

2023 JCI MALAYSIA
AREA SARAWAK
CONVENTION

**Change the World
and
Make Earnings**

by: JCI Senator Joyline Chai

Social and Business

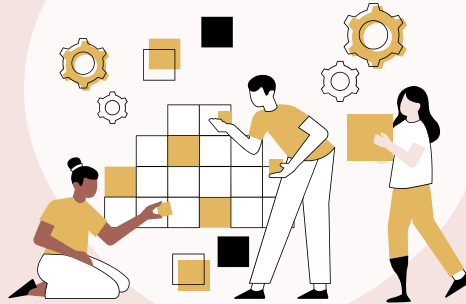
What Social Issue you are passionate about ?

Unemployment

Lack of access to health care

What is a social issue?

It is a problem that affects a considerable number of the individuals within a society



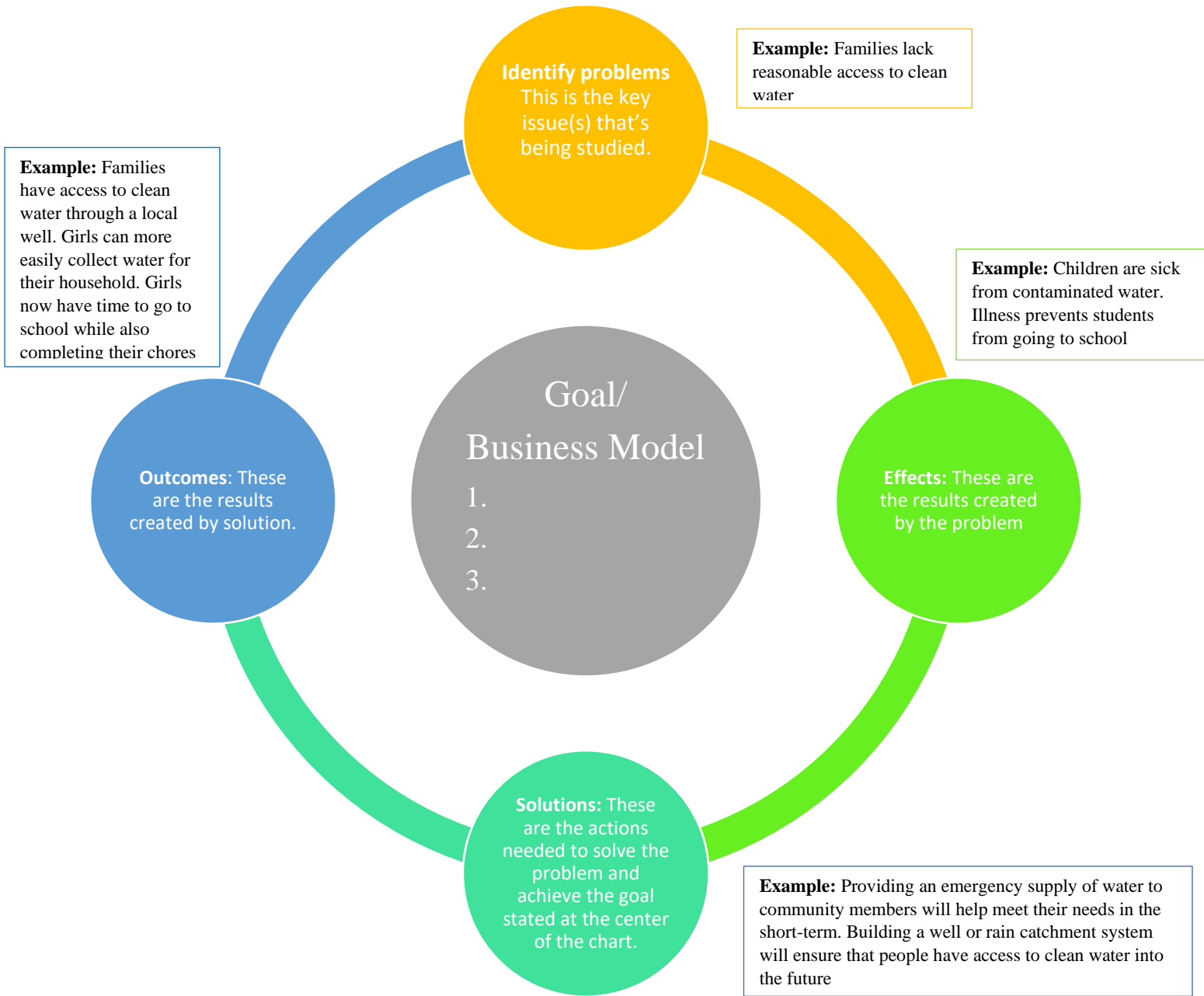
Illiteracy

Lack of access to clean water

Bullying

Causes, Effects and Solutions

Gain a stronger understanding of the causes and effects related to the issue you are passionate about. Let's start by writing the problem at the center and effects. Keep digging to go deeper into issue to find its supporting and root causes. You will research your selected issue by conducting a needs assessment. You will then consider and map out solutions to the issue that will serve as the social mission of your enterprise.



List down the possible business model:

1. _____
2. _____
3. _____

Creating a Business Plan:

You have learned about the important role social entrepreneurs play in solving social problems. Now let's develop a social business plan using the lean canvas planning tool.

Problems: What are the 1–3 problems that your project will solve?	Activities: What product or service will I provide that will help solve the problem(s) that you have identified?	Mission statement: What is your purpose? What is unique about your solution(s)?	Relationships: What relationships – with suppliers, allies, customers, clients, etc are essential to move my project forward? Ex. Suppliers from who you will buy your materials from, teachers to allow you to talk about your project in class, students and parents to purchase your product	Audience Segments: Who is this product for? The “general public” is rarely an audience for anything – how are you going to segment your audience to be sure you reach those who have the best chance of benefiting through your project? Ex. Your audience would be socially conscious shoppers or individuals passionate about social change
	Success criteria: What are you doing to measure to indicate whether you are actually making a progress? What will success look like? Ex. number of people that you have reached through your product or service, amount of money you have raised for your cause etc.		Channels: How will you reach your audience to move your project forward? Ex. word of mouth, social media, etc.	
Cost Structure: What are the costs of producing your product? Ex. Costs of material, marketing campaign, distribution etc			Revenue Streams: : How are you bringing in money? Ex. Through sales of your product, donations, fundraisers etc	

Budgeting for your social enterprise:

Having a budget is important in starting a successful project. Here are some items that you should start thinking about:

Starting fund: Where will you get the money from for your initial costs?

Initial/start-up expenses: These are your one-time expenses to launch your product. How much will material cost you?

Ongoing expenses: These are your regular reoccurring costs.

Goal fund: What is the end financial goal that you want to reach?

Revenue: How much money are you hoping to bring in? How much will you be selling your product for?

Grants/donations: Will you be receiving any donations or applying for any grants?

Item	Amount (\$)	Notes
Starting fund:		
Initial/startup expenses:		
Ongoing expenses:		
Total expenses:		
Goal fund:		
Revenue		
Percent donated to the cause I am passionate about:		

Reflection:

1. Is your goal attainable? Explain why:

2. Do you foresee any hidden expenses? Explain:

Sustainable Development Goals

There are 17 SDGs and 169 targets in total. While they are all important and interrelated, some will be more relevant to your initiative than others. You can identify the specific SDGs and targets your initiative is prioritizing, and demonstrate how they align with your own scaling strategy and goals.



THE GLOBAL GOALS

Environmental, Social, Governance (ESG)

Environmental



- Climate Change Strategy
- Biodiversity
- Water & Energy efficiency
- Carbon intensity
- Environmental management System

Social



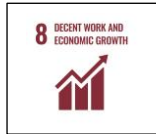
- Equal opportunities
- Health and Safety
- Human Rights
- Stakeholders responsibility
- Child Labour

Governance



- Business ethics
- Compliance
- Shareholder democracy

Which goals your initiatives are related?



SDGs that related to your initiative and why?

What type of planning/action you have incorporated in your initiative to achieved ESG (Environmental, Social, Governance)?

Example: My company would like to achieve ESG on the Environmental by ensuring our company policy not to waste water and minimized the usage of plastic and paper cup.

Setting S.M.A.R.T Goals:

We set goals in hopes of achieving them. While sometimes obstacles do arise, you can set yourself up for success by setting goals that are SMART: Specific, Measurable, Attainable, Relevant and Time-bound. It's a memory device used by athletes, business executives, health professionals and many others. Use the following outline to make your goals SMARTer.

S	Specific	What, exactly, do you hope to accomplish? Be clear about all of the details involved in your goal. Answer the who, what, when, where and why?	
M	Measurable	How will you know you've achieved your goal? Be specific about what you must do to successfully achieve it.	
A	Attainable	Is your goal realistic or more of a dream? Don't be afraid to dream big, but be reasonable and set realistic goals. This is called "right-sizing" your plan.	
R	Relevant	What is the value? Is the goal important in relation to the social issue you're working on? Does it pass the "so what?" test?	
T	Time-specific	By what date will you accomplish the goal? What is a reasonable timeline you can set?	

Tips

- ▶▶ Limit your words and have a few key phrases that identify with your organization/product
- ▶▶ Practice and get feedback from multiple people
- ▶▶ Be confident and positive!