



INSTITUTE FOR
YOUTH RESEARCH
MALAYSIA

THE
PROCEEDING
OF



ICYL

**INTERNATIONAL CONFERENCE
FOR YOUNG LEADERS**

19 - 21 MARCH 2015

PUTRA WORLD TRADE CENTRE
KUALA LUMPUR

CHANGING COMMUNITIES THROUGH
SOCIAL ENTREPRENEURSHIP



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IYRES is a national research centre that studies various aspects of the trend and development of the younger generation and its relation to the changes taking place at the national, regional and international levels. To achieve its goals, the Institute conducts various types of research programmes; organizes conferences, workshops, lectures and seminars; publishes journals, pamphlets on the results of the researches; creates research and training programmes; and provides a variety of research facilities including a resource centre and data on youth development

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INTERNATIONAL CONFERENCE FOR YOUNG LEADERS (ICYL) 2015: CHANGING COMMUNITIES THROUGH SOCIAL ENTREPRENEURSHIP

About ICYL 2015

International Conference for Young Leaders 2015 with the theme “Changing Community through Social Entrepreneurship” is a platform for young leaders from different backgrounds to discuss specific issues on Social Entrepreneurship. The discussion opportunities will bring forth new horizons in opening the minds of the young people to compete for job opportunities and explore new fields where they lack experience. The social entrepreneurship concept practiced at the community level is an initiative that could bring additional benefits and improve job opportunities for the youth all over the world. Young people around the world aspire to be social entrepreneurs.

According to Net Impact’s Recent Talent Report: What Workers Want in 2012: The Millennial generation wants and expects, to do good and do well in their paid work. Social entrepreneurship is the path to which aspiring change-makers of all ages are turning. At present, becoming a social entrepreneur is a top career choice on college campuses and globally. Social entrepreneurs such as Wendy Kopp (Teach for America), Seth Goldman (Honest Tea), Blake Mycoskie (Tom’s Shoes), and Nobel Prize winner Muhammad Yunus (Grameen Bank) enjoy awareness and respect on campuses and in capitals around the world. From research findings, the food and beverage, ICT and services sectors capacity building are the most common sectors that Malaysian Youth social entrepreneurs were involved in (IYRES, 2015).

Changing communities is measurable through wealth accumulation; increase in sustainable economic opportunities, liveable wages earned for low income workforce, and youth living in marginalized communities and increase prosperity income in these communities. The conference will open opportunities and space to enhance the involvement of youth in social entrepreneurship that could help to spearhead the nation’s economy towards sustainability as well as sharing local and regional networking.

OBJECTIVES

The objectives of this conference are:

- Explore social entrepreneurship as a new global economic model;
- Promote the importance of social entrepreneurship for a long-term sustainability;
- Empower youth for opportunities in social entrepreneurship to broaden their networking;
- Identify youth talent in the social entrepreneurship world; and
- Enhance skills in social entrepreneurship.

CONTENT

INTERNATIONAL SPEAKERS

1. How Inclusive Businesses Can Promote Inclusive Societies: Transforming Live Through Social Entrepreneurship by **Asher Hasan**, CEO of Naya Jeevan, Pakistan.
2. What Corporate Sector Can Do to Support Social Enterprise in Delivering Better Social Impact by **Dr. Dean Karlan**, Professor of Economics, Yale University, United States.
3. Changing Communities Through Sanitation as A Social Business by **Jaya Myler**, Communication & Partnerships Manager, World Toilet Organization (WTO), Singapore.
4. Youth Empowerment, Enterprise Development and Good Governance by **Jose Luis M. Oquinena**, Executive Director of Gawad Kalinga, Philippines.
5. Success Story About Yayasan Cinta Anak Bangsa (YCAB) by **Veronica Colondam**, Founder & CEO YCAB Foundation, Indonesia.
6. Creativity in Creating Business with Touch on Social Impact by **Audrey Joy Tan Yan Xi**, Co-Founder, CEO & Dreams Architect, Singapore/ San Francisco.
7. The Importance of Balancing Corporate Goal & Social Goal by **Laina Raveendran Greene**, Globalization Consultant & Social Entrepreneur of GETIT Inc., United States.
8. Creativity in Creating Business with Touch on Social Impact by **Prasoon Kumar**, Founder & CEO of Billion Bricks, Singapore.
9. The Importance of Balancing Corporate Goal and Social Goal by **Rene Cuartero**, Regional Advisor, Asia and The Pacific of Child and Youth Finance International (CYFI), Amsterdam.

1.0 HOW INCLUSIVE BUSINESSES CAN PROMOTE INCLUSIVE SOCIETIES: TRANSFORMING LIVE THROUGH SOCIAL ENTREPRENEURSHIP

Asher Hasan
Social Entrepreneur
Founder and CEO of Naya Jeevan, Pakistan

ABSTRACT

The session was focusing on Asher's Top Thirty Tips for Leading a Life of Passion, Profit and Purpose: Put all your P's in a Pod. In the slides presentation, Asher introduced the participants to a wonderful young lady – Maria. The first time he met Maria was when she was 6 years old – the daughter of his maid and one of six (6) siblings – all of them are highly intelligent, optimistic and full of life possibilities. But Maria's world turned upside down when her father, an auto-mechanic suffered a stroke. He was taken to the nearest public hospital but was not treated appropriately in time. He ended up paralyzed and Incapacitated for life – in order to pay for his extensive medical rehab, his wife, a very dignified lady, refused to rely on charity to pay his medical bills. She made the fateful decision of pulling all six (6) children including Maria, out of school and putting them to work on the streets of Karachi or in houses as child maids. Had it not been for this medical catastrophe, Asher would have convinced Maria and her siblings emerged out of poverty.

There are millions of Maria's around the world, many of them living in urban slums like the one where Maria lived but working in houses like the luxury apartments. This could easily be in Johannesburg, Jakarta, or Rio de Janeiro. At the time of this incident, which he refers to as a 'trigger event' in his life, he was a doctor-turned-biotech consultant living the 'good life' in California and yet he felt spiritually restless as if he was not fulfilling his full potential or actual purpose in life. He had been exposed to three (3) different health systems – the UK system, growing up as a child, the Pakistani system, as a teenager and the US system, as a student and healthcare provider. It made sense for him to leverage the full range of expertise and knowledge he had accumulated over the years to re-engineer or help recreate a health system in a developing country where 160 million people have no health insurance and lack affordable access to quality healthcare. In 2007, he made the quantum leap into social entrepreneurship. He left the biotech sector in San Diego and returned to Karachi to launch the emerging world's first 'HMO for the marginalized'.

INTRODUCTION

Their social entrepreneurship now empowers the low-income marginalized populations like Maria and her family and link them up to corporations via strategic intermediaries - providing these marginalized people with access to benefits, products and services that they could neither access nor afford previously. As an example, micro-retailers who sell ice-cream on tricycles or bicycle carts have for the first time ever been enrolled in the high-quality health insurance programme, co-financed by Unilever and administered through Unilever's vast distribution network. They are participating in a market-based sales incentive programme which should lead to an increase in sales and market development for Unilever while empowering and securing their supply chain of

potentially hundreds of thousands of distributors, retailers and micro-retailers. A win-win-win for all stakeholders in the society – the public, private and philanthropic sectors. Right at the centre or convergence of these sectors is social entrepreneurship – Profit with a Purpose.

Asher has introduced his philosophy of “Putting all your P’s in a Pod” – a philosophy for living which he believes can have tremendous positive repercussions for the participants as they explore who they truly are and their purpose on this planet.

PRIMARY SUBHEAD

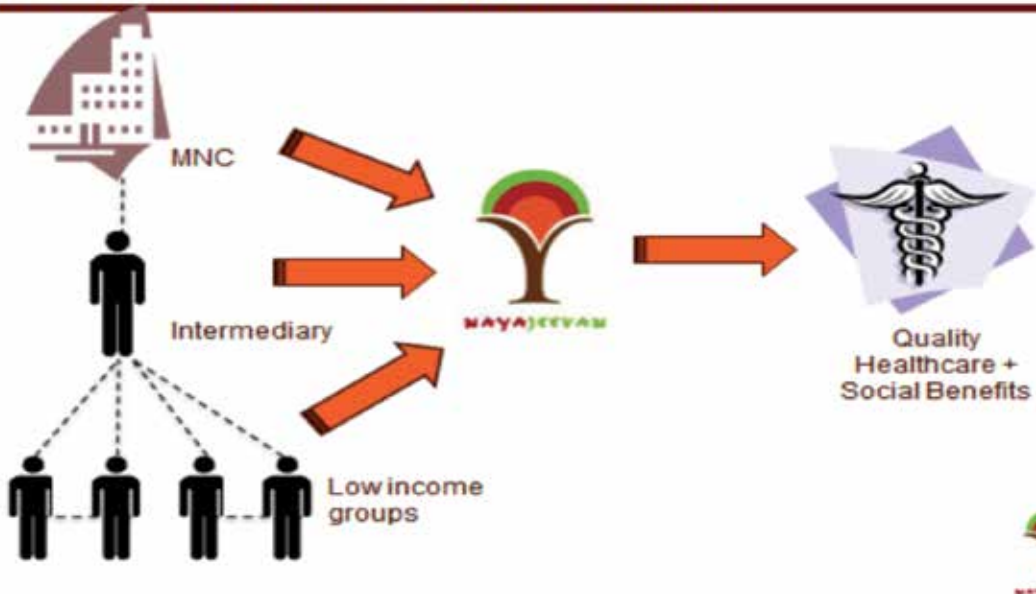
Asher’s Top Thirty Tips for Leading a Life of Passion, Profit & Purpose: Put all your P’s in a Pod are:

1. First, **Personify**: “Be the Change that you Seek in the world”
2. Have **Panoramic** vision: “Go as far as you can see – when you get there you’ll be able to see further” Thomas Carlyle
3. **Polaris**: Find your North Star (Martha Beck)
4. **Panoply**: of thought, ideas, religion, ethnicity, etc. Embrace, seek and celebrate diversity...**e Pluribus Unum**
5. **Path**: On the path to enlightenment, something is lost every day (Martha Beck)
6. **Paraphernalia** – Get rid of your excess baggage (emotional, social, psychological)
7. **Paradigm Shift** – Remove all internal, psychological barriers to your success...
8. **Partition, Pride & Prejudice** – ‘break down this wall Mr. Gorbachev” (Reagan, ‘86)
9. **Platform**: Create Trans-National Retail models – where the customer/pay is in one country and the user/beneficiary is in another. Leverage Technology – especially mobile technology. There is no reason why the next Uber or Instagram cannot be conceived and developed right here in KL.
10. **Perform** at Great **Peaks**: An example of an American (Greg Mortenson) – who decided to bring books rather than bombs to the children of Pakistan...a more enlightened, sustainable, impactful and humane approach in the speaker’s opinion
11. **Practice** Kaizen everyday – continuous self- improvement – spiritual, physical – intellectual
12. **Play** – liberate your spirit, nourish your soul
13. **Prance** – and then let your spirit take flight
14. **Profess to Prevail**: “Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope...those ripples build a current that can sweep down the mightiest walls of oppression and resistance” RFK
15. **Pause** – in the relentless pursuit of perfection, pause to reflect - “everyone, one of us will die but only a few of us live really live” Braveheart
16. **Profound Insight**: Active Listening in Chinese Kanji – eyes, ears, heart and undivided attention (focus)

17. **Ponder over a Precipice:** The greatest risk in life is taking no risk – Robin Sharma; Precipice - Live on the edge – the view is always more spectacular at the precipice.
18. **Plunge:** you'll discover more when scuba diving than when you snorkel
And then Plunge deeper: you'll discover more when scuba diving than when you snorkel
19. **Purpose:** Find your ultimate purpose in life. "When you are inspired by some great purposes, some extraordinary projects, all of your thoughts break through their bonds: your mind transcends limitations, your consciousness expands in every direction and you find yourself in a new, great and wonderful world. Dormant forces, faculties and talents become alive and you discover yourself to be a greater person than you ever dreamed yourself to be" – Patanjali
20. **Power of Potential:** It is not possible to discover new oceans unless you are willing to lose sight of the shore. "
21. **Pilot your Legacy:** "Life is no brief candle for me, It's a sort of splendid torch which I've got to hold up for the moment and I want to make it burn as brightly as possible before handing it onto future generations". GBS
22. **Persevere:** What can the west learn from the East – as western markets begin to get saturated – we can look at examples of frugal innovation in the eastern world and see how this might apply to the American context in terms of energy efficiency (or public transport). Here you have different forms of mass transit that were deployed during the floods. The message here is – fully leverage the resources that you have. Create every ounce of value that you possibly can from a given resource. In the presentation, at the top left there is a Pakistani gondolier who is transporting commuters by boat – during the floods. Make optimal use of the resources you have. On the top right is an example of mass transport–this time using a wading technique?
23. **Prepare (for Change):** It is inevitable and it is exciting "Watch and see the courses of stars and as if you can run with them, and continually dwell in mind upon the changes in the elements into one another; for these imaginations wash away the foulness of life on the ground." Marcus Aurelius.
24. **Preach** (poetically) "Our life begins to end the day we become silent about things that matter" MLK
25. **Pour with Passion:** As you drink from the fountain of youth, don't forget to pour your soul into the last Drop
26. **Protect:** "If a free society cannot help the many who are poor, it cannot save the few who are rich". **Protect our Planet** It's the Only One we have...
27. **Prioritize** (your life) - Family comes first (here's my 3 –year old daughter showing off her new headgear when she was just a few months old...there are so many things I am learning from her. And so we come full circle...as TS Eliot once famously proclaimed - we shall not cease from exploration. And the end of all our exploring will be to arrive where we started. And to know the place for the first time.

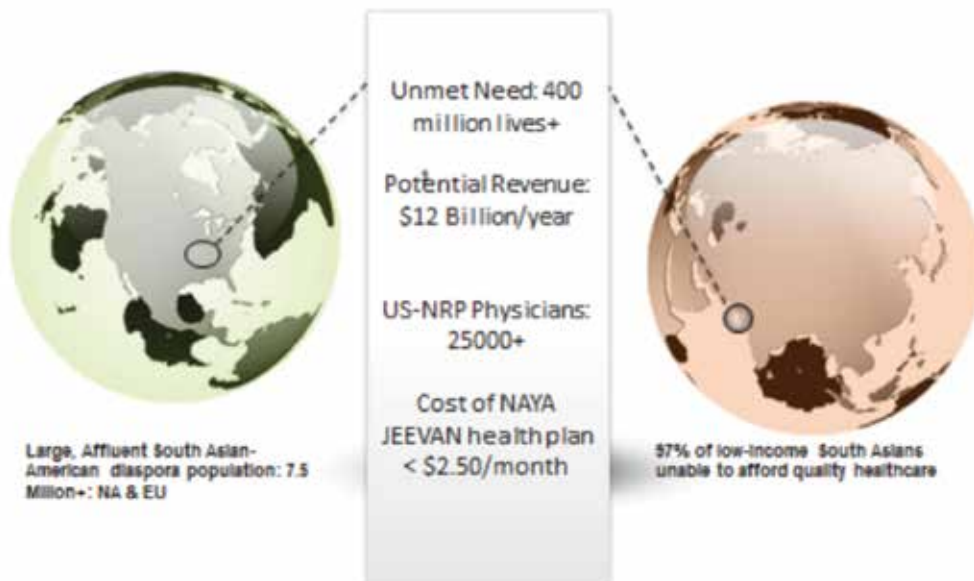
SECONDARY SUBHEAD

Leveraging Corporate Value Chains: an Innovative Market-based Approach to Sustainable Development & Corporate Citizenship



These are the chronologies of the aspiration by “Putting all your P’s in a Pod” – a philosophy for living which he believes can have tremendous positive repercussions for the participants as they explore who they truly are and their purpose on this planet.

Think Global: Act Local



These are the chronology of the aspiration by “Putting all your P’s in a Pod” – a philosophy for living which he believes can have tremendously positive repercussions for the participants as they explore who they truly are and their purpose on this planet.

CONCLUSION

These are the chronologies of the aspiration by “Putting all your P’s in a Pod” – a philosophy for living which he believes can have tremendous positive repercussions for the participants as they explore who they truly are and their purpose on this planet by fulfilling their full potential or actual purpose in life. The world has so much to give, learn and discover the world yourself.

WHAT CORPORATE SECTOR CAN DO TO SUPPORT SOCIAL ENTERPRISE IN DELIVERING BETTER SOCIAL IMPACT

Prof. Dean Dr. S. Karlan
Professor of Economics
Yale University, United States

ABSTRACT

Expanding access to financial services holds the promise to help reduce poverty and spur economic development. But, as a practical matter, commercial banks have faced challenges expanding access to poor and low-income households in developing economies, and non-profits have had limited reach. The recent innovations that are improving the quantity and quality of financial access were reviewed. They are taking possibilities well beyond early models centered on providing “microcredit” for small business investment. The focus was on new credit mechanisms and devices that help households manage cash flows, save, and cope with risk. Our eye is on contract designs, product innovations, regulatory policy, and ultimately economic and social impacts. The innovations and empirical evidence were related to theoretical ideas, drawing links in particular to new work in behavioral economics and to randomized evaluation methods.

INTRODUCTION

Many interventions have been proposed to solve entrenched development problems, or at least to make noticeable dents in poverty levels. The list of accumulated hopes is long, including better nutrition to catapult levels of productivity and wages; control of population growth to free resources for human capital investment; education for girls to fight inequalities and bring empowerment; and stronger property rights to unleash markets. Each hope is grounded in good reason, and each intervention holds a place in the larger scheme of development strategies. But none on its own has proved to be a catalyst on the scale imagined by its chief proponents. In recent years, much hope has been placed on the transformative power of financial access.

The argument aligns with explorations of credit rationing that show that when lenders lack good information on customers and contracts are costly to enforce, outcomes are not necessarily Pareto efficient (Besley, 1994; Stiglitz and Weiss, 1981).

PRIMARY SUBHEAD

Clearer data on impacts, market structure, and household-level (and often individual level) decision-making are critical for weighing major public policy issue are necessary complements to ethnographic, financial, and administrative data. The most voluble debates concern the appropriate use of subsidies and the setting of price regulations for financial institutions serving poor households. But a broader set of concerns has received less systematic attention: whether investing in the sector as a whole is the most cost-effective way for donors to achieve their missions, relative to alternative interventions that reach poorer households, reach larger businesses, or that focus on interventions like health, education, and infrastructure. The microfinance movement has proved the

possibility of creating viable economic institutions on a large scale, and the challenge now is to more carefully assess social and economic impacts.

SECONDARY SUBHEAD

Banks that earn modest profits and that do not distribute them to investors; instead profits are re-invested in institutions to further social goals. Such social businesses are necessarily dependent on donors and other “social investors” who value the institutions’ social aims and who are willing to sacrifice financial returns in order to obtain greater social returns.

The optimal path entails maximizing pure profit. Surpluses can then be distributed to improve social welfare. In this vision, there is no role for social businesses. Resolving these conflicting visions has been hampered by the lack of evidence on the impacts of subsidy, allowing ideological positions (on all sides) to go unchecked. The specter of inefficient, heavily subsidized public banks hangs over the microfinance movement, and it is partly responsible for a lack of enthusiasm for embracing donated funds. Microfinance advocates, wary of subsidies, have energetically sought to move microfinance to a commercial basis, free of long-term subsidies. Their goal is to expand scale while not sacrificing mission. Just as lending to villagers’ entails risk, investing in micro-lenders also entails risk, and such risk is also not generally backed by collateral.

CONCLUSION

The financial landscape has transformed in villages and slums worldwide, and so have important strands of scholarship. Gaps in financial access remain wide, but viable institutions dedicated to serving poor and low-income communities have penetrated thickly in Bangladeshi villages and are making substantial in-roads in rural India. In Latin American and Africa, most of the action has been urban so far, but innovation has been rapid. The spread of mobile telephones, for example, heralds the possibility of expanding financial services widely via mobile banking in sub-Saharan Africa. Customers in parts of the Philippines, Peru, and Bolivia can now choose between a range of different microfinance providers actively seeking their business. The design of products (including their prices, term structure, flexibility, and marketing) affects adoption and usage—and ultimately economic and social impacts.

CHANGING COMMUNITIES THROUGH SANITATION AS A SOCIAL BUSINESS

Jaya Myler

Communication & Partnerships Manager
World Toilet Organization (WTO), Singapore

ABSTRACT

World Toilet Organization (WTO) which was founded in 2001 is a global non-profit organization based in Singapore. WTO's mission is a safe, clean toilet and sanitation for everyone. Globally there are 2.5 billion people who still do not have access to proper sanitation and the biggest impact of a lack of adequate sanitation is on the poor. They are largely ignored by product manufacturers and service providers and to make matters worse, due to inefficiencies in production and distribution they have to pay more for everything they buy. WTO sees these people as customers because just like other people they want better life and buy quality products. WTO wanted to empower these communities to improve their own lives.

WTO works on a market based solutions or a social business approach to poverty and sanitation. A market-based approach ensures that the product remains affordable for the local market. It empowers both the consumers and entrepreneurs. They incubated a separate NGO and established a social business to provide sanitation solutions called Sanishop. It is a one-stop shop where one can buy all the different components at an affordable price. Sanishop is based on the belief in a market-based approach in reducing poverty and improving lives through access to sanitation. It improves sanitation condition globally and empowers communities as part of the solution by supporting livelihoods through job creation and training, building capacity by training the local masons to make toilets. Local micro-entrepreneurs are trained in business skill, sales agents are trained in sanitation awareness and to run sale events and motivate behavioral change and providing sustainable sanitation solution. The products are made using locally available materials – keeping the money in the local economy.

The market-based model is easily adaptable, replicable and scalable and it's localised to suit the needs of the community. It is also self-generating and self-sustaining. Countries such as Cambodia, India and Mozambique are using this approach.

However, there are challenges that WTO have faced along the way which are common to a lot of social enterprises. They are Bureaucracy, Appropriate technology, scaling too quickly, sustainability, pricing model, capturing impact etc.

WTO managed to change communities through a pro-poor approach in changing lives by improving supply chain, and providing affordable, sustainable sanitation solution, helping to improve health, dignity and wellbeing.

INTRODUCTION

World Toilet Organization (WTO) is focusing on sanitation and social business.

Their mission is to provide access to safe sanitation. In a market-based approach, market forces create affordable options. It creates a sense of ownership; it is also self-sustaining and self-generating and does not require external funding.

There is an issue on the global sanitation crisis. Over 2.5 billion people still do not have clean and proper sanitation. That is more than one in three people in the planet, its impacts on gender and education which lead to students missing school days due to diarrhoea. Because of this, the World Bank estimated about \$260 billion money loss due to poor water and sanitation. In emerging sanitation market, 4 billion of the world population are at the bottom of the pyramid living on 10 dollars per day.

PRIMARY SUBHEAD

There were three main areas on how WTO works. Which are:

Advocacy	Creating awareness by working on education and capacity building. November 19th every year is declared as the World Toilet Day. Incubated business solution, BOP HUB (Sanitation Solution Leader).
Social Business (Sani-Shop)	<p>Creating a market-based for local entrepreneurs offering what is needed by the customers. Empower local community by reducing poverty. Improving supply chain and distributors: One-Stop Shop. Creating demand and driving behavioural changes. The price of the toilet is 11% cheaper compared to the toilet in the market. Supporting livelihood through job creation especially to the micro-entrepreneurs.</p> <p>The Sani-Shop process is not always sequential. They work with the local implementers in the market, need to investigate local supply chain, check the cost, provide on-going training, and monitoring supports. For the micro-entrepreneurs, they should be capable of self-financing, need to be passionate in helping the community. They also provide training to the masons. Masons need to be self-funded to buy items needed in making the toilet. Local entrepreneurs were given training on managing the business to help them drive the sales. They were also given motivation by tapping into pride and jealousy (behavioural change).</p>
Building Capacity	Local masons are trained to make toilets. Entrepreneurs are also trained in sanitation awareness and sales. Local products are being used to make the toilet. This market-based approach is adaptable and replicable. Countries using this approach are Mozambique, India and Cambodia.

SECONDARY SUBHEAD

In the case of Cambodia, 85% of the population live in rural areas whereby 77% of them lack proper sanitation. The approach used in Cambodia: Emphasizing the importance of approaching the local community by going to the village chief and making them understand. This was done after the harvesting season and that is the time when they have a lot of money. WTO was successfully established in Cambodia since 2009.

However, half of the population still practice Open Defecation (OD). Research found that households with government-installed toilet still practice OD. There are cultural and religious factors. Sometime they think it is better to practice OD. This habit was often regarded as preference. It is clear that mind-set shift is needed. Sani Shop using franchise model was also created by partnering with the local organization: This will address the issue better. Mozambique is one of the top 10 countries in the world where the population prefer OD. OD rate is 40% nationally and 96% in rural areas. They also partnered with ACRA using franchise model.

Product varies in every shop in each region depending on the need of local market. In Cambodia, there are one pot or two pots toilet. The price varies but generally it is USD 50 per toilet including delivery. WTO also sells shelter for the toilet at USD 30 per piece and the cement shed is roughly USD 200 per piece. The technology has to suit the need of the local market and it has to remain profitable for the franchisees.

It is not just rising in sales but most importantly it creates awareness through behavioural change. Other model of sanitation as business: SANERGY Fresh. A Life Toilet in Kenya that uses franchise model in urban slump - they provide toilet, collect the waste, process it as fertilizers and sells it. Clean Team Ghana also collect waste, process and sells fertilizers to the market.

CONCLUSION

There are still challenges faced in using the appropriate technology that is environmentally friendly. Bureaucracy is another challenges and also scaling to quickly in one region. The pricing model: balancing between products that are affordable and profitable. Capturing impact on community might be difficult. Donors that understand market-based as the key are needed.

WTO are motivated by social benefit, not profit, and committed to model that are profitable and sustainable. In addition, seeking funds for future projects and finding established partners is a must.

WTO stands to change the community by improving life through improving supply change, involve in supporting livelihood by capacity building and micro entrepreneurship. For future planning, the business plan will be revisited as toilet's technology is evolving and scaling up reaching the new market.

4.0 YOUTH EMPOWERMENT ENTERPRISE DEVELOPMENT GOOD GOVERNANCE

Mr. Jose Luis Oquinena

Executive Director

Gawad Kalinga Community Development Foundation Inc., Philippines

ABSTRACT

Gawad Kalinga (GK) began their project 12 years ago inspired by the founder, Mr. Tony Meloto. Together with a few young people, they went to the biggest slump community in the Philippines and started to dream big. The issue of poverty is widespread across the country that it cannot be addressed only by programmes. It needs to be looked at in the total context of the hungry, the homeless and the landless.

GK set themselves up with a big challenge by dreaming big. They decided to redefine poverty. The poverty is really a crisis that surpasses economic consequences. Not just about the market, but the loss of human dignity. GK needed to redefine poverty before they undertook the vision of Gawad Kalinga. GK had to make it big and aiming for five million families (25%) of the total population. Dreaming big is a must because when young people dream big they acknowledged that others need to be helped. Young people need to connect and collaborate with organizations and individuals better than themselves. This will help them to be successful in life. If they think small, will they be able to create the social impact needed to be achieved?

GK started in 2003 with just one family and a handful of volunteers, by 2012; they were in over 2500 communities. GK is geo tagging everything using technologies to monitor 2500 communities. There were 1.7 million volunteers building houses and engaging communities. It needs to achieve certain scale, because it cannot only impact individuals, but the whole nation needed to be inspired if we want to create the social change.

Growing has always been a challenge. From 3 to 120 fulltime partners, from about 15 volunteers to 300,000 volunteers on a week in week out basis. From probably a few thousand dollars when GK started, last year they have passed the 15 million dollar marks. As a non-profit social enterprise GK is able to sustain the whole momentum simply because the committee started to think big, it forces them to engage many institutions. But the product really is, which might contradict with the first speaker, is to eradicate poverty. It is an ambitious and a courageous goal because they believe if GK can eradicate poverty with one family, they can inspire the nation to make poverty a history.

INTRODUCTION

Gawad Kalinga (GK) is a platform, a philosophy, a prototype, a proof of concept for massive roll-out of a nation-building movement. They are thriving communities that showcases the best for the least. GK strategies is to organize communities to work together in addressing poverty through value formation and capacity building. Looking at the poor equal in worth and dignity. In addition, GK strategy is to raise a new generation of social innovators and volunteers who will connect the genius of the rich to the genius of

the poor. Developing a simultaneous innovative bottom-up to the conventional top-down approach to inspire and establish a more caring and sustainable economy.

Social Entrepreneurship is not just about the sustainable good one can do, it is also about inspiring greatness from each other to work together for the least amongst us so that no one is left behind.

The biggest evidence and witness is the family who they have helped eradicate their poverty, and it is them, and them alone who can really say that poverty has ended for their family. Twelve years ago, they were thinking on how to start their own social enterprise, the biggest challenge was really growth. Starting is difficult, but managing growth is more difficult. When young people start to expand, and they start to grow, it can create internal tension. Tension on innovation versus institutionalizing the whole process. Innovation will actually bring more risk, and institutionalizing the whole process will confine the vision, therefore, listening to the circle of young people of what they want to achieve within the vision is important. We have to manage the tension between institutionalizing the whole process versus innovation. GK had to manage the tension between identity and mission. It is also important to ensure that it has the right brand. At the same time, if they want to build convergence for social change, that exclusivity will have to be compromised. GK want everybody, to be part of the whole campaign of nation building.

PRIMARY SUBHEAD

GK in English is “to provide care”. “Gawad” is to provide, “Kalinga” is to care. So it is a platform, it is a prototype shared with institutions. GK now have over 400 universities in all countries as partners. GK have established links in Europe and in the US. They shared the template with the government and some corporations are following the SAME step. Currently many social entrepreneurs are connecting to this community in a more organize manner and help to become part of the supply chain. Big businesses are now partnering with GK and the communities because they are also a part of their supply chain. And the government has embarked on partnership with GK because the Philippines is the top 3 most hazardous place due to the frequent massive typhoon.

Last year Philippines broke the global history, it had the strongest typhoon Haiyan ever. This community has now become a platform for disaster preparedness and resiliency of climate change. It is important to be well organized at the community level. Currently, everybody is involved including the microfinance, health groups, foundations and others should be at all time alert, it is almost like a plug and play. Once you have a strong organization at the grass root level, many wonderful things can happen. Most of the poor are disorganized because they are surviving. It is a survival of the fittest. That’s what GK are trying to break, and it is quite difficult to measure. Someone that we have helped were brought to these communities to share his story. It is possible to eradicate poverty.

SECONDARY SUBHEAD

GK has 5 million families that do not have home address. They used someone else’s home addresses. Some of them are residing at the riverbanks, some at cemeteries some are in informal settlers. If you do not have a home address when you apply for a job

what will you write down as your address? If you are sick and need to fill the form, what will you write? Home address is so crucial if you aspire for greater social achievement. It just happens that in Philippines that is the situation. The kind of change that GK is embarking on is clinching on that, the security of land, decent roof above their houses and a strong community so that no one will be left behind.

Engaging anybody, social innovators building the environment and become true social entrepreneurs is the best way. To be a social entrepreneur with GK, one has to make sure that it involves 5 or 10 poor families. That is a simple bottom line. If you are into basket making or toy making, make sure you employ 5 poor families, or partner with a poor community. Currently, GK is in their second phase.

GK launched its vision in 2003. It is a 21-year vision. In 2003 the founder, Tony Meloto alongside a few thousand people launched the 2024 vision. It is a 7- year phase of interventions that GK is undertaking. The first part is social justice, providing land. The second phase, is social artistry. Raising social entrepreneurs towards 2024. In the next ten years GK's vision is to raise at least half a million of them to embark on 5 million families. And again, because he cannot tell their stories the speaker brought with him all those people, because his topic is about youth empowerment, good governance and enterprise development. And he brought top government officials, a few top corporate CEOs and a good number of social entrepreneurs who are currently doing their bid in trying to build GK's vision where no one will be left behind.

CONCLUSION

GK welcomes those who want to come to the Philippines and meet those wonderful social entrepreneurs who are going to different social communities trying to feel good and find greatness for one another. GK believes is an imperative for Malaysia and the Philippines to build the relationship at the grass root level because in the couple of years we will see a stronger ASEAN integration. Young people have to be more than just transactions and we have to be friends.

5.0 SUCCESS STORIES SESSION: YAYASAN CINTA ANAK BANGSA (YCAB)

Mrs. Veronica Colondam
Chief Executive Director
Yayasan Cinta Anak Bangsa (YCAB), Indonesia

ABSTRACT

Yayasan Cinta Anak Bangsa (YCAB) is a social enterprise organization which provides the children with education and economic empowerment. YCAB is about hope and opportunity, it is about creating change and it has impacted the lives of almost 2.5 million people. YCAB believed that providing education alone is not enough for the underprivileged children and youth, it should come hand in hand with the economic empowerment to achieve sustainability. In Indonesia alone YCAB operated in 11 provinces. The focus is on youth development namely, in the areas of education, healthy lifestyle promotion and economic empowerment. In 15 years YCAB has impacted

In 1999 YCAB began as a traditional non-profit organization but has evolved into a social enterprise combining education opportunity through Rumah Belajar which provides academic and technical skills and economic assistance through YCAB Co-operative to give income stability to the families of the underprivileged students so that they can send their children to school.

YCAB has evolved from ‘impact’ only to “impact first”. They had created a business unit to support the administration cost and provide microcredit to the mothers of the underprivileged children to start and operates their small businesses through YCAB co-operative. In 2007 YCAB established their US identity in Atlanta to cater for their global expansion and has since operates in Myanmar, Pakistan and Afghanistan.

INTRODUCTION

How to build your organization: (from venture to growth to maturity) and how success is understood by your beneficiaries. This is a story about the growth of Cinta Anak Bangsa (YCAB) or Yello Cap. YCAP is ‘foundation’ which means that it is a non-profit entity, but then we found ourselves 15 years down the road with 3 companies and co-operatives that helped support the entire organization is a story that the speaker would like to share at the organization level. Yayasan Cinta Anak Bangsa has a lot of, as we understand cinta – love. It is Loving the Indonesian Children it is a product of spiritual journey.

PRIMARY SUBHEAD

Psychologists would call Maslow’s Theory of Self-Actualization when you are fully actualized: you will find meaning and purpose in your life by giving yourself up and help others. There are three missions of the programme, that is, the youth development programme and what we do is towards sustainable independence which in a beautiful Indonesian word is ‘mandiri’ (survive). Creating ‘kemandirian’ (survival) for the underprivileged youth and at the same time implement the inclusive and innovative approach with measurable impact and it is the key word. ‘Kemandirian’ is the key word

that has impacted the life of 2.7 (million) people, the actual figure is 2.699542. Not only in Indonesia, they are sharing this model of change with other countries and currently they are present in five other countries: Myanmar, Mongolia, Pakistan, Afghanistan and Uganda. In order to achieve the organization's objectives, YCAP did a lot of effort such as :-

- 1) Become a donation platform for the above
- 2) Having a product that people can invest in (2012)
- 3) In 2013, gained International ranking as the Top NGO by Global Journal.
- 4) In 2014, changing a failed bussiness model of an education company into another company.
- 5) Income generating activities – terrazone shop (lower end mall), beauty clinic, Yada (games for children).
- 6) The mission is youth development:
 - i) education, employment, become entrepreneurs by providing financial support;
 - ii) to implement an inclusive and innovayive approach that brings clear results and measurable impact (show accountability through the programmes conducted via accurate representation through statistics).
 - iii) Inspire and enable other like-minded organizations through partnership (intership, sponsorship, consulting and others – help to attract young talent and get them into service)

Education	Economic Empowerment
2393788 total youth reached 7985 School visited 61698 of programme's attendees 49 learning centre 154 seeds business 15992 volunteers engaged	239950 lives of clients' family impacted 35366 of microfinance beneficiaries 140366 loans given 89% students received internship opportunities 71.9% graduates gained employment (average) 731 jobs created

Total no. of Beneficiaries: 2699582

SECONDARY SUBHEAD

Around 33,000 young people have been educated through Rumah Belajar who previously do not have the opportunity for education. They get basic education and skills. There are two targets namely, the women or mothers (16,000 of them) who were involved in the YCAB'S programme that enables them to bring their children or the children in their community to the education system. On the employment aspect YCAB has helped more than 70% of the graduates get steady employment and decent jobs. YCAB Is about creating hope and opportunity and creating the change in lifestyle of the young people who have lost the opportunity for education.

CONCLUSION

Success isn't something that we can just achieve while we're still alive or dead but how people remember us. How do you want to be remembered? If we want to change the whole world, it is impossible, but it is possible for us to change the world of one person.

6.0 CREATIVITY IN CREATING BUSINESS WITH A TOUCH ON SOCIAL IMPACT

Ms. Joy Audrey Tan Yan Xi
Chief Executive Director
Playmoolah, Singapore

ABSTRACT

The seed for PlayMoolah was planted in 2008, during the worst financial crisis of our generation. The founders, Audrey and Min's, world views were shaken when they saw what a drastic effect of the economic collapse had on the daily lives of people around the world. PlayMoolah was founded to address the gap in financial knowledge and positive behavioural change.

As youths, the founders realised that they too did not know the basics of financial management. They thought that if such a solution had existed while they were children, they would be better equipped to handle the daily challenges of financial management as young adults. This led to the first game built by the team - the Moolahverse - an online product for children to learn basic financial management through games. The company has since grown to address the root of the problem - that people's money relationships are still fraught with lack of knowledge, inaction, and fear.

INTRODUCTION

PlayMoolah is a financial empowerment company that enables young people to afford the life of their dreams by developing a positive relationship to money. They design and deliver educational, digital, and community experiences that use the power of play to activate responsible decisions. The team is known for their innovative methods and award-winning products, which combine behavioural research with game mechanics to cultivate daily practices.

PRIMARY SUBHEAD

A healthy approach to money includes values, principles and most of all, knowing what people want out of life. Money is merely a tool just one of the many ingredients necessary to reach out to our goals. With the right stewardship, money can become an enabler for a fulfilling and empowering life. People making a smart decision and then control to imagine new possibilities for their self and those around them.

What can Playmoolah do with the money in the world around us?

- i. Understand the value of money.
- ii. Manage your resources.
- iii. Use money as a tool for change and creating value.

Money should be earned, spend, save, invest and donated. There are 8 forms of capital.

- i. Intellectual capital.
- ii. Spiritual capital.
- iii. Social capital.

- iv. Material capital.
- v. Financial capital.
- vi. Living capital.
- vii. Cultural capital.
- viii. Experiential capital.

A holistic approach. Calculating dollars and cents is easy. But a financial decision is more challenging because it's never just the money. For example, choosing how people earn is actually career decision, choosing what to eat for lunch becomes a health decision. Because money is so pervasive, we can use money as a lens to inquire into deeper influences that are guiding our decisions and uncover a transformation journey across the head, hand and heart.

- i. Head - Awareness. Acquiring knowledge and tools for thinking to develop good habits of mind.
- ii. Hand – Practise. Making smart money decisions and nurturing healthy habits.
- iii. Heart – Transformation. Building virtues and cultivating a positive relationship to money.

SECONDARY SUBHEAD

At Playmoolah, they believe that some things can't be taught; they can only be caught. Through their effort, they aim to plant the seeds of these core values as we journey together in building a healthy relationship to money.

- i. Love – Purity of intention and gratitude and kindness
- ii. Friendship – Fun shared experiences and putting others before self
- iii. Hope – imaging new possibilities and being open and non-judgmental
- iv. Truth – honesty and discernment; seeing it as really is, both inside and out.

Playmoolah enables young people to afford the life of their dreams by developing a positive relationship to money. Playmoolah design and experiences that activities responsible decision through cultivating daily practices. The seed for Playmoolah was planted in 2008, during the worst financial crisis of their generation. Their founders', Audrey and Min's world view were shaken when they saw what a drastic effect the economic collapse had in the everyday lives of people around the world.

Playmoolah was founded to address the gap in financial knowledge and positive behavioral change. The company has grown since to address the root of the problem – that people's money relationships are still fraught with lack of knowledge, inaction and fear. Money has become incredibly complex, masked by all sorts of jargon, societal expectations and confusion, so it's hard to know what's actually important.

Playmoolah philosophy for a 3-day non-residential boot camp combining money and character education.

Money and Virtues - research has shown that human relationship with money is riddled with unconscious prejudices, biases and emotions. What they don't understand

ends up controlling human, and it has never been more necessary to develop a healthy relationship to money.

Programme Overview - Over the course of 3 days, participants will be introduced to fundamental principles and virtues behind Playmoolah's 5 pillars of money. Through theatre, storytelling, games and arts, the goal of these boot camps is to lay the foundations necessary for a healthy relationship with money – and it all begins with mindset, intent and attitude.

The Moolahsophy programme is recommended for primary and secondary schools and can be customised for group with unique needs, such as at risk youths and low-income families.

CONCLUSION

Playmoolah hope to go global! They are already starting to see the seeds of PlayMoolah in different parts of the world. In the next few years, Playmoolah hope to serve the needs of more children, young adults and families around the world. They hope to see more partners coming on board and helping them reach out to more communities. They hope to enable greater access to the 8 forms of capital (material, living, financial, intellectual, social, cultural, spiritual & experiential) leading to a more meaningful life.

7.0 THE IMPORTANCE OF BALANCING CORPORATE GOAL AND SOCIAL GOAL

Ms. Laina Raveendran Greene
Globalization Consultant & Social Entrepreneur
GETIT Inc., United States

ABSTRACT

As the millenia generation, we have to think of social entrepreneurship or helping to see whether to integrate that with social change because it's interesting to join as an employee. The millenia generation is a generation that lives within the period of financial crisis, been told a lot about climate change, financial crisis in 2008. What is needed is for them to live a more meaningful life.

There are always assumption on "let's save the world". People think that they are just sitting and not thinking about that problems. People are out going out there to solve it. Necessity is the key to invention.. The idea of Ashoka is to find them (the social entrepreneurs) at the early stage, they are people who think big and support them so that they can enhance their skills. Creative entrepreneurs need to be innovative by thinking out-of-the-box, creative (person who can mobilized resources and persistent in doing it until they are able to make changes). Last but not least, is the ethical fibre. The person is there because they really want help and make a difference. It's more about helping rather than personal gain.

INTRODUCTION

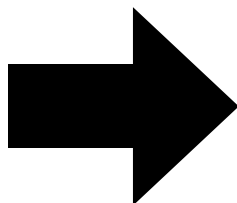
Ashoka champions important new social change ideas and supports the entrepreneurs by helping them get started, grow, succeed and collaborate. Ashoka has slightly different definition to social entrepreneur. Ashoka is the one that coined the term "social entrepreneur". Social entrepreneurs are people who strive to solve social problem using innovative sustainable skills with measurable approaches. Social entrepreneurs are not just looking at things at let it be. They will not rest until they have revolutionized the industry. That's the kind of people they are talking about.

PRIMARY SUBHEAD

There are some skills required in leading to create Social Entrepreneurship. The skills are as follows:

Skills:

- Empathy
- Embrace Ambiguity
 - ✓ Undefined job, role, volunteer - Define it
- Change making skills
 - ✓ Start-to-finish, design-to-market
- Confidence, Belief
- Practice Boldness



Where to practice:

- Start a non-profit or for-profit with a systematic change goal
- Consider Philanthropy
- Work in a traditional government structure as a social innovator
- Create your own path

SECONDARY SUBHEAD

Currently Ashoka has about 3000 Fellows. It is nice to know that they are a group of misfit out there and to be part of them in making the world a better place to live. For example, in Indonesia there is Ibu Tri Mumpini who helps villagers to build hydro-power and own it. They even sell the power to the electrical company. From the income generated, they are able to build schools and hospitals. Oscar Silverius has managed to stop illegal logging by providing a business model in which the villagers are relieved in ensuring that there is no more illegal logging going on. Currently, there are 175 social entrepreneurs who are also Ashoka Fellows in Indonesia.

There are two (2) categories in Ashoka. One is Ashoka Fellow and the other is Ashoka Changemakers. Ashoka Changemakers criterias could be a novice (a new start-up). Whereas Ashoka Fellow could have been in bussiness for 3 to 5 years. The other one has to be a new idea, creative and innovative, showing the entrepreneurial skills, need to show that it is ethical and will be making an impact. For Ashoka Fellow the process is slightly longer. Someone might nominate the potential candidate and the panel will screen them. Generally, it is a vigorous process. However, for Ashoka Changemakers, there are competition going on each year and some of these projects will then be endorsed to be part of Ashoka Changemakers.

By looking at the current global challenges, climate change, poverty, social problems, it is no longer about few misfits around the world who are becoming social entrepreneurs. What we need is the whole world; everyone as a change-maker. It needs to begin at the elementary level. Then we have to create a way whereby the world responds more quickly to the existing social challenges. Ashoka believes in the synergy between passionate “who” and “innovative” what, a sustainable “how” and a community of change-makers can and will change the world.

CONCLUSION

Social entrepreneurs are; action oriented, risk-takers, deal well with ambiguity, creative, perseverant and persistent, results-oriented, growth-oriented, mission-driven, obsessive, impatient, ruthless, competitive and demanding. Meanwhile, social entrepreneurs should not become the do-gooders, saints, superheroes, selfless and ascetics.

To be effective in this world, there are 2 key points that we need; empathy and change-making skills. Empathy; start supporting other social entrepreneurs, go there (in the field) and understand the problem. Social entrepreneurs are not people who just do good or whinned over their problem. Instead they will see challenges as opportunities in different ways.

8.0 CREATIVITY IN CREATING BUSINESS WITH A TOUCH ON SOCIAL IMPACT

Mr. Prasoon Kumar
Chief Executive Director
of Billion Bricks, Singapore

ABSTRACT

Billionbricks source partners, assess barriers of entry, evaluate feasibility to take on the project, and ensure that local stakeholders are aligned for change. Billionbricks work with local contractors to deliver the pilot project and continuously improve designs, material selection, and building methods by keeping the community engaged. Billionbricks engaged with local partners to develop the project scope and impact standards, and all other stakeholders to establish the project's vision, identify user needs, and develop prototypes with participatory processes.

In addition, Billionbricks empowers the local community by providing training on space design, construction and maintenance of infrastructures. This allows the locals to drive the design to their needs while ensuring building quality and sustainability. Billionbricks assess an impact and build partnerships to take the pilot concept to scale.

INTRODUCTION

BillionBricks is a Singapore based non-profit enterprise which aims to improve the quality of life of the homeless by providing access to shelter. They not only consider shelters as buildings, but as tools for capacity-building, empowerment and emergence from poverty. All BillionBricks community interventions are scalable, replicable for larger impact. BillionBricks is currently engaged in projects in India, Cambodia, Malaysia, Nepal and Indonesia. BillionBricks envisioning a world with no homeless, and where everyone has access to opportunities for economic and social advancement.

Billionbricks provides opportunities for the millions of homeless and displaced in Asia. Those living on streets who can't even afford to live in slumps. Aim to improve the quality of life of the homeless through design, architecture and technology. BillionBricks main task are:

- i. B Studio - An innovation design studio where they consult with communities, NGOs and governments to provide scalable high-quality buildings and infrastructure solutions.
- ii. HYDE - A series of products to address the critical gaps in the shelter industry. HYDE products are high-quality, affordable and empowering to the local communities.
- iii. Urban Crossover - A medium that highlights the complexities of the housing crisis. They bring to light the right to adequate housing, and engaged people in dialogue and awareness towards action.

PRIMARY SUBHEAD

Five (5) main points of challenge 'Building Something Good':

- i. Market Size – target group of homeless communities.

- ii. Monopoly – market competition between society's needs for poor communities and commercial market.
- iii. Law accountability – conflict providing quality products with financial law.
- iv. Talent pool – non-profit sector cannot pay for the best talent for the construction.
- iv. Drive for result – There is a lot of pressure providing society needs to poor communities such as financial, communities involve and competition by commercial needs.

SECONDARY SUBHEAD

GAPs of volunteers:

- i. NGO recruit the volunteers
- ii. How the NGO manage the recruit – NGO invest for the volunteer training however some of them are not consistent to be involved in social services.
- iii. New generation volunteers – Nowadays the new generation is more interested in getting information via social media.

CONCLUSION

BillionBricks welcomed anyone who wants to be their strategic partner by supporting their mission through grant and funding opportunities. Be a design partner, project leader or advisor on path breaking innovations and join together a unique team building experience by BillionBricks.

9.0 THE IMPORTANCE OF BALANCING CORPORATE GOAL AND SOCIAL GOAL

Rene Cuartero
Regional Advisor
Asia and The Pacific of Child and Youth Finance
International (CYFI), Amsterdam

ABSTRACT

The global youth and employment rate in 2013 is 13.1% and youth makes up 37% of the world's unemployed. This rate is about 3 times higher than that of adult unemployment rate. Asia pacific alone accounts for more than half of this global challenge thus, prompting a need to structurally address the issue. However, focus on answering the unemployment and issues related to youth have been minimal.

Child and Youth Finance International or (CYFI) believes that in addition to equipping youth with the capability to improve themselves, an additional focus on ensuring that the environment and ecosystem surrounding the youth is also an important aspect – and this is grounded on CYFI's theory of change that leads to youth economic citizenship. It builds on the condition of equipping them with social, financial, and livelihoods education. The combination of these three builds towards allowing youth to believe more in themselves and therefore have the outlook that they could take charge of their future, while providing them with the capacity to start building their assets for themselves and their communities

An ecosystem where regulations, governments, and the private and civil society sectors are also engaged into the Child and Youth Finance Movement to ensure that youth will have an environment where they could build on their future sustainably. This could be done through various engagements ranging from working with the national authorities, partnering with the private sector, coordinating with (international and local) NGOs, to organizing awareness raising campaigns such as Global Money Week that call for action on the youth economic citizenship.

INTRODUCTION

Child and Youth Finance International or (CYFI) is an organization based in Amsterdam and are operating all over the world. The main goal of the organization is to empower youth or children around the world to become the economic citizen and be able to provide impact to 100 million children in 100 different countries by 2015.

PRIMARY SUBHEAD

In 2013, the organization has reached 18 million children in 108 countries and this year, at least at the end of 2015, they have reached 32 million. Quantifying in the number of children and the amount of the impact that you want to make is quite important. The organization used a lot of research that has to be institutionalized among other things because it is very important to implement something that has basis on facts or basis on something that is measurable. Sometimes it is not measurable but it is something that is

useful for people to be able to be convinced, model that is based on a child or a person to become an economic citizen.

We need to have a citizen economic education which entails, 1. Financial Literacy; which probably many of us have or probably do not have. When you think about it, you have never really received many people who are able to plan the path which develops the route that guarantees them to be able to manage their money. However, the problem with most initiatives that are being conducted by most corporations would mentioned that they are doing CSR on teaching the children to manage their money. However, they only taught the children on how to manage their money and forget the social education part. They were not informed why they need to save money and why they have to think about their future. And that is the key goal in terms of educating younger people or even older people, it is not only how they have to do it but they also have to understand the why.

If the younger generation is only taught on how to save their money, they will become more of a consumerist generation or they become more of into things, getting more money therefore buying a lot more things that they want. If they do not understand the why behind that, they would lose the whole value or from really developing good and responsible citizens. And that is what the speaker was trying to summarize, so basically there is a big gap. As an organization, there are 5 major aspects; get connected with the people, innovate, set the standards, develop things and the institutionalization

SECONDARY SUBHEAD

More than empowering the youth with the knowledge, an ecosystem where regulations, governments, and the private and civil society sectors are also engaged into the Child and Youth Finance Movement to ensure that youth will have an environment where they could build on their future sustainably. This could be done through various engagements ranging from working with the national authorities, partnering with the private sector, coordinating with (international and local) NGOs, to organizing awareness raising campaigns such as Global Money Week that call for action on the youth economic citizenship. In the end, this model works towards one central goal: empowered youth supported and not being abused by the system as they become more empowered to make sound decisions, and more enabled to be critical thinkers to lead themselves and their communities for a better and more sustainable future

CONCLUSION

Money problem could be like, children and money; do not mix these two things because children should depend on their parents to manage their money, let them figure out when they become older and let them make their own money.

MALAYSIAN SPEAKERS

10. Accelerating Impact Through Social Entrepreneurship in Malaysia by **Cheryl Yeoh**, CEO of Malaysian Global Innovation & Creativity Centre (MaGIC).
11. Success Stories Session: Hospital Beyond Boundaries (HBB) by **Dr. Mohd Lutfi Fadil Lokman**, Executive Director of Hospital Beyond Boundaries (HBB).
12. Creativity in Creating Business with Touch on Social Impact by **Nurfarini Daing**, Co-Founder and CEO of MyHarapan Foundation.
13. Creativity in Creating Business with Touch on Social Impact by **Daniel Loy**, Vice President of Social Innovation and Communication, Malaysian Innovation Agency.
14. Why Youth, Why You? Connecting Meaning to What You Do by **Christoffer Erichsen**, CEO & Co-Founder of Scope Group.
15. Fuelling Socio-Economy Impact Through Capacity Building in Social Innovation and Entrepreneurship for Malaysian Young Starts-Up by **Prof. Dr. Raja Suzana Raja Kasim**, Professor of Management and Entrepreneurship.
16. Nurturing Young Social Entrepreneurs: Challenges, Opportunities & Way Forward for Academic Institutions by **Associate Prof. Dr. Shamshubaridah Ramlee**, Director of UKM-centre for SME Development.
17. The Importance of Balancing Corporate Goal and Social Goal by **Dr. Tee Keng Kok**, Chairman of Accreditation of Putra Business School, UPM.
18. The Importance of Balancing Corporate Goal and Social Goal by **Zaiwin Kasim**, Chairman of Sarawak Youth Innovation Co-operative Berhad.

ACCELERATING IMPACT THROUGH SOCIAL ENTREPRENEURSHIP IN MALAYSIA

Cheryl Yeoh

Chief Executive Officer

Malaysian Global Innovation & Creativity Centre (MaGIC)

ABSTRACT

Social Entrepreneurship is the main focus to be placed at par with the capital growth. In order to bring about a long term change, investing in social entrepreneurship is affordable. Although the series has change, it does not happen overnight, there is a cause to celebrate that positive changes is indeed happening. It seems to make some improvements around the world in the past 15 years. For example, the number of people living in poverty, extreme poverty had declined by half, child labour has declined by 1/3, life expectancy has increased by 6 years, Child mortality has declined by nearly half and access to internet is increasing, in fact it is now almost universal in all developed countries and continues to grow in developing ones.

Therefore, Malaysian Global Innovation and Creativity Centre (MaGIC) collaborates with several Non-Government Organisations (NGO) and partners to implement the concept of social entrepreneurship in Malaysia. MaGIC committed almost RM 500,000 in social enterprises pilot and scales. Arus Academy, Epic Home, Tanibung, Makanlah, and Mabul Skill Projects are strategic partners to help and spread elements of social entrepreneurship and support initiatives to focus on education, rural development and unemployment especially for the youth.

INTRODUCTION

The development of Social Entrepreneurship is not aiming for the profit. It's more than helping the communities to go beyond than just profit by building the infrastructures to lay foundations and transforming industries so more men can feed their entire families for a lifetime. There are still a lot of work to be done. Globally, 31 million girls are still denied education. Climate change remains as one of the social issues of our time and there is still a significant portion of the world living without access to economic opportunities and without basic infrastructures such as access to clean water and sanitation. In our backyard alone 1.45 million Malaysians still earn less than 5 US\$ dollars a day. 94 % of our energy consumption is through non-renewable fossil fuel and we are ranked 39th out of 44 countries in the OECD programme for international student assessment (PISA).

It all seems daunting but the great news is that we have seen each generation of passionate social entrepreneurs tapping issues head on. What others see as problems, they see as opportunities, the opportunities to drive social and environmental impact and opportunities to generate income models itself. They are new pragmatics beneficiaries of today. It is exactly for that reason that is a need within Malaysians to encourage investments in the impact sector. Hence, in 2013 the Prime Minister of Malaysia announced a 20million ringgit fund to the Malaysian Global and Innovative Centre (MaGIC) dedicated to catalyze the impact driven enterprises. The vision is to inspire and invest in the social entrepreneurs

and their ventures.

MaGIC social entrepreneurship has three (3) core functions. Firstly, they want to build legitimacy and framework to support the ecosystem. Secondly, to grow capabilities and capital in the sector and thirdly, to strengthen consecutiveness through community and partnership. MaGIC's commitment is to ensure that regardless of what stage social entrepreneurs are at in their ventures, MaGIC has programmes for them. In the last few months since the social entrepreneurship has started, over 50 social entrepreneurs had been trained. MaGIC has also committed almost RM 500,000 social enterprises pilot and scales. In fact, four of these social enterprises are actually in the audience and will be presenting in tomorrow's session.

PRIMARY SUBHEAD

There have five (5) partners collaborating with MaGIC to develop a suitable market strategy and also to spread the awareness of Social Entrepreneurship among youth in Malaysia. The partners are:

1.ARUS ACADEMY

Arus academy is a social enterprise that teaches programming and making the movement to serve school students so that they can compete in the labour market and built their own ventures. Arus academy pushes and motivates students' interest to learn through creative teaching and learning by:

- Bringing back relevance into learning.
- Motivating students to love learning
- Allowing creativity and innovation in learning
- Catching up on 21st century learning.

In the next 5 years, Arus academy hopes to reach out to more than 7,000 students and run more than 170 camps nationwide. In future, all the students will become inventors instead of consumers, innovators instead of users.

2. EPIC HOME

EPIC Home is a social enterprise that bridges the gap between urban and rural folks through the activity of building sustainable homes for the underprivileged communities in the rural areas. Their mission is to inspire, mobilize, and empower ordinary people to positively impact communities in extraordinary ways. The EPIC Home modular build system provides versatility solutions, allowing for flexibility and creativity regardless of family size and environment, rather than 'a one size fits all' approach.

3.TANIBUNG

Tanibung is an indigenous social enterprise that develops sustainable energy alternatives for the rural communities.

4.MAKANLAH

Makanlah is a social enterprise that develops disadvantaged youth into becoming entrepreneurs who provide healthy meals to Malaysian school children. Their

objective is to empower less advantaged Malaysian youth with the opportunity and skills needed to become successful entrepreneurs. On the other hand, it improves the students' nutrition through healthy and delicious meal options in school canteens.

5.MABUL SKILL PROJECTS

Aims to develop the underprivileged youth for employments communications and vocational training. More than 50% of the youth are unable to access the secondary schools on mainland due to poverty. The local youth are unable to secure jobs due to poor level of skills and communications and there is no pathway to employment opportunities on mainland or cities due to remote the location.

CONCLUSION

As a generation that inherit the planet, we believe that 'we' should take lead as an active participant in the economic growth of the country. In pursuit of the capital economy, let us not forget about the people's economy. Social entrepreneurs can bridge that gap. Youths' contribution will create a lasting impact on themselves and generations to come.

Y. Bhg. Dr. Lutfi Fadil Lokman
Executive Director of
Hospital Beyond Boundaries (HBB)

ABSTRACT

Hospitals Beyond Boundaries (HBB) is a non-profit organization registered under the Malaysian Societies' Act. They are made up of youths from various fields of expertise united by a mission to build hospitals where they are needed most. Driven by a strong belief that the sickness of the poor is not only a call to generous short term relief action, but also a demand to rebuild a society through long term and sustainable health care efforts, HBB was born.

HBB mission's is to help build hospitals where they are needed most. They also develop the surrounding community socially and economically by empowering them to sustain the health care services they provide. HBB look at health care beyond the hospital's boundaries to include adequate shelter, nutrition and health education.

INTRODUCTION

Dr. Mohd. Lutfi Fadil bin Lokman graduated from National University of Malaysia in 2013 with the Tun Dr. Ismail Award for best student achievements. He is currently a House Officer in Hospital Sungai Buloh.

While he was in medical school, he participated actively in the Society of Malaysian Medical Association's Medical Students (SMMAMS) and was the chairman for the 2011-2012 term. With a global view in mind, Dr Lutfi hopes to launch the Malaysian Medical students onto the world stage. He did so by registering SMMAMS and pitching Malaysia as a permanent member under the International Federation of Medical Students Organization (IFMSA). He went on to organize the IFMSA Asia Pacific Regional Meeting 2012 in Penang which became a huge success. He was also awarded the Best International Speaker for IFMSA Global Health debate in the event.

During his years of study in Indonesia, regular involvements in voluntary works made him realized the disparity of healthcare towards the poor. In his final year as a medical student, an outdoor game accident almost robbed him of his ability to walk and left a permanent tinnitus in his left ear. This buzzing sound serves as a constant reminder and motivated him to start-up a non-governmental organization known as Hospital Beyond Boundaries (HBB). HBB was founded with the aim to build hospitals where they are needed most. The pilot project in Phnom Penh, Cambodia was ready in mid 2015. As the executive director of HBB, he seeks to build an impact in global health in the South-east Asia region and collaborate with WHO in the future.

Upon Graduation, he interned at the Department of Public Health and Environment of WHO where he was heavily involved in global health projects in various parts of the world. With these achievements and notably, his immense experience in public speaking,

he would be a perfect addition to tackle issues in the forum.

PRIMARY SUBHEAD

Dr. Lutfi Fadil Lokman started his NGO which named Hospital Beyond Boundaries as a medical student when he was young (28 years old); he started when he was 26 years old. HBB is started by young people, currently run by the youth, and having so much support from the young people. The reason that motivated Dr. Lutfi to start this NGO is actually a tragedy. He used to study in Indonesia for three years, and because it was a twinning programme, he continued the twinning course here in Kuala Lumpur.

While living in Indonesia he called it a privilege to live among the poor. To live among the poor and see how they live and how their health and healthcare is like in Indonesia. Concurrently, he conducted a project in Cambodia. Dr. Lutfi was going back and forth to Cambodia. He sees the same thing there. The healthcare was bad and this has given him the opportunity to see the disparity within, and between the nations in our region.

In South East Asia. He has always had this idea of social business to solve this problem. However, he said that he did not have the urge to start because he was busy studying and busy with the patients. Until one day when he was in Malaysia and going through an orientation programme. They had some games, like paintball, but it is a more traditional way of playing paintball. To play paintball we have to wear all the equipment and the helmet. But this time it was just a traditional game using a plastic bag filled with flour and water and it was used as a bullet to hit your enemy. The rule is not to hit above the neck. However, someone was running and shooting the bullet towards his head, and he fell down. He tried to walk but realized that he had lost his body balance. What happen to him was that the inner ear which connects to the brain got busted.

After a few months, he regained his ability to walk. He returned to medical school and want to start a hospital that runs on a social business. A hospital that provides healthcare for the poor people that is always seen in country like in Cambodia, Sabah and Sarawak in Malaysia, in Indonesia.

SECONDARY SUBHEAD

He doesn't have money and had just started a new group. They wanted to open the booth, but do not have the money which were two thousand ringgit. What they did was talking to the organizer to provide them a space, and what the organizer gave was a space in between booths. This is their first booth ever since their started HBB. They had to sit on the floor, and had box for people to put in money. in. That's actually how HBB started. Therefore, the first advice is to start small and just start something.

Later, they talked to people at MyHarapan, they were looking forward to help them in the future. According to the speaker, never think that your idea is bad, it is really proven otherwise. Try to present your idea to people with more experience. They will show you the way. MyHarapan has been helping HBB a lot. Without MyHarapan HBB wouldn't even be here. They have been supporting a lot since the beginning, and been through

the journey together. They sent the speaker to South Africa and they have also been to Mexico.

Another lesson is to always have a mentor. A mentor is someone or an organization that has experience in social business. In MyHarapan, they have SCOPE, MAGIC, and Dana Belia. There are a lot of people in Malaysia, social enterprises are alive and kicking in Malaysia. Start now because, when you are young and it is new, any business will tend to make mistake. And the fact of being young is that you can fail and you can learn from that failure and fail again.

HBB is an NGO in Malaysia, but they had already set up a hospital in Cambodia which is a social business. HBB is registered as a company that runs social business in Cambodia. In Malaysia, they are an NGO and train youths to do basic healthcare. Many people think that all these health missions and all these health missionary involves only doctors. Actually, healthcare involves all professions. They have architects, engineers, accountants and business people. HBB wants to train the youths about basic healthcare such as how to detect high blood pressure. Not only that, HBB teaches them how to communicate, how to convince investors and how to fund. They conducted these classes. They do not have any office.

Currently, they have bought a piece of land in Cambodia. They have laid the foundation of the first ever HBB clinic there near the Cham community. They are using the conceptualization social business concept for this clinic. For example, the clinic is open to all. Not just for the poor people or just for the ethnic minority. All the profit gained from the patient that can afford the treatment will fully subsidize one patient that could not afford the treatment; people who are disables, single mothers, or those who are under the poverty line. That is quite a simple concept of conceptualization that has been proven to work in Bangladesh and Pakistan, and trying to make this concept the first ever in South East Asia.

CONCLUSION

Please do something that your future self will thank you for it. The speaker was very fortunate to start HBB because he has been very happy every day. Before this he could not sleep at night due to the buzzing sound. Now he wakes up at night thinking about his next project with HBB. He wakes up in the morning feeling excited about what to do with HBB. Dr. Lutfi hopes that everybody can walk out of the conference with a passion to start a revolution, driven by compassion.

12. CREATIVITY IN CREATING BUSINESS WITH TOUCH ON SOCIAL IMPACT

Nurfarini Daing
Co-Founder and CEO
Of MyHarapan Foundation

ABSTRACT

Science Centre is a non-profit organization and it survives on donations and it needs a lot of money to cover the operation cost. Every action taken by the organization is the need for survival. Having financial crisis, economic downturn and a lot of social entrepreneurs and enterprises facing problems. The entrepreneurs are scrambling, they are trying to find a good business model and to have a social vision. It is very important to have social impact but do not neglect the entrepreneurial part of it. There are some social entrepreneurs that have been developed by young Malaysian and they have been given a grant of RM5000 each, which is a small amount of money for innovation.

INTRODUCTION

myHarapan or the Youth Trust Foundation, was established in August 2010 and has since then engaged over 25,000 Malaysian youth and funded over 120 various social initiatives. myHarapan is a social business advocate and uses it as its compass. We also co-organized the Global Social Business Summit 2013, and launched their Social Venture/Business Fund to provide access to funding for start-up Social Businesses and Entrepreneurs.

PRIMARY SUBHEAD

This project hopes to see the demand side of the social enterprises and the NGOs and their needs, how much funding they need, what kind of support they require. There are thousands of applications and 25 of them had been shortlisted, out of 25, 12 were selected as winners and they are undergoing interventions. They have their action research scheme in which through the action research, they will be able to observe the progress from time to time. There is 'Foodabox', the people involve were present in the session. Foodabox was created by a group of students from different faculties in University Malaya. Some are from entrepreneur, some from business, they are all in different areas. Foodabox is basically a biodegradable food packaging that costs lower than polystyrene. they have eco-friendly solution packaging and it is cost friendly and at the same time they provide opportunities of employment in Foodabox. It is a very innovative solution and they had been awarded MyHarapan Award.

SECONDARY SUBHEAD

myHarapan aims to help youths drive initiatives on their own. MyHarapan advocate social entrepreneurship. It's really about creating the right mindset. The youth involved were given the opportunity to do projects on their own and myHarapan facilitate the process, instead of spoon-feeding them. To do that, myHarapan provides engagement programmes, organises workshops, provides content and offers grants, among other

things to simply put, they act as an “accelerator” to get determined young people to work on their ideas.

CONCLUSION

MyHarapan is dedicated towards empowering young Malaysians by supporting youth projects and initiatives that contribute to the current nation building efforts. To achieve this, my Hrapan provides various platforms and opportunities that help the youth scale, sustain, expand and multiply their impact. They are also trying to look at how they can shape up, innovate social services, and these models are for them to get feedback, information, insights of NGOs and social enterprises.

CREATIVITY IN CREATING BUSINESSES WITH A TOUCH ON SOCIAL IMPACT

Daniel Loy Hui Siang
Vice President
Social Innovation, Malaysian Innovation Agency

ABSTRACT

The 'Berbudi Berganda' Social Impact Innovation Challenge is an initiative by the Malaysian Innovation Agency which invited social organisations to come forward to propose fresh solutions for social issues in three areas: Youth Unemployment, Homelessness and Elderly Care. This challenge was open to all local social organisations/ NGOs already engaged in social work.

All the participating social organisations/NGOs underwent interview and pitching sessions whereby 12 organisations were shortlisted to receive the capacity building incubation awards. These organisations went through an incubation process, where they were guided on, among others; the framework that governed their intervention efforts and mechanisms to measure social impact.

During the incubation period, these organisations were also steered to increase their capacity and move beyond their comfort zone to innovate in order to create greater impact. The 12 selected social organisations won RM25,000 seed money each, to run the on-the-ground interventions and a chance to implement their ideas and prototype. All these interventions will be evaluated and the social organisation with the greatest impact won a RM 30,000 fund provided by Credit Suisse.

The 'Berbudi Berganda' Social Impact Innovation Challenge is part of an on-going effort under the social financing initiative to empower social organisations, so that the burden of social reforms are effectively and efficiently shared via a public-private partnership.

INTRODUCTION

Malaysian Innovation Agency (AIM) is a statutory body established by the Government through an Act of Parliament. It was created to jump-starts wealth creation through knowledge, technology and innovation, stimulates and develops the innovation of the eco-system in Malaysia towards achieving Vision 2020.

AIM's main objectives are to:

- a) Generate additional revenue to contribute to Malaysia's GDP;
- b) Provide additional jobs for the Malaysian workforce;
- c) Inspire and produce a new generation of innovative entrepreneurs;
- d) Facilitate the evolution of Malaysian companies into major global players.

PRIMARY SUBHEAD

What happen to orphans once they turn 18? Do they have what it takes to make it in the world outside the walls of their orphanage? Are there employers out there who are open to hiring homeless people? Can unemployed youth create an economic impact in their local communities through eco-tourism?

These are among the questions which will be answered by the 12 finalists for the Berbudi Berganda: Social Impact Innovation Challenge, through their innovative on-ground intervention work. The 12 were among the 300 who submitted their innovation intervention ideas for the challenge and they would be positioned by the Malaysian Innovation Agency (AIM) as advocates for greater reform in the social sector. The finalists who have won seed money of RM25, 000 each will undergo a three- month capacity building incubation.

SECONDARY SUBHEAD

The Social Impact Innovation Challenge, which was launched in October last year by Minister in the Prime Minister's Department, Dato' Mah Siew Keong, attracted both social organisations and individuals who had submitted innovative ideas for intervention work in three areas – homelessness, youth unemployment and elderly care.

In December, after perusing all 300 ideas, AIM's Social Innovation's team narrowed it down to top 25, who presented their ideas to a panel of judges, after which, 12 best ideas were selected. The 12 finalists are as follows.

No	NGOs/Individuals	Projects
1.	Mastura M. Rashid	Providing employment and shelter for the homeless
2.	Be The Change Resources	Job placements for homeless through pop-up street interview
3.	Mohd Effuan Aswadi	Providing jobs as tour guides for the homeless
4.	WOMENgirls, (Women and Girls Self-development Organization)	Mentoring and apprenticeship for unemployed girls
5.	Abbie Hosanna Anak Ruang	Empowering youths with jobs in eco-tourism
6.	Soroptimist International Club of Petaling Jaya	Coaching and training for unemployed youths
7.	Pertubuhan Prihatin Sosial Malaysia	Empowering youths in digital micro-enterprises
8.	Persatuan Kebajikan HOPE worldwide	Training of under-privileged youths to become clinic assistant/pharmacy's general workers
9.	Kiddies Joy Centre	Empowering single mothers to earn from home through baking.
10.	FOODABOX Enterprise	Eco-friendly food packaging and providing employment to single mothers

11.	Jamaluddin Wahab	Providing support system to adulthood for orphaned youths of 18 years
12.	L.H Learning Group Sdn. Bhd.	Providing marginalized youths with accelerated learning training

Prior to the challenge, there were three rounds of focus group discussions with more than 45 NGOs and Social Enterprises.

CONCLUSION

The RM25,000 seed money that has been provided had initiated the implementation of their innovative ideas, the 12 finalists will carry out their intervention work over the period of three months. To ensure of an effective intervention, they will receive professional guidance and incubation support by an established social impact consultant. At the end of the programme, the finalist with the best outcome will win a grant of RM 30,000 sponsored by Credit Suisse to further expand their ideas.

WHY YOUTH, WHY YOU? CONNECTING MEANING TO WHAT YOU DO

Mr. Christoffer Erichsen
CEO and Co-Founder
of Scope Group

ABSTRACT

Imagine people in this world are all astronauts and they are all travelling on a spaceship. This planet is in deep trouble and we inherited this planet from our parents and probably some of us have contributed of not maintaining the planet. We have the opportunity to discuss with ourselves on what the next generation will inherit Try to imagine a world without ideas and without change makers. What will we be having here? The chair that you are sitting on would not work. The organization that you are a part of would not exist. In fact, where would Malaysia be without ideas? Where would the world be without ideas and where would the world be without people who are good enough to push the ideas. The only thing that makes us move forward is creativity and being reasonable. When talking about entrepreneurship and leadership, that is the job that used the power of new ideas combined with action.

One of the crazy ideas that turned out to work was the Human Library. You can check it out at humanlibrary.net. Basically the idea of Human Library is that many of us have probably experienced being judged because of the color of your skin or because of the clothes that you wear or because you are different somehow and people think you are somehow weird. That is actually very sad. What if you could get people a little bit more open in meeting other people. Someone who is a former prisoner, someone who was born with a special gift or handicap as some people call it, or a single mother or a student who comes from other country to Malaysia and experiencing what other people think of them as some sort of criminal because they come from Africa.

INTRODUCTION

Social entrepreneurship is not necessarily about having a private limited that does social impact. Social entrepreneurship can also be a government agency or an NGO that does something that makes a difference. Creating impact in an enterprising way and that means we are all social enterprises. So why youth?

PRIMARY SUBHEAD

The world is not perfect and we have to start somewhere. And this idea was mooted by five people and the speaker was one of them and they went to several countries in the world without any budget. This is someone amazing in Malaysia's social entrepreneur; there are examples of someone who came out with a solar solution to night markets to reduce the use of generators which involve the cost for fuel at the same time causes pollution. The night market is a big thing in Malaysia, a lot of food and other things, allowing people for survival, what if we can help them to save some money every month and at the same time it has less impact on the environment.

SECONDARY SUBHEAD

The world is not perfect and we have to start somewhere. And this idea was mooted by five people and the speaker was one of them and they went to several countries in the world without any budget. This is someone amazing in Malaysia's social entrepreneur; there are examples of someone who came out with a solar solution to night markets to reduce the use of generators which involve the cost for fuel at the same time causes pollution. The night market is a big thing in Malaysia, a lot of food and other things, allowing people for survival, what if we can help them to save some money every month and at the same time it has less impact on the environment. So he has a vision, some knowledge and he finds the solution. Similarly, we have another social entrepreneur, Biji.

So why youth? Initially it can be someone else's job and when there is a banana peel on the carpet someone should have cleaned that up. It is always someone else's job to change things. So think of some ideas to change your world and your world is quite big. The first one is the most important one; do not trust anyone instructions. Many people will come to you and tell you how to do social enterprise, take it all with a pinch of salt, maybe more because how would they know what is right for you and maybe you will meet some reasonable person who will tell you how you can do it differently. By following the best practice as you are younger and have a future and connected in a different way. The next one is to travel and explore. And what the speaker means by travelling is not necessarily for you to go all the way to Ghana the United States to figure out some sort of innovation or change. Travel could be in your own university having spoken with the community, in your own neighborhood when you happen to go across the street and speak to the man who is always seating there by the bus stop. Travel can just be actually how we see things, or it could be googling, connecting with people you normally do not connect, ask questions you normally don't ask and explore and discover. Pick yourself; don't ask for permissions, perhaps permission is already given by the Lord of the universe. So pick yourself, do not wait for permissions. Just do it and you will figure out how and play hard.

The passion is that you have to be the best for the world not in the world. A lot of people who say that we are the best university in the world, we are the best company in the world but we do not need any more of this. We need more people who say I want to be the best citizen for the world. I want to run the best social enterprise for the world. I want to build the best school for the world. Because when you do something as in Bahasa Malaysia we call 'niat' or intention with purpose everything will become easier, everything will be faster.

CONCLUSION

The best way to discover your superpower is to try out. This is exactly what the speaker and his people were doing with the profit that they gained. So if you have something that you want to try, try it when you're ready to quit your job and does it full time. The last thing is to connect and recruit folks. It means you are not just joining something, you need to bring more people, and you need to bring them into the space as well. Apart from that, in the social enterprise business sometimes there are too many people who want to get the credit for saving the planet and not enough people who want to work without craving for credit. We need to let go of our ego and say this is my idea and so

on. You can join us if you want to connect and bring your friends. It is on Friday, 7 pm in Central. This is the speaker's point because this is just his idea of how you can make the world better but he would invite all of us to make your list, make it useful and never give up. Let's stop, let's work, and let's do something.

15. FUELLING SOCIO-ECONOMY IMPACT THROUGH CAPACITY BUILDING IN SOCIAL INNOVATION AND ENTREPRENEURSHIP ‘ FOR MALAYSIAN YOUNG START-UPS

**Professor Dr. Raja Suzana Raja Kasim
Founder and President of Social Enterprise Malaysia (SEM)**

ABSTRACT

Social Enterprise Malaysia (SEM) is creating the impact to give social economic value and how the young people can contribute. SEM is a non-profit organisation and it is the brainchild of a long term research with a grant amounting to RM5 million and is patronised by the Ministry of International Trade and Industry (MITI) and a few entrepreneurs along with more than 5 thousand young people. SEM pursue the advancement of social innovation and tackles the problems that the young people in Malaysia are currently facing. SEM's model is based on a hybrid integration of all elements which means doing businesses by getting the values and giving back to those in need.

SEM is interested in building the capacity of the young people with aspiration, interest and to get them to venture into business. Currently, SEM has other services with membership from various business activities. In bringing impact on the social economic value, social enterprise is the theme that would complement each other. SEM never has the aspiration to compete. In this context, SEM will bring a number of social entrepreneurs, entities of charities or companies and they work hand in hand. Some of the areas that SEM has been embarking on are similar to the model that they are all currently having.

INTRODUCTION

SEM is a non-profit business entity that aims to move the social cause initiatives for the advancement of social innovation worldwide. SEM aimed to be the recognised as a social entrepreneurship involve in capacity building, education and practice. SEM hybrid income has several generation models such as:

- **Fee-for-service:** Charging clients for social services in order to recover the service provision cost.
- **Social Products:** Earned through services and social products
- **Services:** Commercialisation of a skill or expertise to a group, association or enterprise in exchange for services such as a newsletter, discounts, conferences, and many more.
- **Unrelated Business Activities:** Revenues from a business unrelated to the SEM's mission and created for the purpose of funding specific social activities.

SEM is currently working based on the status of young people and what their future would be. Problems faced by the young people in the world is the same as the one faced by our youth. It is a fact that currently we are facing a tough time but the situation is not as bad as the one faced by the western countries. The current unemployment rate is 3%. It is hoped that the figure will be decreasing and the problem need to be tackled. SEM is looking into the interest of 1.125 million young people who will be at risk of being

unemployed. SEM need to take some initiatives to reduce the risk faced by the youth. Depending only on the government's support will not be sufficient. Some of the areas that SEM is interested to look into is to bring the social impact. How does SEM create this? SEM is interested to look at the value and the manner on how they could give back in improving the economy and the social values. The model that SEM is currently working on will take 3 years and involving 2 stages.

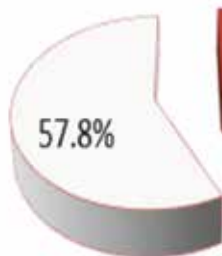
In regards to awareness, business is always about generating good money and doing well at the same time. SEM is managing the impact. In this case, SEM assists and monitors the value changes from the initial stage when the business started, the first year impact, the second year and the third year. SEM will provide the youth with the right business model, marketing, structure and mode for the youth to progress in the final year by placing them in an appropriate position.

PRIMARY SUBHEAD

The government is interested in providing values in tandem with Vision 2020 and the Malaysian New Economic Model. This initiative involves replicating the world's social enterprises best practices models such as the Grameen Bank. To this end, Professor Yunus who founded Grameen Bank as a result of a research from a university, was consulted. The same situation is happening in SEM. Currently SEM is building the capacity of young people by getting them to join SEM. Professor Yunus has also contributed towards the betterment of young people in Paris, France as SEM had worked closely with Babson College in the U.S in sustaining entrepreneurship values for the past 22 years. In Germany, SEM has several other initiatives taken such as social ventures for young people and recently the speaker became one of the world judge for student's advancement for global entrepreneurship. This is where students from all over the world are competing by presenting their business ideas and develop the opportunities and they get the funding at the same time. They will be competing in San Francisco next April and the winner will be flying to Korea to extend their business models. This is actually part of the National Blue Ocean Strategy whereby the social entrepreneurship has been placed in the Malaysian economy therefore, social enterprise should be able to give high impact with low cost and is able to provide return towards the sustainability of the business and creating jobs.

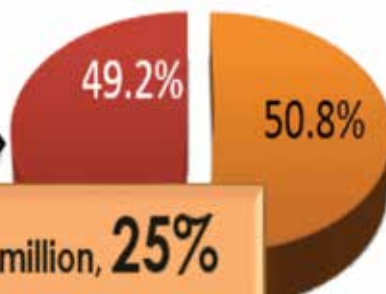
Population in Malaysia

■ Youth



Gender Distribution of Youth Population

■ male ■ female



Ages 15-25 = 4.5 million, **25%**
= 1.125 Millions
 appears to be at-risk

R I S K
Approximately
 25%
 At – risk
 1.125 million



Estimated
 4.5 million
 15 – 25 years old

Figure 1: Youth Population in Malaysia

TERTIARY SUBHEAD

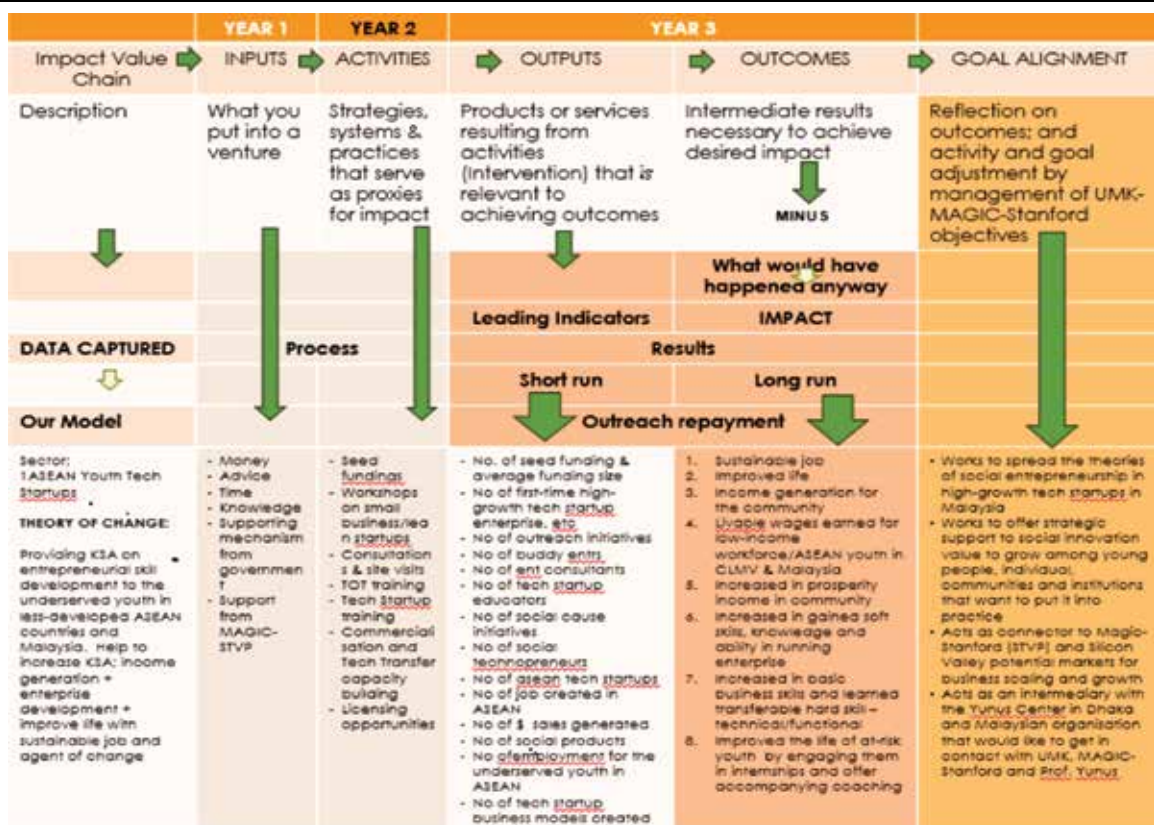


Figure 2: Social Impact Value Chain

CONCLUSION

When young people are talking about business, there are creating more jobs and become a job creator rather than a job seeker and concurrently addressing the community and national needs, this will give impact in terms of values. There are 3 steps for a business start-up:

1. Identify a business venture, from a team of at least two or more teens, and find an adult ally/ sponsor.
 - The business must be either a
 - Social Responsible Business (SRB)
 - Social Enterprise Business (SEB)
2. Operate the business during the year
 - Focus on
 - Marketplace Viability
 - Social Impact
3. Travel to the SAGE Malaysia tournament to present your business to a panel of leaders.

16. **NURTURING YOUNG SOCIAL ENTREPRENEURS: CHALLENGES, OPPORTUNITIES & WAY FORWARD FOR ACADEMIC INSTITUTIONS**

Associate Prof. Datin Dr. Shamsubaridah Ramlee
Director
Centre for SME Development
National University of Malaysia (UKM)

ABSTRACT

Reasons why people are not taking care of their senior citizens: They have hectic life style with sandwiched generation; children, parents, siblings and relatives, lack of emotional support and no time for their own life. With the advancement in medical science, nowadays people have longer life span and the world is currently experiencing a growing number of senior citizens. It leads to an increase in the health care cost for senior citizens. Currently, there are critical mass in University with students in various faculties, academicians and experts as well as the non-academic staff.

Old age dependency ratio in Malaysia is expected to double from 7.4 percent to 16.6. it means that the working age population (5-64 years) .

INTRODUCTION

Old age dependency ratio in Malaysia is expected to double from 7.4 percent to 16.6. it means that the working age population (5-64 years). would have to bear the increasing number of old age population. Malaysian healthcare spending continues to grow at a fast rate. The expenditure growth is about 11% on average per year over the past 12 years. Curative care has 57% share of the expenditure. This situation can be a relevant model to develop a business model for Social Entrepreneurship. Social care and healthcare-focused social enterprises are classic examples where contracts may exist with local authorities to deliver the services to eligible people within the community.

PRIMARY SUBHEAD

Life Dependency Ratio

There is an increasing number of population in Malaysia as shown in Table 1 and Table 2 is about life expectancy after 65 years. Old age dependency ratio is expected to double from 7.4 to 16.6. This means that the working age population (15–64 years) would have to bear the increasing number of old age population.

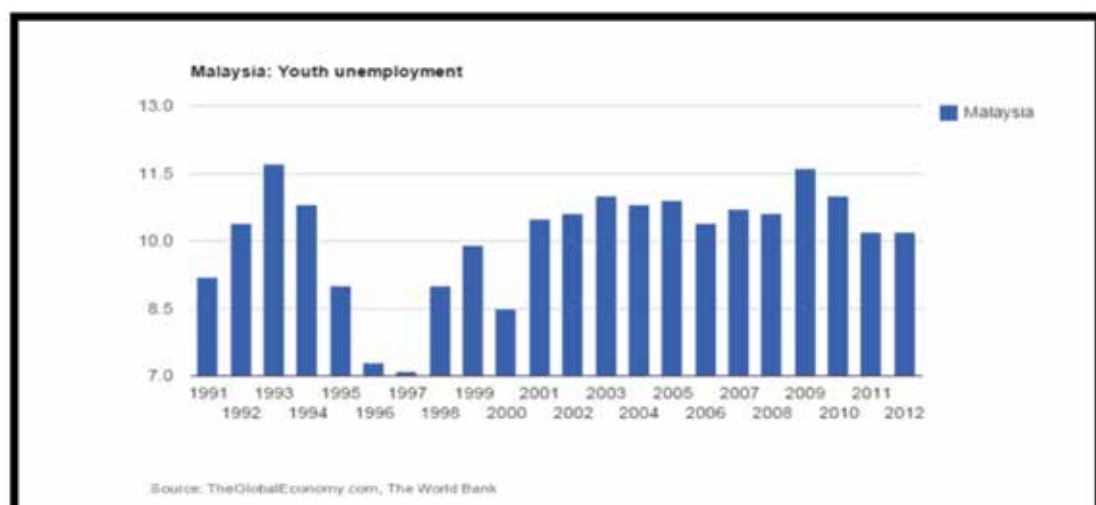
Population Projection by Age Group Malaysia, 2010–2040

Tahun Year	0–14 (‘000)	%	15–64 (‘000)	%	65+ (‘000)	%	Umur penengah Median age
2010	7,822.1	27.4	19,341.4	67.6	1,425.1	5.0	26.3
2015	7,733.4	25.4	20,971.9	68.8	1,779.9	5.8	28.2
2020	7,780.7	24.0	22,445.9	69.2	2,214.6	6.8	29.9
2025	8,009.5	23.4	23,533.4	68.6	2,751.3	8.0	31.5
2030	8,087.9	22.5	24,542.0	68.2	3,335.7	9.3	33.0
2035	7,893.4	21.1	25,606.1	68.5	3,889.9	10.4	34.5
2040	7,537.2	19.6	26,615.6	69.0	4,405.1	11.4	36.0

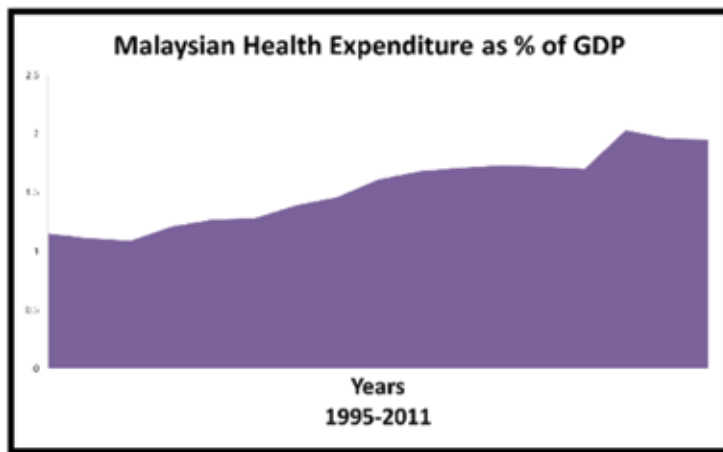
Life Expectancy After 65 Years Old

Years/Genders	2009	2013
Male	13.7 years more	14.8 years more
Female	15.8 years more	16.6 years more

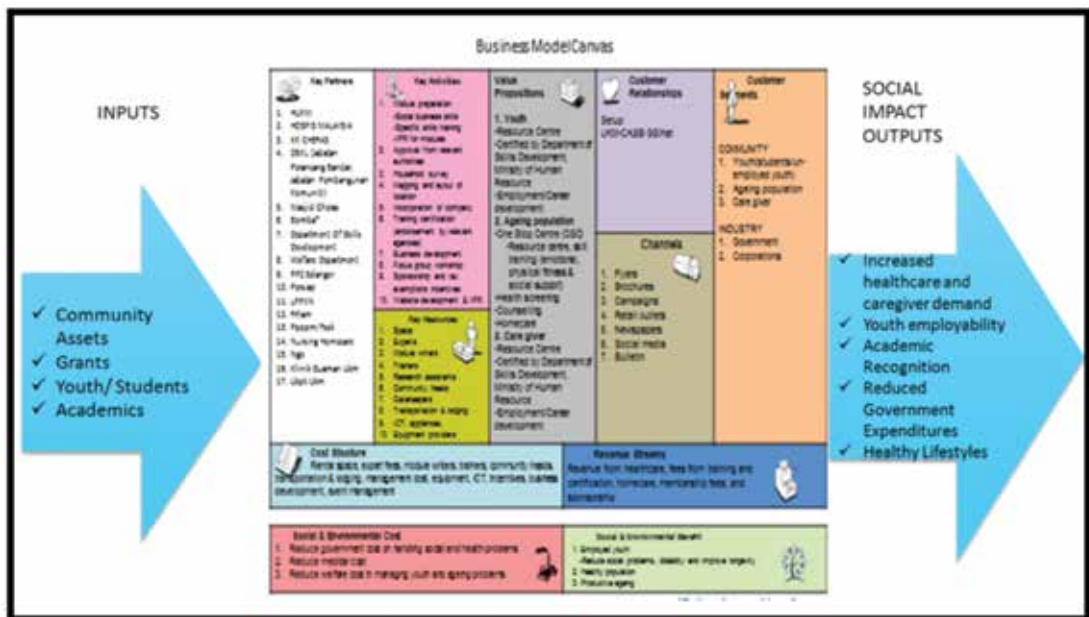
Youth Unemployment 1991-2012



Malaysian Health Expenditure as % of GDP



Business Model



Project Phases:

Phase 1 (Survey)

- Identify Centre of care giver for senior citizens (Al-Fikrah care giving centre) as the lab
- Analyse survey of occupants' necessities and needs in the study area.
- Identify assets available in the centre and surrounding community.

Phase 2 (Module Shaping)

- Students were exposed to social business modules, entrepreneurship development for care giver services, generating care business ideas, teaming, business canvas for care giver services, marketing, finance and pitching.

Phase 3 (Training)

- Training of undergraduate students from FSSK and FKAB UKM through TOT.
- Students that has been trained through TOT will then be training the communities.

Activities

• NETWORK

- Mind Nurturing Workshop, Puri Pujangga (21/11/14)
- Networking with Department of Social Welfare (JKM) and Department of Skills Development (JPK).
- Discussion on establishing the Community's Health Information and Training Centre (PULAKEM, UKM), (15/12/14)
- Networking with JKKKP Chairperson, Headmasters and Community of Beranang District.

• TRAINING

- i. **WORKSHOP ON SAFETY AND MANAGEMENT, (AL-FIKRAH)**, 29/10/14
Students from Faculty of Engineering (FKAB), UKM
- ii. **TRAINING OF TRAINERS**, (MTDC) 21/11/14
Lecturers of Social Sciences and Humanities Faculty (FSSK), UKM
Research Asisstants.
- iii. **WORKSHOP ON ELDERLY CARE FSSK**, (5-6/12/14)
Lectures and third year students of the Gerontology FSSK
Masters and Phd students of FSSK
Research Assistants.
- iv. **SAFETY AND HEALTH TRAINING MODULE FOR PUSAT JAGAAN AL FIKRAH**
(21/3/2015)
Students from the Faculty of Engineering (FKAB), UKM

• SPECIFIC SKILLS DEVELOPMENT

- Entrepreneur Psychometric Index (PIKEN)
- Measure of individual's internal readiness and potential value of psychological aspects of entrepreneurship attitudes, thinking and behavior to become entrepreneurs

• WAY FORWARD

- i. Students / youth
 - ✓ Create job opportunities through social business.
 - ✓ Increase student's marketability and entrepreneurship.
 - ✓ Reduces unemployment rate.
- ii. UKM
 - ✓ UKM as the centre of training laboratory for senior citizen care services.
 - ✓ UKM as the care giver and healthcare certification body for modules in senior citizens' health and care centre.
- iii. Community
 - ✓ Increase healthcare and caregiver demand
 - ✓ Youth employability
 - ✓ Academic Recognition
 - ✓ Reduce Government Expenditures
 - ✓ Healthy Lifestyles

SECONDARY SUBHEAD

Investigating market potential with partners, competitors, building relationship with competitors and stakeholders are among initial important steps in venturing into Social Entrepreneurship. Assessing the strength and skill relevant to the areas of social entrepreneurship to be ventured and the identifying gaps are also important in the planning and realization of the social entrepreneurship project.

CONCLUSION

The issue of sustainability is critical to any business, and social enterprise is no exception. Will there be a demand and after the completed project an initial pilot how do we scale up. In the social enterprise setting, revenue may also be augmented by grants and other sources, depending on the nature of the organisation and so sustainability considerations will need to take into account all sources of income.

17. THE IMPORTANCE OF BALANCING CORPORATE AND SOCIAL GOALS

Dr. Tee Keng Kok
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ABSTRACT

Balancing the corporate goals and social goals. When we talk about balancing between corporate goals and social goals it means that there exists an imbalance between the two, it implies that there is an imbalance. But why is there an imbalance? The corporate goal is seeking for more profit and money and there is nothing wrong with it, totally nothing's wrong.

However, corporations need to balance between money and society. Corporation is not only for profit but for the planet, society and people.

INTRODUCTION

Dr Tee Keng Kok obtained his PhD. in Management Communication in 2009 from the University of Waikato, New Zealand. He is teaching Organizational Behavior, Human Resource Management, and Corporate Social Responsibility (CSR) at the MBA level and Theory of Management at the MSc and PhD level.

Dr Tee is extremely proud to be associated with the internationally recognized Association to Advance Collegiate School of Business (AACSB) in which UPM is the first and only accredited university in Malaysia and 6th. in Southeast Asia when he was the head of the Accreditation Unit. His work in accreditation has been recognized internationally as he is now one of the Peer Review Team Chair for ABEST21, an international accreditation agency based in Japan.

Dr Tee's passion on CSR/Sustainability initiatives is recognized as he was part of the adjudicators for the National Annual Corporate Report Awards (NACRA) and Sarawak Chambers of Commerce and Industry (SCCI) Annual Corporate Report Awards (ACRA).

Having students close to his heart, Dr Tee is the current Putra Students Association (PSA) advisor. He works very closely with students in the International L'Oreal Brandstorm Competition where UPM students consistently qualified for the national finals since 2008. He had been appointed as the judge for UPM for the competition in 2014. In the same year, he coached a team of students in winning the 1st. runner-up in Developing Solutions for Developing Countries (DSDC) Competition, organized by the Institute of Food Technologists (IFT) Students Association, in the IFT Annual Meeting in New Orleans, USA.

Writing cases is one of Dr Tee's forte. He was commissioned to write for the Asian Institute of Finance (AIF) and is currently the Associate Editor of Asian Journal of Case Research (AJCR). Apart from work, he volunteers at the British Army Local Enlisted Personnel's (BALEP) retreats since 1999.

PRIMARY SUBHEAD

Corporation need to balance between money and society. Corporation should care for the society and it is not only the responsibility of the government. We do not argue on who should be taking care of the society because there is no end to that question then the debate will go on forever. We have to go into political science, just to understand. Get serious, that is what really matters, who is taking care of the society.

Why must the corporate goals only be for profit? Should the corporations be looking into the planet? Should the corporations be looking into the people and this is the concept called the three bottom- lines? The three bottom-lines are not only for profit but planet, society and people. If companies can go for three goals, why must go for one!

Our needs and wants are can never be fully fulfilled and they will keep on increasing. It is the same with corporation, if the corporation needs and wants for financial aspects, keep increasing, you will never be able to go up. Why should we have social goals? Because it makes total sense to have them. What are the social goals? Taking care of consumers, taking care of the employees, taking care of the environment, taking care of the community.

'If you do not have consumers, you will not have a business. If you do not take care of the employees, you will have nobody working for you, there is no loyalty, and the staff will keep changing especially gen Y'.

SECONDARY SUBHEAD

In business sense, there is a win-win situation. Bursa introduced Corporate Social Responsibility (CSR) in 2007. All listed companies must report in their annual report their CSR activities with regards to four aspects; market place, work place, environment and society.

When we talk about world largest economies, data in 2012 showed that United State is number one, followed by China in second place, Japan in the third place and fourth is India. The fifth is not a country but a corporation. Some corporations' economies are bigger then countries. When countries' responsibility is to take care of the people and if the corporation which have this much power, the power to make a difference and their responsibility is not only to make money. The bigger economy must take care of the smaller economy.

CONCLUSION

A new balance in corporate and social is required and it is not necessarily a choice between the corporate goals and social goals. That is the reason why currently many businesses are going for social entrepreneurship. There are so many models out there which had proven to be successful. Probably everybody can think about that.

THE IMPORTANCE OF BALANCING CORPORATE GOAL AND SOCIAL GOAL

Zaiwin Kassim
Chairman

Sarawak Innovative Youth Co-operative Berhad (KOBIS)

ABSTRACT

Making change is the most important role in social entrepreneurship and balancing of corporate and social goal is very challenging. For example, they must make decision to wear casual or formal attire to the event that they are attending. Thus, our decision on selecting suitable attire will make the impact in our life.

KOBIS is a platform for youth development activities based on the concept of youth, for the youth, by the youth in solving or contributing to resolve related issues. KOBIS's vision is to be listed as the top 10 Best Co-operative in Sarawak in 2015 and the Top 100 Best Cooperative Malaysia in 2020.

KOBIS'S missions are:

1. To promote a progressive and a well-planned co-operative in Sarawak's economic sector.
2. To empower the youth socio-economic (members) using the co-operative as a platform, catalyst and resource support for members.
3. To develop youth (members) towards excellence, especially on the elements of entrepreneurship, careers, skills and innovation.
4. Fostering a comprehensive youth development agenda to help the Sarawak's youth to be more aggressive, proactive and innovative in their role as the country's future.
5. To produce a more innovative youth who are persistence in sowing the impact of excellence for future generation.

INTRODUCTION

The speaker shared his business journey in the session. He resigned from a job as an engineer and started a car workshop venturing on fuel efficiency using hydrogen technology. He succeeded even though he had a hard time during the global recession. He received the "Malaysian Innovator" award in 2010. Balance involve art and science which the art, something that we gain through experience and wisdom. Science is something that we learnt by knowledge to enhance the skills and productivity.

People having technical skills are more appreciated. Thus, KOBIS encourages more people to get involve in this skill. KOBIS sponsored 1 or 2 people out 10 to learn technical skill. This is how the association does it's balancing in corporate and social goal. We must identify the proper way to develop our business to obtain good result if we want to succeed in business and sustaining the growth.

PRIMARY SUBHEAD

KOBIS will identify the things that we really care if want to give impact and

succeed in business. KOBIS must have three things in order to be successful in business, namely, innovation (must accept all ideas and think out of the box), collaborate (must collaborate with all the agencies to achieve our goal) and improvise (must improve our self with knowledge).

In Sarawak, KOBIS focus on career, innovation, skills development and entrepreneurship for local youth. KOBIS also designed the model where by everyone need to be involved, be the mentee by identifying role model, collaborate with government and private agencies, and finally become the mentor. We learn better by teaching others and this is how we improve ourselves. KOBIS identifies the youth in Sarawak, engaged with them and transform them to become mentors. Thus, KOBIS appoint 10 individuals in every college or university to become the innovators and mentors to support KOBIS's activities through "Mahasiswa Network" and "Koperasi". KOBIS brought them to conferences to gain more knowledge and motivate them until they become good mentors and innovators.

CONCLUSION

KOBIS goals' is to promote and realize the high-impact activities in line with the youth's aspiration. KOBIS advocates greater participation in the development agenda of a dynamic and innovative younger generation, particularly the Sarawak youth. KOBIS's activities focuses more on the field of Entrepreneurship, Employment, Skills, and Innovation to build the young people for a better life.



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