

WORK PACKAGE 2.3

Monitoring Report Round 1

INTRODUCTION

Ten social initiatives in South East Asia are studied throughout the SEASIN project. These social initiatives were selected to partner with each Social Innovation Support Unit at each partnering universities. The selected initiatives were from four countries in South East Asia namely Malaysia (3), Thailand (3), Cambodia (2) and Myanmar (2). All cases are listed in no particular order but group accordingly to their locations. The overall monitor was conducted with the focus on their social responsibility, impact, sustainability, and the interactions within the network. The data collected will be used as indications to determine whether the collaboration create or add higher social values.

This activity is one of three rounds of interviews and data collecting of Work Package 2. Where this earliest phrase will emphasis on the situation of the initiatives prior to the partnership with HEIs.

The timeline for the monitoring is as below

1. Monitoring round 1 – Face2Face Interviews 1 – Nov 2017
2. Monitoring round 2 – Face2Face Interviews 2 – March/April 2018
3. Monitoring round 3 – Data Collection – Aug/Sep 2018

The monitoring reports will be prepared after every six months to keep the project updated with the progress of the 10 selected initiatives. The results and findings will be consolidated and presented as knowledge transfer and contribute to the book ‘Social Innovation in South East Asia’.

DATA COLLECTION AND METHODOLOGY

The target of the study comprises the founder(s) and/or the core team member(s) of the selected social initiative. A total of 8 initiatives were achieved in this phrase. The method for data collection on the first round of monitoring is a face-to-face interview with the questionnaire designed and co-created by partners in Work Package 2. The questions are natural and not prompts or encourages any desired answer.

Other than contributing to the Book, the other objectives of the monitoring were to help HEIs in the network learn more about their partners such as their background, their present situation, and their future plan so that both partners can further work on mutual expectations with the collaborations.

The data was It is divided into 4 main sections consisting:

1. Project Background

Since the goal of the first round of monitoring is to focus on how and what each initiative was doing on prior to the partnership with SEASIN, Project Background is one of the most important sections in the report. There are numbers of information to be collected in this area; the starting point of the project, the missions or/and the objectives, the innovations offered, the beneficiaries, the stakeholders, and the names of the founders or core team members.

2. Current Progress of the Project

To study the effectiveness and impact they have made, the respondent will identify the stage that the project is at, the outcomes and impact they have achieved, the challenges they are facing, and how to deal with the challenges.

3. Interaction with HEI

Information to be collected in this area are the details of Higher Education Institution that each initiative partners with. This includes the interactions between the two and other partners in the network and the expectation the social initiative has on the partnerships.

4. Future plan

Lastly, each initiative will be asked about the 3 or 5-year plan. The information in this area is not only to recheck the sustainability of the project but also to help SISU designs better program for each case.

CONDUCTING THE INTERVIEWS

The interviews were conducted during SISU visits mostly set in a quiet and comfortable room at partnering education institutes, as side activity. The appointments were organized with the help of the partnering HEIs.

The interviews were started with a friendly introduction that would familiarize the respondents with the interviewers, the purpose of the research and the whole process of the monitoring, which naturally leads them to the topic. The interviews lasted from 45 minutes to 1 hour and went. There were different techniques employed in the interviews; open-ended questions, visual aids, and repeating questions as well as making sure that each question and answers are understood in the same way before moving on the next topic in order to get the qualitative and accurate information possible from the respondents.

However, there were some limitations during the whole process of the monitoring. As the interviews were arranged as side activity happening at the same time as the main event, only half of the initiatives were appointed successfully and the interviews went smoothly on schedule. In this group, the interviewees were well informed about the process and agreed to the recording and there was no major difficulty during the process. While the other half, unfortunately, were not given enough time or proper place to do the interviews (Recycle Myanmar and Color Silk Enterprise Cambodia). Also, there were some changes in the plan so some of the remaining interviews had to process via online platforms. Following the earlier point, with time differences and the change of contracts in partnerships between HEIs and Social Initiatives, there were some difficulties in making appointments which caused the delay in the process.

FINDINGS/RESULTS

1. Project Background

Most of the selected cases were founded/started by the local of each country during the last decade, except for Tree Alliance (Cambodia) that were founded in 1994 by a foreigner who was a tourist at the time. However, in relationships to the partnering HEIs, half of initiatives' founder were graduates or current students from each HEI where only one, Entrepreneurship Transformation of Marketing the Traditional Cookies By Kumpung Hilir, Malaysia was the project started by professors. Many initiatives secure seed funding with founders' endowment while some won the seed funding money from competitions and support from incubation.

2. Product/Services

None of the cases provide products alone. All provide services which many were able to provide both services and products to their beneficiaries. The target populations in these initiatives were often marginalized and underprivileged groups of mainly women, children, and low-income communities.

Only a few of the target groups were supported directly with donated food and money. For example, the beneficiary of Recycle Myanmar received food and space for education. For indirect supports, numerous beneficiaries received training, capacity development, co-design business plan, and platform from the initiatives. And, most of those that provide training or development services were skills and knowledge that the founders had.

3. Current Stage and Impacts

There were 2 stages in these initiatives: prototyping and scaling. Only some were prototyping and the most of the cases were scaling up, out or/and deep. For the scaling-stage projects, they aim the same target group as before but in different areas: from communities to a region, from district to other countries in SEA, and to other non-Asian countries. A few develop new innovation and work in the same areas with the same target group.

While the initiatives in prototyping stage did not have rigid report of their impact, the overall impacts of the scaling stage cases were impressive. For example, Tree Alliance saved 50,000 Cambodian children from the street each year and now scaling to other 8 countries around the world. Local Alike (Thailand) had already helped 50 and more communities to preserve their local culture through tourism. Five hundred women from rural communities in Cambodia were trained as weavers to supply unique traditional silk for Color Silk Enterprise Cambodia.

4. Challenges

Most of the initiatives not only faced challenges in securing funds but also in their workforce. First, the financial challenges, to work with local cooperate in CRS departments was one of the options but the common approach in securing funding. In many case was to apply for funding from angel social investors or to compete in competitions.

In terms of human resources, there were some cases that did not have enough staff as its structure is volunteer-based which had to mainly depend on the partners in recruiting. Many of the social initiatives needed skilful/experienced staff. For the initiatives that were scaling out internationally had difficulties with language barriers and cultures.

Only two scaling enterprises had difficulties in expanding to other market. And those in prototyping stage still had to work to 'sell their idea' to the public as a way to generate participation in their projects and engaging new potential team members.

5. Plan to overcome

Unlike the rest, Entrepreneurship Transformation of Marketing the Traditional Cookies by Community of Kumpung Hilir (Malaysia) was a one year project. Therefore, before the project ends, the team needs to prepare an exit plan to ensure the sustainability in the community. Self-reliable and independent were the ideal goal.

In another case, it was surprising to the interviewer that many of the cases did not have plans to overcome their challenges. More than half intended to seek for advises and future support from their partnering HEIs and SEASIN as an international network expertise on social innovation.

6. The expectations in HEI's involvements

As mentioned earlier, many cases started in association to HEIs by representing HEI's academic services and incubation programs but only half were working with HEIs in the present. Surprisingly, to incubate/accelerate in HEI's system was not considered much as most of the examples were either already started off as incubated projects or wanted to accelerate in bigger accelerators. However, some saw the involvement of its partnering HEI as a plan to overcome their challenges where knowledge transfer and supply of manpower (students/alumni as volunteers/team members) were often mentioned during the interviews. Tree Alliance and Local Alike both saw HEIs and university students as sharing point where knowledge between both sides was exchanged. None of the cases expected HEIs to buy their products or pay for their services in a commercial manner.

SUMMARY of Social Initiatives – Monitoring Round 1

1. Color Silk Enterprise Cambodia

Vanntha Ngorn was born into a weaver family herself and was passionate in reviving the ancient silk weaving tradition in Cambodia while empowering women especially in isolated areas through economic development. She applied her idea in the competition at University of Singapore (NUS) in 2008. Vanntha won the grant and Color Silk Enterprise started in the year later. The Enterprise offers silk weave training to women in remote communities and provides fashionable and tailored wearables made with ancient techniques to the customers from around the world.

Color Silk today works with 500 women and is moving forward to scale the business. The enterprise still seeks effective ways to increase weavers' capacity in producing silks, to reduce productivity timeframe, and to penetrate into Asian Market. Vanntha and her enterprise saw HEIs as a supply of design students – local and foreign, to improve production and partners in overcoming these challenges.

<http://colorsilkcommunity.wix.com/colorsilk-cambodia>

<http://www.facebook.com/colorsilkcambodia>

Instagram: Color Silk Cambodia

2. Tree Alliance

A returning traveler Sébastien Marot from France saw children slept in the streets of Cambodia. He had cooked them rice but after some time he realized that the giving won't help them survive on the streets. In 1994, he started Friends-International

with endowed money from himself and his friends and family to provide shelter, healthcare and education for the children. Later in 2001, Tree Alliance, the social franchising restaurants are founded.

To achieve their objective “Saving lives, building culture”, Tree Alliance work as intermediary between children on the streets with their family, future employer and the customers. They equip street children with the skills they need for employment in hospitality industry and individual social support necessary to ensure that students can graduate successfully and to not go back in the streets again. While customers at Tree restaurants get quality local foods and good services.

Each year Tree Alliance work with 15,000 lost/working children in Cambodia and 50,000 more in eight countries in Southeast Asia, North Africa, and Latin America and the Caribbean. Today, this social franchising restaurant is scaling and hope to work with Royal University of Phnom Penh to share social model to wider group of audience like students, to learn from students and SEASIN partners, to network and connect to potential partners, and lastly to test, share, and get innovative ideas for social impact.

<http://tree-alliance.org/index.php>

<https://www.facebook.com/friendsinternational>

3. Good Tavern Social Market

Good Tavern Social Market was started by Chloe Tee and a group of her friends, students of Sunway University Business School. The team had the mindset of a social entrepreneur, she saw that business model can be used to solve social issues and turn the situation into a win-win situation for both the business and the social condition. Thus, the team developed idea to provide the platform for the wider public (students) to learn about social entrepreneurship through experiencing (connecting with) the actual social enterprises, the Good Tavern Social Market was born. With the support of the space from/at Sunway University and the mentoring from the staff, the project did not require much seed funding to begin with.

The social markets had been held numerous times at Sunway University and other local HEIs. It was also held outside of university context once, at the office of Malaysian Global Innovation and Creativity Centre. It functions as a platform for the social enterprises to exhibit their social causes and impact. The Social Market also intended to raise awareness and to spread the concept of the social entrepreneurship to the students through allowing the students to interact and communicate directly with the social entrepreneurs.

Since every year the Social Market’s core members are being replaced by new joiners and the project is lacking experienced members to enhance the project in more strategic and cohesive manner, it is hard to replicate the market to other universities and shopping malls as aimed. Moreover, marketing and promoting the

market to the wider public and bringing/attracting greater traffic flow during the social market remain a major challenge for the project. Lastly, Chloe planned to eventually turn the mobile market into a permanent lifestyle store to a place that showcases the products or services of different social enterprises. However, Chloe hoped that the official partnership with SISU at Sunway University will provide them with needed space and further mentoring and advice.

<https://www.facebook.com/thegoodtavern/>

4. Entrepreneurship Transformation of Marketing The Traditional Cookies By Community of Kumpung Hilir, Merbok

The project aims to improve the lives of low-income groups, mostly single mothers, in Kumpung through branding/marketing knowledge and entrepreneurial skills as Kumpung Hilir and Kumpung Merbok were agricultural based village of poverty close to the campus of University Teknologi MARA Kedah. The team recognized the know-how in producing traditional cookies in the old fashion ways, non-oven, sun-baked and wanted to preserve it. The team led by a group of professors from different departments with Dr Marzlin Marzuki as the project leader was able to secure a grant from UCTC (University Community Transformation Centre), as an academic service.

The academician team provided knowledge and skills for the community through the community leaders and connected the locals with the packaging designers and other experts. Then, they assigned cookies producers to set up testing booths at different shopping centers, therefore, the villagers got direct feedback from customers before the product launches.

Though the team faces difficulties in communicating and working with the villagers, there were 100 housewives and single moms working on this project. They and the community gained a lot of entrepreneurial skills, such as, how to talk to customers, get feedback, designing packages, conduct business, branding and keep accounting records. This encouraged life-long learning experience and empowered and encouraged self-confidence to those women.

As an exit plan, the team will have to prepare the villagers to become more independent before the end of the grant.

5. Human Library Malaysia

The project originally started by an NGO in Denmark and now adopted to Malaysian environment. Human Library Malaysia intended to bring together the people to 'read human books' – talk, challenge stereotypes, and prejudices, encourage acceptance through positive dialogues and minimize disagreements. Under the

incubation at Impact Hub KL, the project was able to fund the first few rounds of the pop-up mobile library where real people are on loan to readers.

The pop-up mobile library has been organized on university campuses, corporate offices etc. facilitating conversations that foster social inclusion within a university or a working environment. The 'books' are real people with different background and life experiences while the 'readers' are anyone (students/corporates/general public) who wants to read the book.

As a community project with Impact Hub, the project is working on scaling up as a stand-alone self-sustaining social enterprise. However, there are some challenges in scaling that the concept of 'reading a book' was not understood by the general public, also the team needs more efficient logistic arrangements, the setup of the library, the mentorship for the librarians, for instance. Moreover, to scale out, develop a standard template for replication needs to be developed for different places and context.

<https://www.facebook.com/HumanLibraryMY>

6. Recycle Myanmar

Pon Nya started one of the first waste management innovation social enterprise in Myanmar, Recycle Myanmar in order to turn the city he lives into rubbish free society in 2013. With personal endowment money, this social enterprise aims to keep the environment clean with right ways in disposing of and raise fund to enforce Child Rights in Myanmar.

Recycle Myanmar provided the smart bin for home, offices and, university uses. The revenue was used to provide food and space for children. Pon Nya set up waste management platform and network and worked with religious ground and donation center in fostering people's ecological awareness. This cultivated sense of responsibility and changed behavior and attitudes of the people towards trash management and was able to achieve 7,000 tons of recyclables within 4 years. Recycle Myanmar is in the process of developing and launching the prototype of Recycle Piggy Bank. The enterprise also intends to extend its recycling initiatives to other parts of the city and eventually the country. Fund and manpower were main challenges for future expansion of the enterprise.

Recycle Myanmar & the Co-operative University are working in 5 different areas, namely (1) designing curriculum in the area of Social Innovation, Social Enterprise and Social Entrepreneurship. (2) Knowledge Sharing - Recycle Myanmar is working to further inspire and motivate the students of the HEI to participate in the local social innovative scene. (3) Green Campus - Recycle Myanmar will work to turn Co-operative University of Thanlyin into a Green Campus, which will be extended to Co-operative University in other areas. (4) Recycle Myanmar invites students of the HEI to train with its enterprise and to work for the projects initiated by Recycle Myanmar. (5) Recycle Smart-Bin/ Recycle Donation-Bin - to place the bins around the

campus and to provide the opportunity for the students and staffs to learn about recycling by practicing recycling in their daily living.

7. Career Enhancement Program for Social Enterprises /Entrepreneurs by Myanmar Business Executives Association

Myanmar Business Executives Association was found in 2008 with founders' endowment (the very first and second batches of MBE alumni). At first it was a book club for alumni to meet but eventually, they endowed the fund to start an actual space to something for the people who didn't have the opportunity to apply for university.

Their mission is to improve living conditions of local business sector, IT sector, Government sectors, tourisms and creating a sustainable environment for all – Victims from Nargis – while preserving Myanmar's unique business culture. They work with a lot of partners such as International Donor Organizations for funding, French Embassy for Village Training, USAID, Business Community - NIR (Swedish NGO), Local Authority, CUSO International (Canadian Organization). Today, the Association provides wide ranges of services from capacity building and development; and microcredit loans, management training, CEP Program, Education Support, SME Development - 4 months tailored mentoring program and grants, Consultancy and organized requested internal training for members.

Since the opening, they were able to provide accessible road, better communication, village collaborations and engagement; spreading awareness and sustain income from additional businesses started by the local, transfer knowledge and know-how of business and financial management and cultivated ideas of Human rights and anti-corruption to the public.

<https://www.mbemyanmar.com/>

8. Local Alike

Born and raised in the rural part of Thailand, Somsak Boonkam grew deep appreciation for indigenous culture. After Somsak pursued his MBA from Presidio Graduate School in San Francisco, California, concentrating on Sustainability Management and returned to Thailand, he did an internship at Mae Fah Luang Foundation Under Royal Patronage in partnership with Doi Tung Foundation. Somsak saw the inequality that local community faced and while tourism was huge in Thailand, he learned that indigenous tourist communities were making less than 10% of the income. He also found that the villagers didn't have any role in making decisions with tourist agencies, and they were not able to develop and reserve their own resources and culture sustainably. There was no appreciation in community-based tourism at the time. Local Alike was found in 2011 with the endowment from

Somsak and the co-founders. They wanted to shift the industry, empower the community and make tourism sustainable and responsible. In another word, to create opportunities for local communities and businesses to better their livelihoods through tourism.

Local Alike drives change in tourist industry with four modules to create opportunities for local communities and businesses to better their livelihoods through tourism. First, the Development Solutions Module, it is a back-end model that the team and the locals and other stakeholders together co-design and develops authentic, responsible community-based tourism management for the community. In this module, they also give consultant to help local communities develop business models in environmental friendly tourist framework, and languages and Professional Tour Management Training for local guides and engages the private sector. The second Module is the Group Travel providing authentic and creative community tourism for co-operate and private groups, including team building and social service workshops. Thirdly, the Market Place Module acts as a platform/one-stop service channel for customers and international partners to provide customized tour package for each group. Last but not least, the Impact Model, the Co-started 5 Community Based Tourism fund projects. Local Alike and villages contribute 5 - 10% of net profit from tourism operation in order to set up development fund, and this fund can help villages achieve their development goals.

The impact achieved so far includes cultural preservation in 50+ communities, co-started 5 Community Based Tourism fund projects, giving back the community 70% of the revenue, created 500+ part-time jobs and was able to scale out the modules to serve internationally, in Taiwan and Vietnam. They intended to achieve 3-5 years plan in scaling their services to other international local communities, engaging and widen marketplace, scaling from working with locals as communities to larger geographic scale (districts and regions), and increasing efficiency in knowledge management and CRM for future After Action Reviews and SIA. The plan can be achieved through more user-friendly and accessible website as well as working with Kasetsat University and SEASIN. The partnership can increase exposure to international audiences and customers, become a way to spread knowledge and know-how in community-based tourisms and provide training to students to equip changemaking skills in the touristy field, especially in Thailand.

<https://localalike.com/>

<https://www.facebook.com/LocalAlike/>