X-SIED IN ASIA – THE VIRTUAL EDITION 2021
10 – 23 March 2021 (Singapore & Bali)
Program Notes for Keio University's International Exchange Services Group

X-SIED is an interdisciplinary experiential social innovation and entrepreneurship development training program customized for youths and young adults who are keen to learn how to address societal issues through tools and real world examples.

This program seeks to address fundamental questions such as:
- *How can we solve complex problems?*
- *What skills are needed beyond the classroom?*
- *Who is doing innovative work to change the world one step at a time?*

Introduction
We live in a complex and rapidly evolving world, and now one that needs to overcome a global health crisis with wider implications on society and economy.

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, sustainable practices and multi-stakeholder collaborations. The process of creating these solutions can also profoundly change beliefs, basic practices, resources and power structures.

In doing good while doing well, individuals and organizations can be successful while making positive contributions to society or the environment. This program introduces practical and innovative approaches to address societal issues. Through a series of workshops and group discussions, participants learn:

- What is social innovation and how can it create new value in our society?
- How do we lead, communicate and design purposeful programs effectively?
- How do we define and measure different types of "value" or capital?
- How are businesses and communities practicing sustainability?
- How do organizations respond to crisis and problems through innovation?

Through the active participation of everyone in this program, we will discuss these and other questions through a two-week journey of virtual and experiential workshops brought to you from Singapore and Bali.

Proposed Schedule

Day	Activity	No. of hours
March 10 (Day 1)	Program Opening & Orientation	2 hours
	[1] Introduction to Social Innovation & Social Entrepreneurship	3 hours
March 11 (Day 2)	[2] Fundamentals of Design Thinking	4 hours
	Idea Lab (briefing and group work)	2 hours
March 12 (Day 3)	[3] Social Innovation Bali (Earth Company) • Bali Program Introduction • Bali Context Setting	2.5 hours
	[4] Social Innovation Bali (Bumi Sehat) • Poverty, Health and Issues • Holistic Approach to Health	2.5 hours

	• Reflections and Discussion	
	Idea Lab (group work)	1.5 hours
March 15 (Day 4)	[5] Social Innovation Bali (Mana Earthly Paradise) • Environmental Considerations • Social Considerations	2.5 hours
	[6] Social Innovation Bali (Five Pillar) • Youth Empowerment • Village-based Tourism • Reflections and discussions	2.5 hours
	Idea Lab (group work)	1.5 hours
March 16 (Day 5)	[7] Social Innovation Bali (Green School) • Environmental Education • Youth-led Social Entrepreneurship	2.5 hours
	[8] Social Innovation Bali (Kopernik) • Research & Development Lab for Social Innovation • Cross-sectoral Partnerships • Reflections and Conclusion to Bali Program	2.5 hours
	Idea Lab (group work)	1.5 hours
March 17 (Day 6)	[9] Introduction to Corporate Social Responsibility	2.5 hours
	[10] Designing Multi-stakeholder Projects in Corporate Social Responsibility	2.5 hours
	Idea Lab (group work)	1.5 hours
March 18 (Day 7)	[11] Effective Communication & Storytelling	2.5 hours
	[12] Effective Leadership	2.5 hours
	Idea Lab (group work)	1.5 hours
March 19 (Day 8)	[13] Cross-Sector Collaboration	2.5 hours
	[14] Coffee Experience: Coffee Appreciation Workshop & Entrepreneurship Journey	2.5 hours
	Idea Lab (group work)	1.5 hours
March 22 (Day 9)	[15] Evaluating Impact for Businesses with a Social Mission	2.5 hours
	Idea Lab (group work)	4 hours
March 23 (Day 10)	Idea Day (group presentation and discussion)	2 hours
	Program Closing	1.5 hour
Total	15 learning sessions (39.5 hours) Daily Idea Lab group work/presentation (17 hours) Program opening/closing (3.5 hours)	

Prerequisites
There are no formal prerequisites for this class. This program will draw heavily upon the core workshops and discussions, and will give participants opportunities to integrate content from all the learning activities.

Preliminary readings (optional)

Recommended Readings

1. "A Fundamental Reshaping of Finance", Larry Fink's letter to CEOs, Black Rock.
2. Martin & Osberg, "Social Entrepreneurship: The Case for Definition", Stanford Social Innovation Review, 2007.
3. Phills et al., "Rediscovering Social Innovation", Stanford Social Innovation Review, 2008.
4. Brown & Wyatt, "Design Thinking for Social Innovation", Stanford Social Innovation Review, 2010.
5. "Social Innovation and Social Transition in East Asia", Stanford Social Innovation Review, for Leping Social Entrepreneur Foundation, 2017.
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, 2006.
8. Sutton & Hoyt, "Better Service, Fast: A Design Thinking Case Study", Harvard Business Review, 2016.
9. Anderson, The Community Builder's Approach to Theory of Change: A Practical Guide to Theory Development, The Aspen Institute, 2006.