IS YOUR LIVELIHOOD PROJECT SUSTAINABLE ENOUGH?
Proudly uses fresh carabao milk with the best natural ingredients sourced from other social entrepreneurs and our local farmers to help them have sustainable incomes.
Socialized Tuition Fee Scheme

In Mano Amiga's socialized tuition fee scheme, the tuition fee is based on the family's capacity to pay.
Lasallian Social Enterprise for Economic Development (LSEED) Program
Center for Social Concern and Action
De La Salle University Manila
CONTEXT

• De La Salle University through its Center for Social Concern and Action embarked on the Sustainable Development Goals (SDG) Project in order to calibrate its social engagement program in 2015

• DLSU holds the distinction of being the 1st university in the country to localize the UN’s SDG

• COSCA has partnered with 7 pilot barangays in District V, Leveriza, Manila City

• COSCA, in collaboration with its partner barangays made use of the Community-based Monitoring System (CBMS) in establishing baselines of the University’s social engagement program and to capacitate the latter in preparation of their own development agenda
Lasallian Social Enterprise for Economic Development [LSEED] Program

LSEED as a strategy to localize the Sustainable Development Goals (SDG) 8 and 17

**GOAL 8**
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

**GOAL 17**
Strengthen the means of implementation and revitalize the global partnership for sustainable development
KEY MILESTONES

• External Memberships: 3 (Poverty Reduction Through Social Entrepreneurship (PRESENT) Coalition, University Social Enterprise Network (USEC), and MSMED Council–Committee on Management and Labor Capacities)

• Number of Training Components: 3 (LSEED Fellowship Program, LSEED Community Workshop, and Hult Prize On–Campus Boot Camp)

• Number of Social Entrepreneurs Trained (Students and Community Members)–105

• Number of Social Enterprises being incubated: 15 (Batch 1– 4, Batch 2–4, Batch 1 in Laguna– 3, Special Groups– 4)
KEY MILESTONES

- Number of Partner Communities/Barangays– 17 in 6 Cities
- Partners: 7 Colleges (RVR–CoB, CLA, SOE, GCOE, CCS, BAGCED, and COS) and 3 external (British Council, UNDP, and Big Spoons)
- Number of Areas– 2 (Manila and Laguna Campuses)
- Number of Learning Sessions/Workshops Conducted: 54
A Multi-case Study of Change Facilitators:
The Case of LSEED Program and Select Philippine Social Enterprise Models
LSEED Fellowship Program Batch 1
Name: Mariveles Bagmakers Cooperative
Form: Cooperative
Year of Establishment: 2006
Founding Members: 30 members who were displaced skilled sewers of various factories in Freeport Area in Bataan,
Initial Capital: Php 45,000 (Generated from the membership fee of Php 1500)
Current Value of Asset: Php 39 Million
Current Number of Members: 658 members
Area: Mariveles Bataan
Transformational Role: Community organizing for economic development

Scalability: Membership building and business diversification

Value Proposition: Local Economic Development (Tourism & Livelihood Models)

Inclusive Participation: Cooperative Structure

Sustainability: Community Organizing and Community Development
Name: Heaven on Earth Vegetarian Center
Form: Corporation
Year of Establishment: 2003
Founders: Wasan Family
Advocacy: Healthy Living
Number of Branches: 4
Number of Employees: 17
Area: Baguio City
Sector/s: Agriculture, Health, and Food
Transformational Role: Appreciation towards the environment and agriculture

Scalability: Partnership-building with local institutions/individuals (employment and CSR models)

Value Proposition: Farming and Waste Management

Inclusive Participation: Employment Model

Sustainability: Infrastructure development, Community Organizing, and Partnership building
Name: Happy House Farm
Form: Single Proprietorship
Year of Establishment: 2012
Founders: David Anttony
Advocacy: Organic Farming in 1 Hectare of Land
Area: Gumot Nagcolaran La Union
Sector/s: Agriculture and Tourism
Transformational Role: Change of behaviour towards organic farming

Scalability: Partnership-building with existing enterprises in order to manage supply/demand

Value Proposition: Organic Food through Organic Farming

Inclusive Participation: Employment and Supply-chain Models

Sustainability: Sustained partnership with local producers, establishment of vegetarian centers, and awareness building on healthy lifestyle in the community
## WHAT SOCIAL ENTREPRENEURS SHOULD LEARN?

<table>
<thead>
<tr>
<th>Phases</th>
<th>Knowledge</th>
<th>Skills</th>
<th>Attitude/Values</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Student Fellows</strong></td>
<td>1. Community development</td>
<td>1. Community Organizing</td>
<td>Passion/Commitment</td>
</tr>
<tr>
<td></td>
<td>2. Social Entrepreneurship</td>
<td>2. Leadership/Management</td>
<td>Flexibility</td>
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<td>4. Creativity</td>
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<td>5. Facilitation</td>
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<td>6. Communication skills</td>
<td></td>
</tr>
<tr>
<td><strong>Community Members</strong></td>
<td>1. Social Entrepreneurship</td>
<td>1. Communication Skills</td>
<td>Openness to learn</td>
</tr>
<tr>
<td></td>
<td>2. Business Management</td>
<td>2. Problem solving</td>
<td>Passion/Commitment</td>
</tr>
<tr>
<td></td>
<td>3. Community Development</td>
<td>3. Creativity</td>
<td>Innovativeness</td>
</tr>
</tbody>
</table>
## STRATEGIC INSIGHTS

<table>
<thead>
<tr>
<th>Areas</th>
<th>Non-Lasallian Social Entrepreneurs</th>
<th>LSEED Student Fellows</th>
<th>Community Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest in SE</td>
<td>Personal experience/challenges</td>
<td>Immersion-driven fellowship program</td>
<td>Personal struggles and first hand experience in capacity-building</td>
</tr>
<tr>
<td></td>
<td>Personal Advocacy</td>
<td>Application of theoretical knowledge in school</td>
<td>Engagement with Lasallian students</td>
</tr>
<tr>
<td>Strategy to sustain passion for SE</td>
<td>Needs-based Innovations (product/service development)</td>
<td>Working with fellow social entrepreneurs</td>
<td>Core group formation</td>
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<tr>
<td></td>
<td></td>
<td>Mentorship</td>
<td>Partnership with DLSU</td>
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<tr>
<td></td>
<td></td>
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<td>Openness of communication lines among stakeholders</td>
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## STRATEGIC INSIGHTS

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<tr>
<th>Areas</th>
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<tbody>
<tr>
<td>Managing SE risks and stakeholders expectations</td>
<td>Understanding the interests of stakeholders</td>
<td></td>
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<tr>
<td></td>
<td>Acknowledgement of roles of each of the stakeholders (in community development)</td>
<td>Empathizing with key stakeholders (people in the community)</td>
<td>Building from personal experience</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Openness to new learnings, experience and challenges by working with stakeholders like students and faculty members</td>
</tr>
<tr>
<td>Approaches in social entrepreneurship</td>
<td>Livelihood and/or employment-led</td>
<td>Ownership-led</td>
<td>Ownership-led and experiential</td>
</tr>
</tbody>
</table>
## ADDITIONAL INSIGHTS

<table>
<thead>
<tr>
<th>Areas</th>
<th>Non-Lasallian Social Entrepreneurs</th>
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<th>Community Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of support from government</td>
<td>Resources for expansion</td>
<td>Availability of support for an SE-friendly environment</td>
<td>Alignment of government programs (Barangay Livelihood Committee) and Local Economic Development Plans</td>
</tr>
</tbody>
</table>
SUMMARY AND RECOMMENDATIONS

• Initiatives in social entrepreneurship should be reflective of the result of community based monitoring system and/or other profiling mechanisms led by or done with local government
  Example: business scoping

• Key stakeholders in social entrepreneurship are not exclusive to the business sector and the academe. Local government support plays a very critical role in institutionalising SE efforts towards community development
  Example: incubation facilities in the community
SUMMARY AND RECOMMENDATIONS

- Partnership with academe and business sector under the concepts of corporate social responsibility and social engagement should be aligned with the agenda of the local government units and supportive of the United Nations SDG

- Livelihood and income-generating programs of local government should try to put in place sustainability mechanisms to ensure clearer impact on the socio-economic aspect as well as the transformational roles of the community. Examples are as follows:
  (a) Product-development to market linkages;
  (b) training-driven program to enterprise-creation program;
  (c) thrust-based to needs and market-based initiatives
HOW TO GET STARTED?
<table>
<thead>
<tr>
<th>STEPS</th>
<th>STRATEGIES</th>
<th>POSSIBLE PARTNERS</th>
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</thead>
<tbody>
<tr>
<td>BASELINING AND COMMUNITY PROFILING</td>
<td>COMMUNITY-BASED MONITORING SYSTEM (CBMS)</td>
<td>CBMS</td>
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<td></td>
<td>SCOPING OF INFORMAL BUSINESS MODELS</td>
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<tr>
<td>COMMUNITY ORGANIZING (FORMAL AND INFORMAL CAPACITY-BUILDING)</td>
<td>LEARNING SESSIONS</td>
<td>ACADEME (SOCIAL ENGAGEMENT OR SERVICE LEARNING)</td>
</tr>
<tr>
<td></td>
<td>COMMUNITY WORKSHOPS</td>
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<td>IMMERSIONS/ STUDY TOUR</td>
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<td>MENTORSHIP</td>
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<td>BOOT CAMP</td>
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<tr>
<td>IDENTIFICATION OF COMMUNITY PROBLEMS</td>
<td>CRITICAL THINKING SESSION</td>
<td>NATIONAL GOVERNMENT</td>
</tr>
<tr>
<td>SOLUTION BUILDING PROCESS</td>
<td>DESIGN THINKING SESSION</td>
<td>PRIVATE SECTOR AND ACADEME</td>
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ARE YOU READY TO TAKE ON THE CHALLENGE?
THANK YOU!

Lasallian Social Enterprise for Economic Development (LSEED)
Center for Social Concern and Action
De La Salle University Manila