



# Social Entrepreneurship for Disaster Risk Reduction

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# Agenda

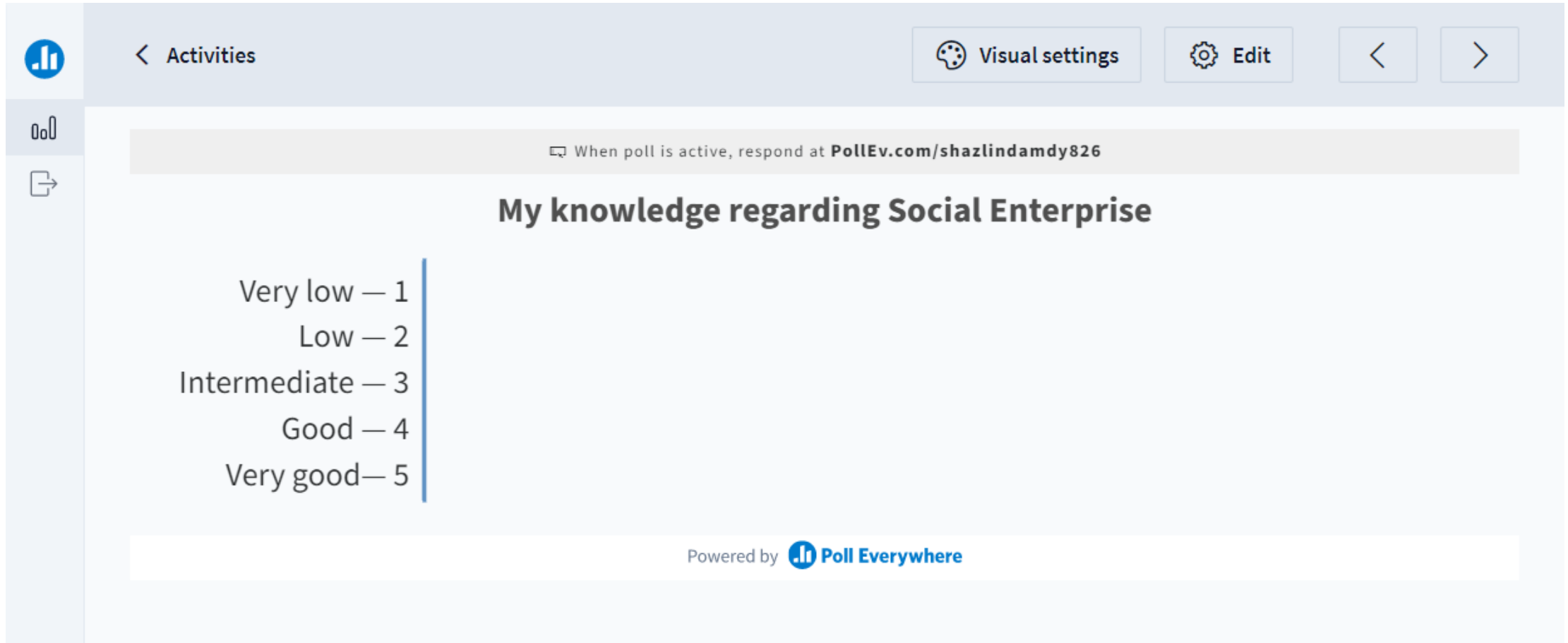
Time	Session	Activities
9am-10.15 am	Session 1	Opening Ice-breaking The reality of our world today
10.15am-11am	Session 2	What is Social Enterprise (SE)?
11am-11.10am		BREAK
11.10am-1pm	Session 3	Understanding various Social Enterprise business models
1pm-2.15pm		LUNCH & SOLAT BREAK
2.15pm-3.15pm	Session 4	SE Ideation
3.20pm-4.45pm	Session 5	SE Business Model Canvas (BMC)
4.45pm-5pm	Session 6	Reflection & Closing




# Session 1 : Introduction

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# How much do you know about Social Enterprise?



The screenshot shows a web interface for a poll. At the top, there is a navigation bar with a bar chart icon, a back arrow, the text 'Activities', and buttons for 'Visual settings', 'Edit', and navigation arrows. Below this is a light gray banner with the text 'When poll is active, respond at [PollEv.com/shazlindamdy826](https://PollEv.com/shazlindamdy826)'. The main content area features the title 'My knowledge regarding Social Enterprise' and a vertical scale with five levels: 'Very low — 1', 'Low — 2', 'Intermediate — 3', 'Good — 4', and 'Very good — 5'. A blue vertical line is positioned to the right of the scale, currently aligned with the 'Very low' level. At the bottom, there is a footer that reads 'Powered by  Poll Everywhere'.

# Perception towards Social Enterprise

The screenshot shows a web interface for a poll. On the left is a vertical sidebar with three icons: a bar chart, a list, and a document. The main header area contains a back arrow and the text 'Activities', followed by 'Visual settings' and 'Edit' buttons, and navigation arrows. A light gray banner at the top of the poll area contains the text: 'When poll is active, respond at [PollEv.com/shazlindamdy826](https://PollEv.com/shazlindamdy826)'. The central question is 'In ONE WORD, describe SE from your perspective'. Below the question is a message box: '0 responses received yet. They will appear here...'. At the bottom, it says 'Powered by Poll Everywhere'.

Activities

Visual settings Edit

When poll is active, respond at [PollEv.com/shazlindamdy826](https://PollEv.com/shazlindamdy826)

**In ONE WORD, describe SE from your perspective**

0 responses received yet. They will appear here...

Powered by Poll Everywhere





SE Business Models

SE Ideation

Impacts of SE

SE  
Business Model Canvas

SE Definition

# LEARNING OUTCOME



Session 2 :  
What is Social  
Enterprise?

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A photograph of Prof. Dr. Muhammad Yunus, an elderly man with grey hair, wearing a light-colored kurta and a grey vest. He is holding a microphone in his left hand and gesturing with his right hand, pointing his index finger towards his forehead. The background is dark.

# The roots of Social Enterprise

Prof. Dr Muhammad Yunus, Nobel Laureate (Economics), Founder of Grameen Bank





Why Social Enterprise is  
important now more  
than ever?



# What is Social Enterprise?

- *Organizations that address a basic unmet need or solve a social or environmental problem through a market-driven approach.*
- *Profit is reinvested in the community or the company.*



# The Distinction between SE, NGO and CSR

## 1. Funding



Non-profit



For-profit

NGO

CSR



# The Distinction between SE, NGO and CSR

## 2. Impact

Impact measurement : **TRIPLE BOTTOM LINE**

**People = Social**

**Planet = Environmental**

**Profit = Economic**





# Impacts that an SE can bring to the community



**1** No Poverty



**2** Zero Hunger



**3** Good Health & Well-Being



**4** Quality Education



**5** Gender Equality



**6** Clean Water & Sanitation



**7** Affordable & Clean Energy



**8** Decent Work & Economic Growth



**9** Industry Innovation & Infrastructure



**10** Reduced Inequalities



**11** Sustainable Cities and Communities



**12** Responsible Consumption & Production



**13** Climate Action



**14** Life Below Water



**15** Life On Land



**16** Peace, Justice & Strong Institutions




**17** Partnerships for the Goals

Which issue(s) would you like to tackle?

Impact on  
Disaster-  
Prone Area  
by stages



**DISASTER MANAGEMENT CYCLE**



Session 3 :  
Social Enterprise  
Business Models

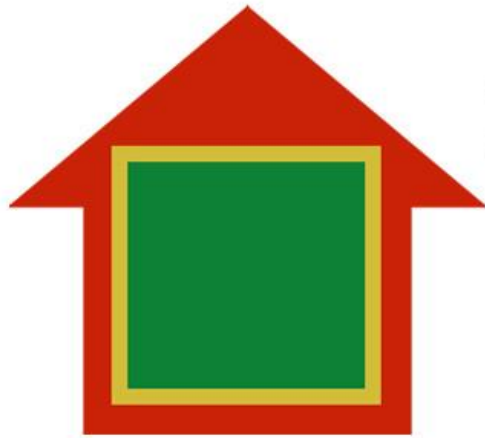
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# Social Enterprise Business Models

Business Models	Explanation
Cross-compensation	One group of customers pays for the service. Profits from this group are used to subsidize the service for another, underserved group.
Fee for Service	Beneficiaries pay directly for the goods or services provided by the social enterprise.
Employment & skills training	The core purpose is to provide living wages, skills development, and job training to the beneficiaries: the employees.
Market intermediary	The social enterprise acts as an intermediary, or distributor, to an expanded market. The beneficiaries are the suppliers of the product and/or service that is being distributed to an international market.
Market connector	The social enterprise facilitates trade relationships between beneficiaries and new markets.
Independent support	The social enterprise delivers a product or service to an external market that is separate from the beneficiary and social impact generated. Funds are used to support social programs to the beneficiary.
Cooperative	A for-profit or nonprofit business that is owned by its members who also use its services, providing virtually any type of goods or services.



## Case Study 1 : Grameen Bank



# GRAMEEN

*Banking for the poor*



## The conventional banks

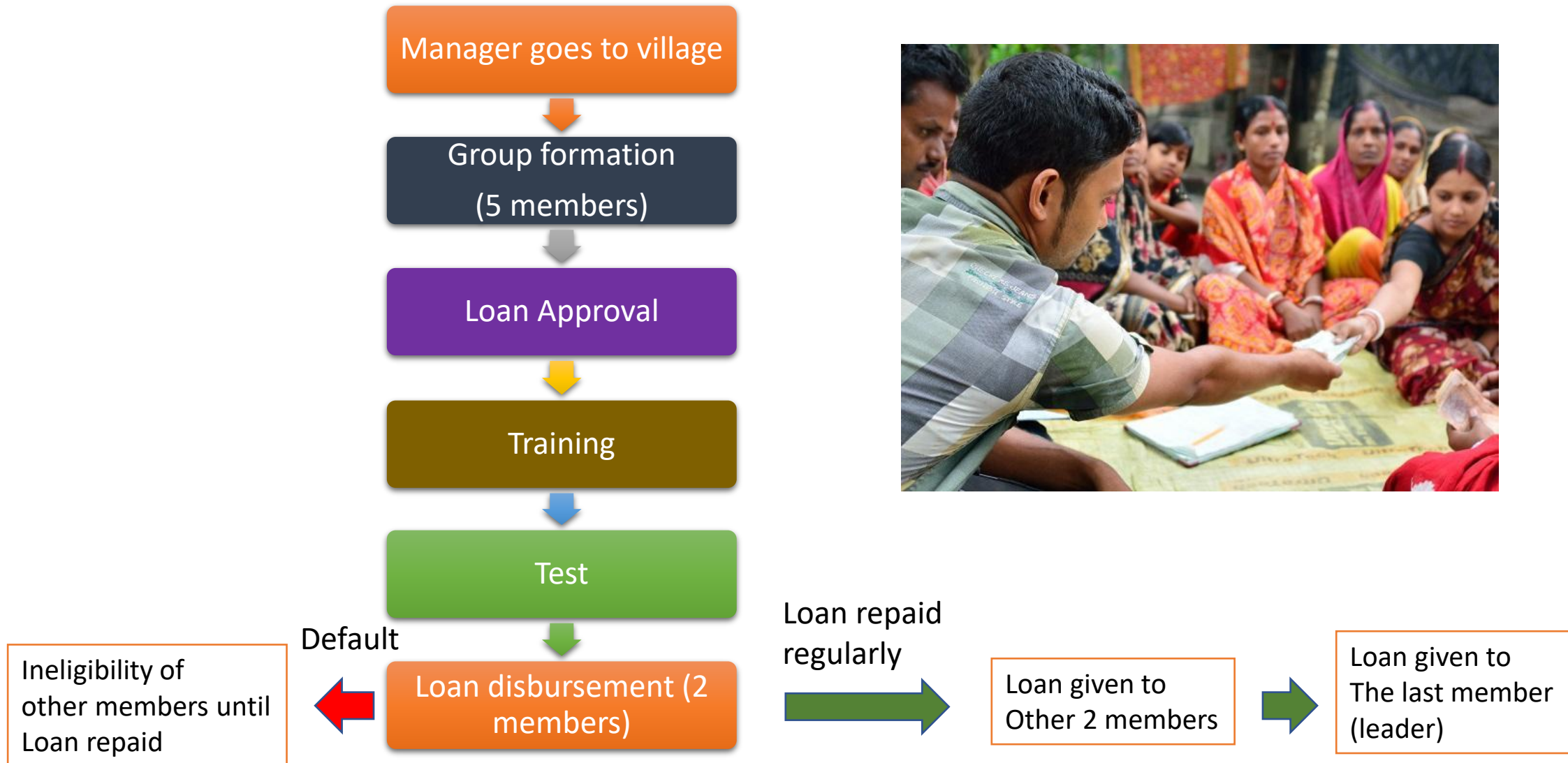
- Love rich people
- Lends big sum of money
- Must have collateral
- Customers need to go to them to get service

# Grameen Bank

- For poor people (women)
- Lends small amount of money (microfinance)
- No collateral
- Bank goes to customer



# Microfinancing Mechanism in Grameen Bank





# Grameen Bank : Which Business Model?

Business model	Case
Cross-compensation	
Fee for Service	
Employment & skills training	
Market intermediary	
Market connector	
Independent support	
Cooperative	

# Case Study 2 : ZaaCoal Ghana

# CHOOSE ZAACOAL

100% NATURAL SMOKELESS CHARCOAL

HIGH ENERGY CONTENT

[www.zaacoal.com](http://www.zaacoal.com)



# The conventional energy source

- Founder : Amin Sulley
- Issue : Ghana's reliance on wood or kerosene to cook (70-80% across Africa)
  - In Sub-Saharan Africa, indoor smoke causes 400,000 deaths per year
  - Massive tree-cutting is bad for environment







## Change to alternative energy source

- There were more than 1000 coconut seller in Ghana.
- Coconut pods waste was overwhelming.
- By transforming coconut waste to smokeless, environmentally-friendly and cheap charcoal :
  - Health problems due to indoor smoke was alleviated.
  - Tree-cutting was substantially reduced.
  - Increased job opportunities for the locals.





# Zaacoal : Which Business Model?

Business model	Case
Cross-compensation	
Fee for Service	
Employment & skills training	
Market intermediary	
Market connector	
Independent support	
Cooperative	

## Case Study 3 : Aravind Eyecare



ARAVIND  
EYE CARE SYSTEM

# Conventional Eyecare

- In the 1980s, cataract was the major cause of blindness in India (80%).
- Treatment for cataract is very expensive. Full price up to \$100.



# Change to more innovative product and practices

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- Establishment of Aravind Eyecare Hospital
- making intraocular lenses more affordable
- training cataract surgeons
- developing good systems of service delivery as well as innovative operating practices (the 'assembly line' system).





# Aravind Eyecare System : Which Business Model?

Business model	Case
Cross-compensation	
Fee for Service	
Employment & skills training	
Market intermediary	
Market connector	
Independent support	
Cooperative	

# Social Enterprises in Malaysia



# Masala Wheels



# Langit





# PantangPlus



# Malaysian SEs : Which Business Model?

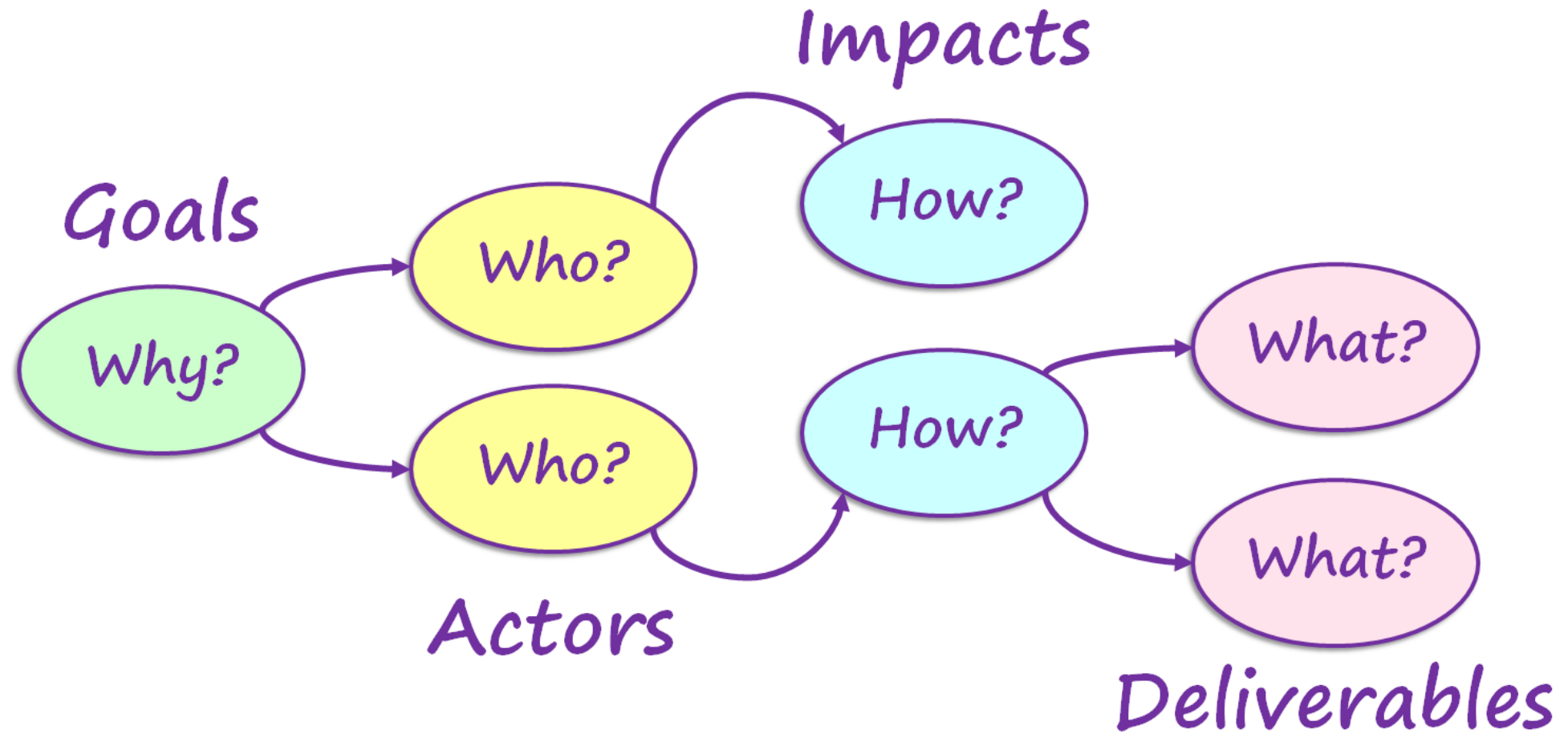
Business model	Case
Cross-compensation	
Fee for Service	
Employment & skills training	
Market intermediary	
Market connector	
Independent support	
Cooperative	



## Session 4 : SE Ideation

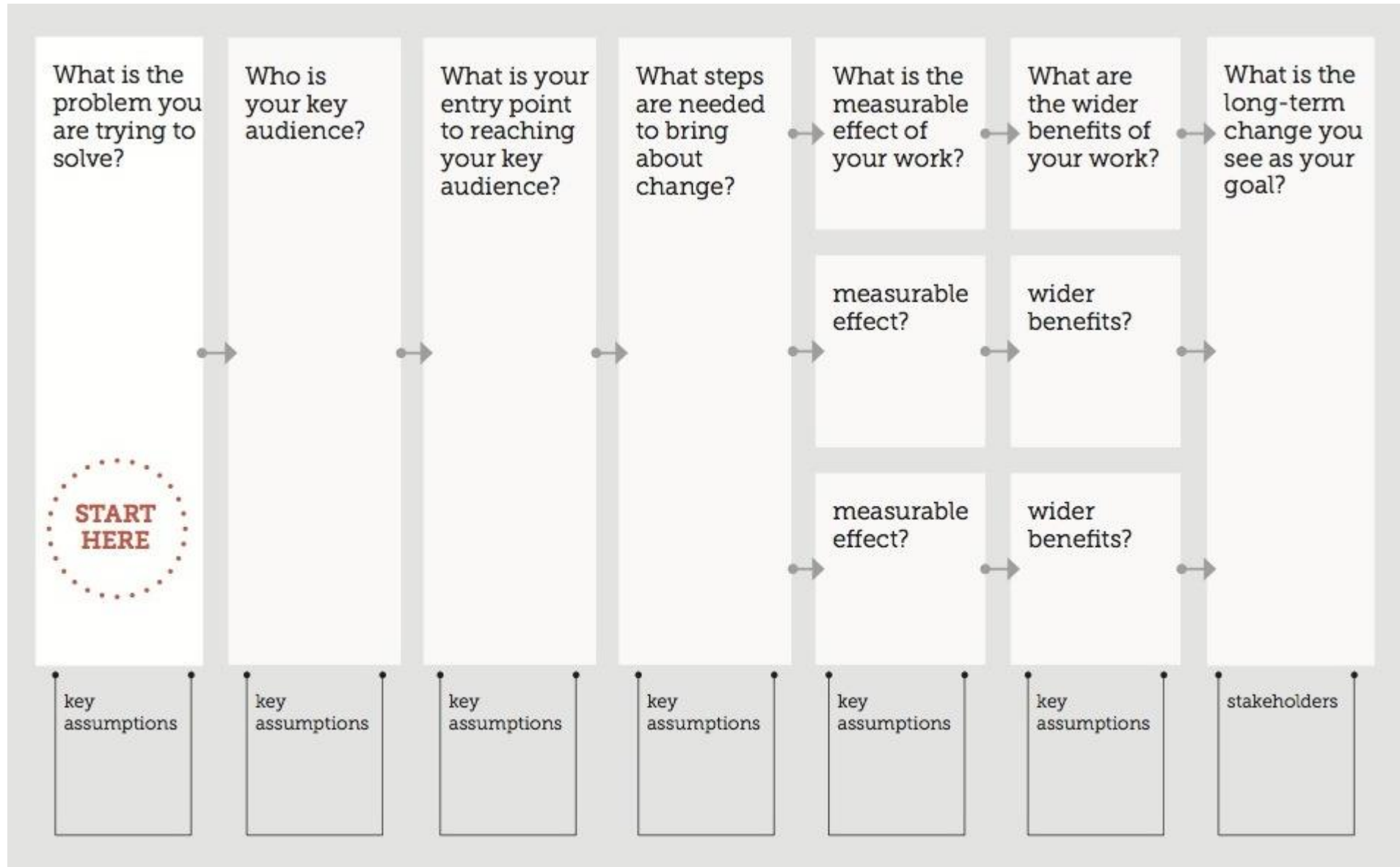


# Impact Mapping

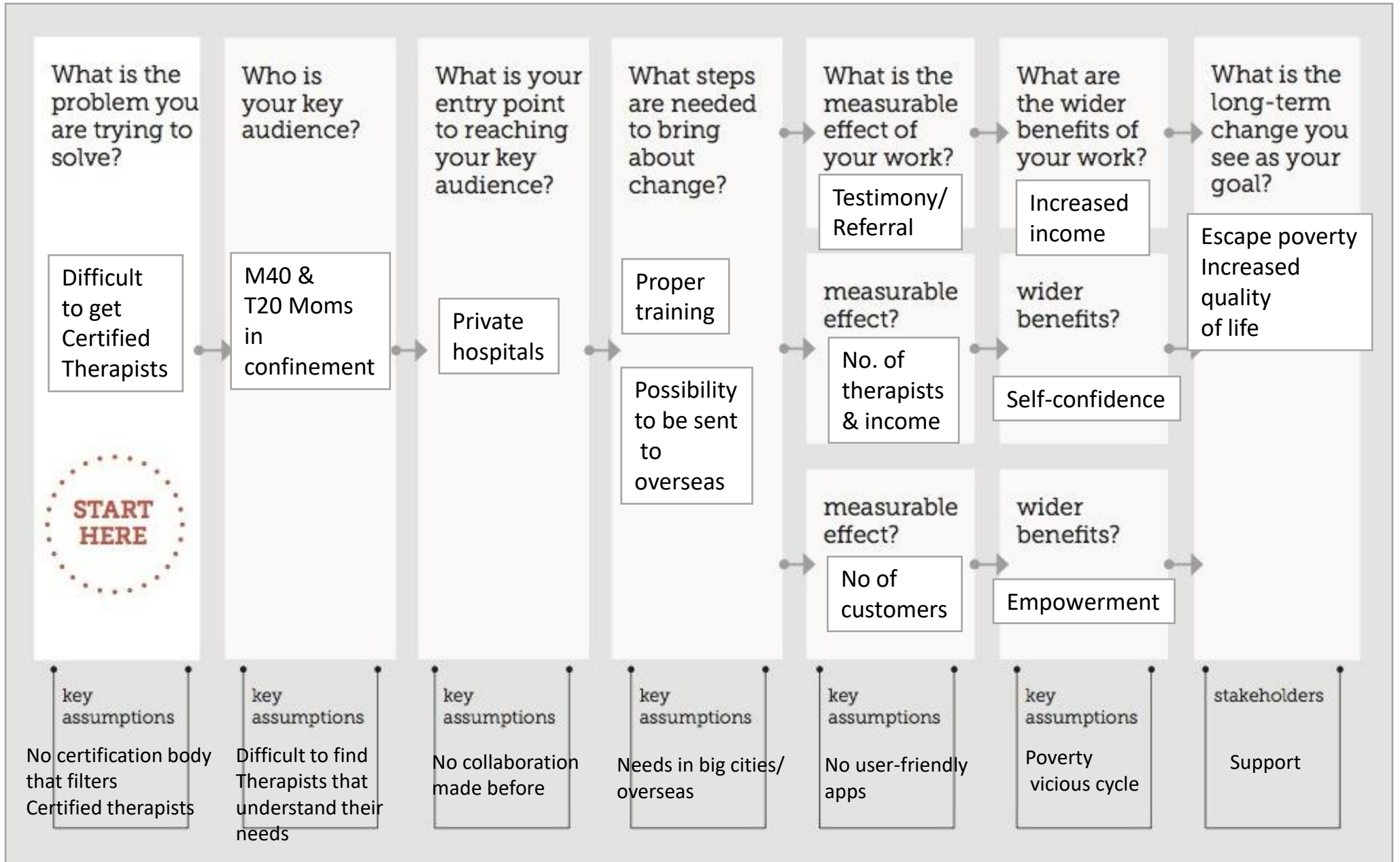


# THEORY OF CHANGE

methodology for planning, participation, and evaluation that is used in companies, philanthropy, not-for-profit and government sectors to promote social change.



# THEORY OF CHANGE





# Discussion

Using Impact Mapping and guideline from Theory of Change, brainstorm with your group members the Social Enterprise you would like to establish.





# Session 5 : Social Enterprise Business Model Canvas

# SOCIAL BUSINESS MODEL CANVAS

<b>MISSION:</b>				
<b>IMPLEMENTATION</b>		<b>VALUE</b>	<b>MARKET</b>	
<b>Key Allies</b>	<b>Key Resources</b>	<b>Social Innovation</b>	<b>Customer Relationships</b>	<b>Channels</b>
	<b>Key Activities</b>	<b>Value Proposition</b>	<b>Consumer Benefits</b>	
<b>FINANCES</b>				
<b>Cost of Delivery</b>		<b>Community Reinvestment</b>	<b>Revenue Streams</b>	

## WORKED EXAMPLE - TOM'S SHOES

<b>MISSION:</b> With every product you purchase, TOMS will help a person in need. One for One®.				
IMPLEMENTATION		VALUE	MARKET	
<b>Key Allies</b> <ul style="list-style-type: none"> <li>• Suppliers provide environmentally sound materials</li> <li>• Shoe retailers sell product to customers</li> <li>• Humanitarian organizations collaborate on social programs</li> <li>• In-country volunteers distribute shoes for free in target countries</li> </ul>	<b>Key Resources</b> <ul style="list-style-type: none"> <li>• Working capital</li> <li>• Large workforce</li> <li>• Manufacturing facilities</li> <li>• Volunteer base</li> </ul>	<b>Social Innovation</b> <p>One-for-one concept is distinctive from traditional charitable giving</p>	<b>Customer Relationships</b> <ul style="list-style-type: none"> <li>• Brand conscious millennials and hipsters</li> <li>• People experiencing first-world consumer guilt</li> </ul>	<b>Channels</b> <ul style="list-style-type: none"> <li>• Social media</li> <li>• Global awareness raising events</li> <li>• Campus and schools programs</li> <li>• Corporate cause marketing partnerships</li> <li>• E-commerce and online advertising</li> <li>• International network of shoe retailers</li> </ul>
	<b>Key Activities</b> <ul style="list-style-type: none"> <li>• Product development</li> <li>• Manufacturing process</li> <li>• Online selling</li> <li>• Tracking and shipping</li> <li>• Customer service</li> <li>• Social programs</li> </ul>	<b>Value Proposition</b> <ul style="list-style-type: none"> <li>• Meaningful cause</li> <li>• High quality product</li> <li>• Ethical company</li> <li>• Status symbol</li> <li>• Fresh way to donate</li> </ul>	<b>Consumer Benefits</b> <ul style="list-style-type: none"> <li>• Children educated</li> <li>• Better family health</li> <li>• Economic opportunity</li> </ul>	
FINANCES				
<b>Cost of Delivery</b> <ul style="list-style-type: none"> <li>• Shoe design and manufacturing</li> <li>• Marketing</li> <li>• Logistics</li> <li>• Distribution of donated shoes</li> </ul>		<b>Community Reinvestment</b> <ul style="list-style-type: none"> <li>• One-for-one product donation</li> <li>• Company giving program</li> </ul>	<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>• Revenue from shoe sales</li> <li>• Sales of accessories</li> </ul>	



# Social Enterprise Accreditation in Malaysia

## CRITERIA FOR SE.A



### **Proactively create positive social or environmental impact**

The organisation has a clearly stated social or environmental goal



### **Contributes significant resources to the social or environmental mission**

The organisation allocates a significant amount of resources towards their social or environmental goal



### **Be Financially sustainable**

More than half of total annual revenue is earned (e.g. by selling goods or services to customers – as opposed to donations or grants)

## Social Enterprise Accreditation (SE.A)

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The SE.A intends to **certify the status of social enterprises** to help them access greater support and opportunities to grow.

Through the accreditation process, an organization that is recognized as an Accredited Social Enterprise will be listed on SE.A MED online platform that provides customers and public with access to information on SEs more efficiently.

## Benefits derived from SE.A

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Accredited SEs receive the following benefits:

**Get listed on a public directory** which enables potential customers to access information about Social Enterprises.

**Included in the Buy-for-impact campaign** to encourage public and private involvement in social procurement.

**Get access to other funding and support** – over time, MED and other agencies will provide a range of additional support for accredited SEs subject to prescribed conditions.

**Join a network of Malaysia's leading social enterprises** – with events, networking and other opportunities to collaborate and learn.



## Session 6 : Reflection & Closing



**Thank You!**