

The X-SIED ASIA SERIES

by the Lien Centre for Social Innovation, Singapore Management University

A. Program Description

Social innovation and social entrepreneurship are helping to solve some of the world's most pressing problems with new solutions such as organic farming and fair trade, inclusive economic development models, mobile money transfers, restorative justice and zero-carbon housing. In the process of creating solutions, these tools also profoundly change beliefs, basic practices, resources and social power structures.

This program begins from an increasingly important idea of "Doing good while doing well", meaning that businesses and organisations can be successful while making positive contributions to society or the environment. From an accounting perspective, the idea of "triple bottom line" is used to determine a company's performance based on financial, social and environmental indicators, meaning that "success" needs to be more broadly defined. In the new economy, how can social innovation be part of the business of creating value in our society? How do we define and measure "value"? How can we create value innovatively? Through the active participation of everyone in the room, this course takes the opportunity to discuss important issues in our society through social innovation.

B. Learning Objectives

Participants will:

- Be familiar with concepts, issues and distinctive features of social innovation and entrepreneurship.
- Gain a practical understanding of design thinking as a guide for creating solutions, and deliver a practical, well-defined design project at the end of the program
- Learn the value of developing collective leadership skills to become effective social innovators.

Prerequisites:

There are no formal prerequisites for this class. This course will draw heavily upon the core classes and industry visits and discussions, and will give students opportunities to integrate the content from these learning activities.

C. Recommended Readings

1. ["A Sense of Purpose"](#) - Larry Fink's letter to CEOs , BlackRock.
2. Martin & Osberg, ["Social Entrepreneurship: The Case for Definition"](#), Stanford Social Innovation Review
3. Phills et al., ["Rediscovering Social Innovation"](#), Stanford Social Innovation Review
4. Brown & Wyatt, ["Design Thinking for Social Innovation"](#), Stanford Social Innovation Review
5. ["Social Innovation and Social Transition in East Asia"](#), Stanford Social Innovation Review, supplement for Leping Social Entrepreneur Foundation
6. ["An Introduction to Design Thinking PROCESS GUIDE"](#), Hasso Plattner Institute of Design at Stanford University
7. B.Drayton, ["Everyone a Changemaker: Social Entrepreneurship's Ultimate Goal"](#), MIT Press
8. Sutton & Hoyt, ["Better Service, Faster : A Design Thinking Case Study"](#), Harvard Business Review
9. [An Introduction to Impact Measurement, Big Lottery Fund](#)
10. Anderson, [The Community Builder's Approach to Theory of Change : A Practical Guide to Theory Development](#)

D. Programme Schedule Overview

Day	Actual Date	Particulars
Day 1	Feb 24	Welcome on campus and Program Orientation Introduction to Social Innovation and Entrepreneurship Cross Sector Collaboration Field Visit 1 - Social Collider Field Visit 2 - Temasek Shophouse
Day 2	Feb 25	Data-driven Research Innovation in Practice : Design Thinking Part I Collective Leadership
Day 3	Feb 26	Innovation in Practice : Design Thinking Part II Field Visit 2 - HCSA Academy Field Visit 3 - Geylang Ventures
Day 4	Feb 27	Team Presentation on Case Studies Coach to JB and KL
Day 5	Feb 28	KL Study Tour (Full Day)*
Day 6	Feb 29	KL Study Tour (Half Day)*
Weekend - Sunday Back to Singapore (night)		
Day 7	Mar 2	Entrepreneur and case sharing - Founder of Movinc HCD approach to Rapid Prototyping - A mobility solution Project Work and Mentor Time
Day 8	Mar 3	Elevator Pitch Business and Sustainability + Field Visit to Semakau Island Project Work and Mentor Time
Day 9	Mar 4	Evaluating Impact for Businesses with a Social Mission Business Model Effective Communication and Storytelling
Day 10	Mar 5	Project Work and Mentor Time Financing Innovation
Day 11	Mar 6	Project Work and Mentor Time Final Team Presentation Program Closing

LCSI-KEIO Malaysia 4D3N Study Tour (Feb 27th - Mar 1st)

Form of Transportation : Coach

Day 1 - (Afternoon) Johor Bahru Cultural Street : Feb 27th, 2 to 6pm

Johor, the southern state of Malaysia, plays a major role for maritime silk trade in the 14th century and subsequently became a settlement for Malay fishermen and Chinese immigrants at the coast. The Johor Bahru cultural road takes its name from Tan Hiok Nee, a Chinese merchant who was bestowed the title of “Chinese Major” by Sultan Abu Bakar in 1870. He started as a textile merchant and ended up as a supplier of fabric and later controlled the market at that time, and subsequently was accorded a Datukship. This is a street with preserved historical buildings belonging to the Straits Chinese who lived here in the past, and visitors could spend a good time rediscovering the culture and food in town that persist through a lapse of time. Along the road, trendy establishments like eateries and boutiques are lined in the row of shops, after the state authority turning Jalan Tan Hiok Nee into a trendy historical venue with traditional houses and activities.



Day 2 and 3 - Klang Valley (Kuala Lumpur and Petaling Jaya region)

Confirmed : Monash University Malaysia - Gerontology Lab and eiHub
Feb 28th, 9am to 1pm

Monash University Malaysia, the Malaysian campus of (Australia) Monash University opened in 1998 and is located within the Bandar Sunway township in Malaysia. It was the first foreign university in Malaysia.

The Gerontechnology Lab is a research platform for the domain of gerontechnology – an interdisciplinary field of research focused on developing technology for older adults. The lab aims to translate research into new products and services as well as shape public policies to improve the health and wellbeing of older people.

eiHub (Entrepreneurship and Innovation Hub) strives to deliver sustainable innovation for meaningful impact to social needs by establishing synergies and relationships with industry and community.



To-be-confirmed : The study tour group will make visit to 2 of the 4 organisations listed below :

(Feb 28th afternoon, and Feb 29th morning)

UNCDF Financial Innovation Lab

Financial Innovation Lab @ United Nations Capital Development Fund (UNCDF) runs challenges to find and support solutions that help to promote inclusive and connected digital economies. As part of the Financial Innovation Lab, the UNCDF issues challenges to innovators in global markets across Asia, Africa, and the Pacific. The challenges reflect obstacles to inclusion in each market, that digital technologies present an opportunity to address. The challenges aim to stimulate the growth of new businesses and ideas to drive the development of inclusive digital economies.



Payong

Payong is a Malaysian NGO for refugees, working with UNHCR, Host International and local and international universities and schools. Payong was initiated by the same team behind Fugee School Malaysia. Their desire is to transform the way Malaysia responds to the refugee crisis by establishing the understanding that all people belong to a single, shared humanity where each individual has the right and opportunity to build a life of dignity. Payong helps bridge the gap between marginalized communities and refugees in Malaysia and those parties willing to help; empowering individuals to take control over their lives through borderless learning and capacity building.

Coffeezone

Coffeezone has a social cause to which it is highly dedicated. It hires differently-abled persons to work for them, after providing them with the necessary training, giving people with various disabilities, like deaf people and even the mentally challenged ones, a chance to get a job and fit into society better. They have modified the training programme for regular baristas, so that differently-abled persons will be able to get trained and work as a barista as well. When buying a cup of coffee from CoffeeZone, you also decide to support a social cause, granting differently-abled persons a change to a normal life as much as possible.



GreenYards

Green Yards is an impact driven enterprise that inspires to provide alternative and proper channel for local community to dispose of their used cooking oil which is subsequently reprocessed into eco-soaps that are able to clean and degrease effectively. The soaps are commercialised and part of the profits congregated will be donated to charitable organisations to help to combat environmental related issues. The “grease to soaps” program was also launched, which provides free pick up services and free eco-kitchen soaps to encourage the public to recycle their used cooking oil. Green Yards also conducts eco-soap workshops for free or at a very minimum fee to deliver cognisance and greater awareness among the local community and equip them with additional knowledge on how to reprocess used cooking oil into soap. Green Yards aims to highlight the danger of discarding used cooking oil into drains which will end up polluting rivers, a main source of water to millions.

Day 4 - Free-and-easy and back to Singapore by late evening