

PLUS Story:

Journey to Create More Impact





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We believe that an impactful business is not solely about material benefit, but rather is also able to promote local economic independence and environmental sustainability. We want to provide a platform for organizations and individuals who want to stimulate social impact development and a positive environment in Indonesia through social entrepreneurship.

Why PLUS exists

We believe that the economy of Indonesia is driven by all of us as citizens of the country. The community spins in a metaphorically economic wheel — moving upward, downward, onward, and further forward. This spinning of the wheel doesn't drive us only, but our dynamic as a part of our community and its ecosystem in general, from deciding what to eat for breakfast, what to wear for work, which café we should go to enjoy good quality coffee, to what will be included in the country's statute. All of these spin the economic wheel.

Nevertheless, many people are becoming more aware of other significant issues in their lives. They see that other issues rest behind, or are even tightly associated with the economic aspect, things like culture, environment, equality, and others. For those issues to get solved, they require solutions that can support their lives.

We see that everyone, from every person to every local community, has their own potential — the potential to boost an inclusive, innovative, and collaborative economic system that can sustainably become agents of social and environmental change. These two characteristics would later shape synergically into social innovation and entrepreneurship. Through social entrepreneurship and social innovation, we want to get various communities to engage in giving sustainable impact.

PLUS Activity

To achieve the goals above, we have designed and implemented several activities and communication spaces that weave in numerous ecosystem components of social entrepreneurship. Some of the activities included: workshops and assistance, social entrepreneurship community activation, and a learning and information development

Workshop and Assistance	Social Entrepreneurship Community	Resource Hub
Creating opportunities for social entrepreneurs, especially small and medium-sized enterprises (SMEs) through training and intensive assistance.	Actively encourage and build a community for social entrepreneurs that is creative, innovative, and collaborative, with the purpose of increasing the quality of social entrepreneurship and social impact.	Be a learning and information hub for organizations and individuals who want to develop their capacity and skills in running a social enterprise.



Letters from Our Leaders

STEPHANIE ARIFIN, DIRECTOR

Social entrepreneurship has been embedded in the PLUS DNA since we began our journey many years ago. Our goal and vision have always been and continue to be to support social entrepreneurs in Indonesia to be able to achieve sustainability, both in their impact and the business that they run.

Along with the growth of PLUS, we're inspired by the social enterprises that keep striving to create sustainable social change. This inspiration shows that social entrepreneurship is important to promote positive change and development for Indonesia's brighter future.

When I sat down and wrote to reflect on PLUS' contribution, I'm really proud of the tenacity not only of the PLUS team and every social enterprise and entrepreneur we cross paths with every single time. COVID-19 made way for many out-of-ordinary challenges and social obstacles, but social enterprises were always present and moved forward to help their people and communities.

First and foremost, I personally feel really thankful and honored for the PLUS team that can adapt quickly to new rhythms and how each of them successfully flourishes. With every activity switched to online mode, PLUS effectively exceeded its widest reach. Due to this situation, we're also connected to many social entrepreneurs and youth from every corner of Indonesia. We're grateful for the opportunity to be a part of their own journey and we will continue to strive to be better.

For the last two years, PLUS has been trying our best to develop our online platform so that we can provide more learning materials and create a community space for social entrepreneurs. In these last two years, we were also entrusted to be the lead and main implementor to develop



a learning platform and resource hub (<u>www.re-search.id</u>) — which we launched in mid-2022 and can be easily accessed for free, especially for civil society organizations and non-profit organizations that want to learn and share experience in an effort to maintain organizational sustainability.

Our future goals are to be the go-to platform for learning and networking for social and sustainable impact. We invite everyone to walk side by side with us because we are here to serve everyone.

Furthermore, to our daily inspiration: every social entrepreneur. Your journey is not easy, and it certainly cannot be faced alone. You are the strongest people I have encountered, and PLUS is always astonished and inspired by each of you. Thank you for coming to us with the most open heart, the desire to learn, and the urge to broaden your comfort zone. We hope to see you grow bigger and become the desired impact for your community.

Lastly, we would like to express our humbled gratitude to every partner and stakeholder within the social enterprise ecosystem. From client to collaborator, PLUS wouldn't be where we are today without your help. Thank you very much for your trust in PLUS and in the future of social enterprise in Indonesia. This is not a journey that anyone can face alone, and we are forever grateful to know and to have you by our side.

Although we can never know what the future holds, we are confident that social enterprise is always going to be here. Through this opportunity, we want to share the passion and support for all of you to keep striving, adapting, and being stronger. Always keep in mind that PLUS is here with you.

PLUS Team



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BOARD OF DIRECTORS



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Irvan Kolonas CEO, VASHAM



Kaitlin Shilling FORMER DIRECTOR, PLUS

PLUS Programs in 2020-2022



Tani Foundation

PARTNER:

TaniHub Group

PERIOD:

March - June 2021

PLUS in the foundation establishment for TaniHub Group, a company operating in the agricultural technology sector. PLUS assisted the company team to develop an organizational structure, partnership mapping and the shape of the collaboration, as well as social impact planning.

Business Matching SETC x SRC

PARTNER:

Sampoerna Untuk Indonesia

PERIOD:

March - July 2021

PARTICIPANTS:

150 potential SMEs actors in East Java, Bali, and Nusa Tenggara

Organized the framework and curated instruments, and monitored to connect the SMEs nurtured by the SETC (Sampoerna Entrepreneurship Training Center) and Sampoerna Retail Community to a wider market.



KalFor Youth Innovation 2020

PARTNER:

Directorate General of Forestry Planning and Environmental Management, Ministry of Environment and Forestry (MoEF) of Republic of Indonesia with KalFor Project.

PERIOD:

November 2020 - February 2021

PARTICIPANTS:

20 teams from various regions in Indonesia.

Supported to encourage environmental preservation in Indonesia. This activity encouraged youth to create environmental-based innovation to be implemented into social enterprises. The 5 best teams were awarded assistance and network development to partners such as GEF-UNDP and MoEF.

Ideathonesia 2021

PARTNER:

UNDP Indonesia, Citi Foundation, Akademi Kewirausahaan Masyarakat

PERIOD:

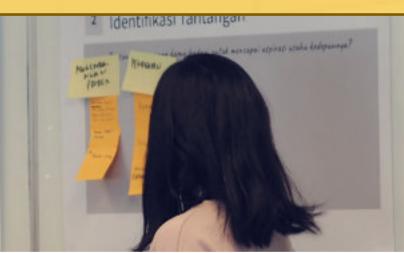
April - July 2021

PARTICIPANTS:

80 teams from various regions in Indonesia

Capacity building and social enterprise ideas from 80 teams across different regions in Indonesia. Participants engaged in various sectors in an effort to implement specific Sustainable Development Goals (SDGs). This activity included webinars, workshops, and pitching to decide chosen participants to advance into the next training (Youth Co:Lab 2021).





Youth Co:Lab 2021

PARTNER:

UNDP Indonesia. Citi Foundation. Akademi Kewirausahaan Masyarakat

PERIOD:

August - December 2021

PARTICIPANTS:

120 teams from the chosen participants of Ideathonesia & public Capacity building for 120 early-stage social entrepreneurs across Indonesia. Participants learned to develop their businesses while at the same time creating real impact. Participants received the learning materials through workshops and assistance for 3 months. After that, the 3 best participants were chosen to represent Indonesia at Youth Co:Lab Summit at the Asia-Pacific level.

Youth Co:Lab Bootcamp 2022

PARTNER:

UNDP Indonesia. Citi Foundation

PERIOD:

August - November 2022

PARTICIPANTS:

25 teams of young environmental-based social entrepreneurs

To support the Net Zero commitment, Youth Co:Lab wanted to focus on developing environmental-based social enterprises run by young social entrepreneurs in Indonesia. After receiving online workshops for 3 months, 10 were chosen to connect with environmental issuebased ecosystem actors at Matchmaking Youth Co:Lab Bootcamp 2022.

Makadaya Fellowship 2022

PARTNER:

Makadaya Foundation & Bali Institute

PERIOD:

April - December 2022

PARTICIPANTS:

8 social entrepreneurs in Jawa, Bali, and Sumatera

Participants from various backgrounds and regions met to solve their own respective social issues through their established social enterprises. For about 8 months, the participants received learning and mentoring remotely. In their final activity, they showcased their work to the public at the Investment Gallery Makadaya Fellowship 2022.

PUKL Berdaya

PARTNER:

Lingkar Temu Kabupaten Lestari

PERIOD:

June - November 2020

PARTICIPANTS:

Management team candidates of the PUKL (Pusat Unggulan Komoditi Lestari) Lingkar Temu Kabupaten Lestari (LTKL) partnered with PLUS to achieve the Acceleration of Green Development in LTKL-membered regions. This program facilitated a workshop for 70 chosen participants regarding sustainable and social entrepreneurship. In the final workshop, 10 were chosen for the first team of PUKL.

Mekarya

PARTNER:

William & Lily Foundation

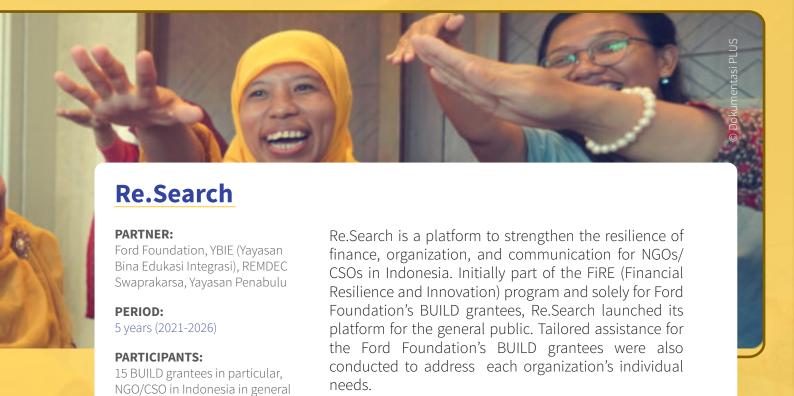
PERIOD:

November 2019 - February 2022

PARTICIPANTS:

Koperasi MPIG Garam Amed

WLF supported PLUS as the program implementer of Mekarya, a business assistance program for the salt farmers community in Amed, Bali (MPIG Garam Amed). Mekarya program invited experts in cooperative management, finance, and marketing to conduct intensive field assistance alternately for several months in Amed, Bali. Aside from the business assistance, the Mekarya team in the field actively discussed with the youth and women involved within the community of MPIG Garam Amed, with the aim to stimulate the involvement and regeneration, so that the business practice of MPIG Garam Amed can be more inclusive and sustainable.



ISEN Social Media

PARTNER:

Indonesia Social Entrepreneurship Network (ISEN)

PERIOD:

May 2020 - May 2022

PARTICIPANTS:

Audience of ISEN's social media presence (Instagram and Podcast) Indonesia Social Entrepreneurship Network (ISEN) is an organization that supports and strengthens the ecosystem of social entrepreneurship through enhancing awareness and developing networks openly. Using social media presence, ISEN spreads awareness by sharing information and networking for social enterprises in Indonesia.

GI Enhancement Training

PARTNER:

ARISE+ Indonesia (European Union, The Government of Indonesia)

PERIOD:

June - September 2022

PARTICIPANTS:

10 Community Groups of Protected Geographical Indication (PIG)

This program was done to strengthen the business mutually-beneficial collaboration capacity and between managing entities for geographical indication (GI) products, or also commonly known as protected geographical indication group (MPIG). In this program, participants learned how to manage an organization, map a marketing strategy, and collaborate with the MPIG to enhance public awareness, locally and globally, of GI products from Indonesia.

Restriction in face-to-face activity due to Covid-19 has actually expanded PLUS' reach in spreading impact. There are two PLUS programs that successfully involve various provinces in Indonesia. PLUS is also able to support empowerment programs tailored to specific provinces.



- ISEN
- Re.Search
- Youth Co:Lab 2021
- Youth Co:Lab 2022

Entire Indonesia

Ideathonesia 2021

Entire Indonesia, especially: Riau, Maluku, North Maluku, South Sulawesi, Papua, West Papua

Kalfor Youth Innovation 2020

Entire Indonesia, especially: West Kalimantan, East Kalimantan, South Kalimantan, Central Kalimantan, North Kalimantan

Makadaya Fellowship 2022

Aceh, Riau, West Sumatera, West Java, Central Java, East Java, Bali

Business Matching SETC X SRC

East Java, Bali, West Nusa Tenggara, East Nusa Tenggara

GI Enchancement Program

Aceh, Bangka Belitung, Bali, East Nusa Tenggara, East Kalimantan, DI Yogyakarta

Tani Foundation

DKI Jakarta, West Java

PUKL Berdaya

South Sumatera

Mekarya

Bali

PLUS Engagement in 2021-2022

Through 2021 to 2022, PLUS conducted 62 hours of free consultation (Hello PLUS) to social entrepreneurs and those simply interested to learn more about the ecosystem of social entrepreneurship. Collaborated with 110 partners, Hello PLUS engaged with 160 social entrepreneurs who joined within a WhatsApp group of the PLUS Community. PLUS has also run 4 activities with the PLUS Community (Community Event) in the form of webinar or sharing session.

Aside from activities with communities, PLUS does collaborative activities with development partners and successfully runs 12 capacity-building programs for business and community with a total of 500 participants. We hope that these numbers keep rising alongside sustainable impacts that extend far and wide.

PROJECT COLLABORATORS





HELLO PLUS



social enterprises that consulted with Hello PLUS

hours of consultation during Hello PLUS

SECTORS:

- **13** Agriculture, Fishery, Forestry
 - 5 Advisory & Advocacy
 - 3 Food & Beverages
- **11** Education
- 9 Creative Economy
- 3 Consumer Goods
- 7 Sustainable Energy & Environment
- 3 Food, Beverages, & Dairy Products
- 2 Tourism
- **5** Lainnya

COMMUNITY/ MEDIA PARTNERSHIP



community partners

community

50 speaker/coaches/ judges

5 co-facillitators

WHATSAPP GROUP



188 members of PLUS

Community

members of Business + Impact Group

INSTAGRAM @usahasosial_id



6.926

50.279

total followers

accounts reached



A Deep Dive into Social Enterprise Development, From PLUS' Perspective

PROGRAM NAME:

PLUS Social Enterprise Survey

CATEGORY:

Research and Survey

DURATION:

5 months

The ecosystem of social enterprise in Indonesia continues to develop throughout the years. The enactment of Presidential Decree Number 2 of 2022 strengthens the existence of social enterprises in Indonesia. The Covid-19 pandemic and various social turmoil in Indonesia further adds vibrance and nuance in this impact-rich movement. Because of this, PLUS wanted to capture the landscape of Indonesia's social entrepreneurship through PLUS Social Enterprise Survey.

Since March 2022, PLUS carried out surveys quantitatively and qualitatively. We started off by distributing an online questionnaire that reached 174 social entrepreneurs across different regions in Indonesia. Data was enriched through holding interviews with a few select social enterprises and supporters (such as enablers). Afterwards, data was processed and synthesized to gain as clear of information as possible.

Through this survey, PLUS obtained founder profiles, enterprise profiles, and types of support that social enterprises in Indonesia need to further develop. About 50.7% of social enterprises are led by women. Based on the age range, 44.9% of social enterprises are led by those around the age of 25-34 years old. The local community around them generally feels the impact they bring. Hence why, more than half of the social enterprise respondents operate only in one area.

Many struggle to find their appropriate market and enough funds to stay operational. Although 44.2% of social enterprises have achieved desirable profit, 1 out of 2 social enterprises still rely on independent funding to spin the wheel of its enterprise and impact. Although enterprises can identify various funding sources, their business scale is often too small to access those funding opportunities.

Aside from market access and funding sources, social enterprises in Indonesia face adversities in measuring their business impact. As businesses that not only care about profit gain and growth, they realize impact measurement is an important thing. However, many of them have yet to measure their impact due to a lack of knowledge and standard guidelines regarding measurement indicators and a lack of resources to conduct impact measurement and evaluation.

Through this research, PLUS has identified the key insights and areas of opportunity summarized in the research report titled **Understanding the State and Profile of Social Enterprise in Indonesia.** Further information regarding the findings can be accessed on the PLUS website.

PLUS Community: Growing Together in Various Spaces

PLUS believes that collaboration is one way to maximize impact. Like the proverb says: if you want to go far, go together. This is why this year, PLUS focused on strengthening the relationship with our community. PLUS Community is a group of social entrepreneurs with whom PLUS has interacted. Even so, PLUS also tried to reach other social enterprise networks in Indonesia to grow together.

To achieve the goal, PLUS conducted many activities with the social enterprise community 2022 through various discussions, collaborations, and knowledge-sharing regarding the social enterprise ecosystem in Indonesia.



Community Event

The social enterprise community in Indonesia is spread out across different regions in Indonesia. Even so, each social entrepreneur's challenges and troubles aren't much different. Hence, PLUS felt the need to provide a "safe space" for social entrepreneurs to gather and share their knowledge and experience in growing their impactful businesses. answering this need, PLUS has initiated an online activity called PLUS Community Event.

PLUS Community Event is one of the activities designed for social entrepreneurs to share knowledge with the PLUS Community. Across 2022, this activity was conducted four times with various themes suited to the needs of the social enterprises in our PLUS Community. Community Event is usually a bi-monthly activity that invites established social enterprise experts and founders to share their insights with other social entrepreneurs.

Hello PLUS

PLUS realizes that online programs with many participants may restrict entrepreneur fellows who may want to engage in deeper discussions. For this reason, PLUS launched Hello PLUS, a 1-on-1 online call space for social entrepreneurs to talk and consult with the PLUS team. Hello PLUS becomes how we give back to our social enterprise community in Indonesia. This is a routine activity done every Friday. In this activity, PLUS is the thinking partner for social entrepreneurs to solve their business issues.

Through 2021-2022, PLUS conducted 62 hours of consultation sessions through Hello PLUS with social entrepreneurs and interested in the ecosystem of social entrepreneurship. Most social entrepreneurs who contacted Hello PLUS are in the early stage of the business process. Most of them work in waste and environmental management, agriculture and farming, and arts and crafts. The discussed topics vary, from internal team

issues, marketing and branding, developing on a unique value proposition, to fundamental principles of establishing a social enterprise.

Community & Media Partner

In the effort to support the development of the social enterprise ecosystem in Indonesia, PLUS is very open to many partnerships and collaborations, one of them being through Community and Media Partnerships.

Throughout 2022, **PLUS** established partnerships with approximately 100 partners, whether in the form of a collaboration to share information regarding the partners' activity, hold up a joint webinar, or be a speaker for workshops held by the partners.

Social Media Activation

Social Media Activation is to establish and grow the brand awareness of PLUS for the social enterprises in Indonesia. The social media of PLUS is filled with many content and learning materials that social entrepreneurs can utilize to learn and understand the recent issues related to their business.

In 2022, content released by PLUS in our social media presence (Instagram, Facebook, LinkedIn) reached impressions of 245.789, reach of 92.856, profile visit of 12.128, website clicks of 976, average saved and shared posts of 320, and gained 690 new followers.









Development of Environmental-based Businesses in KalFor Youth Innovation 2020

Business activity and environmental conservation has historically been grounds for conflict, so the concept of environment-based business is hoped to be a solution that can synergize the two.



One of the most crucial issues that the world experiences today is environmental issues. In 2021, Intergovernmental Panel on Climate Change (IPCC) released a report that says in the upcoming 20 years, extreme weather and climate change will become increasingly uncontrollable. This worrying problem has its solutions, but only if there is a collective effort from all stakeholders to implement activities to mitigate environmental destruction.

One fundamental problem within the umbrella of environmental degradation in Indonesia is deforestation. According to data released by katadata in 2020, Indonesia has lost 270 thousand hectares of primary forest. This is exacerbated by forest fires that have been a recurring problem in some parts of Indonesia, such as Sumatra and Kalimantan, that have negatively impacted the health of local communities. Forest fires do not just impact local communities, but also neighboring countries like Singapore and Malaysia.

One key solution to solving this issue is a collaborative approach from many layers, from micro, mezzo, and macro systems. One of which is social entrepreneurs that have a mission to achieve environmental sustainability. PLUS is committed to supporting business operations that implement sustainability principles and environmental restoration. Therefore, with initiation by the Directorate General of Forestry Planning and Environmental Management of the Ministry of Environment and Forestry (MoEF) of the Republic of Indonesia, Kalimantan Forest (KalFor) Project-GEF UNDP and PLUS have the opportunity to contribute by holding KalFor Youth Innovation (KYI).

The objective of the KYI program is to engage youth in Indonesia to actively participate in solving environmental issues through product innovation and business models. This program supported 20 teams that already run a business in an early stage and ideation stage to develop a business plan emphasizing a practice aligned with environmental sustainability.

PROGRAM NAME:

Kalfor Youth Innovation 2020

CATEGORY:

Capacity-building, program implementation

DURATION:

4 months

SDGs:













Capacity Building for the Best 20 Teams

The best twenty teams were chosen out of 376 applicant teams from various regions in Indonesia. An assistance activity was conducted for four months where in the first two months, 20 participants received workshop sessions and assistance from the PLUS team. Next, in the final 2 months, the 5 best participants received assistance from PLUS, social entrepreneurs, and governments, all facilitated by the KalFor Project and the Ministry of Environment and Forestry of the Republic of Indonesia.

PLUS facilitated the workshop sessions with the topics such as introduction to social entrepreneurship, business planning, problem mapping by design thinking, sustainable business model creation, and presentation ability. These four topics were organized by PLUS to share must-have basic skills for the 20 participants to run a sustainable business.

After receiving workshops and consulting support, 20 teams pitched their ideas in front of experts in the environment and business sectors. This activity was done to find the 5 best businesses that were ready in terms of product planning and prototyping, and have the potential to become developed into real products for consumers.

The five best teams had various business ideas from the sector of food, carbon management, alternative fuels, waste management, to clean water. Aside from getting the opportunity to access the network with policy makers in the Ministry of Environment and Forestry, the five best teams also received grants for developing their businesses at approximately 25 million rupiahs along with networking access with stakeholders and investors. In November 2021, the winner became a speaker at The 26th UN Climate Change Conference of the Parties, in hybrid, in Jakarta-Glasgow, UK.

Appreciation for Participants and Long-Term Prospects

The implementation of this collaborative program received appreciation from the participants and strengthened PLUS' experience in implementing multi-stakeholder programs. From the feedback data we received, participants stated that this program is 100% helpful in opening opportunities for collaboration.

Participants expressed appreciation to PLUS for organizing this program. One of the responses from participants was that the activity was impactful in providing a network and partnership with related partners. Furthermore, the tools used to design business models were also helpful for the participants to arrange the estimated budget, decide the target and timeline, and also manage teams.

KYI program is hoped to be a catalyst for youth involvement in alleviating environmental problems, as well as equal distribution of welfare in Indonesia. The hope is that the knowledge given in the event can be implemented in practice so that the role of the participants in the sustainable business sector can help mitigate environmental degradation.

Youth Capacity-Building through **Ideathonesia 2021**

Building social entrepreneurship spirit in youth through workshops and assistance.



Having a national population dominated by the productive age (demographic dividend) is a golden opportunity for Indonesia to grow. However, the COVID-19 pandemic impacted all aspects of life, including the job field. This is a challenge for youth because they are expected to work and even create their own job opportunity through entrepreneurship. However, the pandemic brought only 3% of youth to take roles as entrepreneurs.

Seeing this condition, Ideathonesia existed as a program that supported the formation of youth entrepreneurs across Indonesia. Innovative Financing Lab, UNDP Indonesia, supported by Citi Foundation and the Ministry of Youth and Sports of the Republic of Indonesia, partnered with PLUS and Akademi Kewirausahaan Masyarakat (AKM) to establish a capacity development program for youth cultivating social entrepreneurship Indonesia through Ideathonesia 2021.

The participants of Ideathonesia 2021 were teams of youth from across Indonesia with ideas on social innovation and enterprise. Many activities were done to prepare and develop their social enterprise initiatives as a solution to eradicate social and environmental issues in their respective origin. Intensive training for 2 weeks was done based on their baseline survey.

The training curriculum was curated and prepared to answer any issue faced by the participants during their business and development, impact ideas included: Social Entrepreneurship 101,

PROGRAM NAME:

Ideathonesia 2021

CATEGORY:

Capacity-building, program implementation

DURATION:

5 months

SDGs:















Introduction to Financial Planning, Social Business Model Canvas, etc. This intensive training was designed to be interactive, discussion-based, and enable information exchange between participants.

Not only that, to broaden the insight and exposure of the participants, PLUS presented a webinar session with industry experts on various topics. The training approach, which was customized according to the needs and level of the participants involved, encouraged participants to grow more independently. After that, the activity continued with further assistance from the AKM. The diversity of participant backgrounds and social enterprise ideas was a challenge for PLUS and AKM. However, the feedback showed that the designated curriculum gave new insights (95%) and relevance (92%) from the participants.

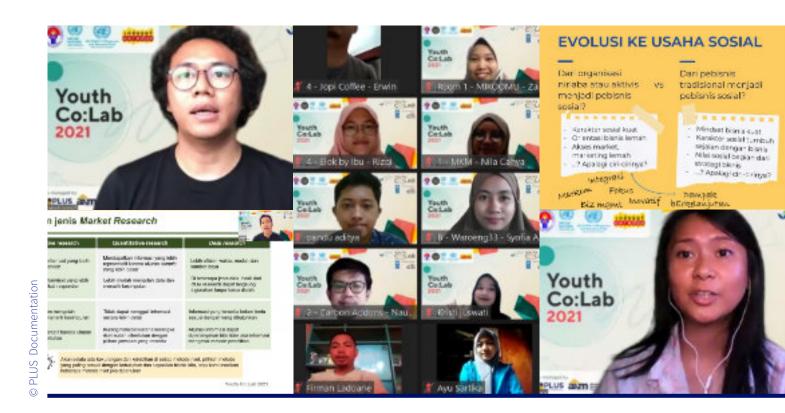
After receiving the training and assistance, the event was closed with a presentation session of social enterprise ideas and initiatives by participants in front of a panel of judges

consisting of government representatives, corporations, industry experts, entrepreneurs, and academicians. The presentation session was used in consideration in determining the team that has the right to proceed to the next stage, namely Youth Co:Lab 2021.

The online format enabled this program to reach youth from different regions. The participants' diverse background, collaboration from many stakeholders including industry experts, and interactive training sessions promote valuable information exchange and provide new perspectives for youth participants of Ideathonesia 2021.

Youth Co:Lab 2021: Developing Youth **Social Entrepreneurs Remotely**

Entrepreneurship development focusing on youth, impactful business and remote implementation became the essence of the Youth Co:Lab program in 2021.



The spirit of youth entrepreneurs across islands in Indonesia became the basis of Youth Co:Lab 2021 event. Youth Co:Lab was a capacity development and youth enterprise development program consisting of many events, including workshops and assistance. This program was a partnership of UNDP Indonesia, Citi Foundation, and the Ministry of Youth and Sports of the Republic of Indonesia, and in collaboration with UN COVID-19 Response and Indosat SheHacks 2021. Youth Co:Lab 2021 was also supported and held by PLUS) and Akademi Kewirausahaan Masyarakat (AKM).

Acting as a successor event after the Ideathonesia program (page. 22), both Youth Co:Lab and Ideathonesia have their own

uniqueness. If Ideathonesia emphasizes more on developing processes and realizing ideas, Youth Co:Lab gives further or advanced support to already established social enterprises. Youth Co:Lab is designed to prepare entrepreneurs to start developing enterprises, so the curriculum that was given was focused on business development. There were 116 teams consisting of youth in the age range of 18-30 years old across Indonesia, also with an early stage of the established social enterprise, chosen to be the participants of this program. The winner of Youth Co:Lab 2021 would continue to represent Indonesia in the Youth Co:Lab Asia Pacific.

PLUS and AKM designed the youth capacity development program through thematic

PROGRAM NAME:

Youth Co:Lab 2021

CATEGORY:

Capacity-building, program implementation

DURATION:

SDGs:

















workshops and intensive assistance. The Youth Co:Lab workshops included these topics: Impact Measurement, Market Research, Product Development, Strategic Finance, Legal Framework for Social Enterprise, and Marketing for Impactful Business. PLUS partnered with social enterprise practitioners, experts, and other organization representatives during the workshop. This intensive learning is expected to support the participants' enterprises to grow more solidly and sustainably. Afterward, the chosen teams were given time to apply the knowledge and consult through assistance sessions. The participants were enthusiastic because the learning materials given by the practitioners were relevant to their needs. This resulted in feedback where 90.7% of participants expressed that the training was highly relevant to their current business conditions.

Not stopping there, PLUS also innovated by providing additional sessions called Brown Bag Sessions to support the participants' learning process. One session is an informal session where PLUS invited experts and practitioners to share knowledge and experience regarding particular topics, such as Marketing Strategy, Tech-based Product Development, Iteration Processes, etc. The session allows participants to dig more into the given issues and discuss them directly with the seasoned practitioners.

The Youth Co:Lab program closed with the judging portion on the Demo Day, which was also attended by Angela Tanoesodibjo as the Vice Minister of Tourism and Creative Economy. Demo Day Youth Co:Lab 2021 invited judges various backgrounds, government representatives, academia, NGOs, social enterprises, etc. These diverse judges hopefully were able to give various viewpoints of advice and input for the growth of the participants' social enterprises.

Learning from implementing this program, PLUS believes that the resilience of youth entrepreneurs in Indonesia can be built under good collaboration among various social enterprise ecosystem players, from government, business entities, social enterprise enablers, and NGOs.

Building a Spirit of Collaboration among Young Green Entrepreneurs in Indonesia

'Collaboration' and 'Youth' — both have significant roles to strengthen the social enterprise ecosystem in Indonesia, including social enterprises that operate in the green economy sector.



Dokumentasi PLUS

Challenges that we face today, from environmental, social, to economics, can't be solved by one side. It needs a cross-sector collaboration involving various actors with backgrounds, networks, expertise, approaches to come up with a solution that hopefully can cover many sides. Also, multilayered collaboration with the community, especially with the youth generation, is increasingly important. Based on the National Labor Force Survey (SAKERNAS) 2021, Statistics Indonesia (BPS) argued that the productive age range (15-64 years old) dominates the population in Indonesia. This puts Indonesia in the demographic bonus phase. In the social enterprise, collaboration is the key to developing the enterprise and the effort to scale the impact.

This passion is seen in Youth Co:Lab Bootcamp 2022. Established and done for the first time in 2017 by the UNDP and Citi Foundation, Youth aims to escalate Co:Lab the implementation through leadership, social innovation, and social entrepreneurship programs. This year, Youth Co:Lab Bootcamp 2022 is partnering again with the Ministry of Youth and Sports of the Republic of Indonesia for the event. Youth Co:Lab Bootcamp 2022 is the second Youth Co:Lab for PLUS to be involved since 2021 and the third partnership between PLUS with the Innovative Financing Lab since 2020. The effort to create and increase the collaboration implemented in every series of events is making different highlights this year. Besides that, this year the chosen theme is Green Economy, and the selected participants are social entrepreneurs run in green practices.

Citi Foundation

PROGRAM NAME:

Youth Co:Lab Bootcamp 2022

CATEGORY:

Capacity-building, program implementation

DURATION:

3 months

SDGs:















The Youth Co:Lab Bootcamp 2022 was done remotely and on-site, with a series of events of an online workshop focusing on the Brown Bag scheme for the best 25 participants, followed by the Demo Day and the offline/on-site Matchmaking for the best 10 participants. The embedded passions to collaborate were always at every step of the event, collaborating with external parties and the participants.

Collaborations with External Parties

Beginning from the online event for the four sessions of the Brown Bag, the participants of Youth Co:Lab Bootcamp 2022 were able to network and learn from the experts and the seasoned entrepreneurs. The Brown Bag scheme has accentuated the discussion, auestions and answers. and experiences between the participants and the speakers. After that, the 25 best participants pitched in front of judges with various backgrounds in Green Economy to choose the top 10 participants. The 10 participants would follow up with the on-site activities to increase collaboration with external parties. First, participants connected and joined online discussions and workshops presented by the UNDP representatives, social entrepreneurs, and alumni of other UNDP programs.

The next session was Matchmaking. This session is becoming the main highlight of the Youth Co:Lab Bootcamp 2022. The top 10 participants were given a chance to promote their products, services, and initiatives to the guests who come from various backgrounds; social enterprise practitioner, social impact center, NGOs, Foundations, corporations, and media.

Collaboration among the Participants

Collaboration among the participants was established with activities of a networking session and sharing among the participants that were also a part of the Brown Bag session. This session encouraged the participants to get to know each other and share their challenges when running a social enterprise. Participants were divided into small groups based on the category for the Check-In session with PLUS to support their journey during the event.

The result of this series of events raised the participants and stakeholders from various backgrounds and organizations in the green economy industry, communication, collaboration, and the transaction with external partners. Based on the post-program survey with the participants, at least 18 plans of collaboration for the year 2023 were initiated between the participants and guests. The Youth Co:Lab Bootcamp 2022 has answered that collaboration among the youth generation and the stakeholders is a very possible outcome. Not only answering the challenges today but also scaling up positive impacts to develop Indonesia for the better.

Local and Sustainable Community



Blueprinted Social Impact by Establishing Tani Foundation

How does a business corporation maximize its social and environmental impact strategically?



Tahihub Group Documentation

Creating а sustainable social environmental impact becomes a challenge for entrepreneurs, especially for an already established corporation with high-flying hours of operating. According to Acts 40 of 2007 Article 74 Section 2, corporations must practice Corporate Social and Environmental Responsibility or more commonly known as Corporate Social Responsibility (CSR). To maximize the impact, many corporations establish foundations focusing on running a responsible program. Not only that, setting a not-for-profit entity enables the corporation to engage with more strategic multi-partners.

This affects **TaniHub Group**, one of Indonesia's biggest tech-based agriculture since its establishment in 2016. Beginning with a dream to empower the farmers' community, TaniHub Group starts by assisting

in developing a better farming ecosystem. TaniHub Group is also deeply committed to supporting a better capacity for farming partners and promoting a better life quality. To achieve the goals, a corporation must have a strategic effort in planning and implementing the corporate's social impact program.

PLUS acts as a consultant that supported and assisted in establishing a foundation as an entity for TaniHub Group. Having prior experiences in social impact and strategic partnership with many corporations and foundations, PLUS legal body consisting of a limited company (Perseroan Terbatas; PT) and foundation (Yayasan) brings insights and experiences to the table during the project. There are three main activities that we focus on in this project:





CATEGORY:

Consultation, Research

DURATION:

3 months

SDGs:













Establishing a New Form of Corporation

TaniHub Group consists of many business units that run side by side. However, to strengthen the effort of developing corporate social impact, it needs a separate specific body for not-for-profit units to strengthen the effort of developing corporate social impact. PLUS supported the development of the foundation, from recommending the fulfillment of any necessity of the foundation to the legality that the foundation requires.

Mapping Partners and Collaborations

TaniHub Group aims and internalizes the passion to collaborate in their activities. Inspired by that approach, this best practice of collaborating is also implemented in the blueprint and establishment of the foundation. Collaboration is the key to running a not-for-profit unit. Therefore, mapping potential partners and detailing effort during the introduction session with many parties is in effect. These activities act as the first door to knock in opening up a deeper information exchange and enabling a more tactical partnership discussion.

Drafting Blueprints for the Organization's Social Impact

Drafting a blueprint for social impact on an organization can't be simplified by only customizing it to the missions and visions of TaniHub Group and its foundation. But also, emphasizing what the beneficiaries need. PLUS applies a logic model method to ensure the organization's program is comprehensive, right on the target, and of appropriate use.

TaniFoundation by TaniHub Group comes into the world of corporations that focus on developing social impact for the corporation. Tani Foundation is a collaborative platform that offers longterm solutions for Indonesia's farming For this matter. landscape. **PLUS** contributed to supporting the development of the foundation.

Three main activities in this project were designed by researching all supporting data and documents from the TaniHub Group, candidates of the beneficiaries, and potential partners. Those data became the fundamental recommendation that PLUS shared in establishing the foundation. PLUS assisted to drafting many supporting documents, such supporting as, documents for establishing the foundation, potential partners mapping and informative sessions with the potential partners, and recommended documents on the organization's direction that aim to support the foundation's blueprint on achieving ends. Foundation is also able to hold many programs that not only incorporate the beneficiaries' needs but also optimize collaborations with potential partners.

With those above three main points and the implemented innovations to promote the establishment of foundations under corporations. PLUS aims to offer holistic perspectives for maximizing impacts.

Not Only Act As Producers, Community of Farmers Can Also Establish A Social Enterprise

What if a community of farmers, that we frequently mistook as the producers of farming products, is encouraged by business capacity development so that they can draft and implement their business strategy?



PLUS Documentation

Two fun years have left us with many lessons, especially the learning process with the artisan community of salt farmers in Karangasem, Bali. From the business side of it, we found five aspects that require strengthening and learning: organizing team, value proposition, production system, finance, and marketing and partnerships. Besides strengthening those aspects, regeneration, and inclusivity are issues that we try to cover by promoting youth and women involved in the business activity of the salt farmer community.

The objectives of this program are to make sure that the farmers' community can produce farm products in accordance with the health, safety and traceability standards, map the market

needs and engage partnerships, manage the financial landscape based on the principle of transparency and accountability to preserve the Garam Amed. The program beneficiaries are the 34 farmers registered within the cooperative of Garam Amed. However, direct intervention to strengthen activity the for capacity development such as training and mentoring focuses on the administration the management staff of cooperative enterprise.

Although PLUS have prior experience in capacity development for rural communities, we always find new and different things in every community. Giving capacity development for rural communities in Bali needs to be coherent

CATEGORY:

Capacity-building, program implementation

DURATION:

2 years

SDGs:







with their daily routine of Bali with its heavily influenced religious perseverance. We must respect that everyone has their own activity, daily agenda, and praying time. With that in mind, knowledge transfer processes were designed to fit with their daily routine that is personal, contextual, and simple. This implies to us that a formal class-based system is not going to work.

After a specified mapping process to draft the appropriate curriculum, we also discussed with the staff of the cooperative to get an applicable method for knowledge transfer and assistance.

We designed that experts will deliver the main topics to learn to program participants. This requires PLUS to find appropriate experts that are also willing to stay and interact within the community during the coaching process. Because of this, while researching the candidates' portfolios, it is a must to discuss the community profile and what to do during the coaching process before we decide to recruit them.

Introducing new findings to the community, especially rural communities, is not for the short-lived process. We argued that two years is short, as we need more time to proceed and gain better results. However, behind this escapade, stories on the difference of beforeafter from the community are delightful. We hear many things like better product selling deliveries, where and how to sell, meet new potential partners, and how everyone within the community is involved in the strategic process, and note that youth has deep enthusiasm and a sense of belonging to Garam Amed.

Micro, Small and Medium Enterprises (MSMEs) Business Matchmaking

How do we assess if an MSME entity is "appropriate" to enter into partnerships?



SRC Indonesia Documentation

What comes to mind when you hear the phrase "business matching" for MSMEs? We envision a process of "matching" two MSME entities to meet each other's needs and support each other's business development. The critical question in the MSME "matchmaking" process is whether they can complement each other's needs or not. If you don't meet each other's needs, then the MSME "matchmaking" process will not be useful, or you could say that "matchmaking" is unnecessary. For example, MSME A has market facilities, access and networks, and MSME B has products that are similar to the market characteristics of MSME A. so these two MSMEs can be matched. MSMEs A gets goods to meet market demand, while MSME B gets a new sales channel. Of course, because the purpose of this business matching is for each business to develop, then business matching can be successful if the collaboration

between the two parties can take place in the long term (sustainable).

Thus, "matching" MSMEs is not a simple thing, because it is not just, for example, bringing together buyers one time or just introducing them without any follow-up cooperation. The capacity of each business entity needs to get attention first. Both must meet the minimum capacity required for business cooperation to be sustainable. This is where curation comes into play. Curation aims to determine whether MSME entities are eligible for the matching process.

To carry out this curation, in February - May 2021, the PLUS team was trusted by PT. HM Sampoerna through Sampoerna for Indonesia, which has hundreds of assisted MSMEs spread throughout Indonesia, to curate and provide

Business Matching SETC x SRC

CATEGORY:

Tools development/curation Program implementation

DURATION:

4 months

SDGs:









training to MSMEs producers who will be matched with fostered MSME partners who have a role as product distribution channels.

We see that a business that is ready for a longterm partnership must meet at least two requirements, namely product capacity and business activity capacity. Product capacity can guarantee that the resulting product is produced in a planned manner, and meets the requirements of a product that is fit for sale, both in terms of regulation and product performance. While the capacity of business activities includes the legality of business activities, business activities are carried out not just as a response to survive. Still, they must have a plan for future business development.

We were provided with data on about 160 MSME entities in the curation process. Of the 160 curated MSMEs, 60 businesses were selected that were feasible in terms of product capacity and business capacity. The indicators we set for curation are as follows:

1. Business capacity indicators

- Legality of business activities (with NIB)
- There is a team in business
- Existence of marketing activities carried out

2. Product quality Indicators

- Product certification (PRT, BPOM, POM TR, etc.)
- Products made regularly (not seasonal products)

By fulfilling these indicators, we believe the collaboration can have a long-term impact. . We set out these indicators in an applicative tool to make the curation process more straightforward, which will be useful for business matching projects for MSMEs.

Encouraging Youth to Become the Driving Motor of the Regional Economy through **Social Entrepreneurship Training**

How do we take advantage of regional potential for economic empowerment and provide solutions to social problems? Invite and explore ideas from young people!



TKL Documentation

The interest of youth in social enterprise entrepreneurship has proven to be quite high, regardless of where they are located. Even far from big cities like Jakarta and outside the island of Java, there is a lot of interest and desire in youth to learn more about social entrepreneurship. This is what we felt when we were entrusted with holding a webinar on social enterprise in 2020. Under the thematic umbrella of social entrepreneurship, the webinar spotlighted how the potential of commodities and resources in regions could be managed to empower and prosper the regions.

With various considerations, we set a quota of 100 participants to participate in the webinar. Unexpectedly, there were around registrants who, when selected, almost all of them met the webinar participant criteria. Due to various limitations, we had to make a selection and select 200 participants who could participate in the webinar.

In essence, the webinar is part of the selection process for participation in a training series on social entrepreneurship. The Musi Banyuasin Regency Government and the Lingkar Temu Kabupaten Lestari (LTKL) launched the training. The Musi Banyuasin Regency Government together with LTKL initiated the establishment of a central institution, the Sustainable Commodity Excellence Center (PUKL) and hoped that young people would operate the institution. PLUS implemented the program and, starting from designing the activity concept, curriculum and assessment, to implementing the workshop held from July to August 2020. The ultimate goal of this training is to select young people who can be involved in the operations of the central institution in leading commodities in the Musi Banyuasin district.

PUKL Berdaya

CATEGORY:

Capacity-building, program implementation

DURATION:

3 months

SDGs:









Project-Based Training Series

From the series of curation processes that we carried out, 70 participants were selected who were eligible to participate in the social entrepreneurship training series. We designed this training series as project-based training, in which participants are divided into groups to develop local potential-based social enterprise management ideas. At the end of the training series, participants will present their ideas to the audience. To support the development of social enterprise management ideas, we have developed training materials starting from the basic concepts of social enterprise, business models, data and information management, sources of funding, and how to present social enterprise management ideas.

What is very interesting is the emergence of potential-based social enterprise local management ideas that have not been thought of, for example, a group presented their idea of managing gambier commodities empowering the farmers. There is also an idea to partner with SMEs producing superior commodities as potential partners for leading commodity centers. Some participants had already started a social enterprise, for example some participants presented how they collected coconut water waste to be processed into nata de coco, and many other exciting ideas.

The participant assessments were carried out throughout the training series, but the highest weight was in the presentation session, where the participants shared their ideas to the audience. In addition to presentation sessions, we assessed participant attendance, liveliness, and post-test assessments in each training session. From the series of evaluations we conducted, we selected the top 10 participants with the best scores who would potentially be involved as PUKL team.

While the participants' ideas still need sharpening feasibility and business assessments, we learned interesting lessons from the training sessions, i.e. how young people, if given the right opportunities and access to learning, will become drivers of positive change for the community, and, most importantly, they can see and provide solutions to social issues.

Becoming a Thinking Partner for Local Social Entrepreneurs

What happens when local potential is managed into a business that can answer social problems while having a broad impact?



PLUS Documentation

Driven by the desire to be able to support the development of social enterprises in Indonesia to have a wider impact, Makadaya has been the implementing Makadaya Fellowship Program since 2021. Makadaya (Yayasan Makna Karya Berdaya) is a strategic space and network established to assist the development of changemaker communities in Indonesia in developing real and sustainable solutions to issues in their communities.

Having a shared vision of interconnected and collaborating communities throughout Indonesia pushed Makadaya to partner with PLUS for the second year in a row in implementing the Makadaya Fellowship Program 2022. The Makadaya Fellowship program itself is an annual incubation program to support the development of social entrepreneurs in Indonesia who are in the idea or early growth stages. This program aims to facilitate the growth and development of those selected through strategic guidance, capacity building, knowledge, networking, and providing business funding support during the program.

In contrast to the previous year, this year the Makadaya Fellowship Program implemented in a hybrid format. The aim was to provide an opportunity for the 8 selected fellows to take part in a series of capacity building activities, including mentoring, while still running their business and staying connected with communities in their respective regions. At the opening of the program, participants took part in onboarding activities in Bali wherein there were a series of preworkshop sessions as a basis or introduction for participants about social business. Participants got the opportunity to get acquainted with several social entrepreneurs in Bali, make a direct visit to one of the social entrepreneur locations to experience directly as a consumer, and learn directly from the founder of the social

Makadaya Fellowship 2022

CATEGORY:

Capacity-building, program implementation

DURATION:

8 months

SDGs:











enterprise. In the process, many participants were facilitated to find and formulate the identity of their social enterprise, and formulate a plan for the development of their social enterprise.

their respective regions, Returning to participants brought what they had obtained to their respective teams and communities. Then, they took part in a series of online training activities with various topics tailored to their needs, such as:

- Product Prototyping using Human-centered Design Thinking Method
- Social Business Model Canvas
- Market Research & Consumer Target Analysis
- Financial Planning for Social Entrepreneurship
- 101 Marketing: From Branding to Digital Marketing Strategy
- Impact Measurement for Social Enterprise

During this series of programs, each participant is accompanied by 2 mentors from the PLUS team who act as thought and discussion partners for the participants in their journey of absorbing various materials and implementing them in their respective social enterprises. This mentoring process is carried out separately and adapted to the conditions or development of each participant. In addition, mentors also help participants to prepare themselves for each pitching process which is a requirement for them to get funding. The pitching session became a practice opportunity for them before finally introducing their social business to a broader audience at the Investment Gallery event which was held at the end of the program.

Seeing the need for additional support given the participants' circumstances and development, a brown bag session was also held where participants could learn from several parties in a more relaxed session about some of the topics they needed, namely Legal for SE, Using Canva for Branding & Promotional Materials, and Leadership. Public Speaking sessions were also given to participants to prepare them to face various external parties they would meet at the Investment Gallery.

The development of the eight participants in this program can be seen from the refinement of their social enterprises and how they try to have a broader social impact. In fact, some of the participants who were still in the ideation stage at the start of the program had already launched quite solid products with visible social impacts. One of the biggest supporters of this program's success is PLUS's approach, namely as a thinking partner. PLUS as a mentor is not a teacher or tutor, but rather a discussion partner so that participants can find their own meaning for the answers to every question they have, because only the participants know and clearly understand their respective social enterprises.

Support for Development of Indonesian Geographical Indication

There are more than 100 local commodities certified as Geographical Indications spread across various regions of Indonesia. Unfortunately, this commodity is still not widely known and has a proper market, even in its own country.



© PLUS Documentation

In July-August 2022, PLUS was trusted by ARISE+ Indonesia to facilitate training for 10 managing Indonesian entities Geographical Indication (GI) products. The ten entities are Gayo Coffee Protection Society (MPKG Gayo), MPIG Garam Amed Bali, MPIG Garam Kusamba Bali, MPIG Cocoa Berau, MPIG Arabica Coffee Flores Bajawa, MPIG Arabica Coffee Flores Manggarai, MPIG Salak Sibetan Bali, BP3L MPIG Muntok White Pepper, MPIG Gula Kelapa Kulon Progo and the Kerta Semaya Samaniya Cooperative Jembrana Bali which are currently in the process of obtaining a Geographical Indication certificate. Geographical Indication (GI) is a sign indicating the area of origin of goods and/or products which due to geographical environmental

factors including natural factors, human factors or a combination of the two factors give reputation, quality and certain characteristics to the goods and/or products generated. In other words, GI products are original Indonesian products with premium quality.

Apart from being fully supported by ARISE+ Indonesia, this activity was also supported and by representatives from Directorate General of Intellectual Property, Ministry of Law and Human Rights of the Republic of Indonesia, Directorate General of Export Product Development, Ministry of Trade of the Republic of Indonesia, as well as representatives from the Ministry of Tourism and Creative Industry of the Republic of

GI Enhancement Training

CATEGORY:

Capacity-building, program implementation

DURATION:

2 months

SDGs:









Indonesia. Several entities from the private sector also attended this event to find out more about geographic indication products.

Through this program, it is hoped that the rights owners and managers of Geographical Indication Products in Indonesia will be able to implement marketing strategies and design and realize business cooperation with fellow GI product managers and with other parties to expand the market for their products in Indonesia. In Indonesia alone, more than 100 products have been identified with premium quality and are registered as geographical indication products. If managed properly, these products will significantly increase the welfare of farmers and the people of the area. Farmers generally produce these superior products in places far from business and government centers. The big challenge these small farmers face is how to make their products well-known and accepted by the market. Therefore, support and real action are needed so that these products can get a place in the national and international markets.

For most MPIGs, strengthening their marketing strategy gives them a new picture and perspective on how a product can be recognized and accepted in the market. "The material has been very relevant to MPIG's current situation, especially the marketing strategy issue", said I Made Waktu from MPIG Garam Amed Bali.

As a follow-up, at the end of the training and discussion session, the participants agreed to activate the existing MPIG forum to become a forum for cooperation more oriented towards business cooperation between MPIGs. The purpose of this business collaboration is to increase the awareness of Indonesian and global society's awareness of Geographical Indication products and increase the marketing of Geographical Indication products. In practice, GI managers will realize this business collaboration in two forms, the first is GI Corner which is a spot for displaying GI products from all over Indonesia. This GI Corner is hoped to increase public awareness of geographic indication products. The second form of cooperation is a secondary cooperative, in which the participants agree to form a joint GI management cooperative that will make the trade of GI products the main business of the cooperative.





Encouraging the Role of CSOs Through Capacity Building with Re.Search

A strong Civil Society Organization has an impact on the increasingly influential role of civil society in the Development Sector in Indonesia.



PLUS Documentation

Civil Society Organizations (CSOs) have an important role in accommodating the interests of society. CSOs play an important role in promoting development issues such as poverty alleviation, human rights, the environment, anti-corruption, and other issues. The crucial role of CSOs in encouraging civil society involvement is constrained by organizational and managerial challenges. CSOs face problems such as career and human resource development, technical expertise, leadership communication skills within organization, and funding for sources organizational sustainability.

In responding to the challenges faced by CSOs in Indonesia, supported and initiated by the Ford Foundation, Platform Usaha Sosial (PLUS), together with capacity builders in Indonesia are working together to form Re.Search (Resource Hub for Strengthening Capacity on Financial Resilience) which is a learning ecosystem for civil society organizations in Indonesia to increase knowledge, sharing and collaboration on achieving innovation, financial resilience and sustainable impact.

The development of Re.Search as a learning ecosystem is carried out within 5 years. During this time, the Re.Search implementation team developed two main activities: (1) capacity building in the form of consultations, mentoring & training, and (2) access to online platforms. Through these activities, Re.Search as a shared learning space is expected to be the answer for competency improvement and organizational financial innovation.

Consultation, Assistance, and Training

Consultation, mentoring and training are one of the main activities of Re.Search. This activity was carried out to provide capacity building for CSOs participating as learners at Re.Search. In addition, the Re.Search team has conducted intensive consultation mentoring sessions to dissect organizational development needs based on the results of assessments with relevant organizational needs.

Re.Search understands that every CSO has different problems and needs. Therefore, the assessment conducted before the consultation

Re.Search

DURATION:

5 years (2021-2026)

CATEGORY:

Capacity-building, program implementation

SDGs:







session is unique to this program. Re. Search has explored the organization's needs as deeply as possible, so that the consultation sessions provided are according to the needs and can answer the challenges of each organization. The areas of intervention that have been carried out by Re.Search in consulting, mentoring and training activities focus on areas or topics that support organizational financial resilience. These topics include: organizational finance. resource governance. strategic mobilization, external communications, the funding landscape, and exploring impact-based business opportunities for civil society organizations.

Apart from providing consultations for CSOs, Re. Search also strengthens the learning process by providing access to training activities. This activity will invite experts who are experienced in issues related to managerial, financial management, leadership and external communication. Training activities will be carried out together with other CSOs in discussion forums that are scheduled on a regular basis.

Online Platform

As an effort to activate the learning ecosystem, Re. Search has an online platform that provides access to independent learning for CSOs in Indonesia. Through the Re.Search Platform which focuses on issues of financial resilience and innovation, Re.Search as a knowledge repository contains several knowledge products in various formats according to learning methods relevant to CSOs. Methods of delivering learning materials include learning modules, online courses with interactive videos. as well as educational information that can enhance the knowledge and skills of CSOs. **Topics** presented include organizational governance, creative economy for non-profit organizations, and funding landscapes supporting organizational independence.

complement То CSO development opportunities, the Re.Search team also curates collaboration opportunities such as requests for proposals, potential funding, webinars, training, and other activities. Information is updated regularly so that CSOs can utilize it to develop competency and organizational potential. It is hoped that all the features offered on the online platform will help CSOs develop organizational potential and learning processes without being limited by area and time.

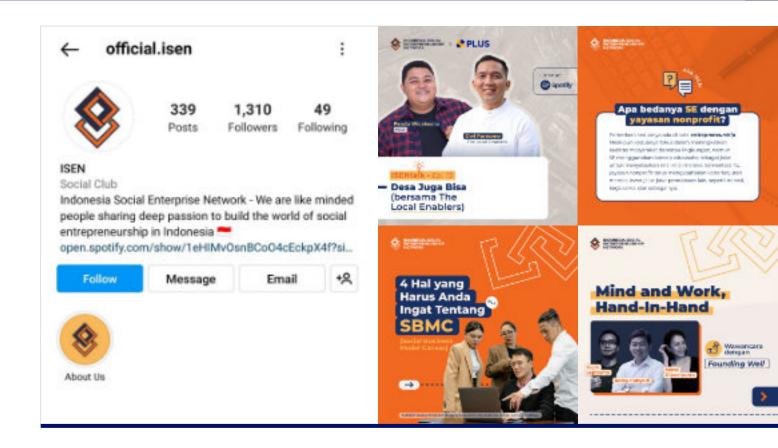
CSO Engagement and The Purpose of Re.Search

Re. Search is built on the spirit of collaboration. This spirit is shown by the aim of Re.Search which is not only to provide facilities and assistance for CSOs to grow, however, Re.Search is also built from the experience and enthusiasm of CSOs who want to share experiences and lessons learned while CSOs are running.

Therefore, Re.Search also realizes that CSOs in Indonesia have quite diverse assets and knowledge products. So, with the spirit of collaboration, Re.Search provides opportunity for CSOs to contribute and participate in supporting the learning ecosystem. Contributions can be in the form of preparing modules, materials, or being a consultant and team developer of programs at Re.Search. The involvement of CSOs in Re. Search is expected to be a positive signal for strengthening the ecosystem and collaboration of CSOs in Indonesia.

Strengthening the Social Entrepreneurs **Community Network with ISEN**

Through networking and support, social enterprises can become real, sustainable impactors. ISEN is here to establish this.



Like a loudspeaker, ISEN disseminates and provides insights for the Indonesian social enterprise community.

A business that is able to empower not only itself, but also those around it is the main goal of social enterprises. This concept slowly bears fruit due to increased awareness of social and environmental impacts. The dual responsibility of keeping the kitchen hot while simultaneously sharing the benefits presents social entrepreneurs with various challenges.

Indonesia Social Entrepreneurship Network (ISEN) understands this problem. They admit that social entrepreneurship is not the responsibility of one person but the result of the cooperation of many stakeholders. For this reason, in 2021 ISEN was present to support and entrepreneurship strengthen the social ecosystem through increasing awareness and building open networks.

ISEN, in collaboration with PLUS, managed to provide insights about social entrepreneurship through the Instagram social media channel. Through this channel, ISEN released various short and concise materials on the process of increasing the capacity of social enterprises and giving real impact. In addition, this channel was also used as a forum to disseminate information related to activities on social enterprise topics, such as online seminars, talk shows, and so on.

ISFN

CATEGORY:

Capacity-building, program implementation

DURATION:

2 years (June 2020 - May 2022)







This collaboration also resulted in the ISEN Talk podcast program to raise awareness of social entrepreneurship with the main target audience being young people. This is done because PLUS and ISEN were aware that the initial effort in supporting the social enterprise ecosystem should be through spreading awareness regarding their existence to a wider audience.

Furthermore, this program is a continuation of the radio broadcast program entitled Indika Talk which ended in early 2021. The podcast, which was presented in the form of a talk show. invited various social businesses to share stories and experiences related to their business.

Not only presenting social entrepreneurs, ISEN Talk also invited supporters of the social entrepreneurship ecosystem such as investors, consultants and others to participate in sharing knowledge and insights. ISEN Talk hoped that the variety of speakers can broaden social business networks and information about social enterprises.

In 2021, ISEN Talk successfully achieved:

33.000+

reach

36.000+

impression

7.700+

reels play

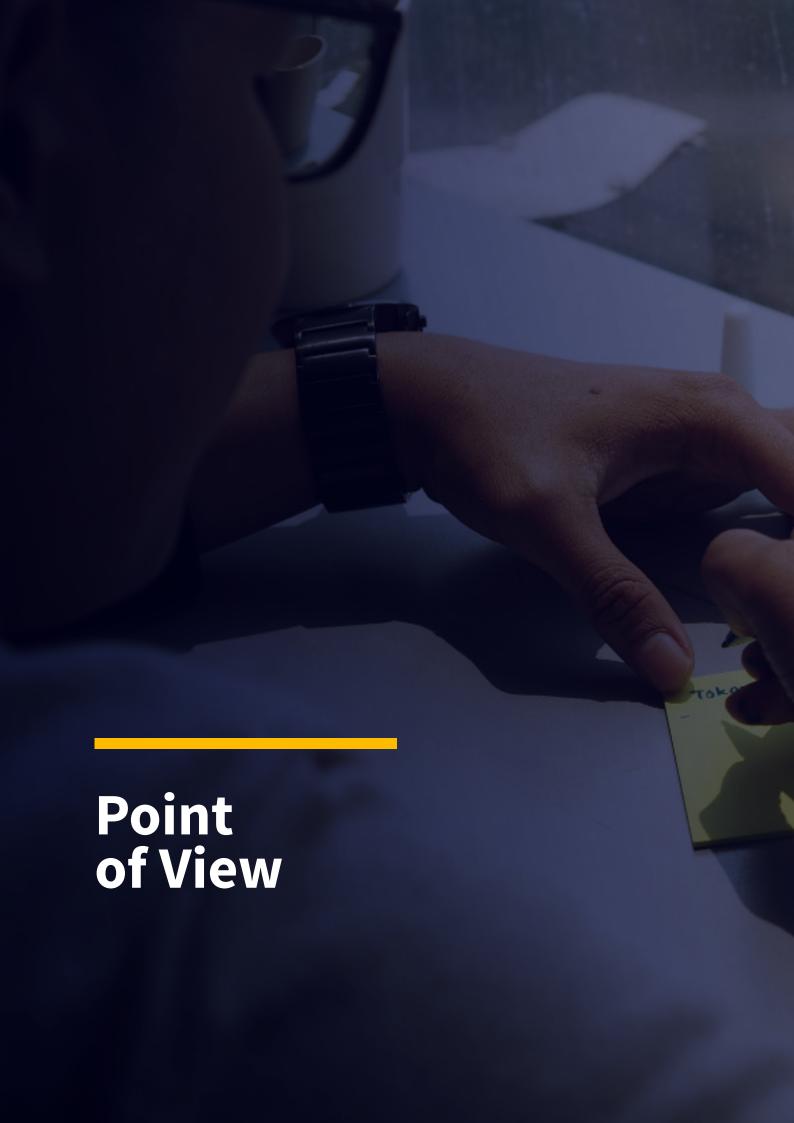
145+

podcast listeners

1.306

followers on Instagram

Involving 16 social enterprises and 7 enablers





Ekang Tourism Village's Experience in Strengthening its Business Management Through Youth Co:Lab

Indonesia has various tourism locations with the potential to support local economic growth. However, COVID-19 has affected the tourism industry due to restrictions on human movement. Data from the Ministry of Tourism and Creative Economy in 2020 stated that the number of foreign tourists entering Indonesia was around 4 million, or only 25% of the cumulative number in 2019. However, this has not dampened the enthusiasm of Ekang Tourism Village to innovate so that it is ready to face the influx of tourists who are starting to return to normal.

Ekang Tourism Village is a social enterprise located in Bintan, Riau Archipelago. Ekang Tourism Village is one of the participants in the UNDP Indonesia collaboration program with PLUS & the Community Entrepreneurship Academy (AKM) with the title Youth Co:Lab. One of the innovations made by Ekang Tourism Village colleagues is building various tourist attractions such as Ekang Mangrove Park, namely mangrove tourist destinations and mangrove tours, floating lodging, ATVs, and other activities. One of the main objectives of the Ekang Tourism Village is to promote mangrove education through the product and services it offers.

The Learning Process of Ekang Tourism Village Through Activities in Youth Co:Lab

The involvement of Ekang Tourism Village in Youth Co:Lab (YCL) is because there is an incentive to increase the team's capacity. Danny, one of the teams involved in Youth Co:Lab, said that the learning process for MSME and social enterprise stakeholders in the Riau Archipelago was still limited. Social enterprise and sustainability have not yet become mainstream as business models.

Therefore, it is hoped that the involvement of Ekang Tourism Village in YCL can help them understand business management that prioritizes social, environmental and economic impacts.

According to Danny, the learning process at YCL had a positive impact, with mentorship acting as a crucial element of the learning process. Danny explained that the mentorship supported the Ekang Tourism Village team in carrying out a process of consultation and discussion of issues faced by the team with available mentors. Mentors can help YCL participants solve problems and spark new ideas that have never been done before, said Danny.

The task and challenge-based learning process also helps the Ekang Tourism Village team engage with the activities. According to Danny, the challenge and learning curve in online training is difficulty in ensuring presence due to limited access. In addition, the experience of not meeting in person also decreases interpersonal connection among participants. Therefore, to bind participants, the strategy implemented by PLUS is a good way to support engagement between the committee and participants and create a database that participants when can opportunities for collaboration.

The Role of PLUS in Supporting Social Entrepreneurs

For growing social enterprises and MSMEs, challenges and problems will definitely be felt. Developing a product and a business certainly goes through the stages of idea preparation, development and improvement. However, the



Desa Wisata Ekang Documentation

next challenge is that business actors do not have a place to find solutions that can come from anywhere.

According to Danny, the presence of PLUS in the social enterprise development ecosystem will influence it by acting as a discussion partner. Sometimes, business actors often innovative ideas, but implemented in the field, consumers do not respond to the products/services offered. Therefore, PLUS's role as a discussion partner is important to discuss current business conditions and ideas for completing solutions that are suitable for the real conditions faced by business actors.

According to Danny, one of PLUS's strengths lies in the power of social media that PLUS manages. PLUS's website and social media are filled with content and materials that social enterprise actors can use to learn and understand current issues. In addition, the different learning needs felt by social entrepreneurs can be met with learning modules that can be accessed anytime and anywhere.

To strengthen the ecosystem which supports social entrepreneurship in Indonesia, Danny believes PLUS cannot work alone. Other ecosystems must also act collectively. According to Danny, the growth of social enterprises in Indonesia can increase if the supporting ecosystem, such as government, encourages ease of licensing and capital.

Another example that can be maximized is the opening of new markets to absorb the products and services offered. If PLUS, the private sector & the government can collaborate with their respective roles to maximize the uptake of products and business innovations, Danny believes social enterprises will continue to grow and more and more young people would want to become social entrepreneurs.

Knitting Impact Through Collaboration: YRE and PLUS's **Experience Running ProWomen**

Collaboration is PLUS's way to achieve our vision and mission, which is to create a bigger impact. We believe that with collaboration, PLUS can develop networks and carry out programs with a larger scale of activities. We did this together with friends from the Rumah Energi Foundation (YRE).

The collaboration between PLUS and YRE was closely intertwined when we implemented the Entrepreneurship Lombok Women's Development known Program, ProWomen. The program, implemented from 2018 to 2019, aimed to provide assistance and capacity building for 48 women who run businesses based in the island of Lombok, West Nusa Tenggara.

ProWomen and the First Contact That Made a Deep Impression for YRE

Rumah Energi Foundation (YRE) is a non-profit organization engaged in the implementation of programs in the fields of renewable energy, climate adaptation agriculture and social entrepreneurship incubation. YRE aims to promote easy access to clean energy and reach down to the site level. One of YRE's achievements is the implementation of the BIRU (Biogas Rumah) program. This program encourages the use of biogas reactors as a source of renewable energy in 14 provinces in Indonesia.

YRE's Executive Director, Rebekka Angelyn and Gustina, YRE's Operations Manager & Human Resource shared their experience of YRE's collaboration with PLUS. According to Rebekka and Gustina, YRE was very impressed with PLUS's way of working which paid attention to every aspect of the workshop implementation. "Small things like name cards in every place where participants stay are really confirmed by the PLUS team," said Gustina.

In addition, according to Rebekka, PLUS applies a program approach based on the needs of the beneficiaries. PLUS tries its best to implement the program according to the learning needs that the beneficiaries want to get, said Rebekka. According to her, YRE learned from PLUS how beneficiaries are humanely placed in the program.





PLUS' Potential as Collaborator and Connector of Social **Enterprises** in Indonesia

YRE sees that PLUS has played a consistent role as an organization that encourages the development of social entrepreneurship in Indonesia. YRE sees that PLUS's role can be optimized by re-developing collaboration with various organizational entities. Currently, YRE is incubating social entrepreneurs in the biogas sector, so YRE hopes that PLUS and YRE can collaborate in developing social enterprises in renewable energy and green jobs.

Rebekka also hopes that PLUS' role in providing access to learning for aspiring social entrepreneurs can be strengthened. She said that learning materials offered free of charge through the website are good innovation because there are still few organizations that provide it. The hope is that this module can

continue to be developed in accordance with the needs and developments of the social enterprise industry in Indonesia.

The YRE team also appreciates the opportunity that PLUS has provided for YRE to be involved in programs run by PLUS, such as the UNDP Youth Co:Lab. As a YRE representative, Rebekka feels that the discussion forum provided between experts in each field and friends who are developing social enterprises opens up opportunities for multi-stakeholder collaboration and builds connections within the social entrepreneurship ecosystem in Indonesia.

Starting a New Step with Garam Amed

What do you imagine when you hear the word "Bali"? Is it the natural beauty that is wellknown in foreign countries? Or the arts and culture of the Balinese people, which are still an attraction for tourists today? Or maybe the WFB trend alias Work From Bali? This is not about those three things, but about the salt.

Since 2009, the William & Lily Foundation (WLF) has played an active role as a grant-making institution to support increasing access to and quality of education, health, supporting environment and economic empowerment in Indonesia. Mekarya is one of the economic empowerment programs implemented by PLUS with support from WLF. Mekarya, which stands for "Amed Berkarya", is a community empowerment program designed to increase business knowledge and business practices of the MPIG Garam Amed farmer group. Karangasem.

One of the problems and needs that the management of MPIG Garam Amed and the Mekarya team managed to analyze is the need for marketing within the organization to increase awareness and sales of Garam Amed. So far, sales of Garam Amed have only depended on people who have become subscribers. For this reason, there needs to be a marketing team that is responsible for remapping customers, expanding marketing, and activating social media.

Discussions held within MPIG Garam Amed's management resulted in the decision to involve young people in the marketing team, one of whom was I Nengah Sudiasa or who is usually called Nengah. This 28-year-old man was born and raised in Banjar Dinas Lebah, Purwakerti Village. He was originally a daily employee at the Jukung Bali inn, working as a cleaner. Currently, Nengah works as a staff member at

the Amed Salt Center who manages the shop, provides sells products. and product explanations to visitors. He is also responsible for editing videos for Garam Amed's social media content.

Early Involvement with Amed Salt Center

Nengah's involvement in the MPIG Garam Amed Cooperative began with the invitation of I Nengah Suanda (Pak Suanda) as chairman of the MPIG Cooperative. At that time the Amed Salt Center had just been launched and needed employees for daily operations. Nengah, who had never used a computer before, had trouble keeping up with the tasks he was handed. At that time, Pak. Suanda trained Nengah to use a computer.

"I know that for financial records you need a laptop, and you also have to be able to track the transactions and I don't understand at all. After sharing this with the Mekarya team, they gave me an answer by finding the mentor I needed," said Nengah.

Furthermore, Nengah was assigned to look after the shop when the Amed Salt Festival was held. Many guests came not only to buy salt, but also to find out about Amed salt. At that moment, Nengah realized that the ability to operate a computer alone was not enough. He





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is also required to know Amed salt well so as to be able to provide appropriate and complete explanations for visitors to attract their interest in buying the product.

High Learning Spirit

Six months after the Salt Center was launched, the COVID-19 pandemic hit the whole world and impacted sales. If MPIG continued to maintain the sales method by waiting for consumers to arrive, then there would be no sales because there were virtually no tourists visiting Amed.

In April 2020, the Mekarya team assisted MPIG Garam Amed to reach consumers by creating an online marketplace account. For Nengah, selling on the marketplace was also a new thing that required him to learn many things. Managing an online store is not much different from an offline store, because both stock availability and price compatibility must be checked regularly. Supported by Nengah's better understanding, enthusiasm for learning, consistency recording in and recapitulating regularly, online salt sales started to run smoothly, and new customers started arriving.

Finding Passion

"Well, because I'm the only one at MPIG Garam Amed Bali, I can look after the shop and take photos, so why not. Especially learning Adobe, it's really fun. So, I feel that I have a purpose," said Nengah.

It was here that Nengah found his interest in audio-visual media. Outside of training materials, he taught himself how to edit videos, take photos, and record videos. This personal interest encouraged Nengah to be more creative in creating content for MPIG Garam Amed's communication media.

As Salt Center staff and part of MPIG Garam Amed, communication about products, both to potential partners and consumers, is a responsibility that is an integral part of all of daily activities. Armed with Nengah's strengthening knowledge about Amed Salt, the manufacturing process, market identification, product education materials consumers obtained from communication training, Nengah can now provide a complete explanation that is easy to understand about Amed Salt. He also becomes more confident in communicating with new people.





PLUS in 5 Years

2018

SE SURVEY

JANUARY - JULY 2018

British Council & United **Nations**

Surveys and research to analyze the landscape of social enterprises in Indonesia. Activities include distributing questionnaires and interviews to nearly 500 respondents who are social business actors throughout Indonesia and interviews with various stakeholders such as the government, educational institutions, investors and other supporters.

STRIVE

FEBRUARY 2018

Mercy Corp Indonesia

PLUS held a business acumen workshop for local partners of Mercy Corp Indonesia in the City and

District of Malang, East Java. The local partners became trainers to support entrepreneurs in their respective fields.

IDEATION & VALIDATION OF SUSTAINABLE **BUSINESS IDEA FOR NGO**

NOVEMBER 2018

Koalisi Seni Indonesia

Analysis and development of business models for the Koalisi Seni Indonesia (Indonesian Art Coalition) organization so that it can continue to support a sustainable mission and ecosystem. Activities include workshops and discussions covering customer and beneficiary insights, mapping of problems, opportunities, social business models, product iterations, and action plans.

PRO-WOMEN

DECEMBER 2018 -**SEPTEMBER 2019**

Ford Foundation & Yayasan Rumah Energi

Designed and implemented a 1-year program to support business capacity building and sustainability of 50 women entrepreneurs in Lombok. The program includes capacity-building workshops, field visits, and intensive mentoring to ensure the implementation of learning outside the classroom has a sustainable impact.

2019

WORKSHOP ON DEVELOPING SOCIAL ENTERPRISE IDEAS FOR SOCIAL **ORGANIZATIONS**

FEBRUARY 2019

Habitat for Humanity Indonesia (HFHI)

Development of HFHI's social organization through exploring social enterprise ideas using various methods, such as design thinking workshops, stakeholder mapping, problem mapping, and social business models. Analyzed data, researched and provided insights and suggestions for recommended next steps in developing their ideas.

DICE - INCLUSIVE ISLANDS

MARCH 2019 - MARCH 2020

British Council & Social Enterprise Academy

Training and support for 20 selected social entrepreneurs spread across five cities in Indonesia: Jayapura, Makassar, Medan, Padang and Pontianak. The participants received leadership training and business coaching to build a local social entrepreneur community which will be the key to strengthening the foundation of the social entrepreneurship ecosystem.

MEKARYA

NOVEMBER 2019 -FEBRUARY 2022

William & Lily Foundation (WLF)

The program was targeted to support the Garam Amed farmer cooperative in strengthening the organizational structure, business methods and production development. The program also included engagement with other stakeholders, and building more relationships and partnerships with local communities.

2020

SE MEET UP ONLINE (1 & 2)

MAY & SEPTEMBER 2020

DBS Foundation

Online webinar to bring together social business actors to discuss issues around social entrepreneurship. SE Meet Up 1 discussed how to write grant proposal strategies for social business actors. SE Meet Up 2 discussed whether social enterprises can bring impact and profit.

SKILL ACADEMY

JULY 2020

Ruangguru

Became one of the providers of learning videos on the Skill Academy online course page with the topic "Sociopreneurship: Turning Social Missions Into Business Ideas". Consists of 10 videos that discuss the introduction of social entrepreneurship, basic concepts such as the social business model canvas. determining the unique value of products, and measuring the impact of a business.

SUSTAINABLE COMMODITY **EXCELLENCE CENTER** (PUKL): EMPOWERED IN THE REGION

JULY 2020 - DECEMBER 2021

Lingkar Temu Kabupaten Lestari

A training program to find the best young people from Musi Banyuasin to become part of the Sustainable Commodity Excellence Center (PUKL), a think tank, research center, and LTKL entrepreneurship center. The selected participants also underwent on-the-job training to improve their communication. administration and basic work skills with stakeholders.

IDEATHONESIA 2020

JULY - AUGUST 2020

UNDP Indonesia, Citi Foundation, Akademi Kewirausahaan Masyarakat

Capacity building and social enterprise ideas from 180 participants in six regions in Indonesia, including: Papua, North Sulawesi, South Sulawesi, Central Sulawesi, East Nusa Tenggara and West Nusa Tenggara, which are actively developing young entrepreneurial ecosystems. This activity includes webinars and workshops on social entrepreneurship, impact measurement, and business development.

SOCIAL **ENTREPRENEURSHIP** CLASS IN **UNIVERSITAS GADJAH MADA**

SEPTEMBER - DECEMBER

Universitas Gadjah Mada

Designed the curriculum and provided learning and mentoring for participants in the Social Entrepreneurship Class at Gadjah Mada University online. Apart from presenting material online, there were mini-research activities on the condition of social enterprises in Indonesia during the pandemic.

KALFOR YOUTH INNOVATION 2020

OCTOBER 2020 -FEBRUARY 2021

UNDP Indonesia

Online training and competition programs to empower Indonesia's younger generation to become active contributors and have a positive impact in finding creative solutions to environmental problems in society. The five best participants received assistance in preparing business roadmaps and budget plans and were linked with the KalFor Project and the Ministry of Environment and Forestry.

2021

IDEATHONESIA 2021

APRIL - JULY 2021

UNDP Indonesia, Citi Foundation, Akademi Kewirausahaan Masyarakat

Capacity building and social enterprise ideas from 80 teams in various places in Indonesia. Participants came from various sectors with efforts to implement certain SDGs points. This activity includes webinars, workshops, and pitching to determine selected participants who are entitled to advance to the next training (Youth Co:Labs 2021).

YOUTH CO:LAB 2021

AUGUST - DECEMBER 2021

UNDP Indonesia, Citi Foundation, Akademi Kewirausahaan Masyarakat

Capacity building for 120 start-up social enterprises throughout Indonesia. Participants learn how to develop a business while having a real impact. Participants receive material through workshops and mentoring during 3 months. Then the best participants were selected to represent Indonesia at the Asia-Pacific Youth Co:Lab Summit.

RE.SEARCH JANUARY 2021 - NOW

Ford Foundation, Yayasan Pendabulu, Remdec, dan YBIE

Re.Search is a forum for strengthening financial, organizational and communication resilience for NGOs/CSOs in Indonesia. Starting from the FiRE program for BUILD grantees, Re. Search has now publicly launched its platform. The mentoring process for BUILD grant recipients has also been running according to the needs of each organization.

2022

MAKADAYA FELLOWSHIP 2022

APRIL - DECEMBER 2022

Yayasan Makadaya (Makna Karya Berdaya), Bali Institute

An annual incubation program to support the development of social entrepreneurs in Indonesia who are in the idea or early growth stages, through strategic guidance, capacity building, knowledge, networking, and providing business funding support during the program.

GIENHANCEMENT TRAINING

JUNE - SEPTEMBER 2022

Arise+ Indonesia (European Union, Pemerintah Indonesia)

Business capacity strengthening program for entities managing Geographical Indication products, or the Geographical Indication Protection Society (MPIG). Participants learn how to manage organizations, formulate marketing strategies, and collaborate with MPIGs to increase public awareness, both locally and globally, of Indonesian geographical indication products.

YOUTH CO:LAB **BOOTCAMP 2022**

AUGUST - NOVEMBER 2022

UNDP Indonesia. Citi Foundation

Capacity building of 25 selected social enterprises in Indonesia run by young people on an environmental basis. After receiving online training for 3 months, 10 participants were selected and connected with ecosystem actors driving environmental issues in Matchmaking Youth Co:Lab Bootcamp 2022.



As a developing country, Indonesia still faces various problems. Economic inequality, poverty, environmental damage, and a number of other issues are still a challenge to bring Indonesia up the ranks to become a developed country. One of the approaches used is to overcome these problems through a social entrepreneurship approach. This model combines the role of traditional business with an impact approach from the solutions offered to address environmental, social and economic problems simultaneously.

However, the current situation is still unfavorable for social entrepreneurs to develop according to their potential. For social entrepreneurs at the beginner level, more or less they will face various challenges and the biggest fear is the failure of the business that is being developed. Indeed, there is no specific data yet on how much social enterprises have failed to grow in Indonesia. However, if we look at the statistical data for start-ups in Indonesia, it is estimated that as many as 90 percent of startups fail to develop (Fajrin Rasyid, 2021).

The Failure Institute also issued data in 2017. Based on data from research conducted in Mexico on 115 social entrepreneurs, 38.8% lasted less than one year, 45.2% lasted two to three years, and only 5.2% which can last more than ten years (Gasca, 2017). This research also says that 3 reasons make it difficult for social entrepreneurs to develop: 1) limited resources and ability to manage a business; 2) laws that do not yet exist; and 3) internal conflicts between the team.

What Kind of Ecosystem is Needed?

If drawn from the 3 reasons for failure issued by The Failure Institute, the chronic problem of social entrepreneurs is not having access to funding, infrastructure, and knowledge to manage a business. Classic problems around funding are not only experienced by entrepreneurs in general, but also experienced by social enterprises. In Indonesia, the social enterprise funding ecosystem is starting to develop rapidly. The development of startups with a social mission opens opportunities for angel investors to collaborate with social enterprises. Some examples of angel investor names are YCAB Ventures, BRI Ventures, and ANGIN.

Second, there are unclear laws. In terms of legal regulations in Indonesia, business entities that social entrepreneurs can obtain are the same as three companies in general. However, In 2022, the Government of Indonesia issued a regulation that strengthened the position of social entrepreneurship in Indonesia. Rules regarding social entrepreneurship are regulated in Presidential Regulation (Perpres) Number 2 of 2022 which includes the definition of social entrepreneurs as entrepreneurs who offer innovative products or services and solve social problems. This breakthrough brings fresh air to social entrepreneurs developing their businesses in their respective places.



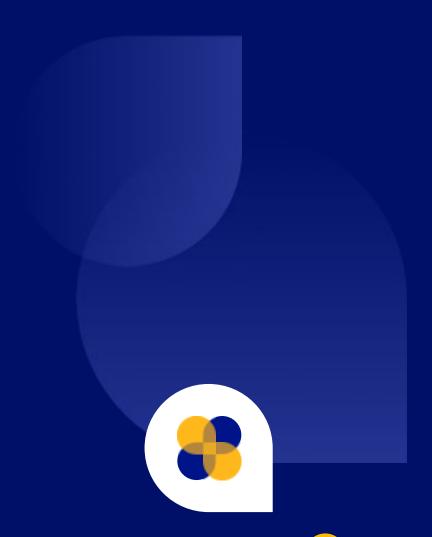
enterprise. This can be strengthened by learning processes and capacity building for founders and all teams involved in social

So, Where is the Role of PLUS?

To prevent the potential failure of social approach that can be a "bridge" between impact and profit. PLUS believes that if a social entrepreneur has the capacity and is supported by a good strategy, then the social enterprise has the potential to grow and become sustainable.

collaborate with various partner organizations to present programs for social enterprises. The resulting program is in the form of a learning ecosystem and capacity building with the aim of increasing the capacity and knowledge of stakeholders from the financial, legal, strengthen connectivity between parties business scaling-up strategies.

Therefore, we believe that collaboration will be the key to overcoming the crucial problems collaboration is carried out with strong trust and purpose between the partners involved. If collaboration is strong, social enterprises will receive great benefits in the form of support to develop and make a more sustainable impact.



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