



**LSPR Institute of
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The Leading Graduate School of Communication & Business | ASEAN Global Campus



LSPR 2030
Sustainable Education
for a Sustainable World



The 2nd



**LSPR Sustainability
& Public Relations
Summit 2025**



In Collaboration with



ASTRA

LSPR Sustainability & Public Relations

2025

SUMMIT

*Reimagining Sustainability : Game-Changing
Public Relations Leadership*

PROGRAMME BOOK



**Thursday,
31 July 2025**
08.30–17.30 WIB



Catur Dharma Hall
Menara astra, 5th Floor
Jl. Jendral Sudirman
Kav 5-6, Jakarta Pusat



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THE 2ND LSPR SUSTAINABILITY & PUBLIC RELATIONS

Reimagining Sustainability : Game-Changing Public Relations Leadership

31 July 2025

Catur Dharma Hall , Menara Astra

The 2nd LSPR Sustainability & Public Relations Summit (SPRS) 2025 is a high level forum that brings together over 700 participants, including scholars, executives, and communication professionals, to explore the transformative role of public relations in advancing sustainability.

The SPRS 2025 will provide a platform for participants to learn best practices, network, and engage in strategic dialogues about a shared sustainable future. The summit will explore the transformational role of public relations, communications, and strategic leadership in shaping the future of sustainability narratives and social responsibilities.

Designed to inspire collaboration and impactful change, this summit also offers valuable partnership opportunities for brands and institutions committed to shaping a sustainable future.



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It is with great pleasure and a strong sense of purpose that I welcome you again to The 2nd LSPR and Sustainability Summit. As the CEO and Founder of the LSPR Institute of Communication and Business, I am thrilled to bring together this distinguished group of leaders in executive leadership and governance.

Our primary objective for this summit is to explore how public relations can serve as a transformative force for sustainable development. The nexus between sustainability and public relations has emerged as a critical frontier in an era characterized by rapid change and complex challenges. Effective communication is now indispensable for ensuring accountability, transparency, and trust not merely as a tool for engagement.

As custodians of our communities and organizations, it is our responsibility to harness the power of communication to promote sustainable practices that will secure a resilient and equitable future. The summit's theme underscores the pivotal role of PR specialists in shaping public perception and driving action towards sustainability.

Our comprehensive program is designed to provide participants with an in-depth understanding of the latest case studies, research, and best practices in the field. We are honoured to be joined by a distinguished group of academics, industry leaders, and thought leaders who will share their expertise and insights.

Their contributions will not only inform and educate but also challenge us to think critically and creatively about the role of communication in advancing sustainability. You will have the opportunity to network with colleagues who share your commitment to sustainable leadership, engage in enlightening seminars, and participate in thought provoking debates throughout the summit.



**DR. (H.C) PRITA KEMAL GANI,
MBA., MCIPR., APR., FIPR.**

**FOUNDER & CEO LSPR INSTITUTE OF
COMMUNICATION AND BUSINESS**



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It gives me great pleasure and profound pride to welcome to the 2nd LSPR Sustainability & Public Relations Summit, a signature event that brings together thought leaders, academics, professionals, and students to engage in critical dialogue on one of the most pressing challenges of our time: sustainability.

The theme for this year "Reimagining Sustainability: Game-Changing Public Relations Leadership" is both a call to action and an invitation to rethink the role of communication in shaping a better future. In the face of escalating climate emergencies, widening social gaps, and technological disruptions, we need public relations leaders who are not only persuasive but also purposeful, who understand that sustainability is not a trend to be followed but a responsibility to be led.

At LSPR, we have long believed that communication holds transformational power. It informs, connects, influences, and most importantly mobilizes. Through this Summit, we seek to elevate the conversation: from reactive responses to strategic foresight, from awareness campaigns to systemic impact, and from individual action to institutional transformation.

This gathering is more than a conference it is a shared commitment. A commitment to develop communication strategies rooted in ethics, empathy, and evidence. A commitment to amplify the voices of communities. A commitment to bridge the gap between sustainability goals and public understanding. And ultimately, a commitment to nurture a new generation of PR professionals who will lead with integrity and vision in an increasingly uncertain world.

As we begin today's sessions, I encourage all of us to engage openly, think boldly, and collaborate intentionally. Let us use this summit not just as a space to share, but as a springboard for action.

Together, we can redefine leadership in sustainability and set new standards for how communication can transform societies, systems, and futures.

Thank you for being here. Let's make this summit count, and let's meet again next year, stronger and more united in our mission.



ASSOC.PROF.DR.ANDRE IKHSANO, M.SI
RECTOR LSPR INSTITUTE



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It is truly an honor to stand before you as we gather once again to explore, question, and reimagine the future of sustainability, this time through the lens of game-changing public relations leadership.

This year's theme, "Reimagining Sustainability: Game-Changing Public Relations Leadership," reflects a growing global realization: that public relations is not only about managing reputation or sharing stories, but about mobilizing people, driving change, and shaping a more sustainable and equitable world.

As we build on the foundations laid during our inaugural summit in 2024, we are proud to continue this important annual platform that brings together leaders, innovators, practitioners, academics, and changemakers across industries. Today, we are not just talking about sustainability, we are challenging ourselves to lead it.

We extend our deepest appreciation to all our partners and our dedicated committee and volunteers. Your collective support, insights, and collaboration are what make this summit impactful. From spreading the message of sustainability to driving policy alignment, enriching discussions, and ensuring flawless execution each of you plays a vital role in making this event meaningful and transformative.

As we begin today's sessions, I encourage all of us to engage openly, think boldly, and collaborate intentionally. Let us use this summit not just as a space to share, but as a springboard for action.

Together, we can redefine leadership in sustainability and set new standards for how communication can transform societies, systems, and futures.

Thank you for being here. Let's make this summit count, and let's meet again next year, stronger and more united in our mission.



TAUFAN TEGUH AKBARI, PH.D.

**VICE RECTOR 5 LSPR INSTITUTE
CHAIRMAN SPRS 2025**



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*"The 2nd Sustainability & Public Relations Summit 2025 is an important event that **aims to discuss issues related to sustainability and public communication practices**. This forum will bring together industry leaders, academics, and practitioners to share knowledge, strategies, and innovations in **creating positive impacts for society and the environment**. With a focus on collaboration, this event is expected to encourage real steps towards sustainability in various sectors".*

DR. INDRA ARDIYANTO. M.I.KOM

**COMMUNICATION PRACTITIONER AND LECTURER
VICE CHAIRMAN I LSPR CSLE**

*"The 2nd Sustainability & Public Relations Summit 2025 **convenes cross-sector changemakers to catalyze collaborative action, elevate sustainability narratives, and drive systemic solutions** to Indonesia's climate and development challenges".*

IAN AGISTI DEWI RANI, S.I.P., M.B.A.

**BUSINESS PRACTITIONER AND LECTURER
VICE CHAIRMAN II LSPR CSLE**





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RUNDOWN

Thursday, 31 July 2025

Catur Dharma Hall, Menara Astra

08.00 – 09.00	Registration and Guests Arrival
09.00 – 09.20	Opening MC & Performance
09.10 – 09.20	Welcoming Remarks – CEO & Founder of LSPR Institute Dr. (H.C). Prita Kemal Gani, MBA, MCIPR, APR, FIPR
09.20 – 09.30	Welcoming Remarks – Chief of Corporate Affairs Astra Boy Kelana Soebroto
09.30 – 10.30	Featured Speaker – Duta Besar Republik Indonesia untuk Republik Rakyat Tiongkok dan Mongolia H.E Djauhari Oratmangun
10.30 – 11.30	Panel 1 1. Bandung Sahari – Vice President Sustainability Astra Agro Lestari 2. Achmad Adhitya, Ph.D. – Staf Khusus Wakil Presiden RI 3. Pungkas Bahjuri Ali, STP., MS., Ph.D – Staf Ahli Bidang Sosial dan Penanggulangan Kemiskinan Kementerian PPN/Bappenas selaku Kepala Sekretariat Nasional SDGs



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RUNDOWN

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11.30 – 13.00	Lunch Break, Ishoma & Networking Session
13.00 – 14.00	Panel 2 1. Beny Priyatna Kusumah – Sustainability Management Division Head ASTRA Infra 2. Fitri Yanthi Adriani – Principal Sustainability Management Telkomsel 3. Kamia Handayani – Executive Vice President Transisi Energi dan Keberlanjutan PLN
14.00 – 15.20	Curated Talks 1. I Wayan Wisnu Anantawijaya – Head of Academy, Technology and Venture Building, Astra 2. Maisha Ardani – Head of Relations at Toko Kopi TUKU 3. Ola Najla – Biru Voices Ambassadors 2024 – Bicara Udara 4. Syifa Hidayati M.Ikom – Head of Corporate Communication LRT Jakarta 5. Angelique Dewi – Head of Sustainability Division Nutrifoed Indonesia
15.20 – 15.30	SPRS 2025 Video Competition Awards
15.30 – 16.00	Doorprize and Awarding Session for the 6th ICCB 2025
16.00 – 16.30	Closing



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WELCOMING REMARKS

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**DR. (H.C) PRITA KEMAL GANI,
MBA., MCIPR., APR., FIPR.**

**FOUNDER & CEO
LSPR INSTITUTE OF COMMUNICATION &
BUSINESS**

**BOY KELANA
SOEBROTO**

**CHIEF OF CORPORATE AFFAIRS
ASTRA**



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FEATURED SPEAKERS

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H.E DJAUHARI ORATMANGUN

**DUTA BESAR REPUBLIK INDONESIA UNTUK REPUBLIK
RAKYAT TIONGKOK DAN MONGOLIA**



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PANEL 1

STORYTELLING FOR SUSTAINABILITY : PUTTING PEOPLE AT THE CENTER OF THE WORK



**BANDUNG
SAHARI**

**CHIEF OF AGRONOMY AND
SUSTAINABILITY OFFICER
ASTRA AGRO LESTARI**

**PUNGKAS BAHJURI
ALI, STP., MS., PH.D**

**STAF AHLI BIDANG SOSIAL DAN
PENANGGULANGAN KEMISKINAN
KEMENTERIAN PPN/ BAPPENAS**

**ACHMAD ADHITYA,
PH.D.**

**STAF KHUSUS
WAKIL PRESIDEN RI**



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PANEL 2

RESPONSIBLE LEADERSHIP IN ACTION : GREEN STRATEGIES FOR THE 21ST CENTURY PUBLIC RELATIONS



**KAMIA
HANDAYANI**

**EXECUTIVE VICE PRESIDENT
TRANSISI ENERGI DAN
KEBERLANJUTAN
PT PLN PERSERO**



**BENY PRIYATNA
KUSUMAH**

**SUSTAINABILITY
MANAGEMENT DIVISION HEAD
ASTRA INFRA**



**FITRI YANTHI
ADRIANI**

**PRINCIPAL SUSTAINABILITY
MANAGEMENT
PT TELKOMSEL**



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TALKS



**I WAYAN WISNU
ANANTAWIJAYA**

**HEAD OF ACADEMY,
TECHNOLOGY AND
VENTURE BUILDING
ASTRA**

**MAISHA
ARDANI**

**HEAD OF
RELATIONS
TOKO KOPI
TUKU**

**OLA
NAJLA**

**BIRU VOICES
AMBASSADORS 2024
BICARA UDARA**

**SYIFA HIDAYATI, S. I.
KOM., M. M., AMIPR**

**HEAD OF CORPORATE
COMMUNICATIONS
PT LRT JAKARTA**

**ANGELIQUE
DEWI**

**HEAD OF
SUSTAINABILITY
DIVISION
PT NUTRIFOOD
INDONESIA**



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MODERATOR

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**DR. INDRA
ARDIYANTO. M.I.KOM**

COMMUNICATION PRACTITIONER AND
LECTURER
VICE CHAIRMAN I LSPR CSLE

**IAN AGISTI DEWI
RANI, S.I.P., M.B.A.**

BUSINESS PRACTITIONER AND
LECTURER
VICE CHAIRMAN II LSPR CSLE

**TAUFAN TEGUH
AKBARI, PH.D.**

VICE RECTOR 5 LSPR INSTITUTE
CHAIRMAN SPRS 2025
CHAIRMAN LSPR CSLE



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LSPR
Centre for Sustainability
& Leadership Excellence

The LSPR Centre for Sustainability and Leadership Excellence (CSLE) is an advanced, interdisciplinary hub committed to promoting and integrating sustainability and leadership principles into educational frameworks, research initiatives, and community engagement. It aims to develop future leaders with the knowledge, skills, and values needed to address global sustainability challenges and drive positive change. CSLE's multifaceted objectives include embedding these principles into curricula, conducting pioneering research on sustainable practices and leadership models, and fostering partnerships with businesses, governments, and non-profits. By engaging with both local and global communities, the Centre supports initiatives that lead to tangible environmental and social improvements. Its vision is to become a leading centre of excellence in sustainability and leadership, driving sustainable development through education, innovation, collaboration, and ethical decision-making for a better future.

Through comprehensive education, groundbreaking research, and active collaboration with stakeholders, CSLE strives to cultivate a new generation of ethical leaders who can make informed decisions and deliver long-lasting societal and environmental impact. By championing sustainability not only as a concept but as a practical, actionable path forward, the Centre contributes to creating innovative solutions and real-world transformations that align with the global sustainable development agenda.



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ASTRA Infra
Advancing the Nation's Infrastructure



nutrifood
inspiring a nutritious life



TUKU



Prosper with the Nation



LRT JAKARTA

Telkomsel
by Telkom Indonesia



GOVERNMENT PARTNERS



**Kementerian
Lingkungan Hidup/
Badan Pengendalian
Lingkungan Hidup
Republik Indonesia**



BAPPENAS
Kementerian Perencanaan Pembangunan Nasional/
Badan Perencanaan Pembangunan Nasional



LLDIKTI3
LEMBAGA LAYANAN PENDIDIKAN TINGGI
WILAYAH III



**KEMENTERIAN PENDIDIKAN TINGGI,
SAINS, DAN TEKNOLOGI
REPUBLIK INDONESIA**

SUSTAINABLE PARTNERS



CarbonEthics



**EMIL
SALIM
INSTITUTE**



INDONESIA SDG CENTER NETWORK

CONFERENCE PARTNER



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FOR FURTHER INFORMATION, PLEASE CONTACT US:

Visit our website



lspr.ac.id/sprs/

Information SPRS 2025



csle@lspr.edu



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HIGHLIGHT

THE 1ST LSPR SUSTAINABILITY AND PUBLIC RELATIONS SUMMIT 2025

The Role of Public Relations in Communicating Sustainable Practices



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Introduction

The 1st Sustainability and Public Relations Summit 2024 marked a significant milestone in our commitment to promoting sustainability and effective public relations practices in higher education. This event brought together experts, practitioners, and academics to share insights, strategies, and best practices.

The 1st Sustainability and Public Relations Summit 2024 marked a significant milestone in our commitment to promoting sustainability and effective public relations practices in higher education. As a pioneering initiative, this summit underscored our dedication to integrating sustainable principles into the core of our educational frameworks and institutional policies.

This landmark event brought together a diverse and esteemed group of experts, practitioners, and academics from across the industries. These distinguished individuals, each a leader in their respective fields, converged to share their invaluable insights, innovative strategies, and exemplary best practices. Their collective wisdom provided a rich and varied perspective on the multifaceted challenges and opportunities associated with sustainability and public relations.

The summit featured a series of engaging keynote speeches, thought-provoking panel discussions, and hands-on workshops. Each session was meticulously designed to address the pressing issues facing institutions today, from reducing carbon footprints and promoting green campuses to enhancing community engagement and fostering transparent communication practices.

Panel discussions facilitated in-depth explorations of specific topics, such as sustainable community development, the role of public relations in advancing sustainability goals, and the integration of ESG (Environmental, Social, and Governance) principles into academic and operational strategies. These sessions fostered vibrant exchanges of ideas, encouraging participants to think critically and creatively about how to implement sustainable practices in their own contexts.

As we reflect on the achievements of this summit, we are inspired to continue our efforts to promote sustainability and effective public relations practices. We are committed to building on this momentum, exploring new avenues for collaboration, and implementing the innovative ideas generated during the summit. Together, we can create a lasting impact, driving positive change within our institutions and contributing to the broader goal of a sustainable world.



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Event Theme

The Role of Public Relations in Communicating Sustainable Practices

The 1st LSPR Sustainability and Public Relations Summit 2024 event was held by LSPR CSLE, one of the departments under the auspices of the LSPR Institute of Communication and Business. In this event, the LSPR Institute of Communication and Business has collaborated with PT. Astra International Tbk. This event is divided into 2, namely, there are 5 series of pre-events leading up to The 1st LSPR Sustainability and Public Relations Summit 2024 and the Main Event. In this event, we, LSPR CSLE, raised several SDGs points, including the following:

3 GOOD HEALTH
AND WELL-BEING



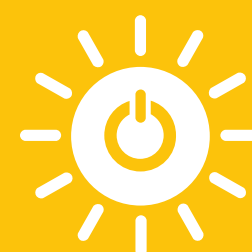
4 QUALITY
EDUCATION



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



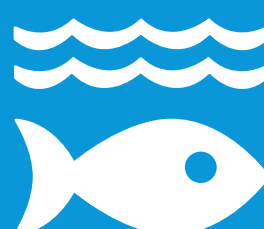
12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



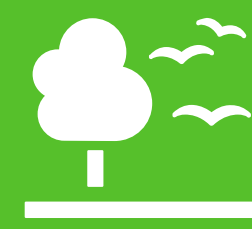
13 CLIMATE
ACTION



14 LIFE BELOW
WATER



15 LIFE
ON LAND



17 PARTNERSHIPS
FOR THE GOALS





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Opening Remarks



Boy Kelana Soebroto
Head of Corporate
Communications PT Astra
International Tbk dan
Ketua Umum Perhumas



**Dr. (H.C) Prita Kemal
Gani,**
MBA, MCIPR, APR, FIPR
Founder & CEO LSPR
Institute of
Communication and
Business



Alice Spencer
Executive Director of
Education at
Cambridge Institute for
Sustainability
Leadership



Professor Mike Hardy
CMG OBE FRSA
Professor of
Intercultural Relations
at Coventry University
Founding Director of
the Centre for Trust,
Peace and Social
Relations



Gillian Secret
Director of Leadership
Programmes,
University of
Cambridge Institute
for Sustainability
Leadership





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Keynote Speakers



Pungkas Bahjuri Ali
Staf Ahli Menteri Bidang
Sosial dan
Penanggulangan
Kemiskinan Kementerian
PPN/ Bappenas, Kepala
Sekretariat Nasional SDGs
Indonesia



**Dr. Sandiaga
Salahudin Uno**
Menteri Pariwisata dan
Ekonomi Kreatif RI



Arsjad Rasjid
Ketua Kamar Dagang dan
Industri (Kadin) Indonesia
& Presiden Direktur
PT Indika Energy Tbk



**Prof. Dr. Toni
Toharuddin, S.Si., M.Sc.**
Kepala
LLDIKT Wilayah III Jakarta





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Moderators



**Associate Prof.
Dr. Janette Pinariya**
Wakil Rektor I – LSPR
Institute of Communication
and Business



Dr. Rino F. Boer
Director of Post Graduate
Program LSPR Institute of
Communication
and Business



M. Alppy Valdez, MMC
Wakil Rektor 2
LSPR Institute of
Communication
and Business



Taufan Teguh Akbari, Ph.D
Chairman Sustainability
and PR Summit 2024 &
Head of Sustainability and
Leadership Excellence |
Wakil Rektor 3 LSPR Institute
of Communication and Business





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Panel Session 1



Sara K. Loebis
Corporate Secretary
Corporate Governance &
Sustainability Head
PT United Tractors Tbk



**Dr. Indra Ardiyanto,
M.I.Kom**
Head of Corporate
Communications Great
Giant Foods



**Dr (cand.) Billy
Mambrasar, S.T., BSc.,
MBA., EdM**
Staf Khusus Presiden
Bidang Inovasi,
Pendidikan, dan Daerah
Terluar; Duta SDGs
Indonesia



Adek Media Roza, Ph.D
Executive Director
Katadata Insight Center





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Panel Session 2



Sigit Djokosoetono
Deputy CEO PT Bluebird
Tbk



**Prof. Dr. Gregoria
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Reimagining Sustainability : Game-Changing Public Relations Leadership

Panel Session 3



Erni Sylviane Purba
Vice President of Public
Relations PT Kereta Api
Indonesia (Persero)



Agdya Yogandari
Vice President Corporate
Secretary Pelita Air



Maria Advenita Gita E
Communication Science
Lecturer on Universitas
Multimedia Nusantara



Sunardi Song
Accor Hotels
Group





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Panel Session 4



Hariyanto
Deputi Bidang
Pengembangan Destinasi
dan Infrastruktur
Kemenparekraf RI



Arya Dwi Paramita
Corporate Secretary
Pertamina Hulu Energi



Anthony Utomo
Deputy Chair
Kadin Net Zero Hub



Edi Priyanto
Direktur SDM PT Pelindo
Multi Terminal





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Number of Participants

The 1st LSPR Sustainability & Public Relations Summit 2024 successfully registered a total of 311 participants. Among them, 220 attended in person, while approximately 100 joined virtually. This hybrid format not only allowed for a strong physical presence but also extended the event's accessibility to participants from diverse locations, reflecting the summit's wide reaching significance.

Engagement was notably high, with attendees actively participating in Q&A sessions, panel discussions, and online interactions. The mix of on-site and virtual engagement demonstrated a dynamic exchange of ideas and a clear interest in sustainability and public relations. A significant number of participants requested access to speaker materials post-event, showing that the content delivered was relevant, practical, and valuable for professional use. This strong engagement reflects the audience's deep concern for sustainability issues and recognition of the critical role of public relations in addressing them.



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Event Documentation



