



# ISIC 2012

Indonesian Scholars International Convention  
London, the United Kingdom.  
9 – 11 November 2012

Featuring;



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London



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Development



# ISIC 2012

Indonesian Scholars International Convention; London, the United Kingdom. 9– 11 November 2012

## OVERVIEW

This section offers a concise overview on the background of ISIC 2012 and what it embodies.

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## TWO MAJOR EVENTS

ISIC 2012 consists of two major events, which are going to be elaborated upon in this section.

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## PARTNERSHIPS

A list of stakeholders supporting us in the hosting of this event.

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## OVERVIEW

The Indonesian Student Association in the United Kingdom (PPI UK – Perhimpunan Pelajar Indonesia di United Kingdom) is hosting a mega event of **the Indonesian Student International Convention (ISIC)** from the 9 – 11th November 2012 in London, supported by The Embassy of the Republic of Indonesia for the United Kingdom. ISIC 2012 facilitates the biggest and the longest running world academic conference among Indonesian scholars across the globe known as the *Indonesian Student Scientific Meeting (TIIMI; Temu Ilmiah Internasional Mahasiswa Indonesia)*. With more than a decade of experience in forwarding ideas for Indonesian development, let this convention be part of a celebration of National Heroes Day on the November 10<sup>th</sup>, since young generation will be the nation's ultimate weapons and heroes in advancing Indonesia in the middle of globalization.

“Green Economy for Sustainable Development in Indonesia: Challenges and Opportunities from Multidisciplinary Approach” has been chosen as this year's main theme. Green economy strategy has been defined as alternative and holistic means that results in improved human well-being and social equity, while significantly reducing environmental risk and ecological scarcities. As a result, it leads to the major strategic initiatives of the Indonesian Government throughout the second medium term of the development plan (2010-2014). This conference will serve as an arena for discussion about issues related to opportunities and challenges of green economy in Indonesia. It is expected that collaborations among scholars, professionals, policy makers, and different stakeholders in developing holistic strategies of a sustainable Indonesia will be formulated.

On the closing ceremony, the organizing committee has prepared an Award Ceremony for numerous categories; the Best Paper, the Best Presentation, and other prestigious international awards. The award ceremony will also be integrated with Gala Cultural Night, an event of Indonesian culture which will comprise of Indonesia's art performances, photography exhibition and bazaar, exclusively for charity purpose to help Indonesian children to get better education that is considered as real contribution from PPIUK for Indonesia's sustainable future. This closing event will be a delightful night for delegates and participants as the opportunity of a global networking event for the scholars and professionals including the whole international communities and nationalities.



**RIO+20**  
United Nations  
Conference on  
Sustainable  
Development

## The Latest UNSC Rio +20 Main Theme.

Given this heady combination of factors, we believe that growth in green energy and clean technology will continue for many years to come. The danger of a fossil-fuel driven world are enormous; climate change and other environmental hazards are real and growing threats to our survival. Our collective awareness of these problems and our drive to tackle them head-on have reached critical mass around the world. And the primary solutions to the problem – renewable energy sources and efficiency technologies – are becoming more effective, more scalable, and less expensive by the day.

The time for green energy revolution is now. The current recession may slow down its progress, but forward movement seems inevitable.

# Building Tomorrow's Green Economy Today

## TWO MAIN EVENTS

### Event 1:

#### 12th Annual Indonesian Students' International Scientific Meeting (TIIMI) 2012

*"Green Economy for Sustainable Development in Indonesia: Challenges and Opportunities from Multidisciplinary Approach"*



Indonesia's economic growth has been 6.5% in 2012, which is the fastest rate of growth in decades. This growth has attracted a 20% increase in foreign direct investment to Indonesia<sup>1</sup>. The current economic crisis has not affected Indonesia immensely compare to European countries, United States and other neighboring Asian economies. The Indonesia's high reliance on domestic consumption allows having full autonomy over economic framework and strategy. It leads to an opportunity of building a strong sustainable economic framework, which holistically incorporates all aspect of sustainability such as energy, technology, environment, education, social, culture, economy and politics.

On the other hand, Indonesia also possesses some challenges. Poor infrastructures, huge population, poverty and low rate of education have been a major challenge to meet a sustainable development. The World Bank stated that although Indonesia's poverty have decreased by 2.5%, the rate is still 14.2% from the total population who lives under 1\$ a day<sup>1</sup>. This social condition has been a barrier to economic advancement for Indonesia.

To optimize opportunities and meet challenges, Indonesia has committed to a long-term development plan aiming to achieve "Green and Everlasting Indonesia" by 2025, as the call upon a Green Economy initiative throughout the second medium term of the development plan (2010-2014). In addition, there are other crucial issues relating to Green

Economy Initiatives including nature, advisory services, health, indicators, trade, finance, employment and nature<sup>1</sup>. Signing the United Nations Convention of Sustainable Development in Rio 2012 shows Indonesia's commitment, Green Economy is the concrete step forward to tackle national issues<sup>1</sup>.

Green economy has been defined as an alternative and holistic means that results in improved human well-being and social equity, while significantly reducing environmental risk and ecological scarcities<sup>1</sup>. Furthermore UNEP (United Nation Environmental Program) identifies that low carbon, resource efficient and socially inclusive Green Economy holds clear benefit for poverty alleviation. Many successful stories have been presented in countries implementing Green Economy Initiatives, such as China, India, Brazil and Korea. The evaluation on how Green Economy can bring sustainability to Indonesia's development is necessary.

The Indonesian Student Association in United Kingdom, in corporation with the Indonesian Embassy in United Kingdom, has chosen "*Green Economy for Sustainable Development in Indonesia: Challenges and Opportunities from Multidisciplinary Approach*" as the main theme of this year's 12<sup>th</sup> Indonesian Student Scientific Meeting (TIIMI). Therefore, in order to evaluate Green Economy as a national "Pro-Growth, Pro-Job and Pro-Poor" strategy, we as the Indonesian scholars, professionals and policy makers from all over the world to send ideas and critical evaluation through paper submission in the TIIMI conference held in Nov 2012, located in London. On the closing ceremony, the organizing committee has prepared an Award Ceremony for Best Paper, Best Presentation and Best Video.

In order to achieve a Green and Everlasting Indonesia by 2025, Indonesia needs thinkers, leaders, scholars, professionals and policy makers to evaluate Green Economy feasibility in Indonesia.

## Event 2:

**Discover Indonesia: Know It, Love It ~Gala Cultural Night & Closing ceremony~**  
Journey through Indonesian Art & Culture

Indonesia is the largest archipelago in the world comprising thousands of thousands tropical islands with more than a fifth billion population from more than 200 ethnic groups. Indonesia culture got many influences from foreign cultures and traditions that are absorbed and assimilated by the people producing unique "Indonesian" creations found nowhere else in the world. It fascinates foreigners with its rich diversity of ancient temples, music, dances, rituals and ways of life. Yet everywhere the visitors feel welcomed with unforgettable Indonesian with unforgettable Indonesian warmth and gracious innate friendliness

With numerous cultural inheritances, it has been every Indonesian's duty to introduce its rich culture to the international community. People in United Kingdom are the people with such a high cultural awareness who are interested in the culture from everywhere in the world. There are many cultural events from various countries hosted every week around London. Indonesian culture event itself is also growing significantly, not only organized by Indonesian citizen but also natives. We find this as an opportunity to host more integrated Indonesian cultural event. In addition, with Indonesia's future lies in the

hand of the next generation, education is the main factor in gaining competitive advantage in today's international environment. Unfortunately, many Indonesian children especially in remote area cannot get access for good education. It is not only the government responsibility to solve the problems, but also every stakeholder related to it. Therefore, it has been our concern on helping them to get a better education quality for their future in developing Indonesia. Moreover, we want to increase international community awareness on the education circumstances in rural area of Indonesia.



As a result, The Indonesian Student Association in the United Kingdom (PPI UK – Perhimpunan Pelajar Indonesia di United Kingdom) is hosting Indonesia cultural and charity event called **Discover Indonesia: Know It, Love It**. This event will comprise of art performance, photography exhibition and Indonesian bazaar. These three main selling points are our way to preserve and promote Indonesian culture to local British people. With all profit of this event goes to charity to help Indonesian children to get better education, it is considered as real contribution from PPIUK for Indonesia's sustainable future.

### Caedz group to start super green economy Indonesia projects

**Caedz LLC, a membership-based consortia of planners, architects, designers, engineers, economists, sociologists, educators, environmentalists, futurists, advocacy groups, technology vendors, developers, construction groups, and product suppliers, has just presented a green, clean, and renewable energy plan from Indonesia to the world.**

**The program – dubbed Super Green Indonesia PII – is an embodiment of President Susilo Bambang Yudhoyono's Vision for Change. It starts by developing environmental friendly infrastructures such as Solar Energy Satellite and Sukabumi Wind Energy Satellite and is then aimed to spread environmentalism to the world by trade means later in the program's 25-year span.**

*“When the facts change, I change my mind. What do you do, sir?”*

*~John Maynard Keynes ~  
The Father of Keynesianism economics school.*

## Event Foundation

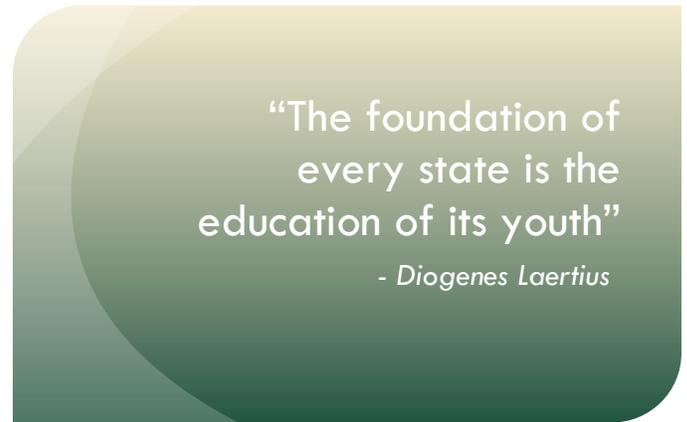
### ~Constitutional Foundation~

Articles of association of PPI-UK Chapter III, article 8 and Chapter V, article 14. Bylaw of PPI UK Chapter III, article 3.

### ~Operational Foundation~

The result of the PPI UK Annual General Meeting on 18th February 2012 in London, the UK.

### ~Event I Details~



<b>Name</b>	Temul Imiah Internasional Mahasiswa Indonesia 2012 Indonesian Students' International Scientific Meeting 2012	<b>Aims</b>	<ul style="list-style-type: none"> <li>- To serve as an arena for discussion about issues related to opportunities and challenges of green economy in Indonesia</li> <li>- Develop and formulate a holistic Green Economy strategy for a sustainable Indonesia</li> </ul>
<b>Main Theme</b>	"Green Economy for Sustainable Development in Indonesia: Challenges and Opportunities from Multidisciplinary Approach"	<b>Date &amp; Venue</b>	9 - 11 November 2012 London, United Kingdom
<b>Sub-Theme</b>	<p><b>Energy</b></p> <ul style="list-style-type: none"> <li>- Efficiency and Renewable Energy Usage</li> <li>- Green Infrastructure Management</li> <li>- Alternative energy sources</li> <li>- Low Carbon Transportation Management</li> </ul> <p><b>Technology and Environment</b></p> <ul style="list-style-type: none"> <li>- Sustainable Forestry and Agricultural Management</li> <li>- Sustainable Waste Management</li> <li>- Green Technology Innovation</li> <li>- Low Carbon Transportation Management</li> <li>- Clean Technology Support System</li> </ul> <p><b>Education, Social and Culture</b></p> <ul style="list-style-type: none"> <li>- Environmental curriculum in the national education system</li> <li>- Relevance of current school curriculum with contemporary issue of Green Economy</li> <li>- Green Economy and Local Genius</li> <li>- Tradition as a support system of Green Economy</li> </ul> <p><b>Economy and Politics</b></p> <ul style="list-style-type: none"> <li>- Environmental Challenges and Economic Growth</li> <li>- Sustainable Corporate Social Responsibility Micro, Small and Medium Enterprises in Green Economy</li> </ul>	<b>Targets</b>	<p><b>Authors:</b> 350 papers submitted, a minimum of 20 papers are to be accepted.</p> <p><b>Delegates:</b> 350 audiences. Welcoming both Indonesians and Non-Indonesians.</p>
		<b>Event Format &amp; Details</b>	<p>The event is going to be held as a conference where there will be approximately 25 authors of the chosen papers and videos to present their work. In addition to that, keynote speakers and also workshops that are related to the themes, are going to be delivered during the events.</p> <p>Invitations are going to be sent to the authors in May 2012. Our Board of Reviewers, who consists of Indonesian academicians with international experience are going to screen the papers that are sent by the authors.</p> <p>Afterwards, there will be feedbacks from the reviewers to the authors to improve the quality of papers. Finally, before November 2012, the selected papers are ready to be presented to the audience and will also be available in the media of CD-ROM and also our official website for wider publications.</p>

~Event II Detail~

~Committee Structure ISIC 2012~

<b>Name</b>	<b>Discover Indonesia: Gala Cultural Night</b>
<b>Main Theme and Title</b>	<b>Journey through Indonesian Art &amp; Culture</b> <b>“Discover Indonesia: Know It, Love It”</b>
<b>Aims</b>	<ul style="list-style-type: none"> <li>- To promote and introduce Indonesian art and culture.</li> <li>- To increase awareness on education circumstances in Indonesia.</li> <li>- To fundraise and make donation to help Indonesian children to get better education.</li> <li>- To make real contribution for Indonesia’s sustainable future and preserving its culture.</li> <li>- Closing Ceremony of Indonesian Scholars International Convention (ISIC) London 2012.</li> <li>- Award Ceremony of Temu Ilmiah Internasional Mahasiswa Indonesia (TIIMI) 2012.</li> </ul>
<b>Event Format and Technical Detail</b>	<ul style="list-style-type: none"> <li>- Art performances that include Saman dance, Angklung performance, Bali dance and Indonesian traditional clothing fashion show.</li> <li>- Photography exhibition as a showcase for Indonesian culture and education circumstances.</li> <li>- Indonesian bazaar that sell Indonesian craft and culinary products.</li> </ul>
<b>Event Venue and Date</b>	10 November 2012 London, United Kingdom
<b>Target Audiences</b>	Local community, international students and Indonesian communities in the United Kingdom

<b>Board of Advisor</b>	
H.E. Teuku Mohammad Hamzah Thayeb	Ambassador of Extraordinary and Plenipotentiary of the Republic of Indonesia for the United Kingdom accredited to the Republic of Ireland and IMO.
T. A. Fauzi Soelaiman	Education Attaché of the Embassy of the Republic of Indonesia for the United Kingdom, Ireland and IMO.
Jay A. Singgih	Chairman of Young Professionals Group at British Chamber of Commerce in Indonesia (BritCham) & Department Chairman for Europe & US Relations at Indonesia Young Entrepreneurs Association Jakarta (BPD HIPMI Jaya)
Herry Sudradjat	Counselor of Information and Socio-Cultural Affairs Division of the Embassy of the Republic of Indonesia for the United Kingdom, Ireland and IMO
<b>Steering Committee</b>	
Miftachudin Masagus Yusuf Albar	President of PPIUK 2012
Ardhilla Parama Arta	Vice President 1 of PPIUK 2012
Muchamad Fachry	Vice President 2 of PPIUK 2012
Adimas Nurahmatsyah Fauzan Adziman	Head of Career and Education Division of PPIUK 2012
Kevin Surya Widjaja	Head of Sports and Arts and Education Division of PPIUK 2012
	Head of Social Affairs Division of PPIUK 2012
	President of the previous 11th TIIMI 2011
<b>Executive Committee</b>	
Steven Marcelino Dias Widya Ramadhan Boya Subhono Sabil Kaban	President of TIIMI 2012 PPIUK
	Vice President of TIIMI 2012 PPIUK
	Secretary of TIIMI 2012 PPIUK
	Treasurer of TIIMI 2012 PPIUK
<b>Board of Reviewer</b>	
Dr. Stephan Onggo	Reviewer Coordinator of TIIMI 2012 PPIUK ~ the University of Lancaster ~
<b>Core Committee</b>	
Putu Norma Astyari	TIIMI Content Coordinator
Olivia Sumokoil	Gala Cultural Night Event Organizer (GCN EO)
Chrisanbella Layhadi	Logistic and Venue Coordinator
Harata Ng Haikal Bektii Anggoro	Welfare Coordinator : TransKonAkom
Jeffery K.H. Eko Purnomo	Director of Sponsorship
Sugiono Susilo	IT and Media Coordinator
	Publicity Coordinator
	Website Manager

~ Financial Budget Plan ~

Details of Expected Event Expenditure	£	
<b>Events Division</b>		
12th Annual TIIMI	£4,000	<b>£10,000</b>
Discover Indonesia as Closing Ceremony	£6,000	
<b>Venue and Logistics Division</b>		
12th Annual TIIMI	£3,000	<b>£12,000</b>
Discover Indonesia as Closing Ceremony	£9,000	
<b>Sponsorship Division</b>		
Administration in the UK and in Indonesia	£1,000	<b>£1,000</b>
<b>IT and Media</b>		
Website, Design, and Video Event by external hires.	£4,500	<b>£4,500</b>
<b>Publicity Division</b>		
Administration cost, communication cost, and posters, etc.	£3,250	<b>£3,250</b>
<b>Welfare Division</b>		
Accommodation Cost	£5,000	<b>£ 13,500</b>
Transportation and Reimbursement expenditure	£4,000	
Food cost	£4,500	
<b>Executive and Steering Committee</b>		
Coordination and Administration	£750	<b>£750</b>
<b>TOTAL EXPENDITURE</b>		<b>£45,000</b>

Details of Expected Event Revenue	£	
Indonesian Embassy for the United Kingdom (Kedutaan Besar NKRI di Inggris)		£ 10,000
Registration from 12 <sup>th</sup> TIIMI (Delegates)		£ 2,000
Tickets revenue from Discover Indonesia		£ 6,500
Partnership from previous conferences		£14,500
Expected new Corporate Sponsorships		£12,000
<hr/>		
<b>TOTAL</b>		<b>£ 45,000</b>

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Embassy of the Republic of Indonesia  
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UNITED KINGDOM

PACKAGES	Primary Sponsor	Gold Sponsor	Silver Sponsor	Media Sponsor
<b>DESCRIPTION:</b>	Donates 30%-35% of the total event's expenditure. (approx.Rp 200,000,000 or £ 14,500.00)	Donates 10% -15% of the total event's expenditure (approx. Rp 75,000,000 or £ 5,500.00) <b>Target:</b> three firms/institutions	Donates 2.5% of the total event's expenditure (Rp 15,000,000 or £ 1,125.00)	Promotes and advertises the event in Indonesia as well as worldwide. <b>Target:</b> Indonesian, British, worldwide institutions (Media, Internet, or printed press).
<b>BENEFITS:</b>				
<b>A. SPACE LOGO</b>				
<b>A4 poster</b>	(6 cm x 5 cm or equal)	(3.5cm x 3.5cm or equal)	=	(3.5cm x 3.5cm or equal)
<b>-printed publicity</b>	(18 cm x 7 cm or equal)	(6cm x 7cm or equal)	(4cm x 6cm or equal)	(6cm x 7cm or equal)
<b>-online publicity</b>				
<b>Guidebook</b>				
<b>Banner</b>	(40 cm x 20 cm or equal)	(25cm x 10cm or equal)	=	(25cm x 10cm or equal)
<b>Website and LCD</b>	(18 cm x 7 cm or equal)	(6cm x 7cm or equal)	(4cm x 6cm or equal)	(6cm x 7cm or equal)
<b>Digital copy of the papers</b>	(18 cm x 7 cm or equal)	(6cm x 7cm or equal)	(4cm x 6cm or equal)	(6cm x 7cm or equal)
<b>B. PERMISSION</b>				
<b>Banner</b>	2 m x 1 m company/organisation banner 60cm x 160cm rolling/x banner	A 60cm x 160cm rolling/x banner	=	=
<b>Non -Monetary</b>	Provision of brochures and merchandises for audiences	Provision of brochures and merchandises for audiences	Provision of brochures and merchandises for audiences	
<b>C. PREMIUM</b>				
<b>One Session from Sponsor (30 mins)</b>	YES	=	=	=
<b>TIIMI Networking Dinner</b>	TWO seats	One seats		One seats
<b>MC Lips gratitude</b>	Yes	Yes		Yes
<b>VIP GCN Tickets</b>	2 Tickets	1 Ticket		1 Ticket
<b>Booth/Stall during event</b>	YES	-	-	Yes

\*Any donation without any limitation will be highly appreciated and shown in our official website, classified as our new charity-donation package.

\*Director of Sponsorship will be the main contact to give further detail regarding with account number and online transfer details.

#### Haikal Bektı Anggoro

Director of Sponsorship ISIC 2012

+44 7761328951

[h.b.anggoro@lancaster.ac.uk](mailto:h.b.anggoro@lancaster.ac.uk)

*“Around the world, sustainable peace must be built on sustainable development. That is why I have said that the sustainable development agenda is the agenda for the 21st century.”*

**Ban Ki Moon ~ the United Nations Secretary-General**

## Success of the Preceding ISIC 2011

TIIMI 2011, last year's version for ISIC, has been a great success. 210 extended scholar abstracts from all over the world were collected. Out of those, 20 prevailed to the next round. Dessy Irawati, a scientist coming from Newcastle University, in the end even complimented the scholars writing them and the execution of TIIMI 2011.

Aside from it, the committee also managed to invite the founder of World Renewable Energy Network, the CEO of World Renewable Energy Congress of England, and a businessman from a renowned industry in Indonesia.

In the closing ceremony, the committee also published the preceding year's 8 best papers in the form of e-books by the means of Amazon.com.



**"Progress is the injustice each generation commits with regard to its predecessors."**

**Emile M. Cioran**

*Therefore, the creation of this proposal is dedicated to establish partnership and support from related parties. Thank you for your time and please do not hesitate to get in touch with us for any further enquiries.*

London; 10<sup>th</sup> March 2012,

**Steven Marcelino**



The President of ISIC 2012

+44 7808661524

[Steven.Marcelino@ppiuk.org](mailto:Steven.Marcelino@ppiuk.org)

Official e-mail (Administration)

[General.ISIC.2012@ppiuk.org](mailto:General.ISIC.2012@ppiuk.org)

Official website

<http://www.ISIC-TIIMI.co.uk>



\*Facebook page: <http://www.facebook.com/IndonesianScholarsInternationalConvention2012>

\*Follow us on Twitter: <https://twitter.com/#!/ISIC2012>