

PRESS RELEASE

OF THE INTERNATIONAL MARTIN LUTHER FOUNDATION

Erfurt, November 9, 2020

Indonesian entrepreneur receives the LutherRose 2020

On 10 November 2020, the birthday of the reformer and eponym of the prize, the International Martin Luther Foundation (IMLS) will award the LutherRose 2020 for Social Responsibility and Entrepreneurial Courage to the Indonesian entrepreneur Tandean Rustandy.

Tandean Rustandy, owner and founder of PT Arwana Citramulia Tbk, receives the LutherRose 2020 of the International Martin Luther Foundation. The Foundation is based in Eisenach and holds its office in the Protestant Monastery of St. Augustine of the Thuringian capital Erfurt.

In Tandean Rustandy, the Foundation honors a personality who, in an exemplary manner, used his life and professional work to uphold the Reformation tradition of freedom and responsibility for the common good.

In a predominantly Muslim country, Rustandy professes Christianity and is a member of the Reformed Protestant Church in Jakarta. His business philosophy is based on the theological principles of Martin Luther and Johannes Calvin. With his company PT Arwana Citramulia Tbk, the largest manufacturer of ceramic tiles in Indonesia, Rustandy is committed to environmental protection and social justice in his home country. *I don't believe in companies that just exist to make a profit. A company should also serve and guide people*, said Rustandy in 2017 at the founding of the Rustandy Center for Social Sector Innovation, which is named after him, at the University of Chicago.

Rustandy deliberately set up his company branches in structurally weaker regions of Indonesia in order to create secure jobs there and to negotiate with the government about investments in infrastructure. For his poorest workers, Rustandy has houses built in the immediate vicinity of his factories in which they can live almost for free. His employees enjoy benefits that are not common in many companies in Indonesia: Education, health care and childcare.

Furthermore, Rustandy has also developed a business model for start-ups, which receive free ceramic products from him to open their own stores. Additionally, He is also active outside Indonesia, for example in southern Italy, where Rustandy has developed a model for structural improvement of the income level of local wine growers.

Due to the current SARS covid-19 pandemic, the LutherConference 2020 could not take place with the awarding of the Luther Rose. The ceremonial presentation of the LutherRose to Rustandy will be made up next year.



Tandeand Rustandy

Tandeand Rustandy studied at the University of Colorado in Boulder, USA, and received his bachelor's degree in 1987. At the University of Chicago Booth School of Business, he earned his Master of Business Administration. Afterwards, Rustandy returned to his home country Indonesia to work in the timber industry.

In 1993 Rustandy founded PT Arwana Citramulia Tbk, a company for the production and distribution of ceramic tiles. He developed the company into one of the most efficient on the Indonesian building materials market and one of the most important ceramic producers worldwide. Today the company employs around 3,000 people.

Rustandy's entrepreneurial activities are strongly influenced by issues of environmental protection and social justice, and have received numerous awards, including 'Honorary Citizen of Boulder, Colorado' (1987), 'Indonesia's Young Entrepreneur of the Year' (2002) from Ernst & Young, 'Distinguished Entrepreneurial Alumni Award' (2011) from the University of Chicago Booth School of Business, 'Distinguished Alumni Service Award' (2014) from the Leeds School of Business, University of Colorado, the Third Best CEO in a poll conducted by FinanceAsia in 2014, Outstanding Alumni Sustainability Awards from the University of Colorado Boulder in 2017, and Influential Leader by the Association to Advance Collegiate Schools of Business in 2019.

Rustandy's thorough approach to entrepreneurship and management excellence has brought PT Arwana Citramulia Tbk to become a leading ceramic tiles manufacturer in Indonesia and one of the world's top producers, as well as having numerous awards under the company's name. The company has received various prestigious recognitions from private as well as governmental institutions for its achievements, including 'Best of the Best' from Forbes Indonesia in 2011, 2013, 2014 and 2015; 'Best Under A Billion' from Forbes Asia in 2006 and 2014; 'Best Stock Issuer with Market Capitalization of up to IDR10 Trillion' at the Indonesian Capital Market Awards 2014 by the Indonesian Stock Exchange; 'Best Managed Company' and 'Most Committed to Paying Good Dividends' from FinanceAsia in 2014 and 2015; the Green Industry Award from the Indonesian Government for eight consecutive years from 2011-2018; and 'Top Performing Listed Companies 2019' from Investor Magazine.

The **International Martin Luther Foundation** is based in Eisenach and has its office in the Protestant in Erfurt, the capital of Thuringia. The Foundation was established in Wittenberg on 10 November 2007. It aims to bring the impulses of the Reformation into a dialogue between church, business, science and politics in order to contribute to the development of a responsible and efficient economy and civil society. It promotes individuals, groups, ideas and initiatives that cultivate a Christian foundation of values and professional ethics in line with the Reformation tradition and use their talents for the common good.

The **LutherRose** will be awarded to the prizewinner on November 10, 2020 and would have been presented by the IMLS at the cancelled 13th Luther Conference on the Future of Business and Society. The prize will be awarded for the thirteenth time this year. In recent years, Dr. Heinz Horst Deichmann (2008), Prof. Dr.-Ing. Ing. h. c. Hans Peter Keitel (2009), Gabriela Grillo (2010), Dr. Dirk Ippen (2011), Jon Baumhauer (2012), Dr. Peter Gauweiler (2013), Dietrich Pestalozzi, Switzerland (2014), Ulla Unseld-Berkéwicz (2015) as well as Niels Due Jensen, Denmark (2016), Dr. Nicola Leibinger-Kammüller (2017), Kenneth Bengtsson, Sweden (2018) and most recently Prof. Dr.- Ing. E.h. Friedhelm Loh (2019) received this prize.



The **prize symbol** is a valuable reproduction of a detail of the medieval stained glass window (around 1310) from the Erfurt St. Augustine's Church. This window was literally in front of the eyes of the reformer Martin Luther every day during his time in Erfurt as Augustinian monk (1505-1511), and obviously inspired him to create his family coat of arms and seal. It depicts a rose between two lions. On July 8, 1530, Martin Luther called this rose "a mark of my theology" and provided it with an impressive meditative explanation. From then on, the reformer used it as his letter seal. Since then, the Luther rose has become an important symbol of worldwide Protestant-Lutheran Christianity.

*For further information on the award winner and the content, please contact
Dr. Thomas A. Seidel:
phone: +49 172 4573708
e-mail: thomasA.seidel@luther-stiftung.org*

For further information on registration and organization, please contact
Anna Mühlhausen
Phone: +49 361 64418747
e-mail: Anna.muehlhausen@luther-stiftung.org

International Martin Luther Foundation
Protestant Monastery of St. Augustine in Erfurt
Augustinerstrasse 10
99084 ERFURT
phone: +49 361 55458540
fax: +49 361 64418749
e-mail: info@luther-stiftung.org
Web: www.luther-stiftung.org