







Promotion of Social Entrepreneurship in Disaster Risk Reduction to Build Community Resilience

TRIANNUAL REPORT 6 (May-August 2021)

Women in Geoscience

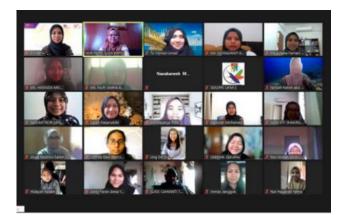
A 'Women in Geoscience' webinar was organized jointly with the Academy GEX on 19 June 2021, with support from other partners. The webinar was attended by over 100 participants, mostly comprising female geoscience undergraduates and fresh graduates. The webinar covered six topics on the challenges for women as geoscientists in various areas and sectors; including geophysics, mining sector, oil and gas industry, academics, and engineering sectors. The experience of the six invited speakers are in these respective sectors. Discussions revealed that in Malaysia, the geoscience sectors are still largely dominated by male geoscientists although there is a much higher proportion of female graduates in geoscience. However, it was noted that female geoscientists have not experienced gender-based issues at work and have been given the same treatment and opportunities as males throughout their careers. Nevertheless, the input from the discussions was vital in recognizing key barriers for women and clarification to address the issue. Such barriers include the lack of confidence to compete in the job market as well as the struggle to juggle between the commitment towards work and family life. The project observed that female fresh graduates in geoscience need more empowerment to help them build up their confidence and to move forward in their careers. The webinar also included a presentation on the project by Ms. Azianti (project member) to promote social entrepreneurship in DRR as a potential career path for young women geoscientists in Malaysia.



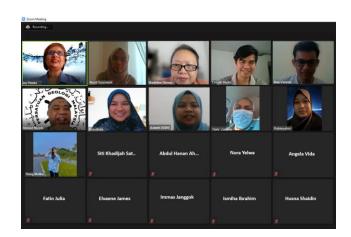
A one-day hands-on training of trainers for SE for DRR in Malaysia was held on 26 June 2021. Opening remarks by the Project Leader, Professor Joy Jacqueline Pereira, briefed attendees on the project and contextualized it with the event. Training was delivered by Dato Dr. Madeline Berma from the Academy of Sciences Malaysia (ASM) and Ms. Shazlinda Md Yusof to members of the Geological Society of Malaysia (GSM) who are interested in venturing into SE. The training was attended by over 20 participants from various geosciences backgrounds. They were apprised of the background and different models of SE, including examples of practices in Malaysia. The participants found the training to be very beneficial and had catalysed the discussion on how geoscientists would, in moving forward, build their own social enterprises to contribute to DRR.



 A poster of the Women in Geoscience webinar featuring the six women speakers. The event was advertised through social media platforms, including the GSM Facebook page.



The webinar provided crucial input regarding the challenges faced by women throughout their geoscience career in Malaysia.



3. The Social Entrepreneurship for DRR in Malaysia training was led by Dr. Madeline Berma (first row, middle) and Ms. Shazlinda Md. Yusof (second row, second from left). The participants comprised members of the GSM, including Mr. Ahmad Nizam, President of the GSM (second row, first on left), who delivered the closing remarks.

















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Training: Social Entrepreneurship for DRR in Cambodia

The hands-on training of trainers Social Entrepreneurship (SE) for DRR in Cambodia was held on 10 August 2021 from 2pm to 5pm Cambodia time. It was attended by over 20 participants from various academic backgrounds comprising undergraduates and graduate students, as well as faculty members from RUPP. The event began with opening remarks by Dr. Rath Sethik, Dean of Faculty of Development Study at the Royal University of Phnom Penh. This was then followed by Dr. Chinnh Nyda, project member and leader for the Cambodia pilot, who gave a presentation on the background of the training. The training began with a presentation on Status of Cambodia Social Enterprise delivered by Dr. Isaac Lynne of Western Sydney University who had been working closely with RUPP on a project related to social enterprises in Cambodia. The training continued with a session on Social Entrepreneurship in Disaster Risk Reduction delivered by Ms. Shazlinda Md Yusof. The discussion session was particularly engaging as the participants showed keen interest towards the business models. Some important questions were raised including what are the criteria for social enterprise accreditation in Cambodia, and if there is a national agency that regulates and facilitates social enterprises in Cambodia.

Capacity Building on Social Entrepreneurship in DRR

Pursuant to the previous training of trainers on Social Entrepreneurship (SE) in DRR session, a one-to-one capacity building on SE in DRR was conducted on 23 August 2021. The session was a follow up on the chosen social enterprise business models and the impact mapping draft being developed by Ms. Azianti (Project Member) based on the training module. Ms. Azianti and her team from the GSM presented their proposed business models for critical review and feedback from the Project Advisor, Dato Dr. Madeline Berma (FASc) and the subject matter expert, Ms. Shazlinda Md. Yusof. For the upcoming session, the team has been tasked to pitch the SE idea that has been improved, based on the comments, to a wider audience following the style of "Shark Tank", an American reality television series. The discussion and the ensuing sessions are part of capacity building or grooming process for the development of a demonstrative DRR social enterprise in Malaysia that is being implemented under the project.



4. The SE training for Cambodia was delivered by Dr. Isaac Lyne (top row, first from left) and Ms. Shazlinda Md. Yusof (top row, first from right), and attended by Dr. Rath Sethik (top row, middle).



5. The SE Capacity Building training was attended by Project Advisor, Dato Dr. Madeline Berma (top row, first on left) and Ms. Shazlinda Md. Yusof (top row, first on right). A presentation was made by Ms. Azianti (second row, first on left) with her team members, Ms. Fatin Julia (second row, first on right) and Ms. Ismiha Ibrahim (third row), all of whom are geoscientists.



Two SE business models

During the first one-to-one capacity building session, two types of SE business models were proposed for the demonstration project: i) independent support, where the SE 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, as illustrated above); ii) cross-compensation, where one group of customers pays for the service and profits from this group are used to subsidize the service for another, underserved group. The proposed channels of revenue for the demonstrative SE project include training (workshops), crowd-sourcing apps for DRR, and science-based disaster awareness videos for the communities (as illustrated above).







