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| Abstract | 1 |
| Title | Social Enterprise Performance in Malaysia and Singapore: How can social innovation be measured, scaled-up, or sustained? |
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| Body | Social entrepreneurship has been recognised as an effective path to address social problems. The conventional non-profit organisations (NPOs) employed the social enterprise model to transform from grant-dependent to income-generating social enterprises. Many regions including the EU, USA and East Asia governments proactively promote the social enterprise sector by constituting social enterprise legislation and alter the government’s public service policy by collaborating with local social entrepreneurs. Besides, some world leading corporations accomplish their corporate social responsibility (CSR) by investing in a social enterprise.  Since 2010, social entrepreneurship in Malaysia and Singapore encountered rapid growth, However, it is still at the seed and venture stages. The survey reports conducted by the social enterprise legal agencies, namely Malaysia Global Innovation and Creativity Centre Social Entrepreneurship (MaGIC SE) and Singapore Centre of Social Enterprise (raiSE SG), showed that, majority of the social enterprises are confronted with the criticality of survival challenges, especially in financial sustainability. Specifically, more than half unable to break-even after years of operation and face the difficulty to balance both social and financial bottom lines. The low sustainability issues hamper the social impact sought by these organisation, moreover, exhaust the valuable and limited resources that should be benefiting the underprivileged communities.  Grounded in the *Resource Based View* and *Resource Dependence Theory*, the systematic literature review identified three internal-oriented factors (i.e., business planning, entrepreneurial orientation and social salience) and two external-oriented factors (i.e., financial support and training support) that probably have a significant influence on the organisational performance (i.e., financial and social performance) of social enterprises. Besides, previous studies also recommended business planning practice and socio-economic context, respectively play an intervention role in all those factors and social enterprise performance. To justify the causal relationships between the variables and identify the predictors of an outcome, this study employed a quantitative approach by using PLS-SEM Smart PLS to test the theoretical framework and hypotheses.  The data collection was conducted between 20 September and 19 October 2017. From a total of 181 respondents, 79 (or 44%) are from Malaysia and 102 (or 56%) are from Singapore. The demographic profile showed 93% of the respondents holding the highest position in the organisation, such as director, chief officer, chairman, president or founder. 80% of the social enterprises are not more than 5 years old. Most of them are small size enterprises, 85% with less than 10 employees, 91% with less than RM or SGD 1 million per year. The social enterprises characteristics exhibited in this study are aligned with the latest survey reports like *State of Social Enterprise in Malaysia* (MaGIC 2016) and *State of Social Enterprise in Singapore* (raiSE 2017).  Based on the analysis results from the empirical data, there are five main findings concluded in this study. First, the key factor that contributes the largest impact on the financial performance of social enterprises in Malaysia and Singapore, is the entrepreneurial orientation exhibited by the leading teams. The higher their behaviour tendencies in innovativeness, calculated risk-taking and proactiveness, the greater their financial performance is foreseeable. Second, the social performance of social enterprises is well determined by the social salience of the social entrepreneurs. The prominence of the social entrepreneurs in pursuing social outcomes shapes the organisational value and development strategies, tend to generate higher social performance.  Third, business planning has demonstrated a perfect mediator role in the relationships between external-oriented factors (i.e., financial and training support) and their organisational performance (i.e., financial and social performance). This finding is crucial to explain how to increase the return-on-investment (ROI) of the external support from private, public and non-profit sectors. Fourth, the moderating effects of socio-economic context found to be statistically significant on the direction and strength of the relationship between social salience and financial performance. In a highly favourable environment with more resourceful and collaboration opportunities, the negative impact of the social salience on financial performance is irrelevant. Last, the Importance-Performance Map Analysis (IPMA) approach indicated the major factor to increase the financial performance of social enterprises is their entrepreneurial orientation. Meanwhile, the social salience is the most potential area that should be concentrated to enhance their social performance.  The research findings may advise the practitioners on their organisation’s strategic direction, and offers a guiding model to the social investors, policymakers and future researchers. All organisations, no matter big or small, face limited resources. Evidently, this is more critical for social enterprises with implied a multi-bottom lines approach. The findings and discussions in the proposed research along these lines may then advise the social entrepreneurs of the core resources and capabilities needed to be focused while executing their strategic planning. For instance, the social enterprise that encountered with financial sustainability crisis, should focus more on the behaviour tendency in terms of innovativeness, calculated risk-taking and proactiveness. Furthermore, social enterprises looking to expand their services, the socio-economic context of the new geographical area should have taken into their consideration to ensure their organisational effectiveness and efficiency.  This survey can also be considered as the voice (or express opinion) of the social enterprises in Malaysia and Singapore. Although social enterprise movements have already enjoyed a great success in many countries, the concept is still very fresh for most of the communities in this region, including legal authorities, the private sector, conventional non-profit organisations and the public. Thus, support given to social enterprises is very finite. In this light, the proposed framework can be a model to guide governments, social investors, corporate companies, NPOs and the public on how to join forces with social enterprises in forging a better future. Moreover, the findings suggest external supportive body should bundle their financial and training support with the business planning practices, to generate a significant impact on the social enterprises’ performance. |

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| Abstract | 2 |
| Title | Conceptualizing social innovation in Malaysia |
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| Body | Although social innovation examples often come from developing countries, for instance, Muhammad Yunus on microcredit and Akhtar Hameed Khan on Orangi Pilot Project, much of academic literature tend to be westernised. While considerable attention has been devoted to the meaning of social innovation in the United States and Europe, this raises the question of how social innovation is understood in developing countries. Drawing upon an example of Malaysia, a developing country, an empirical phase involving 18 practitioners of social innovation has been conducted. The findings present an empirically informed conceptual framework, which shows that the usage of social innovation focuses on the socio-economic wellbeing.  In recent years, developing countries such as India, China, and even Malaysia have shown a growing interest in social innovation, which serves as a way to combat social problems as varied as literacy, mentally disable and drug use (Tucker, 2014). By way of example, Malaysia has recently begun to move away from social protectionism and instead moved towards social innovation that seizes the strength of public, private and social sector partnerships (Eleventh Malaysia Plan, 2015). The former Prime Minister of Malaysia, Najib Tun Razak, emphasised the importance of social innovation and described the most effective ways to encourage social innovation, as follows:  "When we say innovation, many will see it as innovating products or for commercialisation. But social innovation directly affects the people. It is important to firstly, explore social innovation through experiments and secondly, widen channels and accessibility for the people to state their wants and expectations of government services" (Arukesamy, 2014).  In particular, it appears that the development of social innovation in Malaysia is subsequent to the United States White House Office of Social Innovation and Civic Participation and European Commission Initiatives through Horizon 2020, in 2009 and 2010 respectively. The Malaysian move is also supported by some recent major programmes that have carried out social innovation over the last five years there (see Table 4.1).   |  |  | | --- | --- | | Year | Major programme/ activities | | 2012 | Social Innovation Lab | | 2013 | Global Social Business Summit was held for the first time outside Europe in Malaysia | | 2014 | Malaysian Global Innovation & Creativity Centre (MAGIC) was established | | 2015 | Social Innovation was incorporated into the Eleventh Malaysia Plan (2016-2020) |   **Table 4.1:** Some recent major social Innovation programmes in Malaysia  A strong tie existed between Malaysia and United States during Najib Tun Razak’s tenure (Mukhtaruddin, 2016). It was at a peak when President Obama visited Malaysia to form strategic relations, five decades after Lyndon Johnson had paid a visit in 1966 (Alagappa, 2014). Subsequent to the Global Social Business Summit, which was held for the first time outside Europe, Najib announced the establishment of Malaysian Global Innovation and Creativity Centre (MaGIC) to spearhead the development of entrepreneurs, which was then launched by President Obama (Goh, 2014). This significantly shaped the bilateral relations between the two countries. Since then, government agencies have engaged in social innovation, as can be seen in public funding allocation and policy enthusiasm in the recent Eleventh Malaysia Plan (2016-2020) (Economic Planning Unit, 2015). There is a possibility that social innovation discourse is being shaped by government institutions.  The interview findings have been presented thematically in this chapter. A new conceptual model is presented in figure 1, below, based on the empirical results. The figure suggests that social innovation is being used by policy makers to nudge citizens into developing their own responses to social problems. A strong government role is seen in enabling social innovation, which is being generated by and for citizens to fulfil a wide range of socio-economic welfare needs.  **Figure 1**: Social innovation pathway in Malaysia  Collaboration  New ideas  Empowerment  Change  New forms of social relations  Innovation  Utilitarian social value  Societal impact  Social innovation in Malaysia contains a new form of social relations that sees public, private and third sector organisations as well as individuals collaborate together, so that unique roles are provided in delivering programmes. Here, different actors work collectively, taking shared responsibility for advancing social change. This relationship allows support in many forms of services and resources, such as expertise, knowledge, finances, and technology.  These new forms of social relations were presented by the participants as facilitating innovation. The innovation concept refers to the new ideas or solutions which emerge that are closely aligned to gradual or incremental improvements rather than invention. The ‘innovation’ involved relates to the newness of these ideas or the newness of the collaborative form of social relations in the generation, selection and implementation of new ideas in Malaysia. This innovation then leads to a positive societal impact through an increase in aggregate individual utility.  Social innovation in Malaysia involves three plausible routes. First, new forms of social relations lead to innovation; second, innovation leads to utilitarian social value; and third, new forms of social relations lead to innovation, which creates utilitarian social value (and thus societal impact) (see Figure 1). Therefore, the participants’ conceptions of social innovation were consistent with previous academic discourses, particularly the weak tradition (see Ayob et al., 2016; Pol & Ville 2009; Phills et al., 2008 and Mulgan, 2006, 2007).  While they talked about involving different groups in the innovation process, the end goal was to make them (or their society / economy / service users) better off rather than to reshape society through reframing its power relations. The findings also suggest that practitioners in Malaysia use the term social innovation partly as a way of attracting resources (usually from the government). The ways in which they use the term are consistent with international understandings of the concept. For that reason, it is evident that social innovation in Malaysia is broadly understood in ways that are consistent with Western understanding. It is a western concept that has been brought into Malaysia. The interviewees interpreted social innovation in ways that are consistent with their own personal and organisational practises. |

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| Abstract | 3 |
| Title | Exploring avenues of SI creation in organised competitions in Southeast Asia |
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| Body | SI can be defined as innovations that are social both in their ends and means as new ideas to meet social needs and new social relationships to enhance society’s capacity to respond (Mulgan, 2012). SI competitions are found to bring new actors and ideas as well as collaboration (Patel, 2013). Such competitions also provides new entrants an opportunity to obtain valuable early funding, especially that conventional grant givers prefer established projects and institutions (Youn, 2013). This study aims to identify avenues of SI creation and implementation throughout the process of such competitions in Southeast Asia. Information was gathered from thirty-two websites and six interviews with competition organisers. As practical contribution, a framework is prescribed to increase SI creation in such competitions.  There are more than thirty national and international level SI competitions in Southeast Asia. Countries with well-developed SE ecosystems (e.g. Singapore and Philippines) have the most competitions. In contrast, poor countries (e.g. Laos, Myanmar, and Cambodia) have the least. Instead, they have entrepreneurship specific competitions. Entrepreneurship can be considered a form of SI because job creation helps communities but is not included in this research. Many competitions in the region organised by NGOs are directed towards youth, and target ideation and start-up stage organisations. These factors influence SI creation. Competition ranges from one off submissions to nine-month activities. Highlights from several competitions are provided in the following paragraphs based on interviews and perusal of websites.  Six organisers as stated in Table 1 agreed to be interviewed.   |  |  |  | | --- | --- | --- | | ***Table 1: Interview participants*** | | | |  | Name of SI competition organiser | Country of origin | | 1. | Hatch! Ventures (Hatch!) | Vietnam | | 2. | Centre for Social Innovation and Entrepreneurship at the National Economics University (CSIE) | | 3. | Youth Trust Foundation (myHarapan) | Malaysia | | 4. | Make the Change (MtC) | Singapore | | 5. | Singapore International Foundation (SIF) | | 6. | Junior Achievement Singapore (JA) |   Unique aspects of each competition are highlighted. First, Hatch!, an entrepreneurship hub, together with UNDP Vietnam organised the SDG Challenge. The competition was primarily entrepreneurship-focused but initiatives need to demonstrate SDGs integrated in their business proposals. Even though the competition was for ideation and start-ups, the organisers made extra effort to connect potential mature organisations to their network members. In contrast to ignoring such entries, these connections enabled additional SI creation. Winners were provided basic financial awards. After that winners went through due diligence and accelerator programme for additional funding based on their requirements. Second, CSIE partnered British Council to organise Youth for SI Programme Challenge. A unique aspect is train-the-trainer component, whereby SI related training were provided to university staff. This encourages sustainable SI creation post-competition. The competition was opened to youth, but primarily to university students. However, it was found that some proposals from non-university participants were better because of their more practical approaches. This meant superior SI quality. Finalist were required to pilot their projects and receive future incubation that helped their SI implementation.  Third, myHarapan organised Social Project Challenge and Social Business Challenge for secondary schools and youths respectively. The purpose of these competitions was to develop youth. Therefore, the organiser considered the character and personality of participants important for evaluating proposals. The organisers informed that secondary school category participants were more committed than university counterparts. Commitment, character, and personality affect the success of SI implementation. The organisers also strategically invited potential investors and partners to be the competition judges. Fourth, an SE called MtC organised Design for Good Youth Competition. The purpose of this competition was to connect participating organisations to their other programmes. The uniqueness of this competition is that beneficiary organisations that address current pressing social issues are identified as targets for SI proposals submitted in the form of creative art designs. Designs contained useful awareness slogans. Fifth, SIF organised Young Social Entrepreneurs Programme opened to participants worldwide. The competition lasted nine months with multiple interaction opportunities for finalists, such as workshops and field trips. Participant commitment was an evaluation criterion. Interaction and commitment increase SI quality and implementation success. Organisers held alumni engagements with former participants to encourage them to remain involved in the social sector. Sixth, JA organised SI Relay that took place at national and international levels. Corporate sponsor was highly involved by providing trainers, mentors, and judges. Public workshops were conducted to create awareness about SI. Winners were given non-cash awards. Thereafter, organiser connected the winners with government agencies and other organisations to implement SI proposals.  The perusal of various organisers’ websites reveals useful findings that help improve SI competition process. Three observations were found. First, some organisers provided technical resources on their websites. For example, DBS-NUS Social Venture Challenge Asia provided articles to educate readers on areas to improve SI quality. The second observation relates to different types of organisers. Most competitions were organised by NGOs with two notable exceptions, namely university students (e.g. Social Start-up Challenge by SMU SE Club) and for-profits (e.g. Chivas Venture, Danone, and BPI Foundation). More competitions encourage more SI creation. Third, several organisers adopted hackathon format competitions involving quick succession of activities over a few days (e.g. SDG Hackathon by Youth Co: Lab Thailand and Hack Society by Rappler Philippines). Hackathons produce applications that improve service delivery and inspire collaboration (Johnson & Robinson, 2014).  The actual competition process is an extensive process. Based on interviews and observations conducted, an SI competition process framework has been developed. In essence, the proposed SI competition process framework has six stages. The first stage focuses on providing information. The second stage relates to collaboration and partnerships with experts and network channels. The third stage is creating awareness for higher participation. The fourth stage pertains to participant evaluation. Three sub-activities may be included in this stage, namely referrals to relevant parties for further development, refining proposals through guidance, and rehearsing by testing initiatives. The fifth stage is follow-up with past participants to support additional SI creation and implementation. The sixth stage is to repeat the process with improvements and adjustments.  This study identified several avenues for SI creation and implementation throughout the process of such competitions in Southeast Asia. The SI competition process framework highlighted some potential avenues. One weakness of this research is information was only obtained from organisers through interviews and websites. Future research could include other pertinent stakeholders (e.g. sponsors, mentors, participants) and other regions. |

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| Abstract | 4 |
| Title | Enabling Academy |
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| Body | In response to the high unemployment rate amongst people with autism, Gamuda Group established Project Differently-Abled (DA) since 2013. Young adults on the autism spectrum were employed as part of Gamuda’s workforce since March 2014. This project was initiated by Gamuda’s group managing director Datuk Lin Yun Ling as part of the public-listed group’s Diversity & Inclusion programme designed to create an inclusive workplace. To date, Gamuda Group has employed 20 employees who are on the autism spectrum. The success of Project DA has inspired the company to pioneer Enabling Academy, an Employment Transition Programme in 2016 to equip more people with autism to work in professional jobs. This programme is fully sponsored by Yayasan Gamuda [Gamuda Foundation].  **Key Objectives of Enabling Academy**  The key objective of Enabling Academy is to provide a three-month employment transition programme to enable more people with autism to achieve sustainable white-collar or professional employment which leads to independent living. EA aims to collaborate with Partner Companies to create gainful and sustainable employment for more people with autism nationwide by training and developing a circle of support in each respective partner company. Enabling Academy promotes an inclusive and open-minded work culture that appreciates the abilities and contributions of employees with autism (Figure 1).  **Figure 1. Roles of Enabling Academy**  **Programme Overview and Structure**  Enabling Academy has two intakes per year. Each intake recruits a maximum of 10 trainees. There are four key processes involved to promote sustainable employment (Figure 2). As shown at Figure 2, Enabling Academy aims to promote sustainable employment through providing continuous support even after trainees’ job placement. Upon enrolment into Enabling Academy, each trainee will be assigned a job coach to monitor and follow-up on their progress. Individualised support is given to equip trainees with employability skills for meaningful employment.  Figure 2. Key processes involved to promote sustainable development  There are two courses offered at Enabling Academy. Course I and Course II are designed to equip trainees with relevant soft skills and practical job training that are essential for employability:  ***Course I: Personal Development for Career Sustainability***  This course focuses on soft skills development, covers three modules: Personal Management, Career Management and Life Management. Training is conducted in classroom setting with creative approaches that encourage active participations from trainees for effective learning. Lessons learned is enhanced during practical training.  ***Course II: Job Skills Development***  A mock office with simulated-based learning approach is set up at the academy to provide trainee an experience in a corporate work environment with relevant jobs, such as administration, IT assistant or programmer, research assistant, accounting and engineering profession to develop their employability skills. Besides practical job training, basic work etiquettes such as communication skills, accountability, team work and time management are taught in practical ways.  **Eligibility Criteria to Join Enabling Academy**  Applicants who are 21 years old and above and have an official autism diagnosis or medical report from a registered psychologist/ psychiatrist are eligible to apply for Enabling Academy.  Other requirements include minimum secondary school education (or equivalent), diploma or a bachelor’s degree, possess basic work etiquette and vocational aptitude suitable for any administrative or professional jobs in corporate setting, interested in corporate employment and has the ability to work in an office environment as well as independent living skills. For further details, please refer to appendix 1 (E-flyer of Enabling Academy).  **Personnel at Enabling Academy**  At present, there are six full-time staff who are professionally trained in the field of psychology, special education or counselling are employed to support the group’s 20 DA employees, 18 graduates from Enabling Academy who have been placed into respective partner companies and 11 trainees who are currently undergoing three-month pre-employment training. Each staff serves the role as a trainer and job coach.  **Current Achievement**  In the span of a year, from May 2017 to April 2018, Enabling Academy has placed 18 young adults with autism in 15 corporate companies that are partners of Enabling Academy. Their position includes administrative assistant, technical officer (chemical engineering), accounts officer, document analyst, mailing clerk/coordinator, data entry officer and others.  **Conclusion**  EA is currently in collaboration with the Malaysia Department of Social Welfare to organise a seminar on Employment Transition Programme (ETP) for key stakeholders such as Department of Special Education, Department of Skills Development, relevant NGOs and Private sectors, in view of implementing ETP as a national programme to equip more people with disabilities for employment.  Being a pioneer Employment Transition Programme in Malaysia, EA hopes to be a role model to other employment transition centres in our nation. |

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| Abstract | 5 |
| Title | “Pro batuque”: Social Innovation Music Project for Problematic Children from Costa Nova |
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| Body | This is an article about a project promoted by an association – CASCI and a music school – “Palco Central” that gives disadvantaged children the opportunity to have free percussion lessons. “Pro batuque” was the name chosen by the children for the project implemented in Costa Nova, a town located in Aveiro, Portugal, with the aim of providing a sense of responsibility and discipline through music.  Nowadays, Costa Nova is a tourist destination, with striped houses as the main attraction and a beach that is considered one of the best in Portugal. However, this tourist scenario hides the problematic areas of this town. Costa Nova was inhabited for several years by fishing families that spent long periods at sea, leading to a lack of connection between parents and children. This negligence for children in the community has been passed on from generation to generation, and today’s children, between the ages of 4 and 16, continue to spend most of their time on the streets without any kind of adult supervision. For this reason, there is an increase in the number of children with lack of discipline, who reveal inappropriate behaviors, such as lack of education, disrespect and rebellion. The main goal for this problem is to get the children off the streets and provide a controlled and safe environment where they can learn, play and create different perspectives of life. In order to solve these problems, an innovative music project was launched aiming to guide these children in new directions and new perspectives of life through music. This project offers percussion lessons free of charge, with the goal of developing in these children a sense of responsibility and discipline by taking them out of the environment where they grow - the streets - and teaching them rules, rhythms, postures and how to work in groups. The service is organized every Wednesday with percussion lessons that last one hour. However, the project has failures because there’s a shortage of instruments for the children due to the lack of funds offered by the music school “Palco Central” to buy more instruments, thus not being a self-sustaining project. In this sense, Design plays an important role because it has the capacity to engage, empathize and understand the needs of these children. It can restructure the existing service to achieve better results through a different methodology of thought and new strategies to promote self-sufficiency, dynamic classes and social awareness.  First of all, to improve the disclosure and credibility of the project, a graphic identity was developed. Through this identity, it’s possible local partners. This identity also served as an element of motivation for the children, since the name of the musical group, Pro Batuque, was chosen by them. Pro means to be good at something, and batuque is a percussion musical instrument or musical genre. Involving children in the definition of the name of the group and other important decisions, not only creates an effective bond but also creates a more participatory and responsible society (Franqueira & Gomes, 2017), where everyone participates and takes decisions that shape the environment around us. In order to respond to the needs of the project, it was essential to understand how the current service works through design tools1 like blueprints, personas and service maps. With this information it was possible to conclude that there was a lack of classroom organization and resources at a monetary level, therefore, it was visible that it was necessary to redesign the service and think about new ways of making the project self-sufficient and independent of CASCI and the “Palco Central”.  To redesign the service, we began by rethinking the lessons and the way that children are being taught. In this case, it was necessary the collaboration of an educator, to understand how to take advantage of the available hours, taking full advantage of the children's attention and predisposition. Thus, the classes were divided into three moments: concentration games, learning rhythms and collective games. Also, to streamline the classes offered to children, it’s intended to organize open music classes that count on the participation of artists and musicians with unconventional instruments. These unconventional instruments arise from the Theatrical Music Company, in which it’s possible to make instruments and music from any object. The idea is, in these classes, children can learn to listen to different sounds from the ones they are accustomed to, giving them the opportunity to conjugate them with the sounds produced by experienced musicians. Another activity was created within the proposals for percussion classes – outside classes. Since, Costa Nova is a place with tourist attractiveness, this activity generates financial flows while it divulges the project and connects it to the tourist and cultural part of the city. The idea is the children, along with the teacher, move to the center of the city and provide street shows to tourists and visitors to Costa Nova, getting money for it.  The new service approach also seeks to publicize the project on social networks (Facebook, Instagram), on the website and on a poster so that the work is recognized by the community and local businesses, gaining credibility and support. It was also necessary to use other tools such as the user-journey2 map and the motivational matrix, to understand the existing flaws and improvements that could be implemented. These tools help guide discussions and creative processes, where failures and mistakes are opportunities for improvement, rather than as failures (Jégou, Manzini, & Meroni, 2010). By implementing these changes, we hope to scale-up the project, so it can be replicated and integrated in other communities, or continents like Asia, changing lives in a positive way so problematic kids can become accomplished adults with greater emotional stability all around the world.  1 <http://www.servicedesigntools.org/>  2 <https://youtu.be/hJiOFfSVChY> |

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| Abstract | 6 |
| Title | Design for Social Innovation: Integration of homeless people – “Nó” Project |
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| Body | Today, homeless and people at risk of exclusion seems to be an irreversible problem. Social exclusion is related with people that commit lifetime failures that are not aligned with the society’s vision of what is correct (Fitzpatrick, 2006). Welfare associations try to solve this problem by providing minimum conditions of hygiene and sleeping places. Numerous professionals, doctors and psychologists, work with these associations, helping to reduce problems such as dependence on licit and illicit substances. However, social assistance programs tend to be less effective, especially for those who depend on these substances (Pleace & Bretherton, 2007).  Many studies state that the main causes of homelessness in Malaysia are related to unemployment, abject poverty, drugs addiction, alcohol and gambling (Alhabshi, 2012). Reach Out Malaysia president and founder, Pete Nicholl, says that the main issue of homelessness is they do not have enough income to afford a room (Tan, 2014). Those who opted to work even though for a pittance are mostly relatively younger homeless. The older homeless generally have given up and have no qualm of living on mercy (Foong and Ho, 2010). Comparing the context of Portugal with Malaysia, the main causes of homelessness are almost the same. Once that only a few non-governmental organizations are aware of the number of homeless people in Malaysia, there is no accurate numbers. However, we found that according to the Ministry of Women, Family, and Community Development, in Kuala Lumpur, 43% of homeless people are between 22 and 45 years old and the majority are men, about 85%. The Centre of Homeless Planning and Intervention of Aveiro (NPISAA) works to combat this problem. According to them, about 40 of 126 homeless people are unemployed, predominantly men. They are aged between 45 and 54 and mostly with academic qualifications. The majority comes from Aveiro, however, some are foreigners. Lack of integration creates barriers to the life change process. Design is approached with a new perspective, is used to promote innovative solutions and create social impact (Manzini, 2008). Design looks at this issue as an opportunity to collaborate towards the development of society by placing the individual at the center of the solution. Observation and interviews were crucial to understand the target. It was possible to recognize some behaviors of the homeless. Two different personalities were identified: sociable and introverted. Living in this situation, it is difficult to regain routines, rules and responsibilities. It is fundamental a gradual integration process guided by professionals who know the story behind each face.  Two proposals for possible services were developed to response this problem, aiming to promote the employability. Through the sense of commitment, it would be possible to re-integrate them into society. According to McNaughton, a full-time job is not a viable option, not only because they lose the economic benefits, but also because of the pressure of having a job that will lead them to back to dependency (McNaughton, 2005). The opportunity to insert them into the labor market would be one way of providing them credibility in a community that excludes them. In the first proposal, guided tours, we combine the lack of experiential tourism in the city of Aveiro, with the territorial knowledge of homeless. The visits would be done by these people who would share unknown stories with the curious who visit the city. The target audience would be tourists seeking to explore the city. The main partner would be the Town Hall and the tourist office. The aim of this proposal is to promote the sharing of unique stories, the possibility of learning new languages and the motivation to return to work, not only with financial retribution, but also with social approval. The second proposal is the creation of recycled products, the collection of waste from industries and the organization of a university competition for Design students to design pieces that will be produced and sold by homeless people. The target audience are design students, city tourists and Aveiro citizens. For this project, it would also be necessary to include retired volunteers, linked to areas such as carpentry, to support the product creation. One of the benefits of this proposal is reusing waste and provide skills to homeless people, stimulating not only creativity but also the ability to work as a team. The two proposals suit different types of people. The first one is to the most sociable people and the second one is to the most introverted. For the second typology, approaches to social inclusion with the goal of reintegrating homeless people can be done through services that promote interaction with people sharing similar experiences (Smith, 2008).  The name chosen for this project was “Nó” (knot) because of its meaning in the sense of wanting to create a moral and strong connection with these people, so that they feel supported and committed to change their lives no matter the adversities. Within the project, there are three levels of knowledge: in training; trained and expert. At the last level, the person can guide colleagues from the lower levels. “Nó” is intended to help homeless people to change their lives. Aims to help these people, allowing them to have a flexible schedule so they do not feel the anxiety and stress that a job entails. It is intended to reintegrate them into society by including them in a project supported by local partners, in which they commit themselves and show credibility to the community, proving that they can be independent again.  Malaysia is known by the tourism and has a multicultural background in arts and crafts, so both projects in this research (guide tours for tourists and handcraft pieces made by the homeless) would be a way to integrate these people in society again and give them the chance to have extra money to have a better life. Since it is a sustainable and influential proposal for the partial or even total integration of all homeless people it is intended that the project could be extended to other cities.  Bibliography  Alhabshi, S. M. (2012). Homelessness in Kuala Lumpur, Malaysia: A Case of Agenda Denial. International Journal of Social Science Tomorrow. Vol. 1 No. 2. 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| Abstract | 7 |
| Title | The role of University of Phayao on supporting Engineering students to be a social changemaker |
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| Body | “Wisdom for Community Empowerment” is the core Determination Statement of University of Phayao (UP). UP encourages and support research works and academic services of all schools and colleges to stand by the community and support community strengths and capacities.  **UP and community**  “One School One Model (OSOM)” is a project funded by UP to supports schools and colleges to be a part of social engagement. The aim of this project is to support academic staffs to apply the knowledge and do the research with community. In this project, School of Engineering work closely with Jun District community for more than 5 years. In the previous work, the role of School of Engineering in developing Jun district is directly cooperate with the villagers and provide the technical solutions based on the request or the needs from villagers.  In 2017, Jun District Chief Officer proposed the plan to develop Jun community by using Pid Thong Lang Phra Royal model. This model, based on His Majesty King Bhumibol Adulyadej’s Guiding Principles to achieve sustainable development, is to find the root of problems and develops sustainable solution. This process consists of five steps; understanding, accessibility, development, community-owned solution and sustainability. School of Engineering, under the OSOM project, collaborated with Jun District team and villagers to apply the model to 4 pilot villages; Baan Sia, Baan Rong Doo, Baan Huay Kung and Baan Huay Kung Mai in Jun District to find the root of the poverty in each village.  **Engineers as a social changemaker**  One of UP Engineering program learning outcome is that student should understand the impact of engineering solutions in a global, economic, environmental, and societal context. To achieve this learning outcome, students should have the experience with community and recognize the role of engineer as a social changemaker. Then, the role of school of Engineering should not be only serve community through the research and academic services by academic staffs, but also to provide the students' experience on applying their knowledge to contribute community development.  To serve this goal, school of Engineering designed the new course called Creativity and Innovation for Community (CIC) for 2nd year Engineering students from several department. In this course we aim to 1) encourage students to have the sense of loving hometown 2) develop skill in design thinking process to understand root causes of social problem and solve problem creatively, and 3) develop students’ ability to apply knowledge and skills to solve social problem and meet social needs and 4) develop social entrepreneurial skill.  **Integration of teaching, research, and community engagement**  In January 2018, the first launched of CIC course, we integrate the course with the OSOM project to provide students an experience on working with community using design thinking process. We use the Idea Development Toolkit developed by School of Changemakers company as a tool for design thinking. This course is funded by Startup Thailand operates under the Ministry of Science and Technology. We believe that the key factors of making student to be a social changemaker is 1) let them experience this role by themselves 2) teacher must be the role model on working with community and 3) identify potential students and provide further development or opportunities to be a social changemaker or social entrepreneur.  The OSOM project in 2018 is planned to perform 3 steps of Pid Thong Lang Phra model. The goal of the project is to find the root cause of poverty and design sustainable development plan based on geosocial data, environmental and resources in each village. Teaching plan of CIC is planned based on the OSOM plan as follow;   1. Understanding [Empathize]   OSOM: we collect the information of community using Pid Thong Lang Phra questionnaire and surveying the environments in the villages. Villagers, UP staff, UP students and Jun District team worked together in every process under supervision of Pid Thong Lang Phra staffs.  CIC: students spent four weekends to learn the process of empathizing by interviewing villagers and do the survey around the areas in the pilot villages.   1. Accessibility [Define & Ideate]   OSOM: to define the root of the problem of each village, UP team, district office and villagers work together to analyze the root of problem and need of community based on the information obtained from the previous step. Villagers vote for the most critical problem they want to solve and willing to engage and commit to take action. This is to empower villagers to stand up for themselves.  CIC: students selected the problem situation from village and perform root cause analysis and idea selection in class using Idea Development Toolkit.   1. Development [prototype and test]   OSOM: UP team, district office and villagers will work together to design the development plan. Villagers is responsible for taking action. Jun district office is responsible for the policy and budget plan. School of Engineering is responsible for providing knowledge and technical solution and support. This step will start on October 2018.  CIC: Students spent 4 weeks to develop engineering-based prototype for solving their selected problem. The prototypes are presented in the Social Innovation Gallery Walk day at UP. The best 3 prototypes were selected and presented to Chief district officer.  **Further development or opportunities to be a social changemaker**  Potential students or students with willingness to further develop their social changemaker skills are encourage and support to join the activities such as competitions, project funding, incubation program or develop the proposal for senior project. |

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| Abstract | 8 |
| Title | Enterprising tendency of Cambodian university students using the Sally Caird’s GET2: a study for structuring entrepreneurship courses in Cambodia |
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| Body | Entrepreneurship education in the world today is lectured in various disciplines, such as business, management, and science and engineering studies. Moreover, it is applied to foster economic growth and innovation, and the evaluation of these entrepreneurship programs has become increasingly crucial to the process of improving the outcome. It is necessary to develop practical entrepreneurship courses to spread entrepreneurship education successfully amongst universities in Cambodia. This research is part of Born ASEAN entrepreneurship country character research conducted in 10 ASEAN countries. This paper describes the entrepreneurship characteristic of Cambodian university students explicitly as measured by the CAIRD GET2 developed by Sally Caird's (2013). The results are expected to suggest the keys to structure entrepreneurship courses to provide more efficient training for Cambodian university students.  The current survey was conducted from November 2016 to February 2017, for 315 Cambodian university students in Phnom Penh, the Capital city of Cambodia. Regression analysis and T-statistical tests were used to analyze the data. All factors were assessed using established items scales from the literature. This research study shows a high level of “wish and confidence to be an entrepreneur” among Cambodia students, particularly male students. Also, this study reveals that there is a higher level of “wish and confidence” for young students who are less than 20 years old, and for the students who are involved in preparatory entrepreneurial activities.  There is some gap between the Enterprising Tendency measured by Caird’s GET2, and “Wish and Confidence” results. The results provide some insight into understanding the enterprising tendency among students as well as their career choice. Moreover, it appears that the entrepreneurship courses for Cambodian university students should contain programs which integrate the four dimensions to provide more effective training. |

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| Abstract | 9 |
| Title | Social Entrepreneurship in Myanmar |
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| Body | The emphasis of this study stressed on the social entrepreneurship in Myanmar, which can encourage the sustainable development for the country and diminish social problems in the society. Before the statistical analysis on social entrepreneurship and its impacts in Myanmar, the general overview on social entrepreneurship in Myanmar is conducted by conducting focus group discussions (FGD) with some selected social entrepreneurs. The 14 selected entrepreneurs (2 groups: 7 members in each) are participated in this FGD.  From FGD, it is found that there are two driving forces on social movement in Myanmar: the opportunity to INGOs to come into Myanmar due to released sanctions of Europe and US against Myanmar after 2010 election, and need to provide relief and reconstruction activities after 2008 cyclone Nagis. Social movement in Myanmar can be seen obviously with the emergence of social enterprises. In Myanmar, most of the entrepreneurs firstly start their firms as profit-oriented businesses; then they save money to establish social enterprises or to convert their businesses into social enterprises. Moreover, they believe that they must have enough money to contribute effectively to society by running social enterprises. They also understand that essential elements for sustainable development of their social enterprises are innovation, partnership with relevant stakeholders (e.g., foreign enterprises and banks) and strong and clear social purpose. However, it is difficult for them to gain success even though they do experimentations to launch innovative products. Major cause is lack of technology and finance. For sustainable contribution to society, they need to gain the return which covers initial investment and operating costs. Another difficulty for them is staff attitude towards social entrepreneurship. Most of the employees do not have enough knowledge about the contribution of social enterprises in which they are involving.  It is also found that most of the social enterprises are producing products accompanying service. Bakery enterprises are producing baked products and also giving training services to community. These enterprises want community people to know how to bake and to have abilities to make baked products by themselves. This is their main social mission. These enterprises are selling products or services to get profit which will be used for community development as well as they will provide services for human development with the intention of making people to be able to find money. Textile enterprises are also doing with same way: selling clothes as well as providing training of dying, weaving, and sewing to women. Some enterprises are collaborating with vocational schools to provide such kind of training to students, and they also buy products made by these students. They find markets not only local but also international to sell these products. These are some examples of social enterprises. In general, most of the social enterprises in Myanmar are doing their businesses by this way of producing innovative goods or services accompanying training service. Social enterprises create job opportunities, giving vocational trainings and services to those groups for their living enhancement. By considering social impact on community, their beneficiaries include women, farmers, youth and children, victims of human trafficking, people living with HIV/ AIDS, environmental and artisans, teachers and students, small and medium enterprises.  To analyse social entrepreneurship in Myanmar quantitatively, the survey research is conducted. To collect data from social entrepreneurs, personal interview method is applied by using structured questionnaire. The scope is limited to Yangon region where 69 social enterprises are located, and 32 out of these sixty-nine enterprises are randomly selected as sample for this study. In data analysis, linear regression method is applied. According to the results from descriptive analysis on 32 social enterprises, it is found that most of the social enterprises providing services offer services relating to upgrading agriculture, training and education services, health care services, travels and tour services for community based tourism. Most of the social enterprises providing products are producing products such as irrigation products, organic products, textile, food and beverages, handicrafts, bags, jewellery, handmade toys and recycled products. The survey is conducted with three objectives.  From analysis, for objective (1) – relationship between social entrepreneurship and social capital – it is found that social entrepreneurship is positively significantly relating to social capital, and from detail analysis, it is found that only one element (pro-activeness) of social entrepreneurship has direct positive effect on social capital. Other four elements (social intention, social innovation, social mission, and risk-taking) are not affecting on social capital. From analysis on objective (2) – relationship between social entrepreneurship and organizational resources – it is found that social entrepreneurship is positively significantly affecting on organizational resources, and from detail analysis, it is found that only one element (pro-activeness) of social entrepreneurship has direct positive effect on organizational resources. Other four elements (social intention, social innovation, social mission, and risk-taking) are not affecting on organizational resources. Thus, it can be concluded that social enterprises can gain social capital and more resources if the entrepreneurs practice pro-activeness (i.e., practice of innovation and leading industry with new ideas). The objective (3) – effects of social entrepreneurship, social capital and organizational resources on social return on investment – it is found that social entrepreneurship has positive affect on social return on investment. From multiple analysis, it is found that an element (social innovation) of social entrepreneurship is positively significantly affecting on social return on investment. From analysis on effect of organizational resources, it is found that both human resources and financial resources have positive significant effect on social return on investment. From analysis on effect of social capital, it is found that social capital is positively affecting on social return on investment, and from detail analysis, it is found that all elements (social trust, social network and public sector engagement) of social capital are positively affecting on social return on investment. Thus, entrepreneurs must be innovative to launch distinctive products into market, they must have optimum level of human and financial resources, and also must develop the social trust, social network, and must participate in public sector for good social return on investment. |

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| Abstract | 10 |
| Title | The Bohaven Retreat: a doorway to innovation in creation |
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| Body | The foundation of this project is to revive the nomadic culture, in proposing luxury ‘glamping’ tents, for a contemporary lifestyle driven generation. It aims to unite the luxurious amenities and natural surroundings in the most immediate and intricate ways. Inspired by a Bohemian Style and driven by the Extensive Travelling Fever, the space has evoked an essence of the Digital Nomads. The use of bright textiles, an eclectic assemblage of objects, the space offers different typologies of tents along with recreational spaces from bonfire area, café, restaurant, spa, swimming area, and most importantly an interactive space. This space brings in the new concept of Digital Nomadism – which not only promotes social interaction between people of different disciplines and avenues, but also significantly allows them to create, innovate and reinvent, giving rise to new ventures and also new communities. The intention is also to promote Dajipur Wildlife Sanctuary, where the site is located, promoting the local and natural landscape of this sancturial area and increase awareness about this location. The blend of social interaction amongst people, flora & fauna and birthing the concept of ‘Digital nomad’ in this space, makes this project fall under the category of social innovation and environment.  Keywords: travel, digital nomads, social innovation, luxury tents  INTRODUCTION  The thought that led to the foundation of this project was the answer to a question of ‘what is today’s necessity’. With the heavy and crude day to day routines, breathing in suffocated air, in today’s scenario, people want to break this viscous circle by gaining new experiences, but not on the cost of leaving their standard of living; because ‘today’s necessity is luxury’! Thus, the project became an opportunity to design a space to revive the nomadic culture, in proposing luxury ‘glamping’ tents, for a contemporary lifestyle driven generation, by uniting the luxurious amenities and natural surroundings.  RESEARCH  The initiation of the project was done by gathering the facts and whereabouts of tents, as a part of secondary research, learning that collapsible structures/shelter was first seen in 40,000 BC, which were structured on mammoth bones and covered with mammoth hides. These tents were set up by nomadic colonies of Moldova (formally Soviet Union, Russia). The next significant change in tent designs (around 400-300 BC) was influenced by Roman army, who settled in the tents as they moved from city to city. They started appearing as round tents and then progressively changed to rectangular tents. During this time, they were known as YURTS and TEEPEES. The Romans used calf or goat skin to make their tents. The next evolution phase aroused due to shortage of resources during Civil War in US and the following World Wars, leading to the use of most minimum required material to pitch the tent. Apart from the times where tents were used as a shelter, the emperors who ruled over regions, stayed in massive/ alluring tents which was their royal statement. They stayed in such tents while they moved from one place to other or while going to safari. During the onset of 20th century, drastic innovations and design changes were seen, and the world welcomed camping as an adventure enthusiast’s dream vacation, changing the purpose from necessity to delight. And 21st century took the arena of tents to the other level, by introducing a word ‘Glamping’ in the Oxford English dictionary. Its meaning is a combination of two words, ‘Glamour’ and ‘Camping’. To be able to experience the royalty in tents, is what Glamping takes over. “Glamping is the antithesis of a gilded overdone classical hotel model”, quoted by Boyd Ferguson of Cecile and Boyd, designers of lodges for the African luxury safari company Singita. (SCHEFFLER, 2014)  METHODOLOGY  The approach taken was to analyse the primary research and the secondary research together, to be able to get best output from them. Case studies of luxury tent resorts were conducted, in order to understand the present scenario of Glamping. ‘Sujan Sher Bagh – Ranthambore’, ‘Kohima Camp – Nagaland’, ‘Nubia Luxury Camp – Morocco’ were studied as a part of secondary research. While, ‘Orchard – Tents & Tranquility – Pushkar’ was closely visited, observed and questioned as a part of primary research. The intake from the case studies was the importance of the concept and a U.S.P. of the location which attracts the target audience. Tent manufacturer company – ‘Zanskar’ was visited to find out the making of tents, their materials and requirements and the sizes. Mr Anil Kumar (owner of Zanskar) explained that the glamping tents were made of three layers – Canvas sheet, Plastic sheet, Cotton fabric. And that there was no fixed size for such tents; the sizes were customised according to the need and purpose of the tents. The exploration with various shapes of tents was done, which was approved and verified by the company.  The targeted audience were the Digital Nomads who are perpetual travellers, always in search of places where they can cherish the environment without overlooking their work life.  But a question raised was “Is it possible to be a ‘Digital Nomad’ while living a life of luxury? Why or why not?”  These constant travellers self-identify as “nomads”, conjuring up images of pre-historic humans roaming the Earth. While many of these people are digitally-savvy entrepreneurs, part of the “digital nomad” subculture, nomads also encompass ridiculously wealthy trust fund kids, even jobless wanderers and senior citizens. (Nation Post – May 10, 2017)  To understand more about the characteristics of the targeted audience, a survey was conducted amongst a group of travel enthusiasts. The results clearly depicted that the glamping model wasn’t very popular amongst the audience, yet, majority of the percentage wanted to experience it, portraying their trait of being experimental clearly. The tariff was also decided on the basis of results of the survey.  PROPOSAL  The Bohaven Retreat (name of the resort) is nestled along the Dajipur Wildlife Sanctuary, the proposed site location. According to the nomad list, the places which are untouched, raw in its form are the desired locations for digital nomads. The intention is also to promote Dajipur Wildlife Sanctuary, promoting the local and natural landscape of this sancturial area and increase awareness about this location. The space allows one to visualise the utmost luxury, amidst the nature in a semi-temporary structure, in the most immediate manner. One can take in the natural beauty of an untouched forest and leave it just as pristine as it was when one arrived. The space offers different typologies of tents. Residing, eating, sleeping in these tents with no concrete walls but of patterned fabric walls unites with the natural surroundings. Bringing in the free spirited energies and creating the perfect atmosphere using right interiors is the objective. It also offers recreational spaces from bonfire area, café, restaurant, spa, swimming area, and most importantly an interactive space. Bright textiles, contemporary style and an eclectic assemblage of objects mixed with tasteful neutral tones would be synthesising the influence of bohemian style with modern aesthetics, rejuvenating these spaces. The interactive space not only promotes social interaction between people of different disciplines and avenues, but also significantly allows them to create, innovate and reinvent, giving rise to new ventures and also new communities. An expansive deck with bonfire pit and lounging chair allow one to admire the unobstructed sunset or stargaze at night. The whole space attempts to give – a never-felt-before sensation in a man-made setting to the targeted audience.  RESULT  The idea is to create a luxury tent resort, inspired by Bohemian Style and driven by Extensive travel fever, evoking the essence of Digital Nomads. Octagonal shape was given to private tens for the guests (after the shape was verified by tent manufacturer) and a lot of importance was given to the designing of interactive space, so that it would blend with the ideology of our target audience and affirm their presence. Emphasis on styling and the look and feel was high. A glimpse of the spaces proposed in this resort would be able to conclude this project in a justified manner. |

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| Abstract | 11 |
| Title | Luxury Senior Living – THE NILAYA RESIDENCY, ‘Home Away from Home’ |
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| Body | Aging is a series of process that begin with life and continue throughout the lifecycle. As trends are changing people are redefining their ways of their living and do not want to bogged down in the chaotic life which they have already gone through during their early life. The aim of “Nilaya Residency” is to provide elderly people time when they can actually look back on life and live on past accomplishments. It’s the community for adults where they can celebrate life and enjoy the moments. It promotes independence by providing them same standards of living which they used to live earlier as they have themselves earned this living. The space offered to residents is barrier free (handicap accessible) and offers anticipatory service packages. The overall atmosphere of the space provides luxurious facilities allowing warmth, freedom, companionship, culture focusing on the ACTIVE AGING of the residents. To counterbalance the boredom spaces like recreation room, interactive spaces, intergenerational learning centre wherein generation gap between kids and elderly will be overcomed by their interaction are added upon to provide purpose, connection and community for the seniors. Other spaces like nursing care centre, retail store, family meeting spaces, spa and saloon, swimming pool, sun room, reception area are also a part of the space. Overall space has a dense green patch which makes the space liveable and fresh for the seniors.  NEED FOR SUCH A PROJECT The need for retirement homes arose from the existing problems of down of migration to foreign countries of kids and leaving their parents to hometown. Need for constant companion is a necessity at this age whereas the kids donot give much time to their parents. The percentage of elderly people, classified as those above 60 years of age, is expected to go up in India from 8% in 2015 to 19 % in 2050. To maintain the same standard of living for elderly even if they are not with their own family. We live in a society where the trend of nuclear family is taking over joint families and the care of young ones and seniors is increasingly segregated, with very limited opportunity for these two to interact. To overcome this generation gap both of them are put under one roof to encourage interaction and learning. Also, to replace isolation and loneliness within seniors with Inclusiveness. Lifestyles have changed, so as the way of living. Individualism, independence has taken over everyone including the seniors.  DESIGN AND ENVIRONMENT FOR ELDERLY  A space designed for elderly (or handicap) is supposed be according to their needs, comfort, easy accessibility. Barrier free building design utilizes certain design principles to create functional, safe and convenient built environment for elderly. Some principles are adopted while planning are Accessibility, Reachability, Usability, Orientation, Workability, Safety. Indoor Environment quality includes lighting of the space for elderly wherein orientation of the rooms used in the morning (like bedrooms and kitchen) to receive morning light stimulates the circadian rhythm (sad light-box therapy typically prescribes 10,000 lux for 30 minutes in the morning). Effective blackout options in bedrooms for supporting good sleep patterns, e.g. thermal shutters (for cold periods) and/or with adjustable louvres (for secure night time ventilation in warm conditions). Main habitable rooms should receive optimum daylight (above 3% average daylight factor). High head heights of windows for more access to daylight due to a larger sky view. Colour is also one of the major points that should be considered. Elderly people have difficulty distinguishing between colours and surfaces. High contrast colour schemes are the best. Warm colours promote security and harmony within them. Using a variety of colours can cognitive abilities functioning. Soft blues, lavenders, violets can make them connect to spiritual and reflective mood. Softer shades of red, orange, gold, mustard, yellow will help to improve energy level and circulation. Peach colour, warm tans and apricot, terracota and pink work well with elderly eyes. Using floral patterns can stimulate pleasant memories of the calmer, simpler nature of a tranquil rural life. Anthropometrics data is one of the most crucial points while designing a retirement home because it allows easy accessibility for the elderly.   * Width of passage for crutch users (min. 900 mm) * Finishes of floor surface with non-slip floor material. * Installation of handrail to support the body weight at the critical places e.g. staircase, toilet, ramp, passage with a change of level (800-850 mm). * Extension of handrail on the flat landing at the top and bottom of the stairs (300 mm). * Ramps at the entrances of each place. * To prevent slipping off the cane or crutch from the side of the stairs or ramps (20 mm high lip on the exposed edge). Signs shall indicate the direction and name of the accessible facility and incorporate the symbol of access. * The size, type and layout of lettering on signs shall be clear and legible   INTERGENERATIONAL LEARNING CENTRE This space bridges the gap between the kids and the elderly by making them interact to each other. Also both the generations are benefitted in some or the other way. The elderly people have an improved overall physical and mental health. There is decrease in agitation with dementia. Increased sense of self-worth takes places. Active growth happens. This helps them to fight against loneliness in this age and also increased personal independence takes place. The kids are benefitted in their own ways. They learn how to respect the elderly and how to deal with handicap people. Life experience of the elderly enriches the kids. They learn how to be agreeable amongst people of different ages. Social skills, academic skills also get improved.  METHODOLOGY To further understand how the retirement home works case studies were done. THE GOLDEN STICK - Paschim Vihar, New Delhi; ANTARA SENIOR LIVING – Dehradun; PROVIDENCE MOUNT ST. VINCENT– Seattle were studied. Also survey was taken to know the needs of people at different age. This took me a step closer to my design for the proposed space as to what all material and the overall environment of the retirement home should be. RESULT Indira Nagar, Dehradun, capital of Uttarakhand, India situated near Himalayan foothills, is selected as the preferred site location for the project. The place is well connected both by air and rail, the city also has a high per capita income, features excellent weather during the hot summer months, and low crime rate. The theme for the interiors of the space chosen was MODERN VICTORIAN, because the site (Dehradun) has a lot of historical buildings. Also the abundance of wood as a material is a benefit because some specified types of woods helps clean the indoor air quality. Healthy Aging India(HAI), is taken as the hypothetical client. Required Areas for the residency are: Reception, Nursing care centre, Spa and saloon, Yoga and meditation centre, All day dining, Recreational Space, Swimming Pool, Family meeting rooms, Worship Place, 24\*7 convenience store, Sun Room, Interactive zones, Organic farms/landscaped gardens , Residential space (Single Occupancy room, Twin sharing room, Standard room , Studio Apartment), Servants quarters, Emergency call centres, Laundry room. Standard room look and feel, the space gives a soothing and relaxing ambience with accent colours of blue and yellow. The large windows opposite to the seating area allows the natural light to come in. The washroom is designed as per the needs of the elderly. Anti- skit tiles and grabs are provided for safety purpose. The Washroom as well as the bed side table has a bell that can be used in case of any emergency |

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| Abstract | 12 |
| Title | Airport Intelligent Wayfinding System |
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| Body | Abstract  Airports are by themselves areas of stress. Terminal building not really seems so comfortable, when passengers are concerned not going to miss the flight. Last year, more than 4 billion people flew in the world, 271 million more passengers than the previous year.  As users, passengers extending the wayfinding experience from the moment they plan the trip, until they arrive home. Considering the optimum space per passenger, 1,3 - 1,8 m2 (IATA, 2014), at airport terminal, they spend between 22 to 47 minutes using terminal facilities on departure and about 6 to 55 minutes on arrival. When they want for boarding, 50 to 70% are seated on an overall occupancy of 60 to 70%. Designers exploring ways to transcend the traditional signage through smarter ways to make sense of our social environments. Airport design systems offers a library of a visual style and components. Increasingly, we have more complete and simplified urban maps, which can quickly and easily show anyone how to get from area A to area B. Many clear wayfinding´s examples already being affected, with user emotions, as well with the signage technology. User´s empathy is crucial for design process. User interaction and personalization of the signage systems, towards smarter wayfinding system in airports, can be a usage being key. Understanding the user´s interaction with signage through physical and psychological needs, is a potentially way to provide insights for a concise and intelligent airport wayfinding system through a clear visual literacy as a broader set of technical skills.  Keywords | Information Graphics | Wayfinding System | Intelligent Signage | Smart City | Interaction Design | Airport Signage  Introduction  Wayfinding was used for the first time in 1960, by Kevin Lynch[[1]](#footnote-1). A decade later, in 1970, the concept evolved into "intuitive guidance", starts from the premise that the individual can perceive where he is located and where he wants to go.  Human being interacts with the surrounding space. Need to identify places, know where to go, and choosing the best route or way, to its destination and be able to find the way back.  One of the goals of airport terminals, is create a memorable passengers experience at airport terminal. Airport customer satisfaction survey[[2]](#footnote-2), covers service and performance parameters, including, “Wayfinding and Terminal signage”. An intelligent wayfinding system not only enhances the passenger experience using the service, as well, control and guide the flow of passengers and influence the decisions in specific situations. Singapore Changi International Airport and Tokyo´s Narita International Airport, implemented two different strategies for wayfinding systems, according targeted goals for passenger flow and geographical location strategy.  Passenger experience | Singapore Changi International Airport (SIN) |  Singapore Changi International Airport (SIN), is the only airport in Singapore and is one of the busiest layover airports in the world. Last year, the airport served over 62 million passengers, considering current population of Singapore is 5,798,081.  Automated Bag-Drop Machines  Figures 1-2 | Changi International Airport | Wayfinding System | Source: Changi Airport Group  In 2018, for the sixth consecutive year, Singapore Changi International Airport has been considered the world's best airport by World Airport Skytrax Awards[[3]](#footnote-3).  Changi International Airport is a good example that communicates static and digital information to its passengers through an integration of current signage and other media and technology.    Figure 3 | Changi International Airport | Map | Source: Changi Airport Group  Based on the design principle the information is organized according by a hierarchical and consistent structure, that remain visible over long distances. Primary signs (in yellow on a dark background) showing operational destinations and essential services, while secondary signs (blue) indicate amenities, services and support functions.  Changi Terminal 4, opened since November 2017, proposed wayfinding design strategies around technology and centralized on passenger´s intuition. Design layout facilitated a natural wayfinding, by moving passengers towards intuitive recognition and make access even clearer and to gain some time. Check-in lines, encourage passengers to walk into the immigration area intuitively after check-in. As well, self-checking digital kiosks, allows passengers to print their luggage tags electronically thanks to a facial recognition system and verification of the passport and boarding pass.  Passenger experience | Narita International Airport (Tokyo) | Terminal 3  Japan's capital is the most populous metropolitan area in the entire world, with a population of 8,336,599. Tokyo´s Narita International Airport is one of the busiest airports in Japan. Terminal 3 is operating in the Asia/Pacific region.  The newest terminal at Tokyo's Narita International Airport features a running track rather than moving walkways. /var/folders/5f/s1zhzyfd7k56w375pwxd0gvc0000gn/T/com.microsoft.Word/WebArchiveCopyPasteTempFiles/narita_4_835.jpg?itok=_V084MXG  Figures 4 - 5 | Narita International Airport | Wayfinding System | Source: Narita International Ai  The terminal 3 design was managed by Nikken Sekkei[[4]](#footnote-4). The multidisciplinary team focused on creating a "low-cost airport" with the architecture and design, opted to use a running track scheme. A color-coded circuit with 1 kilometer, integrates user-friendly guidance, that guides passengers around terminal. Two colors, blue track, color as Japanese sky, guides passengers to the departures gates and red track, red as Japanese soil, guides passengers to arrivals. The new design, aims to be a comfortable and positive experience for all visitors to Tokyo 2020 Olympics.  Conclusion  Although technological advances, Wayfinding System succeeds when all signals are part of a holistic system that provides the right information at the right time. Airport Terminals required a coordinated wayfinding signage system, which ensures passengers can reach their gates quickly and without stress. Therefore, clear and detectable signage was in order to cut through the bustle of an international travel hub. Regardless of process and technology, a wayfinding system requires the correct use of visual navigation to provide information and orientation quickly. Environmental graphics and signs are complex objects that involve various functions: expressing information, aiding in wayfinding, identifying functional areas, advertising, promoting values, and helping create a sense of place and spirit. An effective signing system is one that has been designed with the users physical, perceptual and cognitive needs in mind, can break down barriers such as language, culture, and reduce stressed experiences in airport terminals. Wayfinding systems can encourage more sustainable behaviors among users and deliver significant environmental for airport terminals. |

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| Abstract | 13 |
| Title | Education for Social Innovation: A Case Study of the Citizenship Module at Chiang Mai University, Thailand |
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| Body | In 2017, the School of Politics and Government at Chiang Mai University started to require first year students to take the Citizenship module. This requirement was part of a policy that came from the university’s administration. It should be noted that lecturers at the school did not, at any stage, initiate teaching a civic education-related module. Moreover, none of the lecturers ever learned how to teach civic education when they were in school. This is because the national curriculum provided by the Ministry of Education had abolished civic education decades before.  In 2014, after the military junta seized power from elected government officials, the nonelected government officials initiated civic education under the theme, “The Twelve Core Values for a Strong Thailand” (National News Bureau of Thailand, n.d.). Thus, this national-level curriculum brought back civic education, and teachers were required to teach civic education to students from Grade 1 to Grade 12 (Daily News, June 17, 2014). Students in Grade 1 to Grade 9 are required to take 40 hours of civic education every year; high school students from Grades 10- 12 are required to take 80 hours of civic education every year (Daily News, June 17, 2014). The main idea of civic education revolves around the twelve core values. These values aim to create non-active citizens instead of active citizens. For example, the twelve core values suggest that children should respect their parents, teachers, and elders and abide by rules and regulations (National News Bureau of Thailand, n.d.).  A team of lecturers from the Faculty of Political Science and Public Administration developed teaching methods that rejected the idea of non-active citizens. The aims of the Citizenship module included creating active citizens, applying design thinking and facilitating social innovations. The motto of the course was to create global active citizens who understand and respect other people’s cultures. Three lecturers were assigned to teach this module. They received a total budget of 20,000 baht ($588 USD) to buy school supplies for the Citizenship module. The first class was launched in January 2017, and 70 students registered for the module. The design thinking class was based on the teaching methods used at d.school at Stanford University in Palo Alto, California. According to the book What I Wish I Knew When I Was 20, Tina Seelig, a lecturer from d.school, created the class in which the students were divided into groups, and each group received $5 USD. Seelig asked her students to use this $5 USD budget to create more assets within a specified timeframe. By the end of the experiment, the students had identified various ways to spend their budget, from selling lemonade and pumping bicycle tires on campus to queuing for locals during rush hours (the most creative idea). By the end of an experiment, the group with the latter idea had earned the most money.  In Thailand, the Citizenship module lecturers taught students in a way that was similar to Seelig’s experiment, but with a twist. The lecturers divided the students into groups, each consisting of 10 people or less. Each group was then given 200 baht in cash (equivalent to almost $7 USD) and asked to create a project that would affect the largest number of people in a positive way, while also focusing on sustainability. The project was called the Kick Starter 200 Project. There are two keywords in this experiment: sustainability and quantity. Prior to the Kick Starter 200 Project, students learned about the concepts of social innovation, lean start-up, and pitching. In class, they were introduced to examples of social enterprises in Thailand and abroad. The lecturers invited homeless people to give a talk about what it is like to be homeless in Chiang Mai. The students were given three weeks to brainstorm ideas and initiated their own Kick Starter 200 Project. After that deadline, the students presented eight projects to the lecturers. One group of students who were inspired by the homeless people’s story used their 200 baht budget to create branding and a Facebook fan page to help homeless people in Chiang Mai. They labelled bottles of cleaning using a logo designed by one of the students. Another group of students bought chili seeds from a local market and grew chili inside the university’s dormitories, then sold the chili to students and donated the money. Another group decided to help students who are dealing with stress and mental health problems by created a Facebook Fan Page, called ถ้าเธอเหงาเราคือเพื่อนกัน (If you are lonely then we are friends). This group brought envelopes to every dormitory at the university and asked students to write down any questions, comments and problems they were currently facing. They collected the students’ comments and posted them on the Facebook page they had created, and a student who had received a beginner mental health counsellor certificate answered all the students’ questions.  By the end of the semester, students rated the class 4.17/5 and rated the lecturers 4.36/5. In all, 80% of the feedback from the students was positive, and 20% was negative. Negative feedback was related to the goal of the subject; some students found it difficult to define good citizenship and they thought the concept was too abstract to fully understand. In terms of positive feedback, the students liked the activity-based teaching approach and they suggested that this class should be mandatory for every student at the university. |

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| Abstract | 14 |
| Title | Social Innovation influenced by Value Based Pedagogy |
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| Body | What Is Social Innovation?  Social innovation refers to the creation, development, adoption, and integration of new concepts and practices that put people and the planet first. Social Innovations can resolve existing social, cultural, economic, and environmental challenges. Unlike Business innovation which is generally motivated by profit maximization, Social innovation has a social purpose — like microcredit or distance learning (Wethinq.com, 2018).  The Social Scenario today:  Social innovation today seems to be roughly at the point where science was more than a century ago, dependent on the enthusiasm and determination of a single individual. It is believed that in the coming century the pace of social innovation will accelerate as a result of more money flowing into NGOs and civil society than ever before.(Mulgan,2006) It is also indicated that the key industries of the twenty-first century—health, education, and childcare and eldercare, each of which will be a far larger share of GDP than information technology or cars—will require very different approaches, partly because they are so deeply shaped by public policy, and partly because they depend so much on co-production by the user, patient, or learner. For these reasons, traditional business models of innovation will give way to social innovation.  Sustainability in businesses today is being guided by the twin principles of We-economy and Triple Bottom Line. Triple bottom line requires looking beyond the traditional bottom line of business to the profits that business makes socially, environmentally, and economically (Mindtools.com, 2018). It is also understood that in just a few years from now humans will only spend their efforts on creating and delivering value what robots are incapable of: Care, presence, empathy, art, exchanging ideas and experiences. A greater share of the economy will not just be based on money, but on social and environmental values. The future generation needs to be prepared for this upcoming global change and hence there has to be an attitudinal shift. Universities need to take centre stage and make this happen by preparing the next generation of students to look at academics from a holistic point of view.  The need for Value based education has become extremely critical, considering the rapid value degradation in society due to spiritual impoverishment. Quality education has become synonymous with employability and economic progress only. Values Education unifies all other subjects under a holistic vision of values and secondly it humanizes education to become a starting point for Social innovation. The objective must be to provide experiential learning in not only knowing values but also practicing values. The universities should help create value based leaders with global mindset and social sensitivity. It is extremely important to impart value based education through:   * Learner-centric pedagogy that will emphasize attitudes, including spirituality, and skills as much as knowledge; * Exposing students to value-based growth in underserved parts of our communities; * Synthesis of competition-based Western efficiency and collaboration-centric Eastern ethos in the curriculum; * Intellectual contributions aimed at influencing practice. * The role of spirituality in a balanced approach to decision making. * Professional ethics that stress on and also include social values and social responsiveness * Problem solving through the principles of Design thinking and Empathy   Role of Universities as Change Bearers  Universities contribute a great deal to society through extra mural studies and outreach activities, research-based inquiry, scholarship, and the preparation of students for work and life. Universities can create rigorous research tools and skills to help reshape and define the field of social innovation. It can provide future generations with the empathy to positively impact the world around them. Universities generally are rich in resources which can be mobilized to contribute to solutions to social problems. Moreover, universities can transmit information across sectors, through student training and partnerships with funding agencies, private investors, public policy regulators, and the communities themselves. (Matheson, 2018)  What Universities should do  Universities should provide flipped-classroom with experiential learning opportunity so that students can hear the voices of their stakeholders/ customers.  Eminent people working in the field of social innovation should be invited in for special lectures as role models to motivate the students.  Universities can move away from rigid structures and encourage cross-campus collaboration and interdisciplinary approaches to find solutions to global problems by application of design thinking.  Universities should push their students to answer questions about:   * The problems they aim to solve in their environment? Find effective solutions for those problems and the magnitude of the problems they aim to solve. * Create incubation cell for social innovation in collaboration with communities and business houses. * Environment for humanistic development.   Conclusion:  Finally, universities should prepare and enable students to become:   * Corporate executives transforming large industries from within * Government leaders who can bridge the public and private worlds * Social entrepreneurs leveraging markets and business for the greater good * Effective nonprofit executives and board members * Skillful advocates moving social and environmental agendas forward * Active volunteers   Several universities like Georgetown, Stanford, Oxford, and Harvard have already taken up the initiative of advancing the pedagogy and practice of social enterprise to further the public good. Finally, support at all levels of the universities is imperative in order to instigate a cultural shift supportive of social innovation (Matheson, 2018). |

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| Abstract | 15 |
| Title | Empowering University Students on Social Innovation to Solve Global Health Issues |
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| Body | Social Innovation is not a new term, but this concept has exponentially gained traction in the recent decade (Borzaga & Bodini, 2014). SIGHT Camp is an interdisciplinary (students backgrounds of each team shown by below figure), non-credit bearing program open for all undergraduate students. As a base for students’ social innovation, Camp is the initial phase of their SIGHT journey, introduced to various tools and skills designed to empower them in the field of social innovation. The main components of Camp are discussed below, which refined based on stakeholder feedbacks.  **Recruitment interviews**: Students are evaluated via task-based group interviews, during which the teaching team observes their aptitude and attitude towards teamwork and the task at hand. Interviewees would also have a glimpse into how things are done at SIGHT.  **Preparation of projects**: Contact partners and if necessary visit their project sites to assess for potential projects. All projects and partners are to be finalized 3 weeks before Camp starts.  **Camp:** Starts at the 1st week of the semester (12 weeks in total). Most of the events in Camp will take place in an innovation lab space in HKUST on a weekly basis in the evenings. Here are the main activities:  ***Introduction and Ice-breaking***: The Teaching Team gives a brief introduction to the events in Camp and provide an overview of the Healthcare Challenges (~ 5) available for the students that year. An entry survey is conducted, followed by sharing from SIGHT Leaders and ice-breaking games. As this is the first time students meet each other, it is our imperative for them to get to know each other, and the students will go through additional bonding activities as well.  ***Empathy Sharing*:** Leaders conduct a simulation session for the students to understand the environment and needs of the overseas projects, with different counters demonstrating conditions of different locations. Visits to local sites are arranged for local projects.  ***Ideation*:** Ideation starts after the students learn more about the project needs, in an environment where everyone feels comfortable to express their views and ideas and are constantly encouraged to think out of the box.  ***Team formation*:** Teams are formed by week 4. Students submit their top three project choices along with their rationale and potential input. The Teaching Team then matches students to teams by balancing skill sets according to the project needs to form interdisciplinary teams. Above 80% of students get their 1st choice.  ***Design Thinking Workshop*:** As the main event of the Camp, we invite external speakers to introduce and train the students on leveraging Design Thinking for their innovation process.  ***Workshops/Trainings*:** A series of workshops to help students familiarize themselves with tools for their innovation, where they will gain basic knowledge of different technologies and confidence to pursue them according to their project needs.   * Basic Prototyping: Using cardboards and foam boards for quick prototyping. * Advance Prototyping: 3D modeling, 3D printing, milling, usage of hand and power tools. * Electronics/Basic coding: Fabrication of simple electronic circuits and introduction to Arduino programming. * App Design: Building mobile apps via platforms such as Thunkable.   ***Contact with Partners***: Students conduct background research, initial prototyping as they are armed with both project needs and prototyping skills, and communicate with their partners to convey their prototypes, obtain feedback.  ***Roadshow***: At the end of the semester, students present conversational prototypes to the partners, teaching team and faculty advisors.  ***Camp Graduation***: Outstanding project ideas are selected to continue towards the SIGHT project course in the following semester. As Camp is an all-voluntary program, students are eligible to withdraw at any point; Students who have successfully completed (~30) SIGHT Camp are entitled to continue towards the project course. An exit survey is conducted to contrast with the entry survey.    ***Focus group feedbacks***: In order to collect first-hand feedback from students on their Camp journey, qualitative evaluation was carried out at the end of the Camp by Center for Education Innovation in HKUST.  Two semi-structured focus groups were conducted, seven students were recruited as participants.  Overall speaking, the interdisciplinary nature was well received. Students acknowledged that, as summarized by one student, “if it were not for SIGHT…we may not have met certain [kinds of] people”, including students and experts from multidisciplinary backgrounds, and NGO leaders, which expanded students’ horizons and understanding of global health issues. Also, the challenge of working with people from different backgrounds provided them an opportunity to realize the importance of building a collaborative teamwork atmosphere, for instance communication problems between students in different majors when explaining concepts or jargons in their own disciplines, and solving disagreement between teammates to reach an “agree to disagree” compromise.  The Camp was also successful in unsettling their conventional thinking. For example, one student reflected that people might carry certain kinds of prejudice or preconceived ideas when they approached a problem, which Design Thinking helped them to take a few steps back and search thoroughly for the “root of the problem”. They were also being user-centered: they were always “conscious about who exactly were the potential clients” and their needs, conditions when trying to design a prototype, which matched the empathy stage of the Design Thinking.  Indeed, the SIGHT Camp offered an experience of contrasting approach in both types of prototyping in social innovation: fast and slow prototyping (Hillgren, Seravalli & Emilson, 2011). Fast prototyping emphasizes pinpoint solutions that can move quickly into practice, an approach adapted for the Healthy Snacks for Cambodian slum children and local Mobile Clinic projects. In contrast, slow prototyping targets a new model that “refines slowly throughout extensive user testing” and “can accommodate a gradual scaling up process” (Young Foundation, in Hillgren, Seravalli & Emilson, 2011), which was introduced to the Hygiene and Health Education in Cambodia and the Moringa Social Enterprise in Guizhou projects. Much of the participants’ projects had proceeded to the credit-bearing course in the following semester, and the workshops and Roadshow in the Camp had prepared them for making decisions on improving on existing blueprints or proposing new solutions. |

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| Abstract | 16 |
| Title | Doing Good, Better: Evaluating the relative social value of organisations to increase sectoral efficiencies and increase impact |
| Authors | Meeghan N. Zahorsky |
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| Body | In 2017, more than $485 billion dollars flowed into the philanthropic sector. If sufficient funding is available, why aren’t we solving more of the world’s pressing issues? Inefficiency is undermining our progress. The social sector is rife with inefficiencies in terms of funding allocation and usage. To address these inefficiencies, a few critical steps need to be taken: 1) brutal honesty needs to be adapted to how we invest in socially-oriented organisations, 2) this honesty needs to be driven by data-driven decisions, requiring a greater focus on standardised frameworks and metrics, and 3) there must be an emphasis on capacity development to enable organisations to be successful in this new model.  Reducing inefficiencies requires collective action, and in the case of the social sector, it requires funders, advisors and non-profits to take off the kid gloves when they evaluate their success. We have to get comfortable with critically judging and comparing programmes and organisations in the social sector based on their own efficiencies and effectiveness. This will require a market-based approach to grantee selection, weeding out or pruning less-effective organisations. Unlike a business where sink or swim is a consistent truth, the social sector has been buoyed by the good-hearted believing there is no “failure” when it comes to doing good. Efficiency will only be achieved through the objective evaluation and comparison of organisations to ensure that every dollar invested in channelled to the highest impact programme. Efficiency requires a shift in the conversation away from “show me the pictures” to “show me the impact”.  For the ideal of comparison and honesty to be achieved, standardised impact measurement and reporting is critical. The focus on impact measurement in the social sector is nothing novel. However, the key challenge has been standardising impact metrics to a point where cross-sector or cross-country comparison is possible. While for-profit companies are judged (and live or die) by their balance sheets, non-profits have no such barometer of their success. Capacity to fundraise typically has a weak correlation to an organisation’s impact given that fundraising and running programmes require different skill sets and teams. Often, very high-impact organisations, are terrible at fundraising, and vice versa. We need to adopt the same scrutiny level we do with mainstream investments to our social investments, but to do so, we need to establish a separate measurement of value than dollars. Thus far, the closest methodology to achieving this has been the Social Return on Investment (SROI) approach (Social Value UK, 2012). While presenting a way to quantify impact in theory, SROI has proven a problematic methodology in actuality. The process of translating outcomes into dollar amounts has been widely left to individual interpretation.  The impact investing space, guided to a great extent by the Global Impact Investing Network (GIIN) and their indicator database, IRIS, has also proposed metrics for comparing social impact across organisations. However, as the Standard Social Innovation Review highlighted,  “A close look at the impact investing field reveals that the state of practice is far from robust. Most impact reporting focuses on output measures such as “number of lives reached” or “number of jobs created.” Few investors or entrepreneurs seek to understand, in a deep way, how customers experience the goods or services that an enterprise provides.” (Dichter, 2016)  In response to the lack of impact data and traditionally cumbersome data collection processes, Accumen has developed the Lean Data approach. Lean Data is a promising methodology to tackle the issue of capturing impact, focusing primarily on how data is collected and aligning it, logically, to the core functions of an organisation or programme. This is a first step to resolving the impact measurement predicament. When coupled with the learnings from SROI practices, it brings us closer to a methodology of collecting and reporting data.  The missing link remains the standardisation of metrics. What does a kilo of impact look like? How do we effectively compare apples to oranges? This gap can only be addressed by developing a social accounting standard that, like financial accounting, has set formats for capturing the flow of resources, replacing “profit” with “impact”. Social accounting will draw on a set of standard indicators and measurement tools that remove the subjectivity of the data collection, funnel the data into formulas the translate outputs, outcome and impact into a comparable unit of measure and aggregate the results in templates that easily allow investors to understand and compare an organisation’s impact no matter the size of the organisation, its mission or location.  Finally, we can’t expect that organisations have the time and resources to get this done alone, and as such, capacity development is a critical component. Once developed, social accounting should alleviate the burden on organisations to design their own data collection methodology while struggling to comply with a variety of funder reporting requirements. Although standardisation will be less complex, it will require a period of learning and adaptation. In some cases, this may provide an opportunity for third-party service providers to fill the function of social accountants. At which point, organisations could outsource this function the same way financial accounting and auditing is outsourced. This also serves the function of increasing objectivity and standardisation. Simultaneously, investors and funders need to recognise the need for supporting capacity internally or through outsourcing, and in so doing, incorporate this into their funding models. By reducing inefficiencies in the social sector, this will dramatically change the sustainable impact and effectiveness of their funds.  There are two key words in my title – “evaluating” and “relative”. Evaluating is what the social sector must get better at. Relativity is how we know we’ve succeeded. The solution is straightforward - evaluate the impact of organisations in a way that allows us to compare them, and then allocate funding to the most effective organisations. If we can succeed in this, the rate at which we alleviate many of the world’s pressing social issues will be dramatically increased. |

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| Abstract | 17 |
| Title | Mapping Social Innovations through Social Network Theory |
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| Body | Social innovations can be profoundly affected by poorly developed social networks, limiting the ability of individuals and communities to access resources and establish connections with agents in the public and private sector. Mapping social networks through the utilization of social network theory can provide researchers with valuable insights into the number and intensity of social contacts within and between communities, and what these contacts mean for social innovation strategies. Social network theory relies heavily on graph theory in mathematics and focuses on analyzing points (nodes) connected by edges or lines (ties) and the formation of loops (circuits), or clusters of close associations, between nodes. Social network theory’s strength lies in its ability to illustrate social structure, thus, creating opportunities to examine variables ranging from social balance to structural change. When applied to social innovation, social network theory has the potential to provide models of connectivity through identifying keys nodes such as community ‘hot spots’ (meeting places; points of congregation), as well as the strength of ties between nodes and external agents. These models, in turn, can be used to map cost-effective strategies for the efficient allocation of resources, devise intervention strategies, and identify new partners in the innovation process.  Social network theory can be thought of as encompassing two, distinct domains: ‘Network theory’, or the consequences of network variables; and ‘theory of networks’, or the processes that determine network structures (Borgatti and Halgin 2011:1168). From a biological perspective, the social network approach provides explanations for varying issues affecting distinct populations including the fitness implications of social structures, and the effects of learning periods on individual choice and group success (Kraus, Croft, and James 2007:16; Ng 2008:447-8). In the social sciences, the study of networks has included more theoretical work such as formalist and relational analysis of organizational forms (Erikson 2013:221-5), as well as the use of network theory in counterinsurgency operations (Reed and Segal 2006:255-7). Analysis of social network metrics provides a means for quantifying social network structures (SNS) that in turn have ramifications on group behavioral ecology and an individual’s social network position (Sih, Hanser, and McHugh 2007:976). Those network positions, meanwhile, could result from heritable roles created through historical increases in populations and a lessening of network densities (Thomas and Mark 2013:526).  Looking at a community from a top-down perspective, the social structure that is created is varied with relationships between disparate individuals established out of some form of necessity or desire (Jackson 2003:734). The process of social innovation relies, in the broadest sense, on need and sociality (Muthukrishna et al. 2014:5). Need, in that innovation would not likely be required or at least conceived of without it; and sociality, or the process of connecting with individuals who can further the innovative process.  If we continue with the hypothesis that population size will have an influence on network density, we can infer that communities with large populations may have corresponding decreases in the strength of connections within social networks. ‘Strength’ not equating to ‘size’ as more broad-based networks may have more connections (nodes) but diminished intensity (ties) between them (Somma 2009:298). But population demographics are also closely related to geography. A small network with limited connections spread out over a great distance may see the strength of those connections equal to a larger, more densely packed network over a limited space. Likewise, positions within social networks may be influential in terms of opportunities afforded to individuals, but they may also be highly variable between cultures (Schlegel 2011:465). Societies where individuals migrate within or without, for example, will not necessarily be bound to the same limitations as more static communities that see very little population shifts. Further still, individual characteristics (ambition, behavioral disposition) will also play a role in either enabling or hindering individual success.  But given the highly mobile nature of economies in Southeast Asia that see workers moving from rural to urban areas for employment (Mertz et al. 2009:283), there must also be an accounting for similarly mobile networks. That is, social networks that can flex and accommodate new environments and the connections established, maintained, or negated as individuals move between highly variable social contexts.  A more fundamental question, then, that needs to be asked is whether social network models would work best for individuals or communities. The short answer is both; however, that is with the qualification that communities are not comprised solely of social innovators or potential innovators but an array of people who may or may not play part in a social innovator’s vision. Therefore, a two-step modelling process may be appropriate in some instances taking into account both the community an individual is situated in and an individual’s own social network. If we conclude that the strength of ties between nodes is influenced, perhaps even determined, by the number of connections with other nodes, then the more connections a node has, the greater role it plays in the operation of the network.  (a) Community social network  (b) Individual social network  Looking at the schematic, we can postulate that nodes within any given community social network (a) will be comprised of places of business, schools, public buildings, homes, and public meeting areas. Individual social networks (b) will exist within these community nodes, although these networks will vary within the community to varying degrees. Some community nodes will have the same individuals congregating within them, thus, providing for a certain amount of overlap within individual nodes as people move from place to place. Therefore, by determining the strength of ties between nodes in both community and individual social networks, we can infer which nodes have the highest degrees of connections (as seen above in the blue, red, and green ties between nodes), thus, allowing for a top-down view of key locations and actors within them. Once these have been identified, the creation of strategies for allocating resources and identifying partners becomes more efficient, potentially reducing costs and expediting the innovation process. |

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| Abstract | 18 |
| Title | Industrial areas as a creative focus of social innovation |
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| Body | The City Council of Alicante, through the Local Development Agency, promoted the creation of a study on the future of industrial areas, in order to generate a common vision on how they should evolve in the short, medium and long term. The result was a detailed study of a portfolio of actions that should be undertaken to achieve the vision. It was the first time that research of this type had been developed and analyzed the relationship between the industrial areas and the city. The objective of the research was to identify the main keys success factors for the industrial areas to generate value for society.  Common vision  As soon as the study began, and during the research stage, our team discovered that creating a common vision from all the agents involved is fundamental and the basis on which to develop any initiative. Hence, we focus on identifying the stakeholders in a 360º vision model, and prioritize them according to their interests and capacity to influence. The key stakeholders must be involved in generating the vision, otherwise any result will be useless and no one would be engaged with the results. Thus, we detected four major groups or stakeholders:   * Government institutions: City Council, Diputaciones, State Agents, Port Authority. * Universities and other educational institutions. * Professional Charters. * Social actors: e.g. neighborhood associations.   We promoted their participation in the proposal with the clear intension of achieving the maximum engagement. So, each of the stakeholders could express their needs, requirements, concerns and their particular vision for the ideal future of their specific area of concern. For this purpose, we use techniques like focus groups, expert judgement or nominal groups.  The vision  Once this information was collected, the next step was the development of the vision of the possible evolution of the industrial areas in the medium and long term. The paradigm on which our vision was based was the collaboration and the mix of different urban uses. In such a way that the isolated vision of industrial zones is abandoned and the participation of different parts of society is champion. From the globalized interaction of different social environments, better results can be obtained. Likewise, the grouping of companies and interests in sectorial clusters is another key factor that helps to influence administrations and *facto* powers, and fosters to attract aid and financing that companies individually would not be able to achieve. Some of the clusters identified were: Mediterranean diet and health, led by Mercalicante: an industrial area exclusively dedicated to food. Multisector logistics with the purpose of implementing 5G technologies.Intellectual property, led by EUIPO (European Union Intellectual Property Office) and virtual and augmented reality.  Areas of innovation  From the analysis and conclusions achieved by redactors of the study and the specialists who collaborate, in the specific case of the city of Alicante, several specific areas of innovation were identified, such as:     * North Innovation District: In which the University of Alicante is located, with its technological campus and nearby industrial areas, focused on the generation of scientific and technological start-ups. The characteristic of this area is the integration of industrial areas along with other residential uses. * South Innovation District: taking advantage of the facilities of the old “Ciudad de La Luz” (film sets) in which it is expected to develop technology-based companies focused on virtual reality 3D modelling and other related technologies. * Corporate District: In the Port of Alicante area, the creation of a high quality urban district is proposed, in which high-value-added companies are combined together along with residential and commercial uses, which can generate and encourage interaction between different social actors – a key success factor for innovation and generation of new opportunities.   Tangible results in the short term  The common vision is beneficial for outlining a goal to which the different administrations and stakeholders can focus their efforts and so that they may be more efficient and likely to achieve more solid strategic results.The study also addresses aspects focused on the short term. So, from the assessment of the current initial situation and the defined vision, more than 200 specific actions to be implemented in the following 3 years were identified (by the redactors, specialist, and stakeholders), to fill the gap. We realized that it is very important that the stakeholders perceive the obtaining of value and results (benefits) in the short, medium and long term. And therefore, to maintain their motivation and furthermore their support. The delivery of value should be balanced taking account time. Furthermore, it is crucial that value appears as soon as possible.  Initiatives and prioritization  In any situation, the available funding and resources are always limited, and all industrial areas would like to capture as many resources (funding) as possible. Hence, in the study, a methodology was developed to help prioritize the different actions and initiatives depending on concrete factors such as:   1. The initiative helps to increase the level of quality of industrial area (necessary to access different support programs). 2. Estimation of expected economic cost, difficulty of implementation. 3. Number of actors requesting the improvement. 4. If it is about to be subsidized by IVAFE (funding institution). 5. Number of companies benefited by the initiative. 6. Perception of value by the redactors. 7. Alignment with the common vision.   Conclusions  Innovation and industrial zones have a growing relationship, so that the implementation of isolated industrial zones solely focused on corporate or production aspects should not be considered. On the other hand, it has to be considered how to integrate the most representative social actors or stakeholders, so that their interaction would generate ideas and initiatives that could deliver value and could improve both life in the city and increase the chances of stable and high-quality employment. The results of this study, carried out in a city of 330,000 inhabitants with a metropolitan area of more than 750,000 inhabitants, can be extrapolated to cities with similar characteristics in the Asian region. The initiative´s prioritization model developed, can be adapted without any doubt to the specific characteristics of each city. It will not be possible to achieve success without the establishment of a common vision agreed by the different social and legislative actors, regardless of political ideas or circumstantial situations of the city. We would like to close by stating that in order for the common vision to become a reality, strong leadership is a must for bringing together the institutions and directing them toward the common good, otherwise the possibilities of failure increase. |

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| Abstract | 19 |
| Title | The importance of identity for the affirmation of social innovation projects |
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| Body | Introduction  The relevance of an identitary system to support the image of projects in the scope of social innovation can be measured through its visibility and the degree of complicity between publics and projects. Its diffusion within audiences broader than those that are directly involved, through the use of different communication mediums, leads to its recognition being done through the naming/drawing binomial and its constant repetition being a factor of memorization and, consequently, success.  If we take as a reference the major brands or corporations, their identity systems are the guarantee of recognition before the public with which they contact, and their visibility is the greater the more their identity is disclosed. This serves not only for the institution to be recognized for their actions, products or services, but also as quality assurance, increasing the degree of confidence in the consumers for which they are intended, since they guarantee that the offer is made by that entity.  Realizing the advantages of the synthesis that the graphic identity can bring to the visibility, institutions of a differentiated character, less vocation for sale or for profit, have chosen to adopt this way to achieve greater notoriety and, consequently, to add value to their offer. If it was initially the nations to test this strategy, using generalist concepts such as "made in" - ensures that what used this denomination had intrinsic a certain standard of quality - quickly, according to Olins, the brand concept was extended to other territorial dimensions such as cities and / or regions and other areas of social dimension, such as charity, sport, culture and education, among others. If the areas of intervention of the brand / graphic identity have gradually widened, the size of those who use them has also changed: it is no longer just the large institutions that use the brand to communicate, organizations, events or individuals, to affirm their presence through identifying signs, in order to be recognized and differentiated from those who compete with them.  Reinforcement of identity, recognition of credibility  The need for affirmation in the social entrepreneurship field requires that the branding approaches to the one used in corporate systems, although being differentiated by its social nature. The formula usually applied until a few years ago, in business or corporate fields, widens now to new areas of social and sustainable nature, replacing the focus from the financial gains towards the social welfare. Until a few years ago, it seemed almost a heresy to associate social projects with the brand concept. Only institutions such as Red Cross or others with a similar impact, such as the UN – United Nations or the WWF – World Wide Fund for Nature, could do so, but always with the principle that should use the image only to identify and never to "profit" with that. The concept of recovery was almost taboo, being reserved only for profit institutions. This meant that many projects of social impact were only recognized by small audiences, unable to exceed their small limits. With the increasing number of projects and respective financing, the need for visibility has become more evident, both to reach the target audience and to identify and make known their funders. Funding is not a merely altruistic attitude, but something that needs to be recognized by broader audiences than the original recipients. This is the only way to justify the proliferation of identifiers of institutions, countries or governments, according to pre-defined norms, everywhere to shout "this project exists thanks to me". This is one of the most efficient ways of creating bonds with citizens, as they realize that those institutions are capable of working for the common good.  Practical cases  As a way of demonstrating the strength that the brand can have in strengthening identification, it is intended to present a set of identities developed for Social Innovation projects, whose formal coherence and visibility goes beyond the logo building exercise to acquire a strategy based on brand value, either in each project, or in a set of projects already existing or to be created in the near future.  As an example, we present a set of international projects financed by the European Commission and coordinated by the European Office of Glasgow Caledonian University, whose implementation is spread by various parts of the world. Although a large part of the institutions involved are not part of more than one project, it is possible to perceive that, in addition to the theme of social innovation and the coordinating institution, they have common identity traits, whether in terms of naming, design, typography and even the color palette that constitute them. Thus, any of the projects presented - LASIN, SEASIN, SFC, SIKE - are able to contribute by their perceived identity to the strengthening of the connection of the GCU to the leadership in the areas of social innovation. Thus, any of the projects presented - LASIN, SEASIN, SFC, SIKE - are able to contribute by their perceived identity to the strengthening of the connection of the GCU to the leadership in the areas of social innovation. |

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| Abstract | 20 |
| Title | Social Entrepreneurs in Myanmar |
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| Body | After Nagis Cyclone in 2008, many of social volunteers and civil society organizations (CSO) emerged and voluntarily involved in social development activities, including significant emergency relief and rebuilding efforts for the basic infrastructure of the country and provision of basic health services. Because of military government restriction to international aids, local individual donors, volunteers and CSOs are important in rehabilitation step of post-cyclone Nargis hit areas. That social movement pointed out national problems drawback the development of Myanmar. People are more cautious in social problems and needs in the different areas of Myanmar Society. Many NGOs and CSOs become shortage of funding after decade of post-cyclone Nargis and new social enterprise concept are popular but some constraints are still present to develop in Myanmar. A very few entities define themselves as SEs or are formally recognized as SEs in Myanmar. This is comparable to much of the South East Asian region, where the term, although gaining awareness, is not yet in mainstream use. However, awareness of the concept is starting to emerge and the space in Myanmar has begun to take shape as existing entities in the NGO or private sector are beginning to identify themselves as SEs. Role of Social entrepreneurs are very important in national economic growth and most of social enterprises are in the form of Small and medium sized enterprises, commonly known as SMEs, form the backbone of business in Myanmar. Myanmar is no different and over 99% of all its business falls in the privately owned SME segment. This is part of the transforming business landscape that existed till just a few years ago when only two types of businesses existed, namely, small family run businesses or large conglomerates, and SEs barely heard of, though not nonexistent. With the opening up of the economy and a new government in place, Myanmar will see a transformation and modernization of business setups since it has emerged as the land of opportunity with tremendous growth potential, and plenty of aid and advice available.  METHODOLOGY  The study assesses existing social enterprises in Myanmar, and the extent to impact factors of social innovation in Myanmar in terms of education, working and social background of social entrepreneurs. This study aspire not only primary & secondary data and personal interview of social entrepreneurs. Before the statistical analysis on background of social entrepreneurs in one or more industries to create positive impact on their social innovation, the general overview on how social entrepreneurs passionate on social innovation depend on their socioeconomic background in Myanmar is conducted by conducting personal interview with some selected social entrepreneurs. The 10 selected entrepreneurs are participated in personal interview survey.  FINDINGS. After interviewing of 10 selected entreprenerus , it is found that their demographics, education, past social and working experience are related to their social innovation and impact driven factors in their social enterprises development.  AGE & GENDER. Social enterprises in the Myanmar are mainly led by people between 25 and 40 years of age. This is a younger demographic compared to mainstream businesses. About 90 percent of social enterprises are headed by the youth or people below 40 years old. Further, the proportion of female social entrepreneurs is greater than male counterpart. There is a greater share of women-leaders in social enterprises compared to the other SMEs sector.  EDUCATION BACKGROUND. The Social entrepreneurs in Myanmar are higher education graduated and more than 20 percent are master degree holders. They are enthusiastic in continuous learning and all are interested in education sector. They agreed that education system is important for social enterprise and national development.  WORKING EXPERIENCE. The social entrepreneurs are previous employed in their respective sectors and changing their mindset to entrepreneurship to start up own business. Most of them got working experience in private sector and related to their working experience and self-interest, they found out new social innovation to solve the social problems in their areas.  FAMILY BACKGROUND. Most of their families are middle household income family and extended family type. Their families are very bond to each other and social minded.  PHILANTROPHIC BACKGROUND. Most of social entrepreneurs are social minded and involve as volunteers in their respective areas. They are closely engaged with venerable groups and they have a great tone of challenges and experiences in philanthropic areas. They are very concerned with social, cultural and environment problems in their societies and always finding ways to solve the problem.  POLITICAL SYSTEM. Most of social entrepreneurs are facing changing political system in different government’s administration. They knew that the government cannot help all the sectors and people should solve their problems and help to each other. In their opinions, all stakeholders are responsible to solve the problems for sustainability growth of the country.  CONCLUSIONS  This study is the first step to highlight on that social innovation is related to demographic, socio-economic and personal background of social entrepreneurs. In this study, there was a general overview of primary and secondary research on role of social entrepreneurs in Myanmar. The findings are getting interviews with selected SEs. In order to gain a comprehensive overview of the social entrepreneurs in Myanmar, the further study should focus inclusively on all social enterprises around Myanmar. |

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| Abstract | 21 |
| Title | Mobilising the Corporate Sector for Good: Five things we can do to innovatively shape the source of global wealth for cross-sectoral social benefits |
| Authors | Margie Ong |
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| Body | What if we can successfully harness the world’s corporate sector – the wealth generating sector – to develop impoverished communities, to educate our young and to effectively curb our planet’s rapid environmental decline?  Globally, numerous efforts are underway to achieve this in the corporate sector. This is illustrated around the world but mainly in Europe and the US. These efforts include the growth of socially responsible investments; the increase in the level of social innovation in corporations; and the acknowledgement of the bottom billion as respectable consumers. In Southeast Asia, the change has been slow to take root and uptake is still sluggish at best. However, there are positive indications of greater adoption, primarily led by regulation and individual sparks of ingenuity. These efforts have been typically isolated in nature but promisingly impactful. They include: the introduction of sustainability guidelines and regulations by stock exchanges and security commissions in Southeast Asia; the rise of Islamic Finance in the region; and the rise of collaborative networks championed by industry leaders and large conglomerates. There are five key initiatives that we can all undertake today towards greater market accountability.   1. Increase sustainable and ethical profits. In Southeast Asia, corporate social and environmental impact has been largely achieved through ethical utilisation of an apportionment of company profits. The global conversation has rightfully moved towards the impact brought about by responsible generation of profits. Companies in Asia today need to quickly play catch up in adopting sustainability practices, not only to bring much needed impact, but to remain competitive and relevant. Global sustainable investment assets have expanded dramatically in recent years. However, these assets in Asia only represented 0.8% of total managed assets; as compared to 58.8% in Europe (Global Sustainable Investment Alliance, 2014). This paves a clear path forward in both negative screening and ESG integration strategies for Asian companies. The variety of global standards being adopted here in Southeast Asia has narrowed in recent years, leading to more focused results. What remains is for corporations to map their sustainability adoption journey; recognising that if not taken seriously and addressed immediately, it will represent one of their biggest existential threats. These five simple steps can get companies started. 2. Increase capacity and skills to create better impact. Social impact teams exist today within non-profits and corporations. The work is commendable and the people behind the work are passionate and dedicated. However, in Southeast Asia, it has been observed that the ability for these teams to create significant impact is most times impeded by available capacity and skills within those teams. One of the greatest impediments is the donor-based funding model of most of these teams in both sectors. This has created an unfeasible cost goal of minimising overheads. This limits the effectiveness in retaining and developing the best talent for the work at hand; as well as the ability of these teams to contribute in ways beyond direct grassroots engagement. Global development of key standards within impact measurement and social accounting is also in very early stages when compared to financial markets. This uncertainty of what and how to measure success is translated into disparate efforts, cloudy tracking of data and randomised reporting of results. In Southeast Asia, impact teams need to build or leverage sufficient capacity and skills to establish their crucial role in driving the adoption of better practices within corporations. Allow us to share some great examples of this being accomplished. 3. Increase access and use of data for better decisions. Napoleon Bonaparte was once attributed as saying, “War is ninety percent information”. Similarly, decisions made in every organisation today is as wise as the data that is available, accessible and understandable to them. This encompasses both the generation and collection of data, and the aggregation and analysis of data. The ability of all sectors to share and leverage data is crucial in ensuring that decisions are made to optimise the positive impact of the corporation. Here are some examples of the powerful use of data in creating impact. 4. Increase awareness and information on purchasing power. Members of all levels of society are represented as consumers. The power of purchase is what continues to propel the flow of global wealth. The significance, and hence the power, of each purchase is oftentimes lost at points of transaction. Decision making is fast and simplified to mainly the parameters of cost and quality. Consumers need to be aware that these simple everyday choices have the ability to fuel sustainable producers to success, and to punitively hold to task corporations that don’t meet the standards we demand. Though 66% of global consumers were shown to be willing to pay more for sustainable goods (Nielsen 2015), in order for ethical consumer choices to be widely made, the market must strive towards an ‘all things being equal’ platform. Access to quick, reliable product information is also imperative to enable conscientious decisions at point of purchase. 5. Increase incentives and deterrents to motivate sustainable decisions. Sustainable companies have been shown to produce better results, even in the short term, than their non-sustainability focused counterparts (Eccles et al. 2011). However, many companies are currently not yet equipped to realise these positive growth results. Incentives (and in some cases, deterrents) by both regulators and market forces are needed to propel the market towards the adoption of key policies and practices. Market drivers need to be more clearly defined and allowances need to be made to ensure that small medium enterprises (who account for 96% of all Southeast Asian enterprises (ERIA OECD 2014) are equally mobilised. In Southeast Asia, regulators have taken specific actions, in partnership with global players, to introduce compliance requirements. Market driven incentives in the form of scrutiny by large investment houses have also spurred the movement towards sustainability. Here are some market leaders to watch in the coming months.   We all have a part to play in encouraging the capital markets to make the right decisions. For the future of our children and our planet, let’s collectively build better businesses for a better world. |

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| Abstract | 22 |
| Title | Where Big Words Don’t Count – the role of empathy and the intersection of research and practical application when working with rural farmers with disabilities in Cambodia. |
| Authors | Ian Jones and Khim Bun |
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| Body | Creative performance. Capacity building. The design cycle. These are all words that inspire a design academic to rush for new papers with long words and lots of syllables. But what happens when the academic world crash lands into communities that have no translation of modern design language or the concept? Christiaan (1992) discusses the process, technical skills and creativity requirements that need to be present in communities for the design to happen, but what happens if they aren’t fully present in a community? And how can they be identified or capacity built?  Program designs and on the ground interventions can’t purely be based on the theoretical and the gross assumption of empathic thinking. ‘Pure’ research may miss the subtleties of community development to the point that it becomes detrimental to success as contextual realities are overlooked. Large scale pre-research is often timely and also risks the community becoming bored with ambiguous initiatives that if not communicated clearly, may lead them to not understand the benefits of the participatory or co-design based intervention and walk away before it even begins. To overcome this gap, group exercises and activities can be tailored to mirror the lived experience of participants, and through the use of practical examples that require low literacy and inputs, facilitators are able to identify and prioritise methods of establishing and supporting creative skills. Facilitators are able to scaffold not only the capacity building of design thinking but also an increase in social cohesion that is necessary for successful co-design projects. Simple exercises can be embedded into human centred approaches to help ensure a camaraderie and social capital and cohesion is developed between participants who may come from geographically diverse areas but are still part of the same marginalized community. Social, intellectual and human resource capital all need to be harnessed to ensure success. Whilst exercises can be developed prior to field work, design practitioners still run the risk of being overly assumptive if making decisions on the level of creative and critical thinking skills present in a community prior to arrival. Anecdotal and secondary evidence from field partners can help to develop a broader picture of the influencing factors such as education levels and income levels, but still leave large assumptive gaps on local capacity to be ready for design based interventions.  However, solutions do exist. Sanders and Stappers (2014) identified that making has become an activity that both designers and codesigners can engage in during all phases, and this is particularly effective in creative capacity building before the pre-design stage. Making and gamification as activities in capacity building and the development of social capital help overcome assumptions and also preconceived expectations of participant familiarity with ambiguity and iterative processes within the co-designing groups. More importantly, the introduction of processes in a fun and engaging activity overcomes fears and self-doubt within communities that have not experienced learning environments over a long period of time, or have high levels of self-doubt in their own abilities due to marginalization. Simple making exercises such as team collaborations in the making of a local ‘mango picker’ provide the opportunity for a contextualized design and iteration exercise that is within an accessible leap in understanding due to its everyday use and nature. Communities don’t need to spend a lengthy time deliberating problem statements to design forward towards, but can utilise everyday devices as design ‘triggers’. This allows participants to work backwards unpacking the core components of form and function with a problem statement that is implicit due to variations of solutions already existing.  Through the act of unpacking such a simple device participants are able to make explicit the problem statement in terms of lack of reach, height and inherent risks and dangers they wish to overcome as mangoes come into season and out of reach. As the new or adapted solution is then re-generated with a range of local materials for testing based on the existing concept or platform, it is possible to overlay the iterative design process during feedback sessions after testing to introduce members to the larger design cycle. Building task motivation forms a core part pre-generative capacity building and simple activities are able to expand domain understanding and comfort levels whilst removing barriers based on self-consciousness. Group learning games such as ‘Paper Bridges and Bananas’ provide an opportunity for creative play interwoven with critical thinking as participant prototype ways to support as many bananas as possible on a free standing structure made only with 5 pieces of A4 paper. Bananas are ubiquities around the world and the as the only instruction is to make something that will hold up bananas participants instantly become goal oriented. The exercise draws upon creative and critical thinking skills as participant move through the iterative process unconsciously as they visualize, build and contrast and compare structures. The different physical models during group presentations illustrate how the shape of an object helps it function as needed, whilst awareness builds that to overcome barriers participants have the opportunity to generate and compare multiple solutions before settling on one design and iterating and generating learning after the first ‘failures’. More importantly, these exercises allow participants to be able to express their own design critique in a structured and friendly manner, contributing to social capital development that is not often expressed in theoretical design yet critical when participants are involved in more difficult tasks and activities as they begin to rely and support each other.  To aid in the effectiveness of the pre-generative capacity building exercises, the development of social capital must be continually monitored and nurtured, requiring empathic decision making by facilitators as activity supports and adjustments are made. Human centred and co-design approaches are as much about empathic facilitation as being a design or research specialist and this is where the gap between theoretical and practical begins to emerge. The space inhabited by the designer, researcher, or practitioner as facilitator is heavily influenced by their own empathic ability to move communities forward beyond where big words don’t count. This empathic facilitation and social capital growth developed throughout these exercise supersedes theory not only in pre-generative stages but throughout the whole iterative design cycle. It helps overcome barriers for marginalized communities by continually building cohesion required at each stage to support drops in attendance and confidence. Confidence and creativity drops can critically effect progress, and understanding when and how to insert and scaffold additional knowledge without overlaying or overly influencing ideas is critical to ensuring momentum and local ownership of ideas and solutions long after the design exercises have finished and the big words have gone. |

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| Abstract | 23 |
| Title | Coffee Farming Community in Myanmar (Shan State, Mon State and Kayin State) |
| Authors | Shoon Lae Sandar Oo |
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| Body | In 1885, Missionaries initiated coffee growing in Myanmar. Two coffee experiment farms were established in Myeik and Dawe by the department of Forestry. Plantation of coffee in our country’s state region such as Shan, Mon and Kayin will provide social benefits, environmental and natural resources protection. Because bringing coffee from bean to cup can create a healthy environment. Deforestation and drought are prevented and protected by coffee plantation, either. The coffee beans are included in the GAP (Good Agricultural Practice) list of safe-to-consume coffee beans.  In this study, I wanted more emphasize coffee plantation in Shan rather than Mon and Kayin State. Because this state is notorious with opium poppy fields whilst other crops have sprung up. Opium poppy is grown illicitly as a major cash crop by farmers in this hilly region of Shan State. I really want to overcome the saying of border areas of our country Myanmar, which is one of the largest opium producers and heroin manufacturers in the world from this study’s assumption. UN guided farmers to plant coffee and rubber instead of drug production. The farmers growing the coffee are all either former or current opium growers, mostly from the Pa’O and Shan (Dai) ethnic groups. They need to learn the promise of sustainable crops and stable income. Recently, a United Nations Office of Drugs and Crime (UNODC) conducted alternative development project with agricultural talent to try to replace the rapidly spreading narcotic. In my point of view, we also should have our own project that should be done with only 300 households. They have to be learned that precarious drug money to a slower, more stable, and ultimately more profitable model on the cash crops of coffee. They have to know intensively grown opium has scarred the hillside, leading to erosion, soil degradation, and the near –desertification of some areas. Crop yields are estimated to be declining each year.  Once started this project, they may not want to follow the way in which coffee plantation is arose due to the allure of the opium poppy rests in its cash yield; each kilogram fetching up to $500 with easier transportation by foot, impossible with other traditional crops such as rice or corn. We have to institute an organization that will conduct the program. It will have to provide seeds, assistance, and technology to a carefully selected group of pioneering farmers according to their competence, availability of labor, and commitment to the program. Sooner or later they will learn coffee can be harvested by individual households while the main constraint in opium production is needed labor at harvest time. Stopping poppy production can impact these farmers’ ability to grow bean and bananas to provide fast food, trade and sell in the short and medium term.  Finding the World Market  Myanmar’s coffee consumption is lesser than that of Thailand and Japan especially for the expensive ones. Notwithstanding, they need to know how the position of Myanmar coffee in International market. Therefore, Coffee growing farmers are educated by how Sithar Coffee as Myanmar’s specialty coffee penetrate into the world market as specialty and now reaches to United States , Switzerland, Japan and Korea. Sitha coffee’s Luigi Lupi blend was made by Mr. Lugi Lupi , father and inventor of Latte Art, founder of Latte Art Grading System, Specialty Coffee Association of Europe's Certified Trainer, teacher to several coffee professionals including world barista champions and stakeholders in Myanmar’s coffee industry. He was invited by Sithar Coffee in June 2016. He gave training to baristas and cupping Myanmar coffee. According to his idea , to have a great coffee, they do different roasts profile of Arabica and Robusta. Sitha Coffee’s Lugi Lupi blend seeded in which different roasts profile of Arabica and Robusta.Loi Mwe Coffee is 100% private initiative by Sithar Coffee. Loi Mwe Cofee makes marginalized ethnic communities to link major markets and towards alternative crops away from opium and narcotics.  High Land Coffee is grown at this Shan State and it is 100% pure Arabica. According to above meant study , Shan State is not unfamiliar with coffee growing industry. At the same time, coffee plantation needs to be promoted to full eradication of opium poppy growing . On the other hand, our government started a major nation-wide coffee planting program in the late 1980. Government increased this expansion of Arabica coffee plantings by tripling annual targets to facilitate the eradication of opium poppy growing. Shan state has the potential to produce large amount of high quality Arabica coffee by virtue of their good quality, red soil plateaus and other suitable soils, at elevations above 3300 ft , with well distributed rainfall of 59 to 79 inches and a distinctive, essential dry season .For farmers in remote areas, coffee is an ideal crop which, when well-cared for, produces a good income, and because the coffee is largely nonperishable and robust, it transports easily without damage. Coffee is a long-term crop with a lifespan of more than 10 years, and very much longer under good management, thus the choice of variety (cultivar) is very important. As quality of the coffee bean is important, choose only varieties that are recommended for Shan State where Arabica varieties are more appropriate than Robusta. **Arabica** is a higher quality and higher value coffee normally grown in cooler, elevated areas of the tropics and sub-tropics at 3300 feet (1000 m) or more above sea level. These will be the best yielding, best quality varieties that will grow productively in the local soils and climate.  Whereas coffee plantation in Shan State has more advantages than its disadvantages. However, to establish coffee farmer’s awareness is the most important factor and vital task of our organization. We have to promote their positive point of view as well as Myanmar specialty coffee. Both skilled and unskilled labor from our country migrate from pole to pole to survive their life by so many reasons. To reduce those labor migration, we have to show coffee is a high quality crop generating considerable foreign income for them. Thus, all members of our organization must work together to promote coffee production. |

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| Abstract | 24 |
| Title | Social Innovation Initiative in Generating Income of Kampung Community through Marketing of Eco-friendly Traditional Cookies |
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| Body | Kampung Hilir in Merbok has minor communities which comprised of middle aged married couple with low purchasing power households. This situation has created a phenomenon of vicious cycle where poverty is almost impossible to break out, putting the younger generation’s future at stake. Understanding this threat, helping to community to develop a long lasting and mature major community is the prime concern of this study. Consequently, an eco-friendly traditional cookies marketing model was developed in order to provide a suitable source of income generation that could create a sustainable economic platform. Many of these villagers have the skills of producing traditional cookies. Unfortunately, limited knowledge on how to market their products have dampened their efforts to create income generation activities that are self-sustainable. Realising their strength in producing authentic traditional cookies, the academic researchers have helped to improve the standard of living of these people through education and guidance which apply the concept of social innovation initiative; together with the technopreneurship initiatives embedded in the community development. It has principally the knowledge transfer agenda which encapsulates the social innovation agenda which form the important tenets of the Malaysian Innovation agenda. Academicians transferred knowledge to the poor community through technopreneurship system. Environmental knowledge was later gained through interaction between the academicians and community which further became the seed to the production of eco-friendly traditional cookies. With this, a win-win situation which brings a myriad of benefits to the poor community, academicians, and the nation at large has been created. This initiative is now ready to be shared with the larger public, particularly the global community so that this model can be replicated by other stakeholders who harbour similar aspiration of improving the economy of rural community.  Keywords: social innovation, technopreneurship, traditional cookies, eco-friendly  BACKGROUND OF STUDY  The main aim of this social innovation program is to improve the marketing, packaging, branding, documenting accounting records and providing business knowledge regarding the eco-friendly traditional cookies produced by the villagers of a rural area. At present, the community has sufficient knowledge and skills to produce the eco-friendly traditional cookies but they face problems to market and sustain their production. This project may help to minimise the level of poverty of these villagers by commercialising the eco-friendly traditional cookies made from natural resources to a larger market particularly to local or international customers. In achieving this objective, a group of multi-disciplinary academicians assists the community in terms of designing the branding, labelling, packaging, marketing and maintaining related accounting documentations. This is vital to create a niche for this village by promoting eco-friendly traditional cookies which is the signature of this village. The community in Merbok feels that there should be a vigorous force for change, in order to minimise poverty through education, to help environmental conservation efforts and to identify any potential economic activities.  The rationale for focusing on marketing and documentation of business records are due to the prior research that have identified several reasons for business failure, such as poor marketing and lack of managerial skills, namely the inability to keep accurate and current financial records (Bergsman, 1992). As such, it is imperative for businesses to have an effective marketing and sufficient documentations to excel in business. Moreover, Hirokawa and Wu (2012) noted that marketing strategy needs to seek ways to connect technology to the culture. Social media are the medium of information dissemination which has gained a wide acceptance by consumers around the world and the trend is expected to continue in the future. More individuals and companies are also moving towards online marketing to reap the benefits it offers. Kaplan and Haenlein (2010) reported that as of January 2009 on-line social networking such as Facebook has recorded 179 million active users. The users are not only limited to teenagers but growing in numbers for members of the Generation-X too. As such, it is reasonable to say that social media represent a revolutionary new trend in doing business and business should grab this opportunity to reach its potential customers. For example, there are several companies which have successfully used social networking sites to support the creation of brand communities (Muniz & O’Guinn, 2001) and Warner Brothers created a Facebook profile via which visitors could watch trailers, download graphics, and play games to promote the movie ‘‘Fred Claus,’’ a 2007 Christmas comedy film. Thus, producing products using natural resources and to apply social media marketing are both timely and warranted. Also, the knowledge on marketing and keeping proper documentation will be an added value for business operators to be successful. All these knowledge and skills would be of an immense help to the community around the area of Merbok, where UiTM Kedah, Merbok campus is situated. The community may benefit from its existence where academicians could share their expertise and knowledge to the community around who are so much in need of hands on information to uplift the current economic state.  METHODOLOGY  The direct participants of this project are the low-income group of people including the single mothers’ community in Kampung Hilir. The location of this village is around 10 kilometres away from Universiti Teknologi MARA Kedah Branch, Malaysia. The partner of this social innovation research project is the Development and Security Committee (JKKK) of Kampung Hilir, Merbok, Kedah, representing the residents of Kampung Hilir with a population of about 400 residents. Kampung Hilir was selected as the partner for this project to benefit the community in tandem with the existence of local university around their residency. This project focused on five (5) types of traditional cookies that are putu kacang, putu beras, kuih bakar, bahulu and karas.  Figure 1 depicts the social innovation economic transfer model developed as a conceptual framework for this study. In general, the model applied an integrated approach to increase the income of the poor community starting from the production process to marketing of the eco-friendly traditional cookies. The academicians offer their expertise in designing, branding, marketing, accounting, information technology and intellectual properties, while the community use their knowledge and skills to produce the traditional cookies. The output is traditional cookies with eco-friendly elements are produced and this has created a signature to the product in terms of branding and packaging. Consequently, this process has encouraged the establishment of technopreneurs who help to increase the income of the poor community.    Figure 1 Social Innovation Economic Transfer Model  OUTCOMES  This project has improved the packaging, branding and marketing of the traditional cookies. The community has been given the opportunity to get hands on experiences on how to conduct business and maintain the accounting records systematically. They have also learnt some tips on how to market their products and gain confidence to sell their products to potential customers.  CONCLUSIONS AND SUGGESTIONS FOR FUTURE PROJECT  In general, the aims of this social innovation project have been achieved. The branding, labeling and packaging for diverse groups of consumers have been successfully developed. Transferring of knowledge on marketing and maintaining systematic accounting record has been delivered to the community of Kampung Hilir. In fact, this project has been achieved in a brief period that is within 20 months with low cost and has exposed the community of Kampung Hilir to a wider segment of marketing that is promoting the traditional cookies to the state level as well as international audiences.  This social innovation project has helped the residents of Kampung Hilir to create self-employment opportunities to increase the household income and minimise the level of poverty. Moreover, it has managed to encourage transfer of knowledge and life-long learning experience between the academicians and the community. The community has an opportunity to learn new knowledge from the experts and the experts can share this valuable experience with the students at the university. This social innovation research project has also succeeded in establishing a good rapport between the university and the surrounding communities as well as maintaining the positive image of the university in the public eye. However, in implementing this social innovation project there were a few challenges faced by the members. For one, the team members needed to learn how to transfer the academic knowledge to the community in simple, understandable language and in a leisurely manner. The project team members were also required to have effective communication skills and patience to transfer the knowledge to the community. Future potential social innovation projects may replicate a similar model for other rural communities in other states of Malaysia or other countries with a high chance of success rate. Also, it encourages technopreneur initiatives to be undertaken in the rural areas. |

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| Abstract | 25 |
| Title | Civic urban innovation. Case studies in critical learning, citizen science and open infrastructure: transforming places - claiming the city. |
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| Body | Discourse around digital technologies in urban planning and city management often divides into discussion of top-down versus bottom up approaches (Luque-Ayala and Marvin, 2015). Social innovation (Mulgan, 2007, 2017) can propose to navigate a middle way by emphasising collaboration across sectors, amongst citizens and city authorities to address societal challenges in novel ways. Propelled by advances in low-cost, light-weight digital technologies over the last decade, the promise of generating new solutions to complex social and urban problems has popularised social innovation amongst European policy makers, the not-for-profit and private sectors, and specialist innovation agencies (IBID). EU social innovation policy aims to enhance citizen participation and empowerment, however some critics (Von Jacobi *et al.,* 2017) found that these objectives go unrealised for many, particularly for marginalised groups. Despite broad enthusiasm for social innovation, critical discussion around the conditions that enable citizens to effect transformative change in the city is lacking. This paper explores questions arising from gaps in this discourse.  Lessons from the Technology for Development sector’s (Heeks, 2010) early and on-going struggles with tech-positivism, note increased use of technology does not necessarily result in citizens gaining greater control over the decisions that affect their lives. Further, the current wave of ‘digital innovation,’ ‘collaboration’ and ‘co-design’ recalls Cornwall and Brock’s (2015) cautions of the depoliticising effect of ‘buzzwords and fuzzwords’ such as ‘participation’ and ‘empowerment’ in Development clouding critical debate around how meaningful change happens. In urban contexts this requires tackling thorny questions around redistributing power relations and resources for citizens to claim their place in the city. What can be learned from past and current experiences of social innovation for how citizens effect transformative change in their urban environments? Cities are hubs of innovation, exchange and learning; political and economic and social movement nerve centres where diverse people converge in socio-technical systems (Amin and Thrift, 2016). Big data management and networked sensors embedded into urban infrastructures are used for urban decision-making. Critics claim technocratic management applies technology to solve urban problems disregarding people in the process, for example in India’s 100 Smart Cities (Datta, 2015). New ‘citizen-centric’ (Kitchin, 2016) smart urbanism models are criticised for tokenistic participation, neoliberal co-optation and failure to enable citizens to influence planning.  Amid crises of the Anthropocene, and current trajectories of exclusionary and ecologically detrimental urbanisation (Haraway, 2016; Sassen, 2016) we are required to think critically about how disciplines and practices may not only work together but also learn together to drive social change. Considering current interest and momentum in this area, this study asks: how can critical learning reframe urban innovation to enable under-provisioned citizens to effect transformative claims in the city? What are the spatial effects and the impacts of space transformation for such urban claims? How can critical urban learning re-imagine urban governance that is more inclusive of citizens and their claims to the city? Citizens are participating in scientific practice in multiple ways (Eitzel *et al.*, 2017). This study will focus on two cases exemplifying distinct approaches to citizen-led innovation: citizen science project ‘Science for Change Kosovo’ (SFCK, 2017) and open infrastructure in El Campo, Madrid as documented by Corsín Jiménez (2014). The purpose is not to idealise citizen-led innovation as a solution but to investigate if, how and why citizens are benefitting in these approaches.  Firstly, debates in urban innovation in digital cities, citizen science and critical learning are reviewed, identifying emerging themes. These include: (i) countering expert practices to redefine whose knowledge counts and how this can re-imagine urban worldviews; (ii) collaborative prototyping amongst different urban actors to build and network skills; (iii) physical expressions of ‘situatedness’ creating new socio-material processes and (iv) urban spatial transformation bringing different knowledges and practices into negotiation for decision-making across urban scales. These themes are brought together in an impact assessment framework drawing from the fields of environmental justice and human rights to assess the extent to which citizens in the two case studies are able to effect transformative claims. The key changes that occurred are referenced against the contributing factors to those change, in order to draw out hypotheses. The framework used is presented in the diagram below.    The case study analysis identifies the following four ways in which citizens transformed their spaces and claims to the city:  **Re-definition of expert knowledge and processes:** through building new space, urban furniture and using scientific air quality monitoring techniques. Both cases achieved recognition and participation: in El Campo citizens participated in the re-design of their public facility and in Kosovo, SFCK achieved increased public discourse on air pollution through the media and Environmental Protection Agency (EPA) published previously inaccessible air quality information.  **Collaborative prototyping and learning-by-doing**; new skills and techniques from different participants with distinct expertise and cross-pollinating the learning  **Personal and social change;** the individuals involved in both cases experienced changes which were relational and translated into collective actions to change their social spaces.  **Physical and spatial situated practice;** Novel products and processes produced physical manifestations of aspirations of public space and creating urban debate.  From comparison and assessment of the two case studies through this framework, a central observation is that enabling people to develop abilities for critical thinking, and for collective critical analysis of political context and collaborative learning, is a factor for making transformative claims in the urban realm. A new take on typical social innovation models: a ‘collaborative-prototyping-learning cycle’ is proposed to understand relationships and opportunities for collaboration and negotiation in urban innovation. It also aims to connect across different urban actors and scales by linking personal to societal change. This is shown in the diagram below.    Collaboration and co-production are dependent on volatile factors of socio-political context and timing. The difference sin political context allowing for different outcomes in Madrid, Spain with new regulations for public space in comparison with the on-going calls for increased State and civil society transparency and accountability in Kosovo demonstrate this. It is a long-term process built on trust and relationships. Critical urban learning is suggested as a way to re-frame collaborative innovation as an on-going urban project. Active critical consciousness of spatial political economy is required to re-define and re-imagine transformative alternatives. Valuing different situated local knowledges and balancing them with technical city systemic knowledge could increase citizens’ participation in urban decision-making. An experimental praxis that continually re-questions, re-negotiates and physically manifests transformative claims may help to negotiate different actors visions of an innovative city in a fairer way.    In both cases it was not the application of science, technological or hardware innovation, nor the critical learning elements that were the most important enablers; rather citizens’ socio-cultural practices produced the ‘infrastructures’ facilitating transformation (Chattopadhay, 2015: 248). Future research could explore applying a more iterative approach to urban governance, to test it through evidence based spatial experiments, integrating learning, and from there to re-mould policy and space to be more inclusive of citizens and their urban claims. |

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| Abstract | 26 |
| Title | Sustainable Recreation Zone |
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| Body | India is an emerging nation with multifaceted geographical parameters. Being a country with ever increasing population, it becomes a challenge to provide adequate resources to its 1.32 billion inhabitants living in different geographical areas. With people living in outskirts, deserts and border areas of the mighty Himalayas, providing electricity to every village and every town is one tough nut to crack. When the temperature surpasses 45°c in most parts of the country, it is almost impossible to survive without electricity. Even the people living in metropolitan cities face regular power cuts.  While facing this ordeal, it is imperative to consider the plight of the rest of the people in the world who are under-privileged. According to an article in The Washington Post, 5% people in Latin America, 57% in Africa, 8% in Middle East and 18% people in Asia have no access to electricity. The developing countries are trying to put emphasis on the renewable sources of energy but as the need of electricity grows inevitably, avoiding the use of fossil fuels will be impossible.  That’s one side of the coin. Flip it over and look at the environment, fossil fuels are finite and damaging. The use of non-renewable resources is leading to multiple forms of contamination. Toxins, chemicals in food/water are putting humans at the risk of contracting deadly diseases.  Thus, the Sustainable Recreation Zone is an initiative to create awareness about the urgent global need to switch to cleaner and efficient renewable sources of energy. The basic concept behind Sustainable Recreation Zone is generating energy using the human mechanical energy. The invention of Bicycle Electricity Generator has proved to be one of the most efficient, non-polluting ways of producing energy.  The project includes an installation of a bicycle generator on a railway platform. Railway is the most important, cost effective transport system in India. Thus, the major railway stations in India are always flooded with people from across the county. Indian Railways cater to people belonging to all the income groups. Therefore, a railway station in India can be the best platform to reach out to maximum number of people belonging to different cultures and socio-economic groups. The intention of this initiative is to give an experience to the public about the amount of efforts going into generating energy. Also, I want the people to become aware about using electricity judiciously.  A bicycle generator does not require any exhaustible energy to produce electricity. The machine uses the mechanical energy of human beings to produce electrical energy. This electricity producing bicycle does not emit any smoke or pollution. It is the most efficient and practical way of producing electricity. In a way, it is free electricity. The ‘Free Electricity’ can be generated as long as there is someone to pedal it.  In the most basic model of the machine, the hind wheels of a bicycle are fixed on an immovable, elevated stand. A drive belt is attached along the rim. A DC motor is also connected to the stand. As the person pedals the bicycle, it rotates a magnet inside the motor. Inside the motor, there is a stationary magnet (stator) which creates a powerful magnetic field. When another magnet (rotor) is made to rotate inside the magnetic field, it cuts through the magnetic lines of flux of the stator and thus electricity is produced. The electricity produced by the motor flows to the battery through a diode. The property of the diode is to conduct electric current in only one direction. The battery stores the electricity. It is then plugged into an inverter. The inverter converts Direct Current to Alternating Current. Now, the appliances plugged in the inverter use the Alternating Current to function.  I expect the people visiting the railway station to interact with the installation, gain understanding of an exceptional way to save environment and have a life-time experience. Also, the idea is not just restricted to a recreation zone but the surplus energy generated can be fed into the electricity grid. Incentives can be provided to persuade people to take part in the campaign like reduction in ticket prices for their next journey. The ones who engage themselves with the set-up take back the memories of generating electricity and decorating the platforms on their own.  My aim is to create a joyful community of responsible citizens who take ownership of the resources. The motive is to expand the campaign throughout the nation where this set-up can be installed at various public and private spaces and not just railway stations. Airports and bus stands can have the equipment for the passengers waiting at the stand. Corporate offices can install the set-up in their premises where employees have to sit for long hours at their work desks. Open gymnasiums that is exercising equipment in public spaces can also promote the campaign by replacing the stationary bicycle by bicycle generator so that people can contribute their bit even while exercising.  The Washington Post’s article has also stated that 304 million people in India have no access to electricity. There can be recreation centres where people can come specially to generate more electricity. As a result, once they reach a certain limit, people can get rebate on their own electricity bills. The exceptionally large population of India can be used as an asset to generate clean electricity. Also, it can be a way to utilize the largely unemployed population of the country. The need of the hour is to set up these specially designed recreation zones in remote areas to decrease the massive infrastructure costs for laying out the transmission network. Hence, a lot of communities which are deprived of the benefits of electricity will be able to produce their own electricity without depending on the authorities.  I expect my audience to take the idea forward and turn this campaign into a worldwide movement. |

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| Abstract | 27 |
| Title | Design and Circular Economy: Product-Service System for an Electric City Vehicle |
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| Body | In this article is presented the design of an electric modular city vehicle for a shared mobility service with the aim to improve and contribute to citizens lives and environmental and mobility conditions in future smart cities, facilitating the prospection of what will be the mobility and the car role in traffic flow. This project stems from the change in the consumption pattern in urban mobility motivated by the sharing economy, where people has being losing the need to possess a vehicle and have the notion that it brings an unnecessary cost, feeling just the need to pay for the dislocation instead of paying for the possession. It also aims to solve the problem created by the urban mobility that is the over traffic and the pollution, and that problem is more concerning in high population countries and continents that have more traffic flow and more pollution associated. Due to that the project presents an alternative and more environmentally friendly option to reduce the traffic, because a car on a scenario of shared mobility can respond to the needs of nine individual persons, but also it will reduce the pollution and disposal of end-life-vehicles.  For a reasoned development, we carried out a literature review, research and case studies analysis on social changes, car components, shared mobility services, the lifecycle of vehicles of shared use, electric cars, automotive and traffic flow pollution. It was concluded that the project should focus on circular economy and vehicle modularity to empower the versatility of the vehicle and the capability to adapt and replace components and recycle them, but also to adapt to user needs and to be easier to produce.  Given this scenario, a vehicle has been developed focusing on issues such as what will be mobility in the future, how vehicles will be used, what will be their role in society's daily lives, where are the best places to put them, which companies and services can use them, how will the vehicle adapt itself to the services, how will the vehicle recognize and adapt itself to the users. It was taken in concern the fact that the service is a key point on the vehicle restrictions and so, it has been studied the best way to communicate with users, with walkers, to communicate the, and with the service and, the way that the service will work. Going through all the stages from the material collection, separation, production, delivery to the suppliers of the service, the path on the city, the variables on the path, the replacement, recharging and recycling options, the remanufacturing and the reintegration on the city, service and normal environment.  This has resulted in a product-service system that respects and enhances the use and recycling of recycled and recovery of materials and components and the use of waste from other industries as raw material, empowering the circularity and reducing the disposal of materials that end their life time on other industries yet, can be used. Combining the modularity that allows accompanying the car evolution, repairing and replacement of components of greater wear, to ensure a proper behavior of the vehicle and the needs of each user whenever requested, but also a lower foot print, due to the fact of being possible to remanufacture and recycle the old and replaced components. It also leans the vehicle production, because has as less as possible of components and modules, becoming manufacturing, remanufacturing, replacement and use, easier and friendlier as possible. But also, to adapt the components to the car configuration and the chassis restrictions, allowing to adapt to the typology of two and four users.  The modularity was also adapted to the component of deeper development, in this case the car bench, and that allowed to develop and establish a methodology to use in the rest of the vehicle in further stages of the development. The car bench was selected because it is the component of greater wear and the one who is more solicitated by the users, and it has different chunks and materials that don’t need to be replaced all at the same lifetime. Due to that it was necessary to adapt the bench chunks, everyone to be able to replace at the correct end of life-time without being necessary to disassembly all the component and promoting a faster repair and replacement, without damaging the vehicle, the workers on the maintenance and prolonging the life cycle and recycling potential. In the scenario of Asia, this proposal is very helpful because it contributes to lower the traffic flow, to convert it into a more environmentally friendly solution, to reuse material disposal as raw material to produce the vehicle, to achieve a lower production cost due to the fact of being producing always the same vehicle and being able to update it and extend is life time and to reduce the parking places and parking facilities because if a car can respond to the needs of nine individual users, it will be nine times more in circulation and nine time less parked.  In further steps, the project stems to adapt the vehicle to autonomous driving, with the aim to improve the energy consumption, reduce the amount of road accidents, increase the safety for the user and others, reduce the traffic and communicate in mesh with other vehicles, users, walkers and the city. A proposal of an electric city vehicle and the respective service will be presented and explained throughout the article. |

1. Kevin Lynch, urbanist, focus on urban planning, a wayfinding system includes, name of streets, boundaries, neighborhoods, landmarks and so on. [↑](#footnote-ref-1)
2. World Airport Skytrax Survey [↑](#footnote-ref-2)
3. The 2018 Awards are based on 13.73 million airport survey questionnaires completed by over 100 different nationalities of airline customers during the survey period. The survey operated from August 2017 to February 2018, covering 550 airports worldwide and evaluating traveller experiences across different airport service and product key performance indicators - from check-in, arrivals, transfers, shopping, security and immigration through to departure at the gate. [↑](#footnote-ref-3)
4. Consultancy group, based in Japan, providing one-stop service for a large variety of planning, design and management. [↑](#footnote-ref-4)