

ENTREPRENEURSHIP



inspire

RESULT 4.6

INSPIRE E-Booklet:

Best practices of social business ideas in Indonesia

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INSPIRE Result 4.6: INSPIRE E-BOOKLET

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TABLE OF CONTENTS

INTRODUCTION	5
1. UNIVERSITAS SUMATERA UTARA (USU).....	8
1.1. USU Best Practice: ORGANIC LIQUID FERTILIZERS (ECOGROW)	8
1.2. USU Best Practice: IDEASTEAM.....	13
2. UNIVERSITAS ANDALAS (UNAND)	18
2.1. UNAND Best Practice: LEDUOO.....	18
2.2. UNAND Best Practice: 4NATURE	23
3. UNIVERSITAS UDAYANA (UNUD)	27
3.1. UNUD Best Practice: CILOTA BALI TEAM.....	27
3.2. UNUD Best Practice: FABS TEAM (Fabulous Fabric)	32
4. PARAHYANGAN CATHOLIC UNIVERSITY (UNPAR)	36
4.1. UNPAR Best Practice: FUN EXPLORATION TRIp.....	36
4.2. UNPAR Best Practice: CODE FOR SOCIAL	42

LIST OF PICTURES

Picture 1. Members of the Organic Liquid Fertilizers Team.....	12
Picture 2. Products o the IDEASTEAM.....	17
Picture 3. Members of the IDEASTEAM	17
Picture 4. The front page of the application LEDUOO.....	22
Picture 5. Products of the Cilota Bali Team	31
Picture 6. Products of the Fabs Team (Fabulous Fabric)	35
Picture 7. Zoom discussion with the villagers of Cireundeu, the Research and Development team of Cimahi Municipality Government, UNPAR representatives, and Cultural and Tourism Office representatives	40
Picture 8. Musical and historical event planning with the villagers of Cireundeu.....	40
Picture 9. Discussion about pandemic and planning the next steps regarding current situation in Cireundeu Village	41
Picture 10. Service of the Code for Social	45
Picture 11. Code for Social Team.....	46

INTRODUCTION

The presented e-booklet contains eight most promising social business ideas, called Best Practices of social enterprises. They were selected by four Indonesian HEIs which participated in the project „INSPIRE – Introducing Social Entrepreneurship in Indonesian Higher Education”, which is financed by the European Union under the Erasmus + / Key Action 2 / Capacity Building in Higher Education program (contract number: 585747-EPP-1- 2017-1-AT-EPPKA2-CBHE-JP). The project leader is FH Joanneum from Graz, Austria, and the European members of the consortium are Universidad de Alicante from Spain and the University of Economics in Krakow. The project also involves four Indonesian universities:

- Universitas Sumatera Utara
- Universitas Andalas from Sumatra
- Universitas Udayana from Bali
- Universitas Katolik Parahyangan from Java.

The social partner of the project is Bali Tangi, a social enterprise that produces natural cosmetics and runs a SPA, which works with a mission to protect the environment as well as cultural, spiritual and social values, strengthening consumer awareness and the feeling that people must care for the environment and natural resources.

As part of the "INSPIRE - Introducing Social Entrepreneurship in Indonesian Higher Education" project, mentoring workshops were organized and mentoring relationships between experienced mentors and students were realized over a one year period. Mentoring was applied in this project to support and empower potential your entrepreneurs in Indonesia. Mentoring is not a substitute methodology for any professional work, service or public policies. It is however a powerful tool and can be combined well with other methodologies.

The term social mentoring emphasizes the social in relation to the mentoring role. It highlights the ‘social action’ component of mentoring which attempts to impact on the social status of the individual and is often focused around the empowerment of a specific group in the society. The focus is on empowering individuals through the mentoring relationship to affect a shift in the social status in the society. Social mentoring addresses the positive effects of formal and institutionalized practices/services. It does so in an effective, personalized, humanistic and highly individualized way. This means that social mentoring is based on partnership, respect and trust, having the mentee always in the focus of the relationship. Some of the main responsibilities of social mentoring process are:

- To cherish the voluntary basis of the process,
- To highly respect the confidentiality of the process,
- To remain informal within a clearly defined framework,
- To combine both – process and goal oriented approach.
- To plan and execute development and growth in accordance to the needs and reality of the mentee.
- To nurture the holistic approach to the mentee and the process of mentoring towards joint objectives.

- To nurture honest, non-judgemental and supportive relationship as main “working method”.
- To cherish flexibility – process is clearly defined but not rigid – creativity and resourcefulness of the mentor is highly appreciated.
- To make sure that mentor is approachable and his/ her methods and services are accessible and available.
- To highly respect individuality of the mentee
- To make sure that mentor is not lecturing and teaching but empowering and providing guidance.
- To foster the relationship with the local community.
- To apply high level of participation of the mentored youngster.

This booklet is one of the effects of the mentoring relationships realized within the Inspire project. Based on the intensive mentoring relations and mentees’ work, the best practices presented in this e-booklet focus on different social and environmental issues in Indonesia. Each social business idea is described in a separate chapter that focuses on the journey of the social entrepreneur and the current status of the social business venture.

The social case studies are structured by following criteria with helpful questions:

- **Mentoring Process Participants**
 - *short mentor profile*: What is the mentor’s background?, What was the motivation for starting social business?, What is mentor’s experience in social entrepreneurship?
 - *short mentee profiles*: What is the mentee’s field of study?, What was their motivation for starting the social business?, Do they have any experience in social entrepreneurship?, Did they already contribute to creating social good or are you new in this field?
 - *short description of the social business and stage of development*;
- **Identified Social Problem**: What social problem have they identified? What is the core problem to be solved?, What is the scale of the problem? How many people are affected?, Where are they located?, How many of the people affected are your target beneficiaries?;
- **Resources, Know-how and Partners**: What resources - human, financial, know-how, machines & materials - do they need for your social enterprise?, Will they obtain external funding for your social enterprise?, What are their sources of revenue?, Will they generate enough revenue?, What partners do they need? Are there any companies/organizations/institutions that are willing to cooperate with their social enterprise? How can they maintain and grow cooperation with them?;
- **Core Activities**: What exactly do they want to do for the chosen social group?, How will they reach their beneficiaries?, Who will be their customers? What are the customer segments?, How will they reach their customers?, What is their marketing strategy?, How and where will they sell products/services?
- **Outputs**: For what value are their customers willing to pay?, Why will the clients want to buy their products/services?, What value do they offer to the target group?, What are the unique features of their product/service?, What is the core of their product/service?, Of what elements does their product/service consist of?, What do

- they offer, that is different from other products/services?, Is their product/service innovative?, What will be their price ranges?, How will they reach their customers with your story?, What communication channels will they use?, What type of relationship does each customer segment expect?, What outputs do they expect?, Can they put the outputs into numbers?, What can strengthen their competitive position?
- **Intended Social impact:** What social change are they introducing?, What is the desired social state of the social problem?, What social change will be the effect of our actions?, How will the condition of this social problem look like in 10 years?, What direct and indirect impact does the social enterprise generate?, How will they measure your impact?
 - **Scaling & Dissemination:** How will they scale their ideas (spread to other markets / target groups / social needs)?, How can they measure the social impact of their social business?, Do they know any organizations that support the growth of social entrepreneurs that they plan to work with?
 - **Lessons learned:** What was the biggest mistake they made when planning/developing the social business?, What lessons can be learned from their experience with this social enterprise?, What skills do they need to develop?, What areas of knowledge would they like to learn more about?, Did the cooperation with the mentor affected them? To what extent?
 - **Plans for the future:** How would they judge their entrepreneurial commitments and capabilities at the current time?, What is their vision of your enterprise for next year, 5 years, 10 years?, What are the key factors in the success and growth of your social business?

The published cases are evidence of the vibrant and dynamic social entrepreneurship movement in Indonesia. Young social entrepreneurs are taking responsibility for their communities and becoming change agents by employing business tools and market mechanism to work in the favour of social value added. We are confident that the stories published in this booklet may inspire further young people in Indonesia and beyond.

Owing to the description and publishing in this e-booklet the selected business initiatives will be promoted as best practices of the INSPIRE project. This will give the social entrepreneurs an additional platform and promo material for their future. The E-Booklet was published in English and Bahasa Indonesia.

October, 2020

Maria Urbaniec
Agieszka Żur

1. UNIVERSITAS SUMATERA UTARA (USU)

1.1. USU Best Practice: ORGANIC LIQUID FERTILIZERS (ECOGROW)

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Mentoring Process Participants

Short Mentor Profile

Mr. Trudly Karo Karo has more than 10 years working experience in a foreign company, he is a founder and CEO of CV Teknologi Tepat Guna, a company that produces effective and creative engineering solutions for other ventures. He has long experience in marketplace communities such as Tokopedia, Bukalapak, Shoppe, Bilibli dan Lazada in North Sumatra. He is interested in many social problems cases which lead him to become a mentor at this project.

Short Mentee Profiles

I am Jessica - Ecogrow OLF team, student at Polytechnic Wilmar Business Indonesia – Medan city, major in International Marketing Management, currently on 7th semester. We intend to create a social business because we want to increase community earning and turn waste into usefull things. This is the first time we build a social business, my other team members are IT major and agriculture major. Presently, we managed offline and online selling through an instagram Eco Grow account, registered at shopping application such as Pak Tani Digital, Shoppee, Tokopedia, and Lazada. I will be a social enterepreneur in the future, because it could give big effect towards the condition of community, to better Medan city and wellness of Indonesia.

Short description of the social business (1-2 sentences) and stage of development

We advocate for acceptance, equities and equalities for beneficiaries at Sekolah Alam Medan which are young women, special needs teens from low income families. We produce eco-friendly fertilizer to promote an environmentally sustainable education model and teach life skills, driven by earth-friendly practices that will have a positive impact through greater independence gained. Stage of Developments is Early Stage with MVP (Brand: Eco Grow OLF)

Identified Social Problem

There are five key problems that lead us to do why we do :

1. High usage of artificial fertilizers which are noteco-friendly.

SOLUTIONS : We produce eco-friendly organic liquid fertilizers (OLF) Eco Grow.

2. There are about 2,700 autistic individual and more than 6000 low income families in Medan city (*analisadaily.com*)

SOLUTIONS : We empower them to produce Eco Grow.

3. A recent report from IPCC (Intergovernmental Panel on Climate Change) 95% certain that livestock industry is the single industry that destroys the earth, create global warming more than any other.

SOLUTIONS : We use manure (ruminant dung) as the main ingredient of EcoGrow.

4. Medan city was acknowledged as the dirtiest and the most inconvenient metropolitan city in Indonesia according to the survey in 2018 – 2019 due to mismanagement of the landfill. (<https://www.tagar.id/sampah-medan-2.000-ton-per-hari-bisa-jadiuang/?source=whatsapp>) Likewise, EIU (Economist Intelligence Unit) stated that Indonesia is the second largest food waster country: <https://jakartaglobe.id/business/indonesia-second-largest-food-waster>

SOLUTIONS : We picked up 50 kg organic food waste from the market and 20 kg manure daily before it ended at the land fill.

The scale of the problem is huge; Indonesian users of fertilizers such as farmers, householders and communities in Indonesia. Fertilizers global demand is about 16.5 million tons / year or \$ 4.9Bn as Total Available Market (TAM). There are \$ 1,489.8 million or about 750.000 tons of fertilizers as Service Available market (SAM): <https://www.pupuk-indonesia.com/id/produk>. The product itself is made by the primary stakeholders or beneficiaries, presently during the pandemic the target beneficiaries are 15 people consist of 5 (five) young women, 6 (six) special needs teens, and 4 (four) low income families.

Resources, Know-how and Partners

To build a social business that has resilience and positive impact on the community, we need human resources (employee & partner / volunteer), know-how (technology innovation), material (biogas digester, food waste, manure, container etc.), working capital. Our projections are presented below:

Description	Year		
	2020	2021	2022
Indirect materials	\$ 3,013	\$ 3,020	\$ 3,050
Salaries & Wages	3,005	3,253	3,530
Power & Electricity	26	29	32
Digital Marketing	266	292	322
Waste Transportation	66	73	80
Repairs & Maintenance	13	14	16
Supplies	133	146	161
Miscellaneous	13	14	16
Total	6,535	6,841	7,207

Our source of revenue are generated from selling the products online / offline (B2C and B2B), individuals, business communities, schools, social institutions and villages. To achieve those, we need partners to build waste ecosystem and a promoting agent of change in the development of “zero food waste” community to solve Medan city waste problems and reputable university to do accountable auditing transparency.

Core Activities

We shall create positive impact for beneficiaries and for the environment by producing and selling high nitrogen eco-friendly fertilizer. Our customer segments are: from medium to high income householders (300.000 people), schools (50.000 people), business corporations (150.000 people) who are aware of organic high nitrogen fertilizers. We sell our products / services by the reasons for user adoption such as pay less for quality high nitrogen OLF, have the same green mission, added value consultancy services. We reach customers by various channels, to provide faster delivery than competitors such as digital marketing at top big five market place in Indonesia (Shopee, Tokopedia, Lazada, Bukalapak, Blibli, <https://shopee.co.id/EcoEnzyme-i.300467327.5548760225>).

The products would be promoted as a eco-friendly fertilizer that is at superior quality versus the other popular local manufactured brand.

Outputs

Customers are willing to pay for the value propositions that the Eco Grow OLF offers. It has a Nitrogen content greater than 4%, and costs less for the same quality products that other producers offer. The value of “pride” experience in using eco-friendly products is the unique features of Eco Grow. The core of our products / services is more than 4% nitrogen organic liquid fertilizer to reverse climate change and solve Medan city waste problem. This is a higher nitrogen content than what is presently available in fertilizers that are derived from organic materials. Our innovative proven products consist of animal manure, fresh fruits and vegetable waste, eco enzyme or Molases and an acid to adjust the final pH of the liquid fertilizer The selling price is USD 2,- / 0.5 liter bottle through & soft / hard sell story at IG kitahebatid, ecogrow.

We shall use physical channel (restaurant, schools) and digital channels (market place) with direct relationship (mail, distribution media) and indirect relationship (social media) to increase earnings US 4,- daily / person. People want to work for us/join our program because there is increments on their earnings and acceptance from the society. We can strengthen our competitive position by : protecting our Intellectual Property (IP) right, building a resilient and impactful team, gradually increasing production capacity, constantly improve operational efficiency, establishing a strong brand.

Intended Social impact

We introduce social change by working with communities while managing food waste. The desired social state will be a stable earning in an uncertainty crisis nowadays. The effect of our actions will be increment of earnings, acceptance and confidence for the community. In long run, it will be a role model for other communities. The condition in 10 years will affect 500 people (no more low income family), planet (solve 1 % Medan city waste problem), profit (\$ 10K revenue invested).

Direct impact will be to the primary stakeholder (beneficiary), indirect impact will be to the second stakeholder (their family) or third stakeholder (local and central government). We measure the social impact by “Theory of Change” which are input resources & output (before and after) on the following : revenue, food waste quantity, no of beneficiaries & their earnings and sales capacity growth, the process in between and outcome / impact for long term well-being.

Scaling & Dissemination

We shall scale to other markets by strategically targeting new communities, in conjunction with the GDP growth 2.19% of agriculture as reported by Central Bureau Statistic on Q2-2020 (https://drive.google.com/file/d/1boJ82jphUHb3q16ZzCKsVKM1LSXj_TWw/view?usp=sharing)

We hope to work with organizations that support the growth of social entrepreneurs such as Universitas Sumatera Utara and Wilmar Business Institute.

Lessons learned

The biggest mistake we made when planning the social business is we do not consider macro factors such as Covid-19 previously. Here is the effect of Covid-19 for industry: https://drive.google.com/file/d/1RiJf-lfD-LQWopR8_M_B7ryy2Px9D9Dtc/view

The lessons learned from our experience with this social enterprise is that we need to educate customer to use eco-friendly products since it took the whole villages to shift the paradigm of using eco-friendly lifestyles. We need to develop capacity building, team building, innovation on data science, creativity and networking. So far, the mentors support and advise us fully in several face to face offline / online mentoring.

Plans for the future

We judge our entrepreneurial commitments and capabilities at the current time is 100 %. Our vision for 2021 market spread, in 2022 production scale up, in 2023 market research, in 2024 brand awareness, in 2025 market and beneficiaries scale up, in 2026 collaborations scale up, in 2030 bourse market. The key factors in the success and growth of our social business are quality of products, price, delivery time and sustainability.



Picture 1. Members of the Organic Liquid Fertilizers Team

1.2. USU Best Practice: IDEASTEAM

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Mentoring Process Participants

Short Mentor Profile

Trudly Karo Karo is the owner of CV Teknologi Tepat Guna which sells tools and machinery for agriculture, plantations, fisheries. After 10 years working with a foreign company, Mr. Trudy quit his job and decided to make and grow his own business. As a sociopreneur, Mr. Trudly helps to grow e-commerce communities such as Tokopedia, Bukalapak in Sumatera Utara. In those communities his company donates to the orphans, shares food to people at Ramadhan, helps and donates to the disaster victims. To Mr. Trudy creating products that generate social value added is critical. We need to understand the problems in society for example farmers or small industries. In CV. Teknologi Tepat Guna we share and discuss with them to create creative and innovative inventions to help solve their problems, and also increase their efficiency and effectiveness in the industry.

Short Mentee Profiles

We are from IdeaSTEAM, Universitas Sumatera Utara. All of our members are from Information Technology department at Faculty of Computer Science and Information Technology, Universitas Sumatera Utara. Our motivation for starting the social business is to help other people, and being more impactful for society especially with our study field. Although we don't really have any experience in social entrepreneurship, we do really want to learn about it and become social entrepreneurs at least in our city. Some of our member have joined several volunteering at social work, like joining the student cultural festival crew, participating at the local event and so on. We do like this social work because it gives us good relationship and networking, we learn new things from different perspective and gain more gratitude for what we have. We think with this information and knowledge that we have from this mentoring, we will become future entrepreneurs.

Short description of the social business and stage of development

Our programs are based on two big branches: Learning Program and Robots. At the learning program we open Robotic class for schoolchild to learn STEAM. The purpose of this program is to engage and gain interest in robotics and train the systematic thinking at an the early age in children. Our class itself will split into two types, which is for a healthy student, and the disabled one. The disabled student has privilege to join IdeaSTEAM as Mentor of Robotic class with hope it could encourage them to more

productive and positive. The second branch is Robots which is IdeaSTEAM sells robots and instructions so the student will assemble their own robots.

Identified Social Problem

This business idea came from our lecturer at ABDIMAS Program. IdeaSTEAM meant to be the program to teach STEAM (Science Technology Engineering Arts and Math) for early schoolchild. IdeaSTEAM will implement the play and learn techniques with robotics so students will play as long as they learn Science, Math, Technic and Robotic. This idea came after lack of STEAM Specialist in Indonesia and the high demand of specialist at Industry 4.0. We chose the schoolchild because in their age is the most crucial year for remembering and understanding everything. We also identify one of our local problem as the lack of jobs for the disaballed. We do research that most of disable people don't have proper job or even unemployed. Our goal for this social venture is to empower and gain more interest in several types of disabled children so they could believe they have the same opportunity to learn STEAM through robotics. The benefit for disabled children is that they have the same chance to learn STEAM, after graduating from our class. Those skilled children have a chance to become mentors and to teach other children, so they have experience at teaching robotics and skills that could become the source of income.

Resources, Know-how and Partners

To realize our idea, we need to study and research more about STEAM and Robotics, we also have to learn more about curriculum design, funding and more networking and relationships. One of our important resource are mentors of robotics and STEAM which is now still based on our colleagues from the university. Understanding more about children study behavior become one of our concerns to help us understand how to teach schoolchild effectively. Because our products are based on programming and robots, so to produce robots, we need external funding such as government program, or investors. The core revenue of our business are collaboration between us and schools interested and willing to pay us to add STEAM to their curriculum. We do believe that our program is suitable for developing Indonesia at Industry 4.0. Our main partner will be educational institutions, both public or private schools. At our program we planned to cooperate with local robotics part sellers, to make our DIY robotic pack more affordable. By explaining our social misson, we do believe those educational institutions and sellers will be interested to collaborate with us.

Core Activities

As the goal, we want to increase the STEAM Specialist and empowered disabled people. By doing the robotics class, the disabled student that is interested in robotics could be our potential mentors and get their income from teaching or become a STEAM specialist and work themselves. We are planning to inform and commercialize our product by going to the school and asking for collaboration between institution and IdeaSTEAM to ultimately sign a cooperation contract with schools.

Outputs

As the goal, we want to increase the STEAM Specialist and empowered disabled people. By doing the robotics class, the disabled student that is interested in robotics could become our potential mentors and get their income from teaching or become a STEAM Specialist and find work.

After signing a contract with school, we will teach basic of robotic, which is very rapidly developing in current era and need to be known by many people. We are sure our program can make people interested, especially for early age. We don't just invite client to assembly and play with product, but we will teach it from basic with introduction. Every component which we offer and make a source code, will be implanted to the robot and help client to make design of robot until finish, so client can understand what they are not only playing.

The products we offer are very innovative, considering that there is still little learning and practice in robot development. Client will be interested and receive teaching related to robotics, and STEAM. With a learning system using robotics, children are encouraged to think systematically, and ready to enter industrial revolution 4.0. Our products are also an alternative for children with disabilities to learn without thinking about their shortcomings. With the skill gained from learning robotics and STEAM, student will be ready to become teacher and worker to earn their own income. In terms of sales of programs and curriculum, we are not aware of other competitors, because of that we will be the initiators of this program in Medan. In sales of robots compared to outside and leading brands. Our product is relatively cheaper with a ratio of 1:10 with the outer product (Lego Robotics). Our main program emphasize on robotics education from early age and increases the interest of children and children with disabilities to become specialists in STEAM, so they can be ready for work.

Intended Social impact

Our desire is to raise the development of STEAM education and robotics in Indonesia. The increasing interest in robotics and the STEAM field could lead to an increase in the number of experts in the STEAM field. According to our program, the goal to be achieved is equal opportunity, especially for people with disabilities. With this movement, opportunities to become experts for people with disabilities are increasingly open. In the future, the industry is growing rapidly which will drive major changes in the industry in the STEAM field. With the introduction of STEAM to people with disabilities from an early age, it will help them to deal with these changes and not be left behind. Our program is successful when there is interest in robotics from the local community and schools. With the introduction of robotics from an early age, our beneficiaries will be trained to think systematically and be ready to face future industry challenges.

Scaling & Dissemination

To scale our idea we need to build a good team to collaborate with, and stay focused on our goals. At first we will set up the small things that we can start with. Building and reviewing our product, introducing them through different exhibitions, and asking for

feedbacks for the product itself as monitoring for the quality of our product. We will do the dissemination program with digital help such as digital posters, social media and even video. IdeaSTEAM also had introduced and elaborated through digital media such as video so people could watch and understand about our products. Having a class that is interested in Robotics could be a good sign for us. It indicates that our intention to introduce robotics for children has been conveyed.

Lessons learned

After doing several mentoring sessions, we have learned much. We do realize building and developing social entrepreneurship isn't that easy. Lack of time discipline and poor research were some of our biggest mistakes while developing this idea. In those mentoring sessions we learn how to gain more trust with partners, to teamwork, manage time more effectively. Developing more about user research, public speaking and robotic fields become our concerns right now. Mentoring helped us to gain more knowledge about public relations, problem solving, and gave us good examples based on his experience. We also could share and discuss everything with our mentor based on our difficulties.

Plans for the future

As students from university, we have so many tasks and things to learn. We do realize we can be more concerned about our entrepreneurial commitment to this program. Our capability is still on the development of the idea. We intended to start doing the IdeaSTEAM first seminar to gain more audience and data for our idea development in June 2020, but due of Covid-19 we still postponed our plan. In the next year we want to at least collaborate with 3 schools in Medan City. 5 year later we hope to have our own Workshop building or room to learn with other children. Our creative space can become everyone destination for learning robotics especially for disable children.



Picture 2. Products o the IDEASTEAM



Picture 3. Members of the IDEASTEAM

2. UNIVERSITAS ANDALAS (UNAND)

2.1. UNAND Best Practice: LEDUOO

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Mentoring Process Participant

Short Mentor Profile

Leduoo mentors are Syahrial Syarief, MBA (external mentor) and Hafiz Rahman, PhD (internal mentor). Mr. Syarief has particular background and long-experience as a business practitioner. He has many businesses in West Sumatra, and some of them are categorized as social businesses. He is also a member of West Sumatra Chambers of Commerce and Industry. Apart from being a businessman, Mr. Syarief was previously a member of academics at the Department of Management, Faculty of Economics – Universitas Andalas. He got his MBA from University of Philippines.

Mr Syarief has his specific interests in establishing social business as he has a deep concern in empowering people especially young people in his homeland, West Sumatra. Mr. Syarief concern mainly lies on his awareness regarding the limited chances for the young people become actively involved in economic activities – due to their limited capacities and competencies. In some of his businesses, Mr. Syarief empowers young people by giving them chances to involve in several projects such as agricultural and animal husbandry project. By doing so, Mr. Syarief believes that he and his businesses will positively contribute to young people, especially to eradicate poverty in the villages, to avoid the flow of urbanization, giving chances to young people for doing businesses based on potentials of their village, and at the end, will decrease unemployment rate in the village.

Short Mentee Profiles

Leduoo is an educational technology platform (Edtech) that focuses on the translation, review and editing of various educational resources that are principal and practical so that these resources can be more interesting, easier to understand, and can be more understood and practiced by the reading communities. Leduoo team consists of students of Universitas Andalas from various educational background, and they are:

Rinto Pebrian (Management)

Deorizken Clevery Syahda (Accounting)

Heri Kurniawan (Management)

Johan (Information Management)

Rijalul Hilmi (Electrical Engineering)

Team Leader

Financial manager

Marketing manager

Coding

Coding

Naufal Ihsanul Rasyid (Information Management) Coding Manager
Riskli Valdi (Accounting) Design Manager

One major concern is that the fact that in Indonesia, there are so many people who still have very limited access to good and reliable reading resources and getting study mentoring from an experienced-dedicated study mentors. This is the core of their motivation to start their social business.

Rinto Pebrian as Leduoo's team leader in particular, has his major concern in social businesses. He currently runs his own business by empowering households within his village in Lubuk Basung, West Sumatra to cultivate organic mushroom since 2018. He has a big dream to make his village as the cluster of organic mushroom in West Sumatra and in the same time, to empower households to actively involve in agricultural business.

Short description of the social business and stage of development

Leduoo business concentrates on matching people who are having many education resources such as book and other learning materials, with those who have less possibilities to access those learning materials. It is an educational technology platform, by bridging between those who are having many reading resources and are able to act as a study mentor, and those who are having less opportunities to get reading materials and experiences. Currently, Leduoo is in the stage of initial business development.

Identified Social Problem

The lens of social problem that is observed by Leduoo lies on the fact that there are still many Indonesian young people (especially in the places far away from the center of economic and development) who lack access to reliable reading-learning materials and resources. This is due to the consequence of unbalance economic development between regions and provinces in Indonesia. This social issue is a nationwide issue in Indonesia, and affect many people especially young generation. Therefore, Leduoo tries to contribute to solve this problem by focusing on young people with less possibilities to get good-reliable reading materials and resources to learn in Indonesia. In particular, Leduoo is targeting students from mid-to-higher education institutions as the major beneficiaries of their business.

Resources, Know-how and Partners

Leduoo has identified that they need dedicated-reliable human resources, know-how and internet technology platform as their major resources. As Leduoo business may involve big sources of capital expenditures, it tries to offer a collaborative ventureship by inviting investors and/or partners, who are interested in investing in their project and have the same vision with them. These investors and partners may be individuals or institutional (business organizations).

Core Activities

Leduo business tries to reach students from mid-to-higher education institutions as the major beneficiaries of their business. The customers are the parents of the students, who are able to access and to pay for an extra learning platform for learning. The parents may be categorized from low to mid-income households – as Leduoo will not charge with an expensive rate for their service.

Leduoo customers can be reached by many ways, for example by the social media, by offline (through the recommendation from the schools) and through the promotion of Leduoo's platform. In getting this customers, Leduoo uses differentiation strategies, which focuses on the ability of Leduoo to compete with low service rate, but by providing a very specific service.

Outputs

Leduoo believes that education is needed by every people, and the way they provide the chance to get extra learning educational materials, a value that will be paid by their customers. Leduo also believes that their product could be marketed as students need various types of educational learning material especially thorough online platform. Leduo offers awareness to learn to gether between students and their mentors as the major values in thier business, where the uniqueness can be found in the easier accessibility to access the platform and getting learning suport from mentors.

Leduoo's service is categorized as an innovative product, since internet learning platforms are still seldom in Indonesia. By giving low to mid service rate, Leduoo believe that they can compete with the established internet learning platforms. However, Leduo does not only offer low service rate, they also offer a long-term/continuous and sustainable relationship with their beneficiaries and clients as part of their particular services. By those competitive strategy, Leduoo believes that they can achieve and maintain its target – getting as many students who can use their learning platform.

Leduoo's platfrom is an innovative education platfrom, and they believe that their business can attract many dedicated young people who want to contribute to improve education in Indonesia. Apart from that, Leduoo also believes that young people will be interested to work with tchem as they offer work focus on the use of internet as the learning media. As we know, young people is always interested to work in the field which is related to the use of internet. In the future, leduoo has planned to strengthen its platform and its team as the major part of its competitive strategy.

Intended Social impact

Leduoo founders believe that increasing awareness to share in the education fields is the major social impact and value that they will give to communities. This will directly and indirectly be related to the state of social problem in education (lack of reliable learning resources) that should be tackled by Indonesian government. Improvement of awareness and to share realiable learning resources will be the major desired social impact by Leduoo.

Leduoo hopes that in the coming years, there will be an increasing of massive social awareness and actions that involve communities in tackling learning materials problem in Indonesia.

Scaling & Dissemination

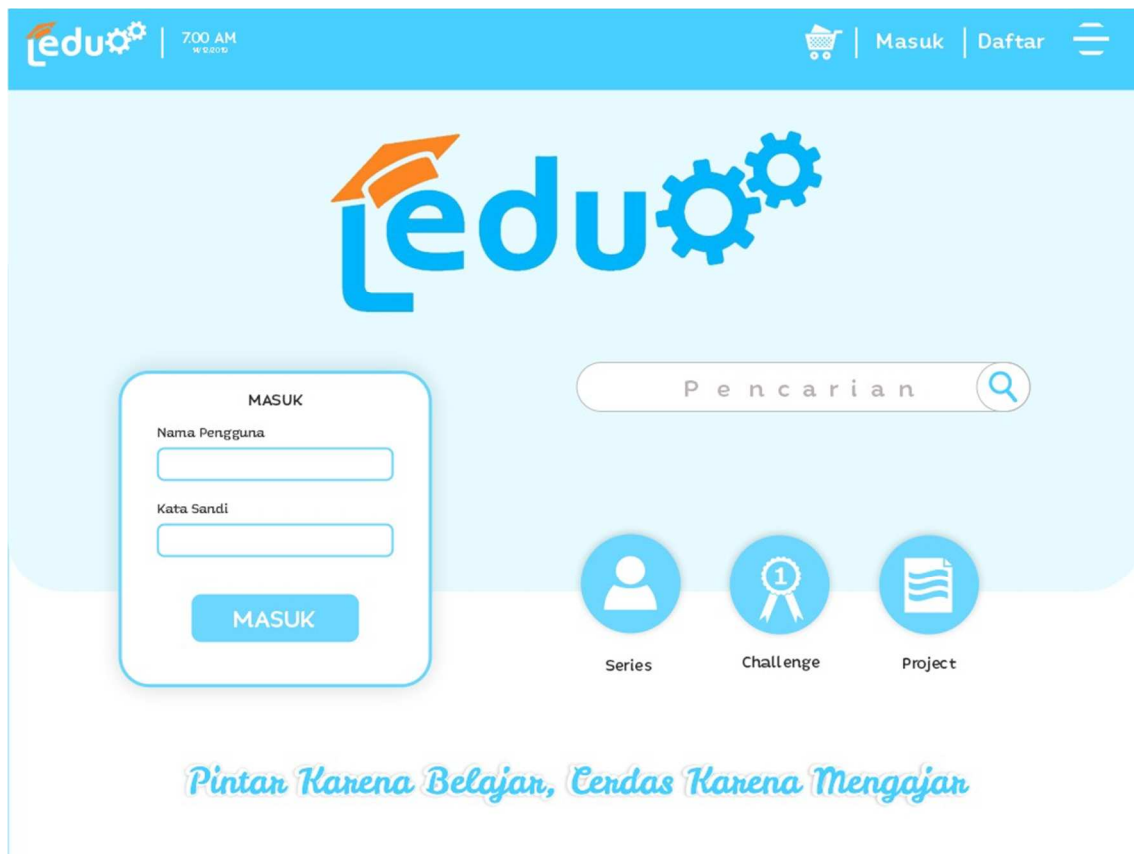
Leduoo's vision to become a bridge between sources of good-reliable learning materials and those who need them is viewed to have broader concerns from various educational stakeholders and the society. As the presence of this concern, Leduoo believes that their idea would be welcomed and supported by education stakeholders. Leduoo also believes that in the future, there will be a massive movement from various actors who have the same concern as them. This is the major social impact of Leduoo business that would be spreaded and disseminated among societies. In doing so, Leduoo intends to cooperate and collaborate with Indonesian Young Entrepreneurs Association (HIPMI), Indonesian Ministry of Education and Culture, local and regional governments, as well NGO's which concern with their business and their vision.

Lessons learned

Leduoo took some valuable lessons when they prepare and develop their business. The major challenge lies to the fact that it is difficult to separate and to make clear boundaries between business and social concerns, especially when the enterprise is just launched and categorized as a start-up business. In this stage, a normal business will concentrate on collecting profit to survive, but Leduoo experiences prove that they should directly focus on the profit and their social concern. Therefore, Leduoo views that they still need to scale up their business – in which various skills related to business, financial and technical skills are still need to be developed. Another skill is related to the networking skill. Leduoo found that the presence of their mentors are very valuable and helpful. Leduoo's mentors gave so many insightful perspectives about business preparation and networking, in which Leduoo still have lack of sufficient capacities.

Plans for the future

Leduoo's team have very strong commitment regarding their business and social vision in education. To interpret this in business reality, Leduoo have started their business with the current capabilities that they have – even though they think that they still need to improve their capabilities in managing their business and to integrate their social vision into their business activities. Leduoo believes that they will find themselves as a young successful and innovative social business in educational technology in the coming years, which can integrate business-technology and social concerns in one media.



Picture 4. The front page of the application LEDUOO

2.2. UNAND Best Practice: 4NATURE

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Mentoring Process Participant

Short Mentor Profile

4Nature mentors are Mr. Syahrial Syarief, MBA (external mentor), Dr. Ma'ruf, Dr. Rahmi Fahmy and Dr. Gusmini (internal mentor). Mr. Syarief has particular background and long-experience as a business practitioner. He has many businesses in West Sumatra, and some of them are categorized as social businesses. He is also a member of West Sumatra Chambers of Commerce and Industry. Apart from being a businessman, Mr. Syarief was previously a member of academics at the Department of Management, Faculty of Economics – Universitas Andalas. He got his MBA from University of Philippines. Mr Syarief has his specific interests in establishing social business as he has a deep concern in empowering people especially young people in his homeland, West Sumatra. Mr. Syarief concern mainly lies on his awareness regarding the limited chances for the young people become actively involved in economic activities – due to their limited capacities and competencies. In some of his businesses, Mr. Syarief empowers young people by giving them chances to involve in several projects such as agricultural and animal husbandry project. By doing so, Mr. Syarief believes that he and his businesses will positively contribute to young people, especially to eradicate poverty in the villages, to avoid the flow of urbanization, giving chances to young people for doing businesses based on potentials of their village, and at the end, will decrease unemployment rate in the village.

Short Mentee Profiles

4Nature's vision is "Zero Waste-Zero Chemical" by their slogan "We Put Trust in The Trash". The group's three core businesses are Organic Fertilizer, Urban Farming and the last one is Plastic Handicraft. The group believes that 4Nature is a good solution for the problems that relate to the environmental issues in Indonesia and it is a good starting point. 4Nature consists of students of Universitas Andalas from various educational background, and they are:

- | | |
|---|------------------------------------|
| • Ibnu Aziz Alnandy (Management) | Team Leader |
| • Raka Surya Lesmana (International Relation) | Public Relation |
| • Habib Adani Riswanto (Management) | Marketing Manager |
| • Bella Risma (Management) | Finance and Administration Manager |
| • Ilham Akbar Aznandy (Chemical Engineering) | Research and Development |
| • Bima Fernanda (Civil Engineering) | Operation Manager |

4Nature business concentrates on to organic waste/garbage recycling from restaurants, which 4Nature intend to recycle it into an organic fertilizer. 4Nature realizes that in one side, waste/garbage is always be a huge problem for many people. The need and demand for an organic farming system (including organic fertilizer) has been a major concern for customers. 4Nature is established to close this gap by offering their product (organic fertilizer from restaurant and food market left-over waste/garbage). These are the core of 4Nature motives and vision to start their business. 4Nature team members in particular also concern with in social businesses. They currently have businesses in various sectors.

Short description of the social business and stage of development

4Nature is a business concentrates on the production of organic fertilizer from restaurants' organic garbage/waste. Currently, 4Nature is still in the stage of laboratory analysis for their product, preparation of initial business development and in the process for articles of association for their business.

Identified Social Problem

Social problem that is observed by 4Nature comes from the fact that organic waste from restaurants and food market are normally not being used for any further productive recycling processes. This waste is just thrown away and it has become a major problem due to its size/volume, pollution, and the possibility to become the source for health hazzard. This issue is actually a nationwide issue in Indonesia, since efforts to re-use and to recycle waste/garbage cannot hugely attract people to jump into this business. This situation is getting worse if we relate it to the organic waste/garbage. Therefore, 4Nature intends to contribute in tackling this social issue by focusing their business in recycling organic waste/garbage and turn them into a more productive material, i.e. organic fertilizer. For the interests of their business, 4Nature is targeting social environment at large, especially those who produce organic waste/garbage (restaurants and organic food market) and other stakeholders as the major beneficiaries of their business.

Resources, Know-how and Partners

In order to run their business, 4Nature believe that they need various resources. These are in term of organic by-product materials, restaurants and food market traders, laboratory, know-how, human resources and plantation companies as their major customers. Since 4Nature involves massive amount of capital expenditures for further development processes of their product, a collaborative ventureship and partnership with investors and/or partners, who are interested in investing in their project and have the same vision with 4Nature, is a reliable solution. These investors and partners may be individuals acting as the business angel, or organizations (business organization) in the position as the venture capitalists.

Core Activities

As the previous exposition related to their business, 4Nature produce organic fertilizer from organic waste. This means that 4Nature have some beneficiaries from their core activities, which are restaurant owners/managers, traders in the fresh food market, and

the government. 4Nature's product is mainly designated to fill the demand of plantation companies in West Sumatra and the neighbor provinces, such as Jambi, Riau and North Sumatra. Apart from that, 4Nature is also targeting rural households as their customer. In order to reach their customers, 4Nature have planned to use B2B and B2C strategies. For B2B marketing strategies, 4Nature will use sales representative, especially designated to approach plantation companies. Whilst for B2C, 4Nature use conventional and modern marketing approaches, in term of using marketing outlets and online marketing platform. In getting those customers, 4Nature uses differentiation strategies, which focuses on their ability to compete by providing organic fertilizer with an affordable price.

Outputs

For 4Nature, value raised from customers to use organic materials is the major target. 4Nature believe that waste/garbage problem should be tackled thorough the close cooperation among stakeholders, i.e. societies, government, and businesses. 4Nature offer awareness regarding waste/garbage, and in the same time, awareness to use organic fertilizer.

Intended Social impact

4Nature believe that the solution for the garbage/waste problem lies on how to increase awareness. This is the major social impact and value that they will give to the societies and businesses. 4Nature predict that in the near future, there will be an increasing consumption of organic foods and increasing of awareness from societies to consume organic materials. That will be a huge chance for 4Nature to be developed as a business.

Scaling & Dissemination

The core business of 4Nature is believed to get special attention from various stakeholders, range from government, NGOs, business owners and managers and societies at large. 4Nature believe that their idea to recycle organic waste/garbage sourced from the left-over food markets and restaurants and transform it as an organic fertilizer will always be supported by various stakeholders as a typical example of how to reduce number of organic waste.

This will be the major social impact offered by 4Nature and in doing so, 4Nature have planned to to cooperate and collaborate with Indonesian Chambers of Commerce, plantation companies in West Sumatra, Indonesian Young Entrepreneurs Association (HIPMI), local and regional governments, as well as NGO's.

Lessons learned

4Nature view that producing high-quality fertilizer product, especially the organic one, is not as simple as others think. There should be many processes with many actors and facilities involved. Until the current stage, 4Nature learned that the availability of laboratory facilities, qualified human resources and marketing network are the most valuable lesson learned from the processes of their business. However, 4Nature believe that scaling-up their business by producing a higher quality product which can be marketed in many places is still a reasonable planning for the business. Therefore,

4Nature plan to improve their capabilities and capacities to acquire skills related to business, financial and technical skills. Another skill is related to the networking skill.

4Nature believe the presence of their mentors are always very valuable and helpful because they provide so many insightful perspectives about business preparation and networking.

Plans for the future

4Nature have defined their future plans for further development of their business. The first thing that they will do in the near future is related to the production side of their product. This includes improving technical skills, cooperation with laboratories, and creating useful and valuable packing for their product. Other important aspect is related to marketing and the internal management of 4Nature. 4Nature have seen themselves settle in organic fertilizer business in the coming 2-3 years.

3. UNIVERSITAS UDAYANA (UNUD)

3.1. UNUD Best Practice: CILOTA BALI TEAM

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Mentoring Process Participants

Mentor Profile



Wira is a young Balinese social entrepreneur. He has a strong passion to create new opportunities in rural areas and develop responsible projects in the villages. He Co-founded Five Pillar Foundation in 2015 focusing on rural community development, then he co-founded Sun Sang Eco Village in 2017 focusing on responsible investment project and founded Five Pillar Experiences in 2018 focusing on Impact trip provider. Since then, Wira has developed Five Pillar's integrated assets-based approach to community development and actively involved himself in understanding the needs and challenges of local rural

communities. He is currently involved in working with rural communities to create community-based tourism experiences that raise awareness of the importance of the role that rural communities play in protecting nature and culture in Bali.

Mentee Profiles



Within this team, all mentees come from the same field of study, English literature and linguistics. With these same background of study, it has motivated us to start the social business together. Besides, in around our area, we have a great number of natural resource, which are Palmyra palm trees. These resources could become the sources of the society's occupation, as well as provide and preserve cultural touch by producing

some products. All of us has no experience in social entrepreneurship before joining and starting this social enterprise; however, we would love to learn and are willing to provide the society access to welfare and better life. We have tried to look for people around the

village in order to join this community, especially those who need additional income or main income. In addition, we try to promote and gain more knowledge related to the improvement of the social enterprise. We believe that as social entities, we must help each other, and by this way, being social entrepreneur, we could help people.

Short description of the social business and stage of development

Cilota Bali is a producer of recycled handicraft souvenirs which carry out the Indonesia's (particularly, Bali's) social, cultural, and environmental values all at once. Purchasing one product or souvenir means that you are already supporting us for the local community empowerment and their prosperity as well as for saving the earth.

The development of Cilota Bali involves products development and sales. Before the outbreak, sales have been developed. Some new products have been launched including rattan made products, including masks, mini fans, laundry baskets, and packaging boxes. However, during the outbreak, the production and distribution have been delayed due to health issues.

Identified Social Problem

Most of the community work as farmers; however, the weather in West Tianyar Village tend to be mostly dried. Therefore, this social enterprise is willing to provide additional or main income to the community. Ten families and two schools have been involved; however, due to the covid-19 outbreak, the income is decreasing.

Resources, Know-how and Partners

The resource that we are needing are financial in order to get access to the administration to get sales in some institution, and production house. In addition, sewing machines are also required in order to accelerate the production. The team are always trying to find competition or some funding resource in order to support the community and the production process. Some community have been involved in this community, to train children or students in crafting and international students who want to get experience related to the creative production process. In this cooperation, the international students when interested with the products will supports the community by getting them directly and having the experience within the process.

Core Activities

As most of people tend to go to the city to find decent works, we want to provide access to welfare by providing job and training. The families including women and men get the benefit from what they do; at the same time, students around the village have experience at handmade craft. The customer involves students, university students, and some pageants which require tokens, and tourists. The customer are reached by keeping in touch with some staffs, promoting in social media, and make cooperation with some art shops. Marketing using social media is our main strategy because it is one of the cheapest and fastest ways of marketing. But more than that, the marketing power of Word of Mouth will be our strategy that will last in the long term. To build word of mouth among our target markets, we will focus on the social media that are widely used by our target market, Facebook (<https://www.facebook.com/cilotabali>), LINE (@cilotabali), Instagram (<https://www.instagram.com/cilotabali>), and whatsapp (081 999 512 666). The aim of our marketing is to make Cilota products become trendy for gifts among young people. In

this case, we also use influencers on social media and establish partnerships with MCs, communities, and famous artists in Bali to become endorsers of our products that will be published also in social media. Not only that, we try to be able to attend exhibitions and open booths in local and national events to introduce our products and be involved in sponsoring, discounting, giving away or prizes as the beginning of cooperation between business partners and attracting more prospective customers.

Outputs

Entry in this business is quite large considering the creative industry and start-up are also growing rapidly. Early brand development does not require a huge amount of fee other than marketing or branding costs. As we know, Bali as a favorite tourist destination in Indonesia certainly has many souvenir shops and crafts that are spread throughout Bali. This is certainly a competition for Cilota Bali. Not only that, various souvenirs on the market and attracting the same target market as Cilota Bali are also competitors. However, Cilota Bali products have strong distinctive feature which is believed to be able to attract markets amid the tight competition in the handicraft industry in Bali. This business has the advantage of offering other values, namely social, cultural, and environment impacts on the preservation of local culture, utilization of waste and nature resource management as well as empowering rural communities both housewives, school children and disability groups. The products of Cilota Bali are planned to be marketed to our target market / customers with channels and suppliers who will support and become our business partners during the time later on, namely Palmyra palm tree farmers, souvenir shops, communities, mini markets, tailors (tailors) and event organizers. We plan to sell our products on the principle, "Don't Sell the What, But Sell the Why". By doing that, we believe that there will be an increase in community participation. Some outputs that we expect are program sustainability, the willingness of the community to continue their business as a form of independence, increasing of the synergy between universities and banks, the workforce of Karangasem Regency, UMKM and the West Tianyar Village community in an effort to empower the West Tianyar Village community to increase their economic income, increasing enthusiasm and entrepreneurial mentality for the younger generation in the West Tianyar Village in particular and Karangasem in general. We expect more sales gained from more cooperation with universities/ schools. We plan to cooperate with 3 universities and look for more 5 families to join the community. Due to the products' stories and uniqueness, the international students we cooperate with will be interested to join the program.

Intended Social impact

Cilota Bali will be giving local community especially in West Tianyar Village, Kubu, Karangasem Bali, side and permanent jobs as the production team with stable monthly income. In addition, they have continuous soft skill training program. The community can get benefits from this enterprise, when the tourism sector grows and the schools are open, this enterprise will develop and provide more access to the society. In addition, this social enterprise, indirectly, will support the cultural preservation since the products have stories behind them. The impact is measured based on how many people can be assisted or empowered and the sales as well.

Scaling & Dissemination

A brief picture to how this works is: 1) Cilota Bali has graduate gifts products, 2) university has approximately 5-13 faculties, 3) each faculty has around 100 graduate students per period (in a university usually take more or less around 5 times graduation a year), 4) Cilota Bali and university makes collaboration and by MoU 4) The two parties would be helping and getting local people to be involved as production team and directly help them with permanent job. A foundation which we support in term of training is also involved to this community.

Lessons learned

Target market is really important in any business, this is the experience and knowledge that we have got from the mentoring session when presenting our enterprise. Starting a social business require creative and innovative ideas in order to reach the beneficiary, and communication and leadership are also things that we can learn better. More skills on marketing strategies and developing ideas are really required to develop the social enterprise.

Plans for the future

As sociopreneurs, we believe that we need to learn more skills in improving the social enterprise; at the same time, we are always willing to provide more access to the society by providing training and making collaboration.

2019: Developing product variants such as Mini Graduate Tokens and Eco-seminar Palmyra KIT and extending targeted-market in Denpasar City, involving universities, schools, governmental offices, and event organizers.

2020: Focusing in funding and networking to expand the markets local and national area. At the same time, combining and developing products with application of technology / IT in Cilota Bali products. For example, Multifunctional cilota dolls of which the function is not only souvenir or displays but also fragrances Cilota doll rooms and games as a branding innovation and customer relationship strategy - (2021) Building a Production House Center of Cilota Bali based on the funding that have been seeking step by step. (2022/2023) Empowering local communities in more than 10 villages in Kubu District, Karangasem Regency with around 500 local workmanships along with collaboration with local teenagers, high school students, and people with disability. Perseverance and hard-working mindset is really important when growing up a social business.



Graduate Gift in the Form of Clock
with RoofTop Style

Picture 5. Products of the Cilota Bali Team

3.2. UNUD Best Practice: FABS TEAM (Fabulous Fabric)

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Mentoring Process Participants

Mentor Profile



Bhumimi Kebaya was created by Ni Putu Mirah Krisnayanthi, it has been opened since December 2012 in Denpasar, Bali Indonesia. Bhumimi is a kebaya (Balinese traditional clothes) boutique and nowadays, has 3 branches of kebaya store and 1 Endek (Balinese Fabric) Gallery. This company started through online store, then in 2012, the first store was opened. Bhumimi has been established for 7 years and still counting till nowadays, and has become one of the most favorite kebaya boutiques in Bali. The entire production is proudly made in Bali. The products were various kinds of kebaya for women and also some products for men and some accessories such as earring, handbag, and wedges. In endek gallery, there are many kinds of dresses, shirts, t-shirts, and outers, which are made from endek (Balinese Fabric). The use of endek provided in gallery can be used for both formal and casual occasion.

Mentees profile



FABS consists of 4 members from different major backgrounds in Udayana University. Nadia is from Accounting, Shamia is from Business Management, Hortensia and Dian are both from English Literature. None of us have the experience in social entrepreneurship. What motivates us to start social business is because social entrepreneurship is something new to us and we are interested about the concept of social entrepreneurship which is not all about seeking a profit but also being sensible with the social problems around us so that we could create a positive impact to society.

Short Description and stage of development

Fabs stands for fabulous fabric, it is a social enterprise in Bali who focuses on helping productive age women in low level of economy by training basic skills about fabrics and providing jobs for them to work with us in producing valuable goods: bags, keychains and dolls. We are currently at the stage where we already made a prototype of a tote bag.

Identified Social Problem

In the area around we live, there's still lot of woman who do not have any skills both because they couldn't finish schools or because they just don't have any media to learn about new skills which is lead to the difficulties of getting jobs or they have the skills but they constrained to leave the house to work since they have child to take care for. We're also trying to focus on the environmental problems caused by the large amount of fashion waste in the form of patchwork produced by garments that are carelessly dumped on the ground or into waterways, and used clothes that are no longer used by the owner.

Resources, Know-how and Partners

In order to make our social enterprise happen, we need great resources. As other businesses who run in the fashion industry, we need human resources that are capable and really understand about this fashion industry so that they could help us to train the women as well as do the main production. The main production itself required a few important things such as production house, machinery such as sewing machines, raw materials such as yarn, needle patchwork and used clothes.

Considering that we are going to use patchwork and used clothes as our main materials, we would like to become partners with local garments. We also need business partners that are engaged in and support the objectives of our business, such as companies that have a focus on environmental concern or institutions of women empowerment. By having the same goals and business focus, we hope it will make it easier for us partners to work together in the future.

Core Activities

Our key activities are to train these women for free about the basic knowledge of fashion industry such as types of fabric, also sewing techniques, as well as providing jobs for them and they will get paid based on how much they could produce in a specific period of time. In order to meet our goals in social entrepreneurship, we will reach out to the Head of Sub district to get the data of productive age women in low level of economy or by asking our colleagues who know or have information about it.

Our target market is wide, for the bags is for all gender from all ages can use it since the design is more gender and age neutral and for the dolls and keychains, our main target is people who visit Bali and want to bring handicraft merchandise to their hometown. The product will be charged from around IDR 25.000 till IDR 200.000. We will be selling our product via social media such as Instagram and market places such as Tokopedia, Shopee and Bukalapak, we will be also opening booths in social or environmental events.

Outputs

People who are concerned about social and also environmental problems are one of our major targets since they most likely want to buy our product because of the uses, value and the story behind it. By using patchwork or used clothes we aim that we could help to solve environmental problems from fashion waste who probably could harm the environment. In every social media and also booth that we will be opening in social and environmental events, we will try to share our background story about the products directly to the customer.

Intended Social impact

Our business focuses on the use of materials from used clothing and scraps from products that are no longer used. From this activity, we try to use used fabrics so that they have a selling value and reduce the piling up of unused clothes and eventually they will just become garbage. Besides that, we also try to empower housewives who need more income by sewing and separating fabrics without having to leave their homes, giving them, media to learn new skills in the fashion industry so we in this business have an impact on the environment and the economy of society.

In the next 10 years, we see that our business progress is not limited to just making bags and accessories with the main material of patchwork and used clothes but also as a company which leading a trending or doing upcycle fashion or make a patchwork becomes a trend in society because upcycling requires creativity to envision the potential of existing material to create something new and beautiful. Potentially speaking, we are positive to realize this business plan because nowadays many famous designers, companies, and fashion enthusiasts are starting to look towards upcycling fashion as they care about the environment.

Scaling & Dissemination

This business may not be able to beat commercial businesses where they use new materials, but we measure the success of our business idea from the awareness of the public who are starting to understand and care about this fabric waste itself, because in our opinion if we make it possible we can work together with a company and only targeting some groups, the social impact of our activities will be minimal due to the lack of public awareness about the dangers of fast fashion and even fabric waste. So our hope in the future is that our business can develop along with the growing public awareness about the issue of fabric waste in the environment itself.

Lessons learned

Our mistake in developing this business is that we are too broad in determining objects so that it makes us experience problems when realizing this business. However, this makes us more critical in proposing ideas. From this activity, there are several skills that we want to develop, one of those is critical thinking because these skills can be useful in the work life and social life. Coordinating with mentors opens our knowledge of this field of business based on existing realities so that in determining the next plan, we will have better preparation to solve the problems ahead.

Plans for the future

Commitment and capabilities in the field of entrepreneurship may not be maximized because we are currently studying, which makes us less focused on running it, but we are sure that in the future we can develop this business for the better. We hope that in the future this business can help many women in other areas. We also hope this business can help even more people. We also have a vision to become a fashion brand that has benefits for the environment sustainability and has a social impact on society.



Picture 6. Products of the Fabs Team (Fabulous Fabric)

4. PARAHYANGAN CATHOLIC UNIVERSITY (UNPAR)

4.1. UNPAR Best Practice: FUN EXPLORATION TRIP

Best practice supervisor and author:

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Mentoring Process Participants

Short Mentor Profile



JIMMY FEBRIYADI is the founder of INCREASE (Inclusive Creative Social Enterprise) and co-founder of DEC (Disability Empowerment Centre)-Mitra Sejahtera. He has more than eleven years of extensive experiences in research and sustainable microeconomic development in Indonesia, particularly for the most vulnerable groups such as disabilities, indigenous, migrants, post-disaster/conflict and rural. He is a certified Master Facilitator for Active Citizens Social Enterprise programme - British Council. Trainer for some International Labour Organization (ILO)'s global platform of entrepreneurship/economic development such as Start and Improve Your Social Business, Gender and Entrepreneurship Together Ahead (GET Ahead), and Training for Rural Economic

Empowerment (TREE). Apart from his consultancy with the International Organisations, in his capacity as a Social Enterprise Development Service practitioner, he also served technical consultancies with some other government and non- governmental agencies such as the Ministry of Manpower, the National Migrant Worker Body (BNP2TKI), the Central Bank (BI), the Financial Services Authority (OJK), the Ministry of Marine Affairs and Fisheries, TIFA Foundation, UNDP, Green Initiative, MCA-Indonesia, the Wahid Institute and some of universities in Indonesia.

In his journey through the years running empowerment programs, he had seen many social problems that need to be addressed. The government cannot solve these problems alone, it needs active community participation. However, solving these social problems needs to be done independently and sustainably. Social enterprise are one of the options for solving social problems through a business approach, thereby increasing the opportunities for program sustainability.

Today, through INCREASE, he continues to create social good. INCREASE provides support through activities including capacity building through business and financial management training, mentoring, product curation, monitoring, networking, marketing, and investment. Currently, INCREASE is partnering with Social Enterprise that has the goal of empowering marginalised groups.

Short Mentee Profiles



Fun Exploration Trip is a team consists of 5 students: Dian Indah Carolina, Michelle Kusuma, Giselle Abrian, Renata Ivana Ryantandi, Egi Riandi. They are currently enrolled as graduate students in the Magistrate of Business Administration at Parahyangan Catholic University, Bandung. Before the competition, they have no experience in the field of Social Entrepreneurship, but

they really want to learn how a social business works since social business is no mainstream in Indonesia. They hope to become future social entrepreneurs and they will try their best to contribute for the society.

Short description of the social business and stage of development

In the beginning, Fun Exploration Trip (FET) planned to work in providing travelling service for children to raise awareness about traditional community in Indonesia. They offered an excursion/field trip for student so they can experience the life in remote village and their natural environment. FET wants to educate the middle schooler about nature and environment, plant processing, traditional games, and culture. But now, because of the pandemic, they shift their method.

Identified Social Problem

The people of Cireundeu Village in Leuwigajah, Cimahi City, West Java, are known to hold firm Sundanese wiwitan customs and traditions of ancestral heritage that contain local wisdom. Sundanese society has the value of cultural wisdom in building human life by prioritizing harmonious human relations in people's lives, living in need of one another, not forgetting their identity and environment to improve the quality of humanity. Harmony and peace in the Cireundeu traditional village community continue to be maintained for generations. Social relations and harmonious life between people are the teachings of Sunda Wiwitan which are maintained because humans as individuals are described by their behavior and language.

The tradition of eating cassava rice has been carried out by indigenous people of Cireundeu for a hundred years since 1918 for generations, in contrast to other indigenous people who usually eat rice. The tradition of eating cassava is the specialty and uniqueness of the Cireundeu village. By consuming cassava daily, they try to contribute in achieving food security. Since 2012, Cireundeu villagers maintain partnership with the Government of Cimahi Municipality to build eco-tourism sector in the village. The government provides dialogue and hospitality training for the people so that Cireundeu could be established as tourism location. They provide homestays, traditional food mainly made

of cassava, and several workshops such as cassava processing, art and culture, and mountain hiking.

Resources, Know-how and Partners

After several visits and conversations with the villagers and local authorities, FET found out that there is a social gap between traditional people and non-traditional people in Cireundeu Village. Traditional people of Cireundeu hold their beliefs since a hundred years ago and they are not practicing any religion that are admitted in Indonesia. Traditional people were discriminated because of their beliefs and non-traditional people feel like they're not included in the tourism project. This gap results in prejudice among 250 estimated individuals that live in Cireundeu Village. Knowing this situation, FET aspires to publicly introduce the valuable tradition and culture of Cireundeu, to eradicate the discrimination and gap.

Core Activities

Most tourists come to Cireundeu to taste their cassava-based rice and buy their cassava-based products. Being overly cultivated and exposed, it is feared that it will lead to scarcity in cassava production. Therefore, the mission of FET is to grow interest about Cireundeu Village by optimizing their tourism program, especially their art and culture sector. They planned to provide arts and culture as well as business management assistance to the people of Cireundeu, and publicly promote the tourism program. They also planned to create a mobile app as their product to give knowledge about the village to future visitors and to provide a direct booking platform. This app can also be utilized to promote arts and culture of another traditional village in Indonesia. Sadly, this year their plan got hit hardly by Covid-19. For safety reasons, people are no longer allowed to gather and travel. They need to shift their strategy.

Outputs

To provide knowledge and increase awareness, FET decided to create an online platform as a promotion media for Cireundeu Village. They will post various photos and videos about Cireundeu on website, Instagram and Youtube, and hope to attract future visitors after the pandemic is over. They will get the revenue from donation, Youtube hit income and food product sales. FET wants to attract individuals that have been visited Cireundeu Village and also those who are interested in Indonesian culture, to watch the videos. The customers could be middle and high schoolers, university students or culture enthusiasts and practitioners. Through social media and word of mouth, they want to remind the past visitors about the good memories when they visited Cireundeu Village. They also want to invite new customers by showing footage about homestays, the beauty of nature and the valuable tradition of Cireundeu. FET has a different way to present Cireundeu culture and arts. They use serial story-telling videos about the uniqueness of the village, to create excitement between viewers and subscribers. They hope that their video could raise empathy as well as interest to visit. FET targeted 50 to 300 views for the first 3 months which will raise gradually in the next months. They hope people could grow consciousness to preserve Indonesian culture, build willingness to learn about new things and develop social skills.

Intended Social impact

FET approached the people of Cireundeu by partnering with the Government of Cimahi Municipality to bridge the dialogue. They continuously have a discussion with Cimahi Local government on how to develop Cireundeu Village, resolve the social problem and their food security issue. The government agreed to help FET with videographer and videography tools to record the videos, and help to facilitate the dialogue between FET and another government actor, such as Government Tourism Office. They independently looked for another resource to help them fulfil their mission, for example, individual with videography and photography skillset, individual with social media platform knowledge, and external funding for their social enterprise. They believe that the probability is high for them to gain external funding, since they have innovative program and Cireundeu Village has the potential and willingness to grow and attract investment. FET works together with the Institute of Arts and Culture of Indonesia (ISBI) that provides traditional dance and musical trainings for the people of Cireundeu. They work hand in hand to develop Cireundeu culture and arts with FET as the one who publicize their progress and result. Finally, INCREASE as a social enterprise helps FET to expand their social network and providing them the opportunity to grow even further.

Scaling & Dissemination

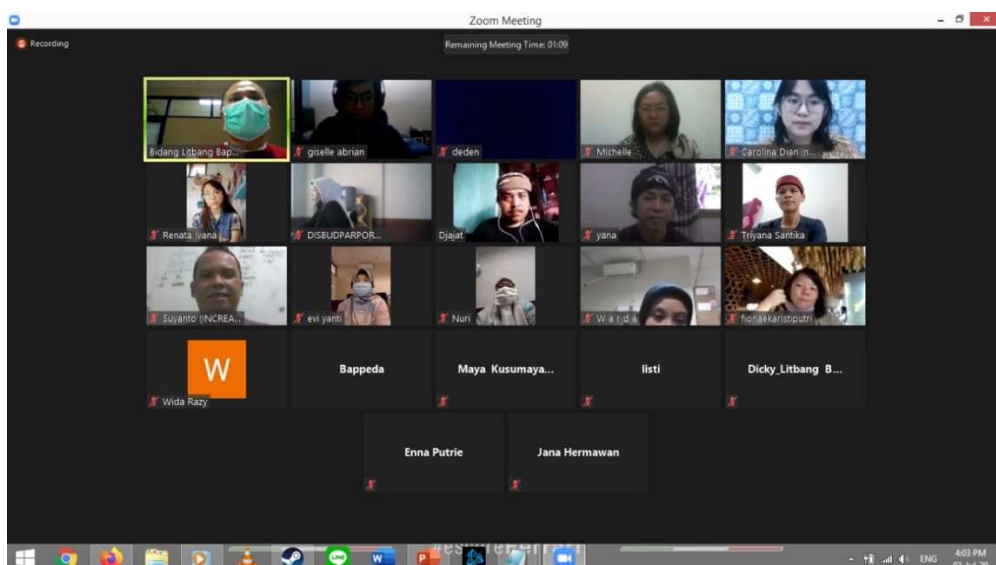
Other than the mission to develop tourism in Cireundeu Village, FET has another important point. They want to promote social change in the village, reducing social jealousy and resolving the food security issue. They hope to help creating a harmonious and productive relationship between all the Cireundeu Villager and a secured food stockpile for the villager's consumption. It is ideal for them that the society could change perspective about traditional lifestyle and finally be able to accept the traditional beliefs. FET hopes that someday traditional people could gain official citizenship in Indonesia and granted access to Indonesia citizen facilities and privilege. FET believes that their efforts are impactful when the government amends Indonesia legislation for religion.

Lessons learned

FET has a consistent commitment that they carry since day one and they will continue to pursue their vision as a social enterprise that have the soul to build and develop cultural tourism in Indonesia. To reach that stage, FET realizes that there's a lot of things that they still need to learn. They consider to develop social skill, negotiation skill and hard skills such as video production, story-telling, marketing, broadcasting, etc. Most importantly, they realize that as a social entrepreneur, networking is one of the most important skills to have. Cooperating with a mentor really affects them in a good way since the mentor provide them with the know-how of social business, always keep their motivation high, provide social capital, give great advice, open up new perspective and help them in finding solution for their problems.

Plans for the future

In the future, FET plans to partner with another traditional believer society that have similar motivation with Cireundeu village. They hope to work with ILO, British Council, and other organization or companies that have CSR for social impact.



Picture 7. Zoom discussion with the villagers of Cireundeu, the Research and Development team of Cimahi Municipality Government, UNPAR representatives, and Cultural and Tourism Office representatives



Picture 8. Musical and historical event planning with the villagers of Cireundeu



Picture 9. Discussion about pandemic and planning the next steps regarding current situation in Cireundeu Village

4.2. UNPAR Best Practice: CODE FOR SOCIAL

Best practice supervisor and author:

Christian Wibisono (e-mail: christian.wibisono@unpar.ac.id)

Mentoring Process Participants

Short Mentor Profile

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Short Mentee Profiles

Code for Social are Bandung based Social Enterprise consist of 3 people, with Business Administration and Industrial Engineering field of study background without prior experience in social entrepreneurship. They are motivated to start Code for Social because they see a lot of people with disability in Indonesia is still unprivileged and have no opportunity in life. Many ends up become street beggar and street musician. They see many disabled people are becoming dependence to other and become street beggar mostly because their lack of skills. With Code for Social, a social enterprise aims to teach computational thinking to people with disability, the trio hopes they can give equal opportunities to children with disability a competitive edge, in this digital era.

Code for Social: Equal Opportunity

Code for Social is a Bandung based social enterprise that focuses on solving educational problems for disabled people especially in computational thinking.

Identified Social Problem

Code for Social (C4S) have identified that lack of proper education and training opportunities for disabled people, especially children are the root cause of social problems that exist in society in Indonesia, especially Bandung. Without opportunity for proper education or training, disabled children become helpless and they grow up without skills, education, or even equal opportunity.

They understand that this is actually a social problem that needs to be tackled by the government, but in reality there is still very little attention for people with disability in Indonesia. There are multiple stakeholders needed to tackle this issue and C4S understand cooperation among these stakeholders are crucial. For example, the government must put their attention into regulating education institutions to support people with disability, education must also open their door to people with disability, and businesses / private companies must support and give equal opportunity for people with disability to work. C4S are hoping to be a hub that connects and work together with these different stakeholders to enhance better opportunity for people with disability.

Resources, Know-how and Partners

In order to do that, C4S will need to work closely together with other institutions especially those that have the same concern for people with disability. C4S will need to find private companies who have policy such as equal opportunity for people with disability, labor supplier that specializes in helping people with disability find a place to work, and last but not least other NGOs who have the same vision and values as them. At the core of C4S activity is for their beneficiaries are to enhance their confidence. For now, they are trying to do this by train them with several competencies especially in computational thinking, so they will have the skillset that industries needed in this digital era.

The way they managed the enterprise is by using design thinking methods approach. They try to gain insight of what are the characteristics of challenges faced by teachers to teach computational thinking. They come and work together with several school for people with disability to have first-hand experience and truly understand the challenges. With that understanding now they are currently try to make the prototype of curriculum, teaching, modules, and softwares to teach computational thinking.

To reach them, C4S are collaborating with school for children with special needs (SLB) in Bandung area and with NGOs active in humanitarian and education field to reach their beneficiaries. While at the same time, they are also trying to reach their market, which are teachers and parents of children with special needs or with disability.

Core Activities

C4S developed modules, training materials, and apps, that basically help teachers, who teaches at school for children with special needs, to teach new and relevant skills for children with disability – especially in the field of computational thinking. Teachers and institutions who find these modules and software helpful, and add value to their curriculum will have to subscribe. This will be the revenue model for C4S. In the future,

C4S also will try to obtain external funding, from international grant for their social enterprise.

Outputs

Because they are aiming at a very niche market, their marketing strategy is a combination of online and offline marketing strategy. For offline strategy C4S are actively participating in many events and coming to schools to teach to enhance our network and create awareness for their social enterprise. Online, they are using social medias (such as Instagram and Facebook), website, to promote and explain to public about what they do.

Intended Social impact

C4S are the first enterprise in Indonesia, especially in Bandung to give tools for teachers and schools to teach computational thinking to children with disabilities. They will help teachers with tools to scan, show progres, and develop computational thinking skills for students.

Scaling & Dissemination

The product will take into account the unique learning style of each students and unique teaching style of each teachers. So it is not going to be a template, one for all solution. C4S will give portofolio in the form of spider web that gives direction and suggestion for improvement for teachers in teaching computational thinking for children with disability. With these helpful tools, they hope to enhance the skill of disabled people so they will have higher confidence, higher self-esteem, and better opportunities to become independent and self sufficient financially.

C4S are already beginning to conduct their pilot project with several SLB in Bandung. This phase is crucial as they need to really understand is their product accepted by the market. Is it really helpful and are people willing to pay for that.

Lessons Learned

Many lessons learned from the pilot project already established with several SLB in Bandung. First, they need several improvements in the curriculum and modules to better suit the need of the market. Second, they realized that this is a team sport. They will need to collaborate with many other organizations. In the future, they will try to conduct collaboration with other organization that supports the growth of social enterprises who has the same vision such as: Kerjabilitas, PT. Telekomunikasi Indonesia, Astra Internasional, IT startup, Apple, Microsoft, and Kemendikbud.

Third, they realized that being to idealistic perhaps is their biggest mistake. “We are doing what we think is the best, without taking into account the needs of our beneficiaries and market / consumer. We sometimes forget that we created this social enterprise for them, not for us. So we must be flexible and agile in adapting with environment.”, said Timothy, one of the founder.

Being an entrepreneur, let alone social entrepreneur is a life long learning process. They believe that the company will benefit if they can develop some new skills including developing syllabus based on computational thinking skills and networking. Gratefully

their mentor helps a lot in encouraging, sharpening their idea and networking that helps C4S realize their ideas.

Plans for the future

By giving opportunity for people with disability to be able to work and have confidence in themselves, C4S hope they will be able to help government in reducing unemployment, street beggar, and negative stigma on people with disability.

The message they are trying to send is we have to believe that people with disability have equal right and must have equal opportunity to be able to work, and contribute to society. And that one day the negative stigma from society, that people with disability is „burden” for this country, will be gone as they can prove that people with disability also have skills and can contribute to the society.

To measure the impact, C4S will monitor the number of unemployment rate in people with disability, the number of work opportunity for people with disability, and the social stigma of society towards people with disability especially in Bandung areas.

“We believe that being a social entrepreneur is what we want to do in the years to come.” They answered firmly when asked whether they see this as a sustainable endeavor. They believe that becoming a social entrepreneur is not just a profession but it is a mindset. A Way of thinking.

Code for Social’s vision for the future is for it to become an enabler, a symbol of inclusivity and equal opportunity for all, especially for children with disability to be able to compete and giving better education and skills for people and or children with disabilities.



Picture 10. Service of the Code for Social



Picture 11. Code for Social Team

