The SEED (Social Enterprise for Economic Development) Program and Its Potential for the Development of Business Opportunities in Indonesia

Prof. Dr. CHONG Li Choy
Chair of International Management (South East Asia) and Founding Director, Asia Research Centre, University of St. Gallen, Switzerland; Executive Director, ASEAN Learning Network

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The SEED (Social Enterprise for Economic Development) program: An Excellent Example of Educational Collaboration between Europe and Southeast Asia

The SEED Program Description: A Socially Responsible Intercultural, Entrepreneurial and Innovative Leadership Development Program

The SEED Outcomes and Business Opportunities: Students’ Learning, Community Transformation and Business Development

Potential for the Development of Business Opportunities and Collaborations: Innovation in Executive Training

Potential for the Development of Business Opportunities and Collaborations: New Collaborative Business Ventures
The SEED program: A Socially Responsible Intercultural, Entrepreneurial and Innovative Leadership Development Program in the ASEAN Region

Empowers people to be entrepreneurial & caring problem solvers through empathy, enterprise and mind set change

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Unique, Transformational Leadership learning program in an inter-cultural and cross-strata social setting
The SEED Program: An example of Socially Responsible Education

Was presented in an invited Keynote Speech by Prof. Dr. Li Choy CHONG at the 9th International Conference on Corporate Social Responsibility, in Zagreb, 16-18 June 2010 as well as in other international fora.
The SEED program

President Susilo Bambang Yudhoyono of Indonesia visited the first SEED village in 2010 and praised the villagers for their “creative problem solving and enterprise”, which is the primary objective of the students’ work with the villagers in enterprise development.

The SEED Program: An example of Socially Responsible Education

The SEED program has been implemented in Indonesia, Malaysia, Vietnam and the Philippines to help villagers with vastly different needs, from developing livelihood businesses to helping displaced indigenous tribal people adapt to modern life (Temiars in Malaysia).
The SEED Program: Overview

An ongoing program development in socially responsible, intercultural, innovative and entrepreneurial leadership

1. **Training program in cross-cultural entrepreneurship, management and leadership** involving international students from member universities of the ASEAN Learning Network, and some other universities in Europe and Asia (First SEED program implemented in a poor village in Cisandori, up in the mountains of Bandung in Indonesia in December, 2007 as a collaboration between the Asia Research Centre of the University of St. Gallen and the School of Business Management at the ITB in Indonesia. In July/August 2010, the program was implemented in Tumpat, Kelantan, Malaysia in collaboration with the University of Malaysia in Kelantan, and in July 2011, it was implemented in Vietnam in cooperation with the Banking University of HCMC, Vietnam). In July/August 2014, the program was implemented in the Philippines in collaboration with San Beda College of Manila.

2. **Students work and learn together in multi-cultural, transformational and entrepreneurial leadership teams** to develop business plans for implementation at the village by the villagers, to create incomes for villagers and in cooperation and consultation with villagers. The key process is the renewal of the villagers’ mindset, so that they can be innovative problem solvers and hence, also business entrepreneurs.

3. **In between the SEED programs, local students continue to work with the villagers** to develop and implement helpful projects and to provide necessary training and encouragement for the villagers.

4. **Ultimately, hopes to bring about sustainable economic development** in the poor village through the development of sustainable village enterprises and a viable village economy.
SEED involves Experiential Learning

“I hear and I forget.
I see and I remember.
I do and I understand.”

(Confucious 551-479 BC)

The SEED Program: Objectives and Results

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Village Transformation through The Renewal of Mindsets, problem solving and enterprise
The SEED Program: Objectives and Results

1. Students’ Learning: Learning to Learn and Learning through practice and immersion (Learning and Understanding by Doing)

(a) Students learn to work in a multicultural and international team to develop and/or implement a business/community project in an unfamiliar Asian context, thus gaining invaluable real-life international and intercultural leadership team experiences involving empathy, ingenuity, creativity and entrepreneurship in a resource scarce village (with no external funding for the project)

(b) Students are required to work as entrepreneurs and problem solving change agents (transformational leaders) with the villagers so that they may agree with the plans and implement them at the village at a later stage. In this way, the students also gain invaluable experiences as transformational leaders, bringing new ideas and knowledge to the villagers and motivating them to start-up and develop new businesses and changing their own mindsets to be entrepreneurial in the process

(c) Students gain practical understanding of social responsibility

(d) Students learn to learn quickly and to operate in a new and unique cultural environment in Asia
2. Villagers’ Transformation leading to Enterprise and Econ. Development

(a). Through SEED and related interventions by students, the villagers have set up a number of businesses successfully at the village (The village of the first SEED program in December 2007 sponsored the guava juice at the International Conference on Intercultural Management at ITB to celebrate the school’s 50 Years Anniversary and to launch the ASEAN Learning Network in February 2009)

(b). Transformation/Renewal of mindsets at Cisandori as seen during the visit by conference participants at the village in February 2009 at the end of the above international conference:

(i) Changed Attitudes towards the Environment: The village headman shared about their cleaning up the village stream by digging up the cow dung to sell to third party industrial users. He also talked about their plans to centralize the keeping of their cows in order to prevent pollution, and use the cow dung to produce fertilizers and electricity. He also shared that the village experimented with plant oil to replace kerosene for their lamps and were satisfied with this substitute. The village planned to plant oil-yielding crops.
An ongoing development in socially responsible entrepreneurship education

2(b)

(ii) Changed Attitudes towards Education: A group of villagers has volunteered to man the mobile library set up by the ITB students for children at the village, demonstrating their desire for their children to be educated.

(iii) Changed Attitudes towards Business: A visit to a new goat farmer at the village further demonstrated the changed mindset at the village. The goat farmer had 1 male and 5 female goats. He told the visitors: “If anyone can invest in 5 more female goats for me, I am willing to share half my profit with the investor.” He is willing to share half his profit with the investor despite the fact that he invested more and is doing all the work because of the disproportionate increase in productivity which he will enjoy as a result. This simple villager has now gained the mindset of a businessman.

2(c) Emancipation of the mind to become creative problem solvers and entrepreneurs (ref.: President Susilo Bambang praised the Villagers for their creative problem solving and enterprise in 2010).

The Emancipation of the mind and empowerment to be creative and entrepreneurial for all participants (students and villagers).
The SEED Program: An Example

Friday, August 31 Arrival: The international students arrive in Kota Bahru and will be received by UMK and brought to UMK hostels for rest, followed by Welcome Dinner at 1900.

Saturday, September 1 SEED Opening

Saturday, Sept. 1 - Sunday, Sept. 2 SEED Intercultural Transformational Leadership Classes and Site Visits in KB to introduce students to Malaysia and Kelantan, particularly, the SEED program in Malaysia, the SEED village and its indigenous people, and to prepare the students for work at the SEED village with the Temiars.

Monday, Sept. 3 Transfer to the SEED village, Meeting with village authorities and Village visit: The participants will meet the District officers and village representatives to get a brief explanation about the village, and visit a few village projects and households.

Tuesday and Wednesday, Sept. 4-5 Village Familiarization and Data Gathering: The participants will go to different assigned kampongs in the village to do social mapping and to identify local business potentials. Students experience village life among the community and discuss potential opportunities for development. A comprehensive understanding of the context is gained and first ideas developed through this and earlier contacts with the village and villagers. Exploratory discussions should be held with villagers during this time.

Thursday to Monday, Sept. 6-10 Focus Group Discussion with Villagers and Business Plan Development: FGD will be focused to know people’s expectation and willingness to develop themselves and to discuss how economic development can be done based on the potentials they have. Through the development of a social enterprise project with the villagers, the students are able to help open the villagers’ minds to new ideas from outside their own culture to solve their problems.

Tuesday, Sept. 11 Final Presentation Preparation: The participants will prepare their final presentation of their Business Plan as well as their learning from the SEED program.

Wednesday, Sept. 12 Final Presentation and Program Closing: The participants will present in front of lecturers, facilitators, village authorities and government agencies (who will also help facilitate the implementation of the business plans).

Thursday, Sept. 13 Departure: International participants will be transferred to Kota Bahru Airport
The SEED Program: Relevance to the challenges facing the world
The relevance of SEED to the challenges facing the world today

Why SEED?

What is happening in the world?

- Poverty and Underdevelopment
- The current world economic crisis is largely the result of socially irresponsible management
- The world is globalizing and changing very rapidly
- Need for Economic and Environmental Sustainability

What does the world need?

- Leaders who are socially responsive and able to empathize with the poor and people from less privileged backgrounds
- People who are able to work with people cross-culturally in new and different contexts and in inter-cultural teams
- Transformational leaders who are creative and entrepreneurial and who are socially responsive, and able to contribute towards the coming sustainable economy

What SEED does for participants?

- Learn to change themselves to understand and empathize with poor people of another socio-cultural background (villagers)
- Learn to develop helpful and incomes generating projects through team entrepreneurship and the creative application of your multiple knowledge
- Learn through real-life practice to work cross-culturally in a new context and in inter-cultural teams
- Learn to practice social responsibility and responsiveness to the needs of others (the villagers) and to empathize with them
- Learn transformational leadership skills through practice in teams during SEED
- Learn to Learn quickly cross-culturally and inter-culturally and in new contexts

What SEED does for villagers?

- Mindset renewal to become creative problem solvers to solve their own problems and run their own enterprises
- Incomes generation and thereby poverty alleviation
- Community and village economic development
Potential for the Development of Business Opportunities and Collaborations: Innovation in Executive Training

Through development of appropriate programs

Potential to develop SEED program for Executive Training (or programs of similar nature or methodology in similar or other contexts, including corporate setting and in urban areas) to develop intercultural, socially responsible entrepreneurs and creative problem solvers:

1. Fitting SEED into Executive Education in Universities: SEED as an Extra-curricular studies program (how we started) and also as a course of studies within the formal curriculum of a university (Masters degree courses at Uni. St Gallen and ITB, involving both working and full time students)

2. Develop SEED in Collaboration with Businesses: Part of Business In-house training for Executives as well as for Client Businesses; Possibly linked to an initiative in Corporate Social Responsibility and community well-being

3. Develop new programs with values and approaches similar to SEED to meet peculiar needs of a company, country, society or community, such as to change corporate culture, applied in different socio-cultural and economic settings

4. Develop SEED and similar programs to produce leaders who are entrepreneurial, inter-culturally competent, socially responsible and/or ready to meet future challenges, such as business and environmental sustainability.
Potential for the Development of Business Opportunities and Collaborations through Villagers’ Enterprises: New Collaborative Business Ventures

Through applications of new knowledge and capabilities

New Opportunities through SEED Executive Participants (to develop collaborative and new ventures):

1. Collaboration between European SEED Executive Participants and Local Participants and Villagers: The trust developed between participants would enable the development of new collaborative business ventures across continents. The skills developed are also helpful. Businesses can also invest in new ventures developed at the SEED program as well as further ventures at the SEED village after the SEED program. Fulfils Social Responsibility at the same time. (Helpful People-to-People initiative)

2. Develop new business ideas and business ventures after the SEED program both at home in Europe and also elsewhere in Asia (having learnt and practiced entrepreneurship, creative problem solving and inter-cultural competence).

3. Solve problems more effectively and act more entrepreneurially in the home company after the SEED program (Intra-preneurship). Social responsibility in the way of doing business and managing the company (as a way of life).
Potential for the Development of Business Opportunities and Collaborations

Concluding Thoughts:

The SEED program challenges knowledge and understanding of participants with reality through practice in a totally new cultural environment, to enable the participants to understand better and hence deepen their knowledge and understanding through experience and hence facilitate creativity and future innovation.

The SEED program challenges reality through creative practice (innovation) and enterprise, to creatively improve practice and change reality for the better, and thereby also improve understanding and hence knowledge in cross-cultural management, entrepreneurship and enterprise development.

A man whose mind is enslaved cannot be creative even in a free system – A man whose mind is free can be creative even under the most oppressive system. The freedom of the mind is certainly not guaranteed merely by moving into a new context.