

Honeybees Corporation Concept:

A Corporate Concept to Support the Achievement of SDGs in Indonesia?

Qatrunnada Sausan*, Nurleli, Rini Lestari

Universitas Islam Bandung

Bandung, Indonesia

*qatrunnadasausan88@gmail.com

Abstract—Corporate greed in exploiting limited natural resources to meet the needs of raw materials for production causes a variety of serious environmental damage and global warming that threatens human survival. Based on this phenomenon, the researchers got an idea inspired by Q.S A Nahl about the good behavior of honeybees and how to live friendly to nature. This research aims to formulate and to introduce the Honeybees Corporation concept as a corporate concept that cares about nature and the environment, so that this concept is considered appropriate to save the environment and to support the success of SDGs in the future. The research method is the literature study method. The results of this study resulted to inclusions that must be taken as a corporate step in implementing the Honeybees Corporation concept to support the achievement of 12th and 13th SDGs. The results of this study can be taken into consideration for businesspeople and regulators to support the achievement of SDGs by implementing them.

Keywords—honeybees corporation concept, sustainable development goals

I. INTRODUCTION

Environmental damage and global warming are getting worse. They have been proven in a number of analyzes by showing an increase in global temperature or global warming which is increasingly serious in various countries including Indonesia [1]. It happens because the environment and all limited natural resources are greedily exploited by economic actors in the corporation. Corporations are a large group that contributes to the environmental damage caused by the practice of over-exploitation to obtain raw materials for production needs. The practice of exploitation causes a negative impact on the environment that accumulates into climate change and the decline of natural resource reserves and extreme biodiversity, thus resulting to efforts to tackle the climate contained in the 13th SDGs Goal.

The form of environmental damage that occurred in Indonesia is deforestation which causes forest fires in various points in Indonesia (figure 1) so that it increases the greenhouse effect.



Source: Indonesian Forestry and Environmental Statistics Agency, 2015

Fig. 1. Deforestation area of the Indonesian territory.

Figure 1 shows, in 2019, the phenomenon of the vast area of forest fires at several points in the territory of Indonesia that is still going on until now. It occurs due to the rate of deforestation in Indonesia for the needs of corporate production which reaches an average of 40 million cubic meters a year, whereas the sustainable logging rate recommended by the World Bank [2] is only 22 million cubic meters a year. The latest Forest Watch Indonesia study [3] in 3 provinces (Sumatra, Kalimantan and Maluku), shows that the deforestation rate is still relatively high, which is around 240 thousand hectares per year in the period 2013-2016. It is an increase compared to the 2009-2013 period, which is around 146 thousand hectares per year.

Considering the problem of global warming and environmental damage caused by deforestation, the impact is increasingly felt and together with the development of the mindset of the people in the era of the industrial revolution 4.0. It raises environmental awareness that starts from consumers, governments, investors, and competitors that drive demands as well as corporate challenges to have environmental stewardship [4,5]. The industrial revolution 4.0 has brought the human paradigm into developing so that economic thinking has begun to develop as well [6]. The development of these thoughts needs to be fully realized by corporations related to environmental and social issues which become an important part in addition to achieving profit targets. This statement is supported by the research Jaffar and Arifah [7], which states that environmental preservation efforts by companies will bring a number of benefits, including increasing the interest of shareholders and stakeholders in the company's profits due to responsive environmental management in the eyes of the community. As it indicates good environmental management and will avoid demands from the community and government. To build that awareness, transformation is needed that must start from the change of the corporation from conservative to green corporation.

Thus, to help overcome this problem the authors provide an idea called the Honeybees Corporation Concept. The problem that will be discussed in this paper is how the Honeybees Corporation Concept as an appropriate corporate concept to support the achievement of SDGs in Indonesia.

II. LITERATURE REVIEW

Honeybees Corporation Concept is a corporate concept that is inspired by the good behavior of honeybees. For the good of these behaviors, it makes their existence perpetuated by Allah SWT specifically in the AL Quran Surat An-Nahl, which is explained in verses 68-69 [8] below:

And your Rabb inspires the bees: build hives in the hills, woody trees and in places where humans make them. Then eat from various kinds of fruits and take your Rabb's road which has been facilitated (for you). From the stomach of the bee comes a drink (honey) of various colors, in which there is a cure for humans. Verily in that there really is a sign of Allah's greatness for those who think.

In its interpretation, the verse explains that bees have natural wisdom which is reflected in their behavior. Such wisdom can be applied in a business in every corporation where the implementation of HBC for corporations is based on the triple bottom line theory initiated [9] so that it can contribute in achieving the goals of sustainable development (Sustainable Development Goals/ SDGs) especially the 12th and 13th SDGs.

Sustainable Development Goals (SDGs) are an international agreement with 17 development goals to meet the needs of the present without compromising the needs of future [10]. Among the 17 goals, there are two objectives that focus on improving environmental problems, it is the 12th and 13th SDGs.

The purpose of the 12th SDGs is to emphasize the continuity of responsible consumption and production patterns with a target for 2020. It is to be able to achieve environmentally sound management for the entire cycle of operations and to significantly reduce its release to water and soil to minimize adverse effects on human health and environment. Furthermore, the 13th SDGs objective related to Climate Change is the change in the physical condition of the atmosphere in the earth including temperature and rainfall distribution which has a wide impact on various sectors of human life.

Sustainability Reporting (SR) is a model of corporate information reporting to stakeholders that integrates financial reporting with social reporting, environmental reporting and corporate governance reporting integrated in one reporting package [1]. The concept of Sustainability Reporting stems from a basic concept popularized namely the triple bottom line theory [9]. The following is a brief description of the triple bottom line: 1) Profit, which is the corporation must still be oriented to seek economic benefits that allow it to continue to operate and develop. 2) Planet, which is a corporation that cares about the environment and biodiversity sustainability. 3) People, namely corporations, have a concern for survival and human well-being.

Environmental social responsibility can take place well if the corporation is aware of the importance of green accounting which is identical to environmental accounting because it has benefited from the environment. Define green accounting as follows [11]:

Green accounting is one of the contemporary concepts in accounting that support the green movement in the company or organization by recognizing, quantifying, measuring and disclosing the contribution of the environment to the business process.

Based on the definition of green accounting above, it can be explained that green accounting is an accounting in which it identifies, measures, evaluates, and discloses costs associated with company activities related to the environment.

According to and *The World Business Council for Sustainable Development* [12], explain the definition of Corporate Social Responsibilities as follows:

CSR is a continuing commitment from the business world to behave ethically and to support sustainable development in collaboration with employees and their representatives, their families, communities and local communities in general to renew quality of life, in good ways. CSR also means a corporate commitment to contribute to sustainable economic development by aligning the achievement of economic performance and social and environmental performance in its business operations.

From this definition, it seems clear that all corporations or companies, without exception, must have an ongoing commitment to integrate and implement Social and Environmental Responsibility (TJSL).

III. METHODS

The method is the literature study method. Literature study method is a method of collecting data by finding information through books, magazines, newspapers, and other literature that aims to form a theoretical foundation [13]. As for the other definitions, which states that library research is a data collection technique by conducting a study of books, literature, notes, and reports that are related to the problem to be solved [14].

Based on the above definition, the literature study method in this writing is to search for information through books, literature, and notes related to the problem in this writing to form a theoretical foundation.

IV. RESULTS AND DISCUSSION

A. Results

The special features of honeybees make this creature enshrined by Allah SWT in the holy book of AL Quran, namely Surat An-Nahl. Departing from the kindness of behavior that became the special feature of honeybees, the authors initiated a concept of Honeybees Corporation to support the target of SDGs 2020, 12th and 13th the goals. Named Honeybees because honeybees have a special philosophy on their behavior. Bees will produce honey by first looking for nectar that stored in flowers, when it finds a flower, the bee will search for honey cider through nectar. Therefore, bees suck nectar but do not damage the flowers because the bees realize that the flowers must be kept in existence so that they continue to get nectar as a food source for their survival. That is, although the honeybee has exploited what is contained in the flower, on the other hand the honeybee also helps the flower in the process of breeding because of its transfer from flower to flower by bringing pollen attached to the limbs.

This simple analogy if related to industry and business, that is the involvement of corporations in carrying out their business activities, must pay attention to Social and Environmental Responsibility (CSR) or Corporate Social

Responsibilities (CSR) and not over-exploit the wealth of the earth so as not to give a negative value to the environment and the sustainability of the corporation in the future. To implement HBC, a greening strategy is needed in the corporate culture with the following steps:

Vision and Mission of HBC Corporation that leads to Green Commitments apply to all levels of the organization in the corporation. Green Commitment is the commitment of a company to have a green corporate culture with a vision and mission oriented to green products. The commitment of a company to produce Green Products is reflected in the use of environmentally friendly raw materials in its production, and the company makes products that do not produce residues that are harmful to the environment. If the company has implemented green commitment in HBC. Even though at first it will be hard, the writer believes that this application will be a value added for the corporation in the future.

HBC applies an industrial waste treatment system that is easily reused so that this concept becomes a solution that will reduce harmful residues that can increase environmental damage due to corporate actions.

HBC implements Green Budgeting. Green budgeting is a budget planning that includes the provision of environmental costs that are the basis in calculating and compiling environmental cost reports. These environmental costs are classified into 4 categories [15], including:

First, Prevention costs, the costs incurred by companies to prevent the production process that results in environmental pollution. For example, the investment costs of pollution control devices, the cost of researching the selection of raw materials for product recycle. In HBC, these costs will be recorded as assets or future investment of the company and not recognized as costs that can reduce profits in the statement of the financial position in company. Second, Detection costs, the production process incurred to meet compliance with applicable regulations. In HBC, the costs can be recognized as a periodic expense for the company because the possibility of regulation is dynamic and changes only at any time. Third, External failure costs, the costs incurred due to residual waste from production processes that damage the environment or recovery costs. In HBC, these costs are recognized as investments because by establishing environmental recovery, the company will be able to use them again in the future so that the cash spent generates future investments. Four, Internal failure costs, the costs incurred to process residues that fail to be prevented in the production process. For example, the cost of operating a device that can reduce levels of waste pollution, the cost of obtaining contaminated waste facilities. In HBC, as with external failure costs, internal failure costs are recognized as a company asset because the cash spent is investment because of the purchase of assets.

B. Discussion

Based on the description above, the costs referred to in the implementation of HBC are actually not all costs incurred by

the company will be recorded as costs, but only the costs that have been explained above only. Furthermore, the cash issued by the company is recognized as an investment and / or asset so that the cash outflow is not considered as a cost that can reduce the profit of the company.

HBC conducts Green Reporting. Corporations that apply the HBC concept need to transition from conventional financial reporting to green reporting. Green reporting contains concerns, commitments, and corporate performance in managing social and environmental issues by expanding the object of corporate information reporting and modifying the reporting format and information disclosure [1]. The purpose of green reporting is nothing but to present and disclose financial, social and environmental information that does not mislead shareholders and stakeholders.

Corporations need to change conventional accounting practices with the recognition of all costs as expenses, as illustrated in the following illustration:



Source: [1]

Fig. 2. Overview of conventional accounting.



Source: [1]

Fig. 3. Overview of green accounting.

Sample of Transaction shows that Company A set aside IDR 1 Billion for land clearing for oil palm plantations, IDR 1.5 Billion for opening roads to plantations and IDR 50 million for CSR funds Conventional Accounting Journal Land opening expense of IDR 1 billion The cost of opening a road of IDR 1.5 billion CSR costs of IDR 500 Million Cash IDR 3 Billion Balance Sheet and P / L Report Cash / Assets (-), Costs (+), Profit (+), Equity (-), Dividends (-), Liabilities (+), Selling prices of products / services (+)

Based on the example of transaction in Figure 2 above, it can be seen that the result of conservative conventional accounting treatment of CSR costs. While to apply HBC in the corporation in the future, it is necessary to change the record from conventional accounting to green accounting. Accounting records that are based on the perspective of green accounting for environmental costs, must change their recognition into an account that is considered as an asset or investment.

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From the illustration above, it shows that the cash out of three billion rupiahs is recognized as an environmental investment and social investment and reported in the statement of financial position on the asset or asset side. By doing so, the positive impacts that can be obtained when a corporation applies green accounting include the condition of cash in the corporation will still be reduced but in the position of assets will increase new items namely natural resource assets and social and environmental investment as shown in the green financial position report as in the following picture:

Laporan Posisi Keuangan Hijau			
ASET		LIABILITAS	
Aset lancar	Rp xxx	Liabilitas lancar	Rp xxx
Aset finansial	Rp xxx	Liabilitas kontingen sosial & lingkungan	Rp xxx
Aset tetap	Rp xxx	liabilitas jangka panjang	Rp xxx
Aset sumberdaya alam	Rp xxx	Total liabilitas	Rp XXX
Investasi sosial & lingkungan	Rp xxx	EKUITAS PEMILIK	
Aset tidak berwujud	Rp xxx	Modal saham/disetor	Rp xxx
Aset lain-lain	Rp xxx +	Laba ditahan	Rp xxx
Total aset	Rp XXX	Laba/rugi periode berjalan	Rp xxx
		Donasi/Hibah CSR	Rp xxx-
		Total ekuitas	Rp XXX+
		Total liabilitas dan ekuitas	Rp XXX

Source: [1]

Fig. 4. Green balance sheet report.

To see Figure 4 above, the value of assets in the corporation has not diminished or changed. The accounting treatment of costs for implementing CSR and green corporate programs in HBC has a different impact when compared to conventional financial accounting. The difference lies in the value of assets, costs (expenses), profits, and equity. In the corporate report that

applies HBC, the corporation does not include CSR costs (expenses) in determining the selling price or production costs except for CSR costs and green corporate costs that are periodic in nature so that the financial performance report will be as follows figure 5:

Laporan Kinerja Keuangan Hijau (Laporan Laba/rugi Hijau)		
Pendapatan	Rp xxx	
Biaya produksi	Rp xxx-	
Laba/rugi kotor		Rp xxx
Biaya operasional:		
> Biaya pemasaran	Rp xxx	
> Biaya administrasi & umum	Rp xxx+	
Total biaya operasional		Rp xxx-
Laba/rugi operasional		Rp xxx
Biaya sosial & lingkungan:		
> Biaya sosial	Rp xxx	
> Biaya lingkungan	Rp xxx+	
Total biaya sosial & lingkungan		Rp xxx-
Laba/rugi hijau operasional		Rp xxx
Pendapatan dan beban lain-lain		Rp xxx-
Laba/rugi bersih sebelum pajak		Rp xxx
PPH Badan		Rp xxx-
Laba/rugi bersih		Rp xxx

Source [1]

Fig. 5. Green financial performance report.

The advantage for the company if doing CSR [15], that the implementation of CSR can reduce the operating costs of a company, it is because after the implementation of CSR, the company will reduce costs incurred for marketing products and replace it with CSR costs. Even though the CSR costs incurred were initially the responsibility of the company towards the surrounding environment, it cannot be denied that the CSR activities will later influence the promotional activities of the company and ultimately will increase the sales of the company so that there is a need to change the recognition of CSR costs from periodic expenses to corporate investment by implementing green accounting on HBC.

Based on the analysis and discussion above, the honeybee's corporation concept can be the right answer to overcome environmental damage and support the realization of sustainable development goals in Indonesia especially the 12th SDGs that will have implications and have a 'domino effect' on solving environmental problems due to climate change contained in the 13th SDGs Goal, in which the target direction and indicators are as follows figure 6:

12.4 By 2020, be able to achieve environmentally friendly management of chemicals and all wastes throughout their life cycle, in accordance with an agreed International Framework, and significantly reduce their release to air, air and soil for adverse impacts on human health and the environment.	12.4.1 Number of parties to international multilateral environmental treaties on hazardous waste and other chemicals that fulfill their commitments and obligations in transmitting information as required by each relevant agreement.	12.5 By 2030, substantially reduce the amount of waste through prevention, reduction, recycling and reuse.	12.5.1 National recycling rate, tons of recycled materials.
	12.4.2 Hazardous waste is generated per capita and the proportion of hazardous waste treated, by type of treatment.	12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle	12.6.1 Number of companies that publish sustainability reports.

Source: RPJMN Matrix in SDGs Global Framework

Fig. 6. Targets and 12th SDGs Indicators.

V. CONCLUSION

Based on the discussion above, the conclusion of this paper is the various problems of environmental damage that cause global warming and climate change can be overcome through the inclusion of the implementation of Honeybees Corporation Concept with corporate culture greening strategies. The green culture of a company can be implemented with steps that start from forming a vision and mission to green reporting. The benefits to be gained by the company if implementing this HBC is the achievement of competitive advantage because the company is able to compete in terms of product excellence, namely the creation of green products according to the demands of consumers who live in the era of the industrial revolution 4.0. Thus, the authors conclude that the implementation of the HBC concept can support the goals of 12th and 13th SDGs in Sustainable Development Goals in Indonesia.

This paper can be input and consideration for businesspeople and the government, both central and regional, as a regulator to support the achievement of sustainable development goals (SDGs) through the implementation of the Honeybees Corporation Concept.

The limitation in this paper is that there is still a need for continued development of the Honeybees Corporation Concept idea, so that it can be implemented comprehensively for every corporation in Indonesia in a sustainable manner in the long term in the future.

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