Universities & Social Impact in The Context of SDGs; An Empirical Study in Universitas Padjadjaran

DWI PURNOMO

Universitas Padjadjaran
dwi.purnomo@unpad.ac.id
@dwiindrapurnomo

Presenterd in
Building Research Innovation for Community Knowledge and Sustainability (BRICKS) Conference
Hongkong, 12 September 2019
Sustaining The Entrepreneurial Development

Learning Outcomes

- Passion, Affective and Thinking Framework Capability
- Mastery of Technology, Psychomotor, Cognitive
- Development and Development of Managerial Capabilities
- Early Stage Business Initiation and Business Collaboration
- Network Development
- Business Model Development and Replication
- Graduate Profile

P1. Introduction (Self Awareness)
P3. Release (Self-actualization)

1st Year Orientation Phase
8 Semesters Learning Process

Semester
1 2 3 4 5 6 7 8

Graduation

Ecosystem Development
Business Business
Beginner's Business
Creative Process
Continuous Coaching
Replication

The Local Community

Unsustainable Coaching

Purnomo, 2014
CO-CREATION IN SOCIAL BUSINESS
Social Business Activation; Creating Local Champion SE

Phase I: The Initiation of Generating Entrepreneurship Interests
- Pre-incubation Process

Phase II: Entrepreneurship Fostering
- Multi Business Community
- Fostering Platforms

Phase III: Consolidation and Acceleration
- Incubator
  - Meeting Frequency: 1-2 Period
  - Duration of Meeting: 1-2 Years
  - 6 Months of Assistance and Monitoring

Coaching Mentoring Replication
- Business Development

Scale Up & Growth
- Business Acceleration

The Local Enablers;
An Evidence-based Model of the Formation Phase of the New Creative Entrepreneur Ecosystem

- Local Culture
- Local Commodities
- Local Content
- Local Value
- Local Wisdom
- Local Genius

Focusing on activating technology-based businesses developed with social business platforms.

Accelerating it with Information Technology, Business Model Innovations and Value-Added Pillars through Design, HRD, Research and Education.

Efforts that are developed are emphasized to be able to increase the added value of local commodities, or to be a media for accelerating its development.

- Prioritizing the Social Innovation Process
- Providing broad social impact. The majority of businesses developed are Process Technology-based, which are accelerated by Information Technology-based businesses that are incubated to strengthen the acceleration process.
Infiltrating Social Enterprise (SE) & SDGs in the Formal Curriculum

Integrated Compulsory State Courses

- Applied in four compulsory state courses. Organised with a transformative learning model.
- Learning Method: Problem Based Learning. British Council’s Active Citizen Modul is Used as One of The Main Modul for First-Year Student.

SDGs are used as Case Deliver in the implementation of TPB as media on contextual learning process.
Compliance with Higher Education Ministry Programs

Learning Outcomes

<table>
<thead>
<tr>
<th>Kurikulum Universitas dan Progam Studi</th>
<th>TPB OKK</th>
<th>KWU</th>
<th>KKN</th>
<th>PKL</th>
<th>TA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kurikulum Kemahasiswaan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Entrepreneurial Skills

- Business Twin
- Society Engagement
- Experience
- Entrepreneurial Project

To make sure its sustainability
- Refer to the stages of student self-development (Juke, 2012)
- Refer to the Stages of Development of New Entrepreneurs (Dwi Purnomo, Diana Sari, Wahju Gunawawan, Anas Buryamin, 2018)
- Kemenristekdikti Entrepreneurship Program (Kemenristekdikti, 2019)

Funding Opportunities
- New Scheme for SE Program: Religious based funding for social programs, Waqf, Alms and Zakat
- sunrise foundation
- Sinergi Foundation
- Student Unit: Student Executive Board, Student activity units, Programs and Activities
- Unpad Orange Business Incubator Center Community Service Program
- Directorate of Education and Student Affairs Joint Preparation Phase (P3B)
- Student Program
- Learning model
- Formal Courses
- Study Program

Internal Budget

- Implementation of Socio-Technopreneur Courses
- Students Association
- Student Program
- Learning model
- Formal Courses

Supporting Actors

- Directorate of Research and Community Service and Innovation
- Research Downstreaming Program
- Unpad Orange Business Incubator Center Incubation Program

Key Partners

- Government
  - West Java Province
  - City and Regency
  - Central Government

- Community
  - Bandung Creative City Forum
  - Forum Kreatif Jatinangor
  - The Local Enablers
  - Indonesia Creative Cities Network

- Business
  - Local Business
  - National Industries
  - Association of National Business People

Strategic Partners

- Methodology, Tools and Networks: British Council, European Union, Networking and Recognition
- Technology and Funding: GIZ Germany, SE Pilot Activities on Community Service Program USAID, FORD FOUNDATION, Research Foundation Ministry of Research & Education Recognition Bappenas RI, UNSCAP, West Java Government
- Alternative Funding: Foundation Synerget, Pupuk, Samdhana Institute
- Commercial Clients: Astra
- Collaboration Program: Provincial Govt
Thank You

dwi.purnomo@unpad.ac.id

@thelocalenablers
@dwiindrapurnomo
Universitas Padjadjaran & The Local Enablers Are Recognised As INDONESIA KEY PLAYERS IN SOCIAL ENTERPRISE According To UNESCAP, Bappenas, British Council & Plus Research On Social Enterprise In 2018