims to see and understand the company's management system and foster an entrepreneurial spirit and enthusiasm to achieve its goals.

### Avani

Avani was established in 2014, spearheaded by individual who strives to be different makers utilizing technology as a convenient solution that can easily be adopted by businesses and end consumers. Avani provides a full range of sustainable packaging and hospitality products made from renewable and natural ingredients that are fully compostable. Placing sustainability as its core business value, Avani is committed to exercising good corporate governance by adopting the Triple Bottom Line approach in assuring the sustainability of its business.



### Cottonology

Cottonology is an Indonesian Local Brand that is located in Bandung, West Java, Indonesia. They have produced clothing, including T-Shirts, Shirts, Jackets, Sweaters, and Accessories. What makes Cottonology different from the competitor is their carrying green economy concept. They use organic cotton in the manufacture of their products, which means that the use of organic cotton will not damage the environment, both in the production and management process



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