



Universities & Social Impact in The Context of SDGs;

An Empirical Study in Universitas Padjadjaran

DWI PURNOMO

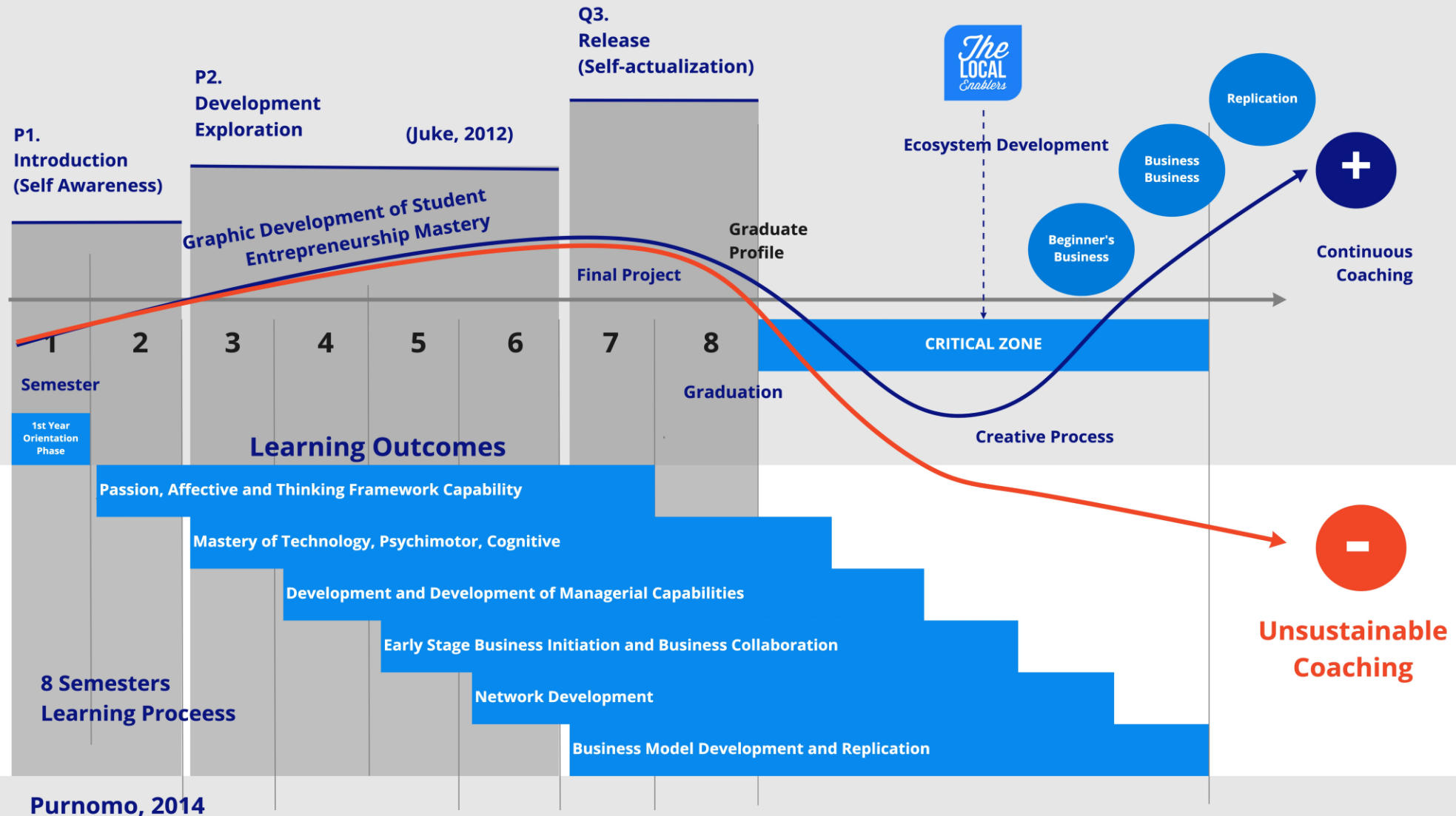
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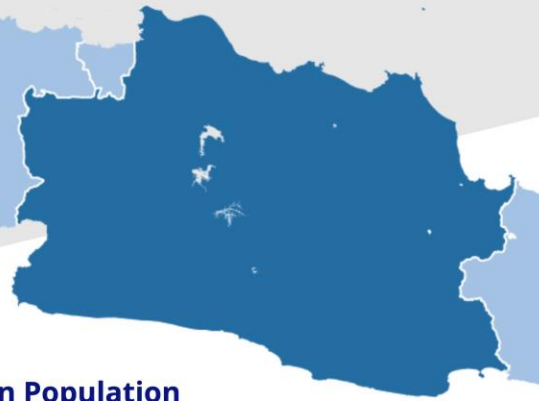
*Presented in
Building Research Innovation for Community Knowledge and Sustainability (BRICKS)
Conference
Hongkong, 12 September 2019*



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

Sustaining The Entrepreneurial Development





45 Million Population
twice Malaysia Population
six times Hongkong Population

Providing opportunities for access to the budget, selected areas, priority programs, development objects and activities that have been budgeted by the government

Budget
Priority Program
Development Project
Development Goals



UNIVERSITY PROGRAM

Unpad's tagline

'From West Java for Indonesia to the World Through Sustainable Development' & Unpad Loves West Java

Human Resources
Knowledge & Content
Impactful Research on The Society
Development
Community Services
Student Program
Curriculum

Unpad Priority Research Topic



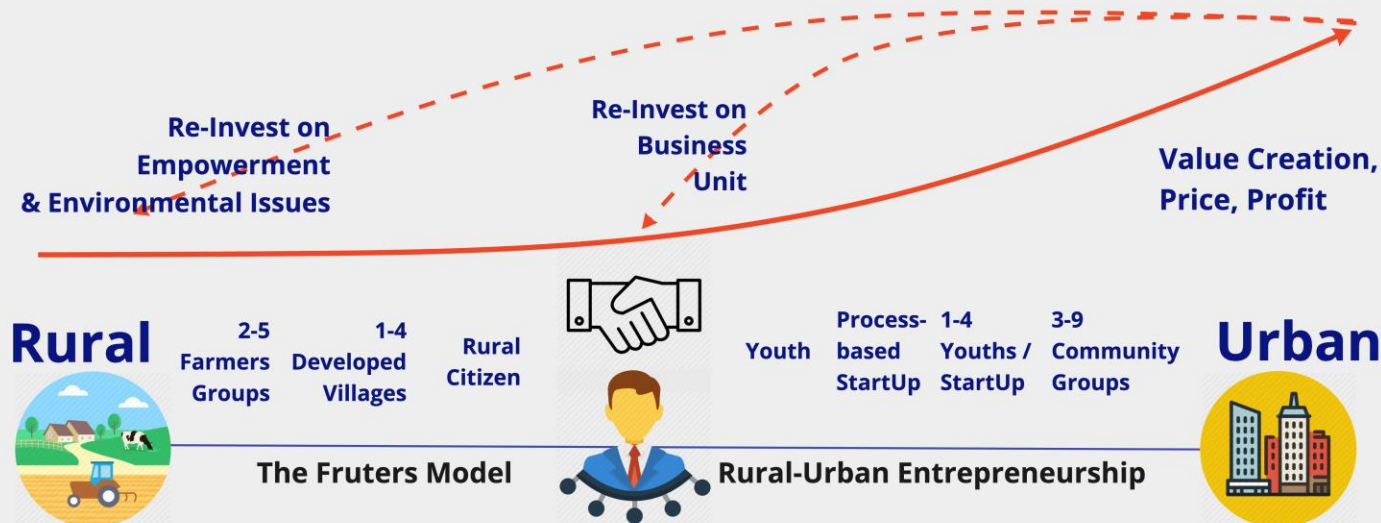
West Java Priority Program

Support the Local Government's Program



West Java Provincial Government

The Realisation of The Winning West Java "Lahir Bathin" with Innovation and Collaboration



CO-CREATION IN SOCIAL BUSINESS

Chemistry
Chemical Products

Psychology
Individual Mapping
Mentoring Team Assistance

Nursing
Functional Food
Market Segmentation Consultation

Food Technology
Processing Technology
Public relations
Marketing

Faculty of Law
Licensing, Legality and Intellectual Property Rights

Physics
Physical Properties of the Product

Technical Information
Web Application and Online Marketing

Agricultural Engineering
Processing Equipment and Machines

Business Administration
Business and Marketing

Accounting
Financial calculations

Faculty of Cultural Sciences
Branding and Naming

Public Administration
Empowerment Tools

Management
Corporate Management and Marketing

Communication Studies
Advertising and Marketing

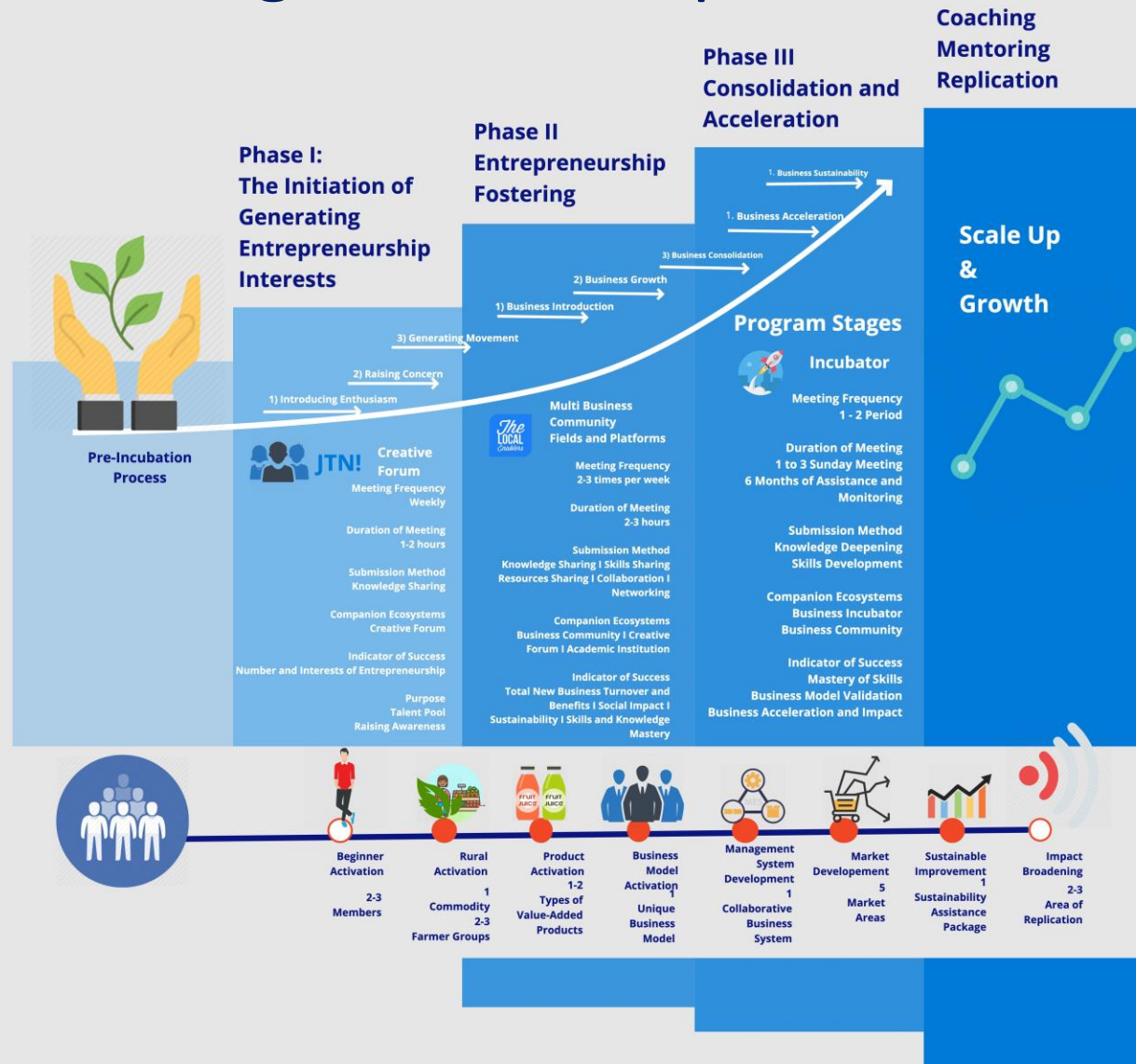
Animal Husbandry
Product Endurance Test

Sociology
Community Approach

Agro-Industrial Technology
Government policy

Management
Corporate Management and Marketing

Social Business Activation; Creating Local Champion SE



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



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

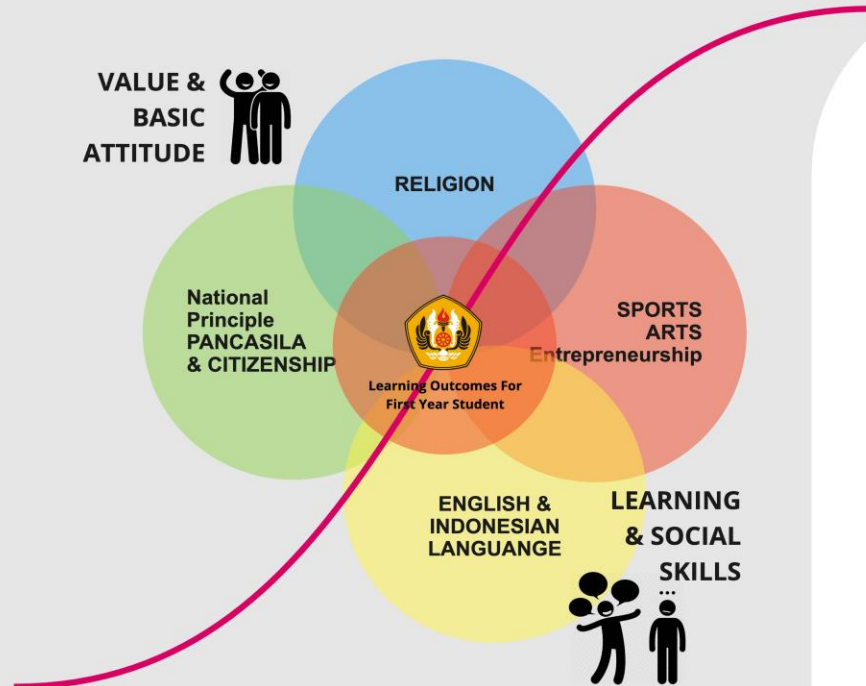
Accelerating it with Information Technology, Business Model Innovations and Value-Added Pillars through Design, HRD, Research and Education.

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

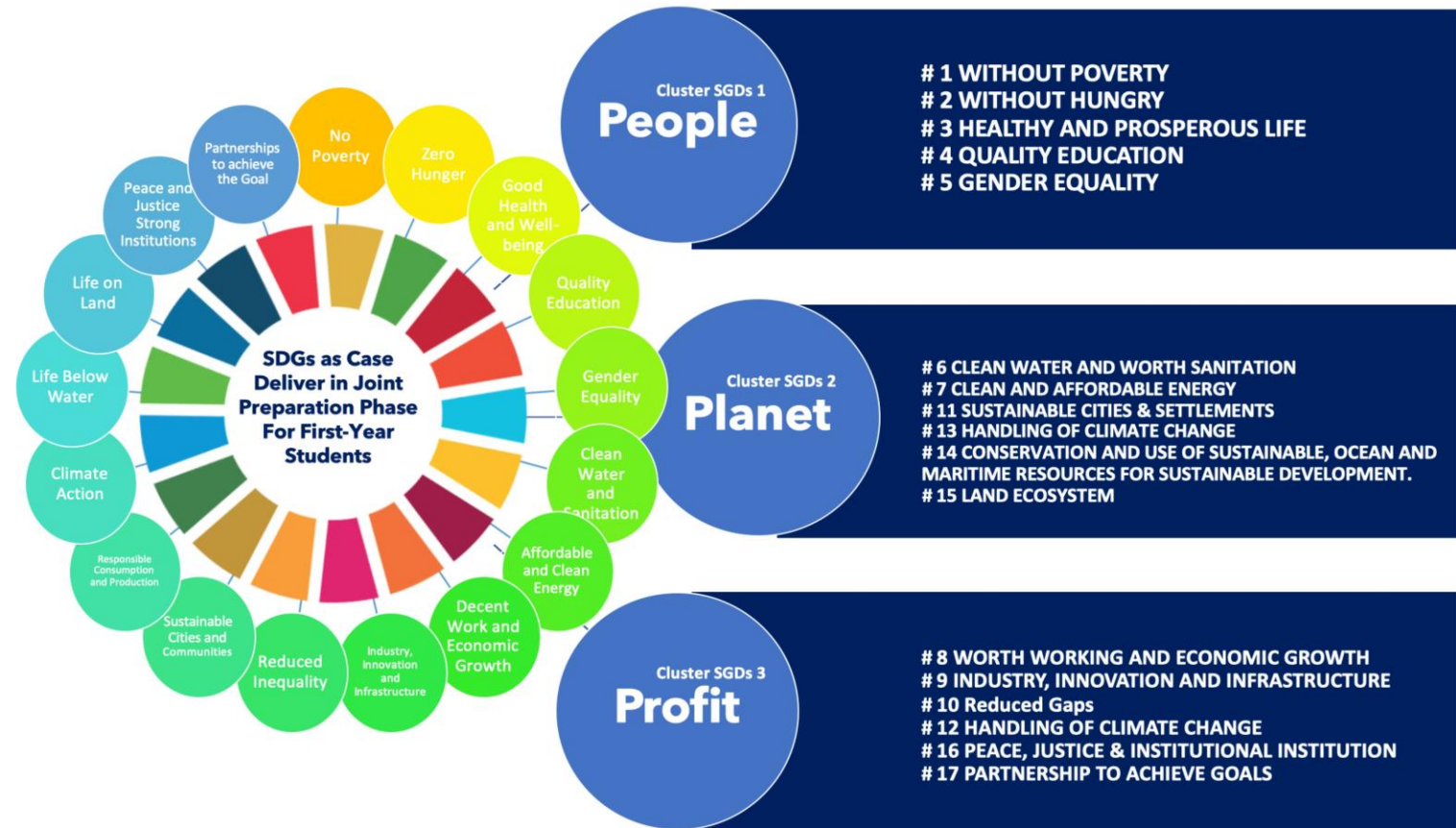
Infiltrating Social Enterprise (SE) & SDGs in the Formal Curriculum



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.

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 Funding
Ministry of Research & Education

Recognition
Bappenas RI
UNSCAP
West Java Government

Alternative Funding
Foundation Synergy
Pupuk
Samdhana Institute

Commercial Clients
Astra

Collaboration Program
Provincial Govt



Key Partners

Government
West Java Province
City and Regency
Central Government



Supporting Actors

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



Directorate of Research and Community Service and Innovation

Research Downstreaming Program
Unpad Oorange Business Incubator Center
Incubation Program

Internal Budget

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



Unpad Oorange Business Incubator Center
Community Service Program
Directorate of Education and Student Affairs
Joint Preparation Phase (TPB)



Student Unit
Student Executive Board
Student activity units
Programs and Activities

Media

Social Media
Local Paper
National Media Coverage
Online News

Funding Opportunities



New Scheme for SE Program;
Religious based funding for social programs. Waqf, Alms and Zakat

To make sure its sustainability



Refer to the stages of student self-development
(Juke, 2012)

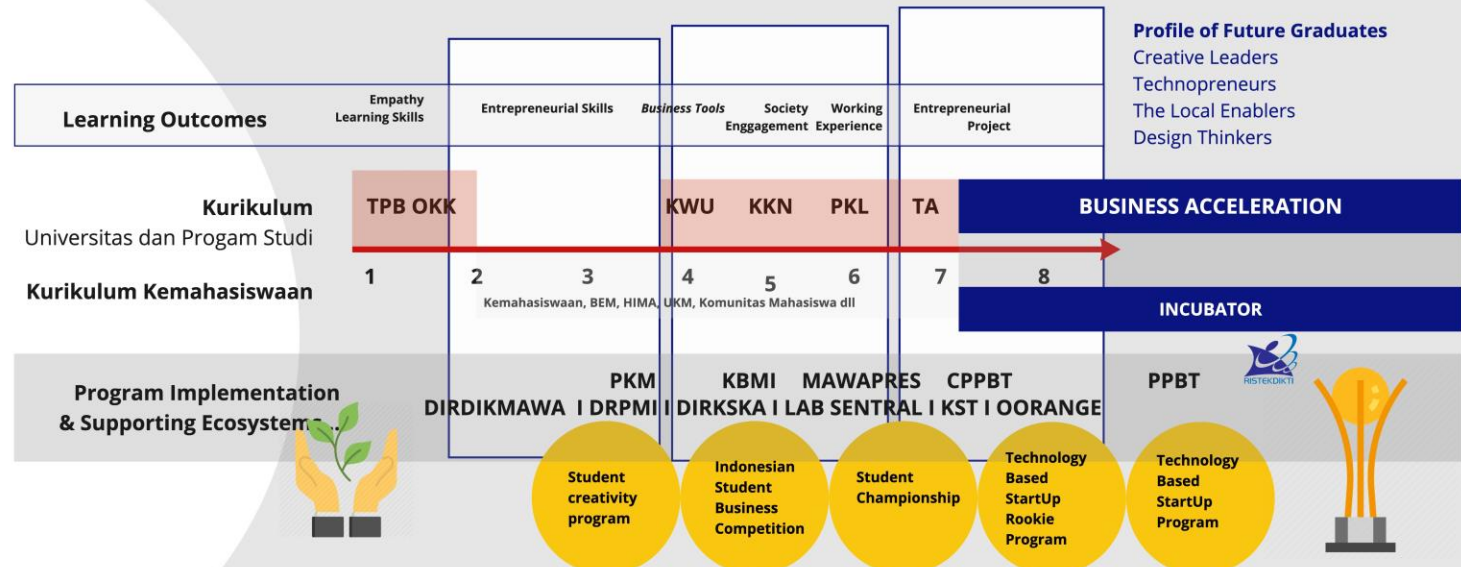


Refer to the Stages of Development of New Entrepreneurs
(Dwi Purnomo, Diana Sari, Wahju Gunawan, Anas Bunyamin, 2018)



Kemenristekdikti Entrepreneurship Program
(Kemenristekdikti, 2019)

Compliance with Higher Education Ministry Programs





Thank You
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