1st International Conference on Renewable Energy and Sustainable Community Transformation (ICORESCT)

SUSTAINABILITY LEADERSHIP AND TRANSFORMATIONAL SOCIAL CHANGE

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Balikpapan, Indonesia**

Presented By:

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Certificate in Imperial Sustainability Leadership**

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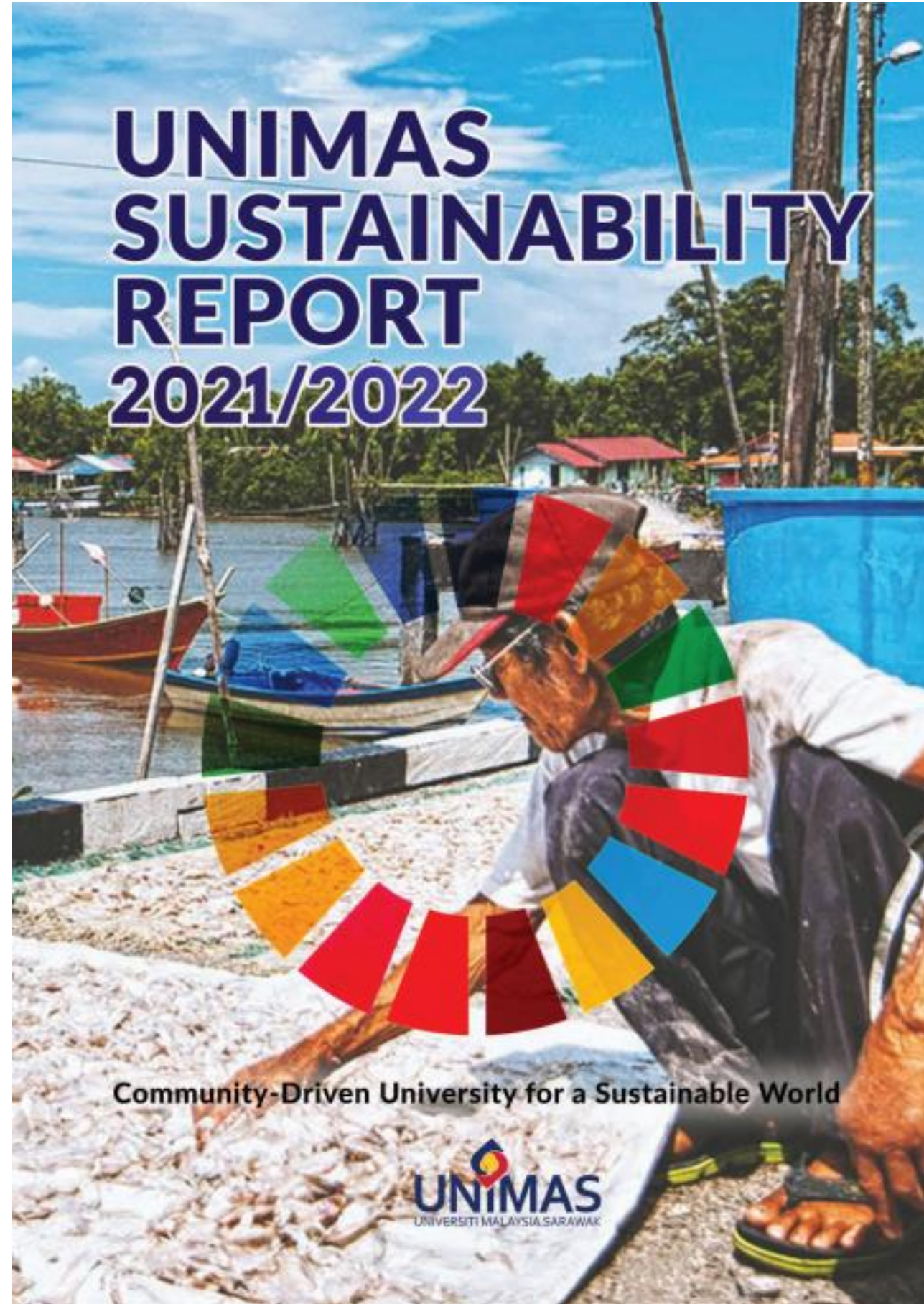Universiti Malaysia Sarawak (UNIMAS)*

SUSTAINABILITY LEADERSHIP:

- Evaluate organisational approaches to environmental and social impact initiatives.
- Articulate a leadership mindset compatible with environmental and social sustainability.
- Describe the importance of a competitive growth strategy for stakeholder value creation within the context of sustainability.
- Relate sustainability issues to the business functions of an organisation, including the overall organisational strategy.
- Explain the full spectrum of qualities that comprise a flourishing enterprise.
- Apply tools, concepts and frameworks to create cultural change within your organisation.

UNIMAS SUSTAINABILITY MASTERPLAN 2021-2025

Inclusive • Global • Sustainable

SUSTAINABLE DEVELOPMENT GOALS

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UNIMAS SUSTAINABILITY REPORT 2021/2022
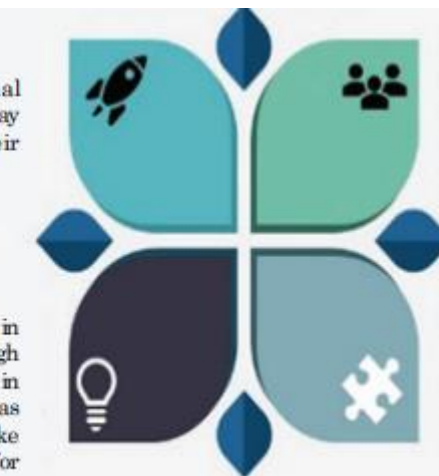
Community-Driven University for a Sustainable World

- Action implementation plan, execution, monitoring and reporting of activities in UNIMAS Sustainability Masterplan

RESEARCH
The most visible and traditional method for universities that may help to deliver the SDGs is their research in relevant topics
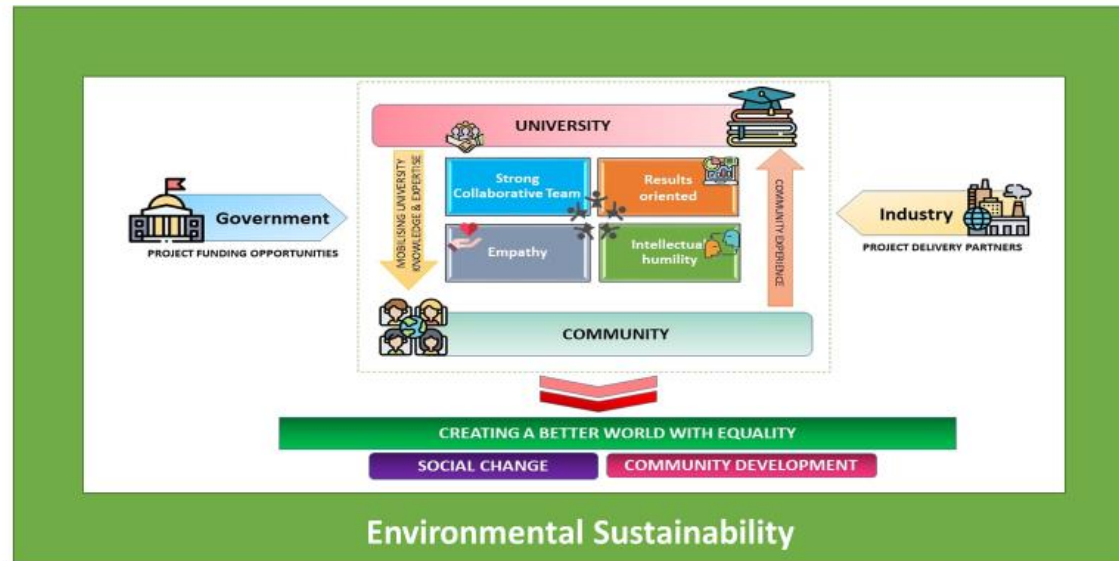
STEWARDSHIP
Universities are significant contributors of resources; not only from physical resources, but also through employees, faculty and students. How they make management provision is one factor in delivering the SDGs

TEACHING
Instructors play a critical role in ensuring that there are enough qualified practitioners in delivering the SDGs as well as ensuring that all alumni take steps forward in key learning for future career sustainability

OUTREACH
Critical areas in higher education, as well as the work that universities do for local, regional and international communities is one of the key areas where they can have an impact on sustainability

SUSTAINABILITY STRATEGIES

Our Framework: Penta Helix Framework

DESIGN THINKING

EMPATHIZE — DEFINE — IDEATE — PROTOTYPE — TEST

ESEG

ENVIRONMENT
SOCIAL
ECONOMY
GOVERNANCE
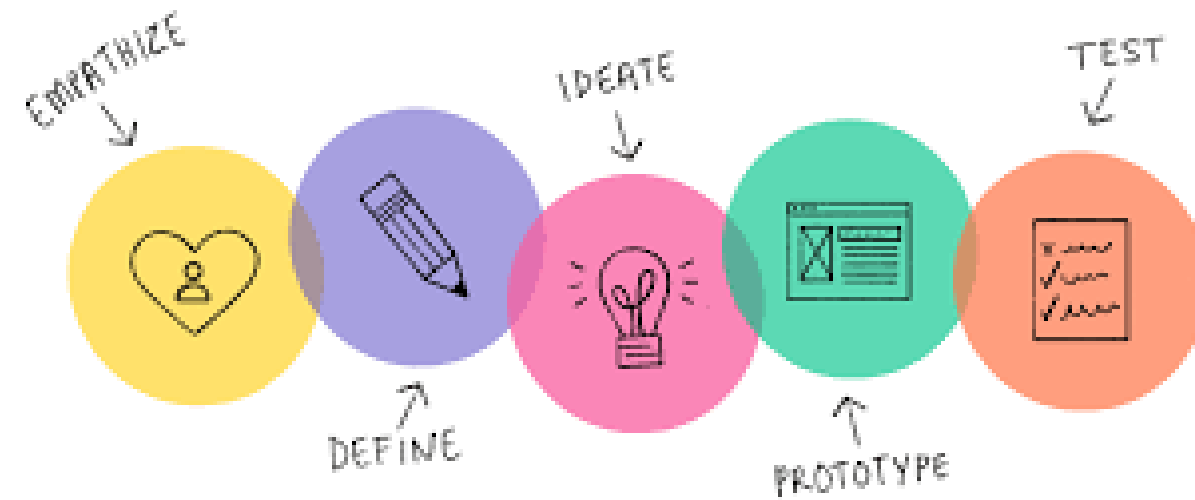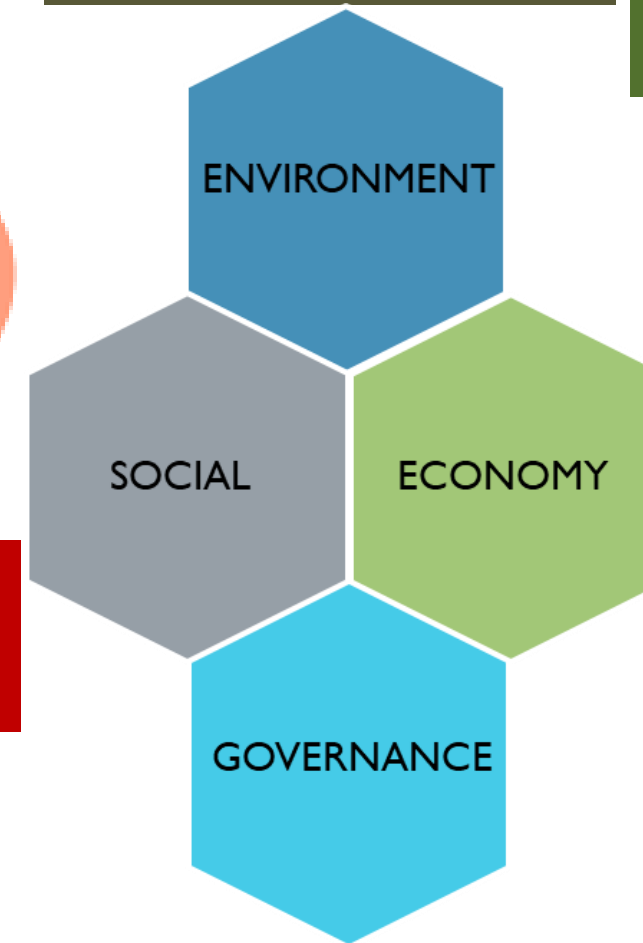
UNIQUE COMMUNITY PROGRAMMES

- End-to-end community projects
- Transdisciplinary
- High impact – leading to social enterprise
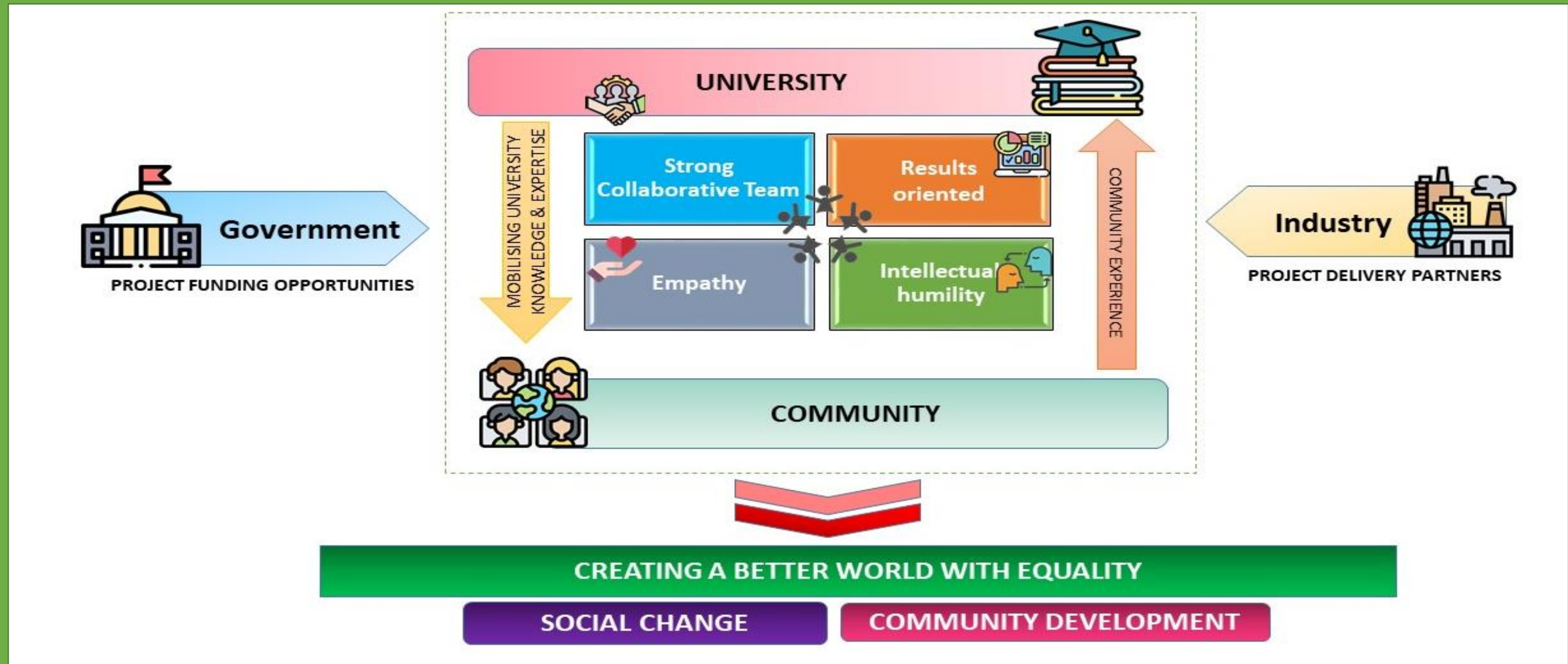
TRIZ CONTRADICTION MATRIX

TRIPLE LAYER BUSINESS CANVAS

SDG DRIVEN AND LOCALISED COMMUNITY PROGRAMMES

Sustainability Framework: Penta Helix Framework

Environmental Sustainability

TRIPLE BOTTOM LINE BUSINESS CANVAS

Key partners

Key partners: Who do you work with to deliver your value proposition? Do not forget to list your partners in your social impact mission e.g., charities, community groups, and so on ecological impact mission e.g., eco certification agencies, closed loop partners, reforestation initiatives.

Key activities

Key activities: What do you do yourself to deliver your customer value proposition?

Customer value proposition

Value proposition: What jobs do you perform for your customers? What pains do you alleviate? What gains do you contribute? Also list what makes your value proposition distinctive relative to others! Refer to the link for more information.

Customer relationships

What kind of relationships do you maintain with your different customers? Refer to the link for examples.

Customer channels

How do you reach your customers? How do you integrate with their routines? Also describe your multi channel strategy, if any!

Customer groups

Which customer groups do you service? Note that multi-sided business models may have many different customers! Also distinguish between 'users' (e.g., Facebook users who would also be their key resource) and paying customers (e.g., advertisers).

Key resources

What resources you draw on to deliver your value proposition? Consider physical, human, and financial resources. Specifically consider your intellectual assets: IP plus intellectual capital!

Social impact mission

Describe here your social impact mission. How do you demonstrate good citizenship? How do you contribute to your local community? How do you improve people's lives and the general societal well being beyond your core business mission?

Community relationships

What relationships do you maintain with the local communities where you are present? How do you engage these communities?

Social channels

What are the specific channels and activities through which you deliver on your social impact mission?

Community stakeholders

Who are the beneficiaries of your social impact mission? Note that your business may have direct beneficiaries (those directly targeted) and secondary ones (those experiencing secondary benefits such as greater prosperity, lower unemployment, reduced crime rate).

Ecosystem services

Here list the natural ecosystem services your operation uses: biomass, minerals, water, air, soil, forests, non renewable energy. We are interested in your environmental footprint

Governance

How do you ensure you do not lose sight on your social and environmental missions? List the governance structures and procedures that ensure that these impact propositions are incorporated in your corporate decision making!

Ecological impact mission

How are you going to deliver a positive impact on your natural environment? How do you minimise your ecosystem footprint, deliver a specific ecosystem impact beyond your business mission (e.g., reforestation projects), or, for example, eliminate resource consuming activities from your business model? How do you make your business and the natural environment more ecologically sustainable?

Ecosystem channels

What are the specific channels and mechanisms through which you deliver your impact on the natural ecosystem? These might be internal (e.g., recycling, repairing, rematerialisation) and external (e.g., participation in specific ecosystem initiatives).

Ecosystem beneficiaries

Who are your ecosystem beneficiaries? These may be living things (inhabitants of the ecosphere) and non-living ones (ecosystem resources such as air, water, minerals).

Cost structure

What is the cost structure of your business? Indicate both direct costs generated by your internal activities as well as costs generated through outsourcing, license agreements, and similar. Also elaborate costs associated with your social and ecological impact missions.

Surplus streams and mission integration

Does your business generate specific surpluses to support your social and ecological impact missions? These might be financial (e.g., donations by customers, share of profit) or material (e.g., collected materials for recycling). Also describe here how your business, social, and ecological missions integrate and reinforce one another!

Revenue streams

How does your business generate revenue? Indicate both primary sources of revenue (from primary interactions within the business model) and secondary sources (e.g., monetisation of data resources and additional ip generated by the primary interactions).

TRANSFORMATIONAL SOCIAL CHANGE

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Transformational Social Change includes Socio-economic development, which, is a process that aims at optimising various aspects of **social and economic status within a community**. The momentum of development is determined by the quality of **social aspects** and the **economic sector** of the community. Both are intertwined, with the former sets the **foundation**, and the latter determines the **development**

LESTARI CANVAS

A SUSTAINABLE SOCIO-ECONOMIC DEVELOPMENT ECOSYSTEM
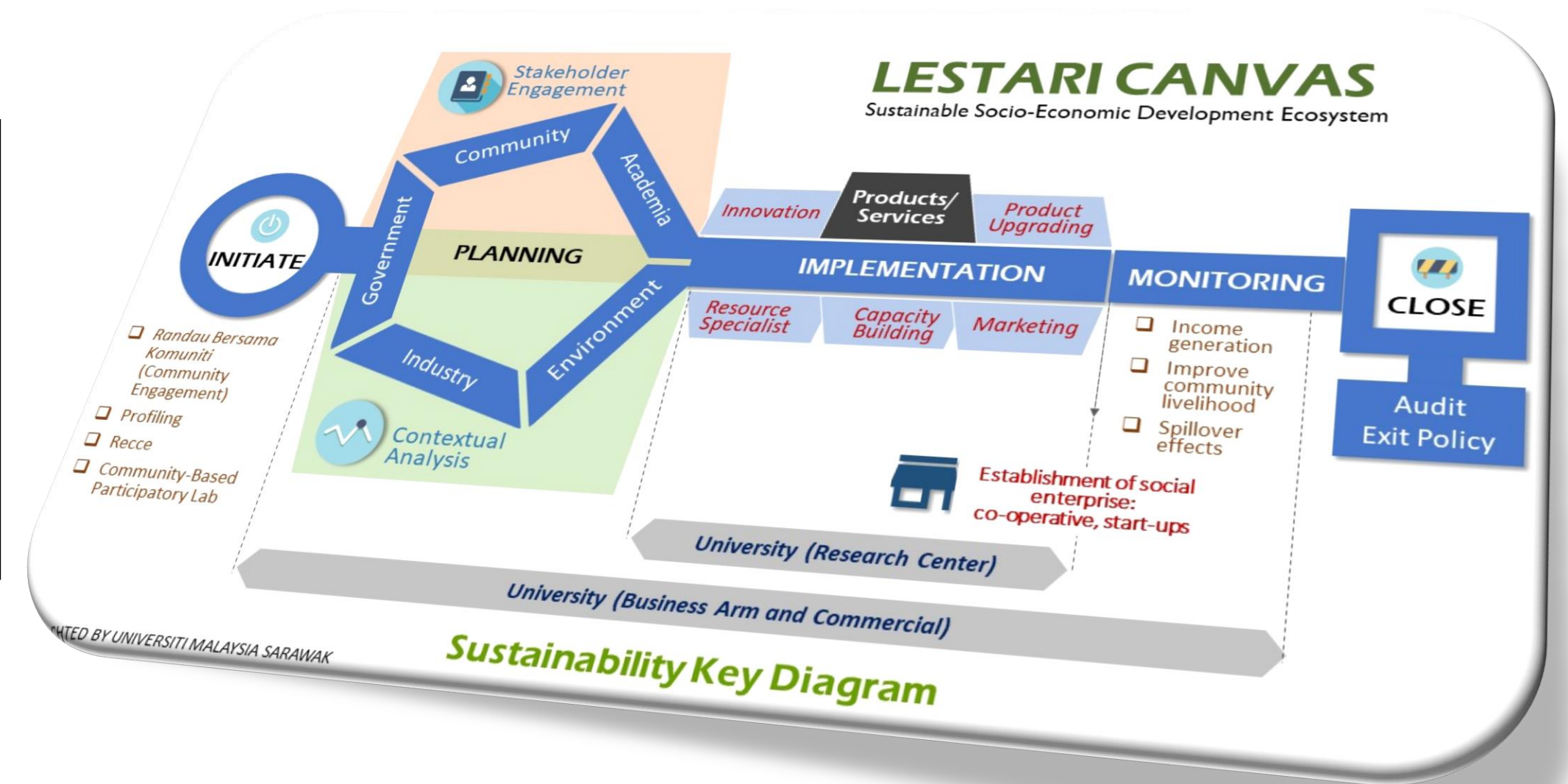
LESTARI CANVAS
Sustainable Socio-Economic Development Ecosystem
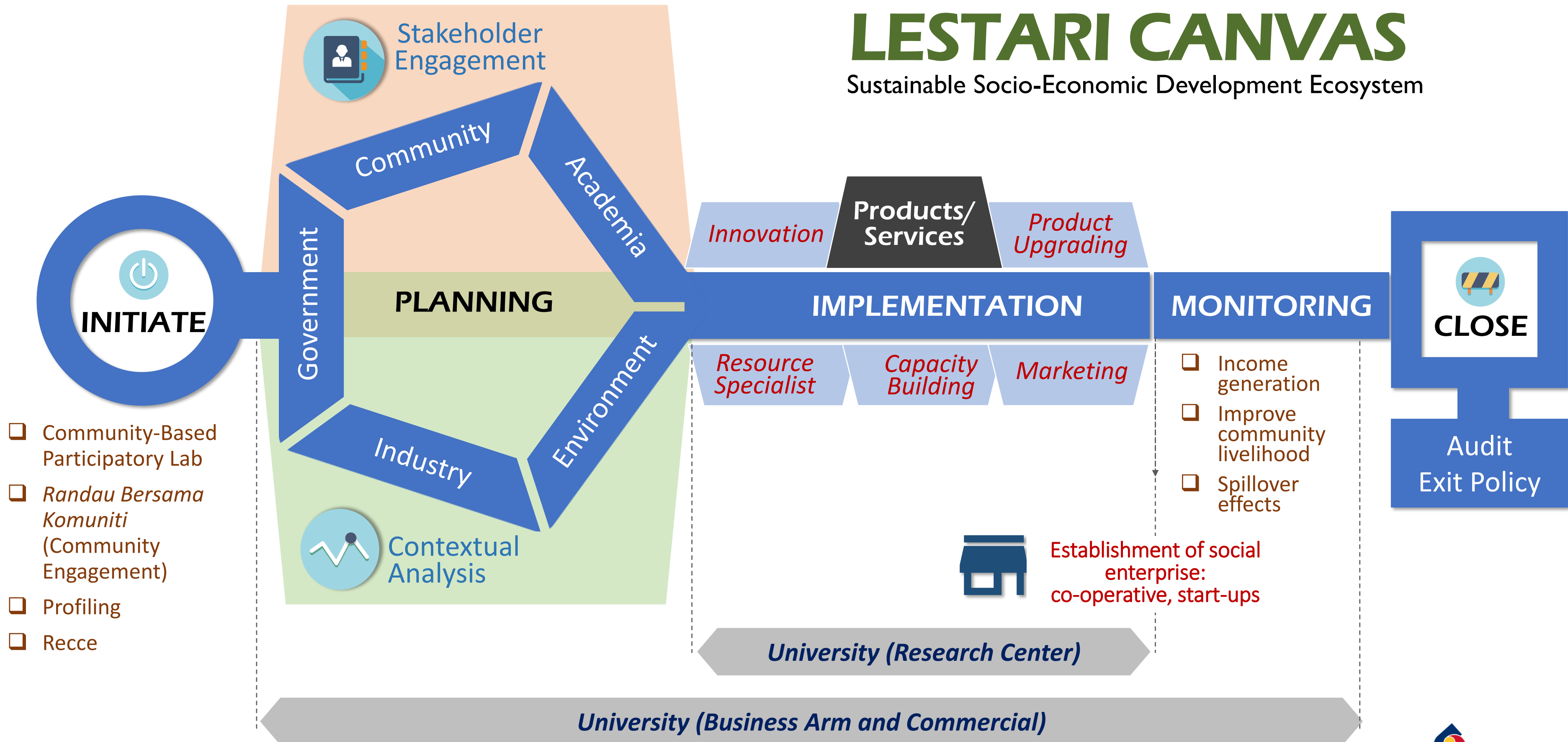
Stakeholder Engagement

INITIATE

- Community-Based Participatory Lab
- *Randau Bersama Komuniti* (Community Engagement)
- Profiling
- Recce

Community

Academia

Government

PLANNING

Environment

Industry

Contextual Analysis

Innovation

Products/ Services

Product Upgrading

IMPLEMENTATION

MONITORING

Resource Specialist

Capacity Building

Marketing

- Income generation
- Improve community livelihood
- Spillover effects

CLOSE

Audit Exit Policy

Establishment of social enterprise: co-operative, start-ups

University (Research Center)

University (Business Arm and Commercial)

Sustainability Key Diagram

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INITIATION PHASE:
Community-based participatory approach

INITIATE

- ❑ Community-Based Participatory Lab
- ❑ *Randau Bersama Komuniti* (Community Engagement)
- ❑ Profiling
- ❑ Recce

Community-based participatory approach is adopted in identifying the needs of a community at the initiation stage.

Community participation and inclusivity in the development plan ensures that all community groups in the regional development areas take advantage of sustainable socio-economic development opportunities.

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INITIATION PHASE:
Community-based participatory approach

Sustainable Livelihood Approach Framework

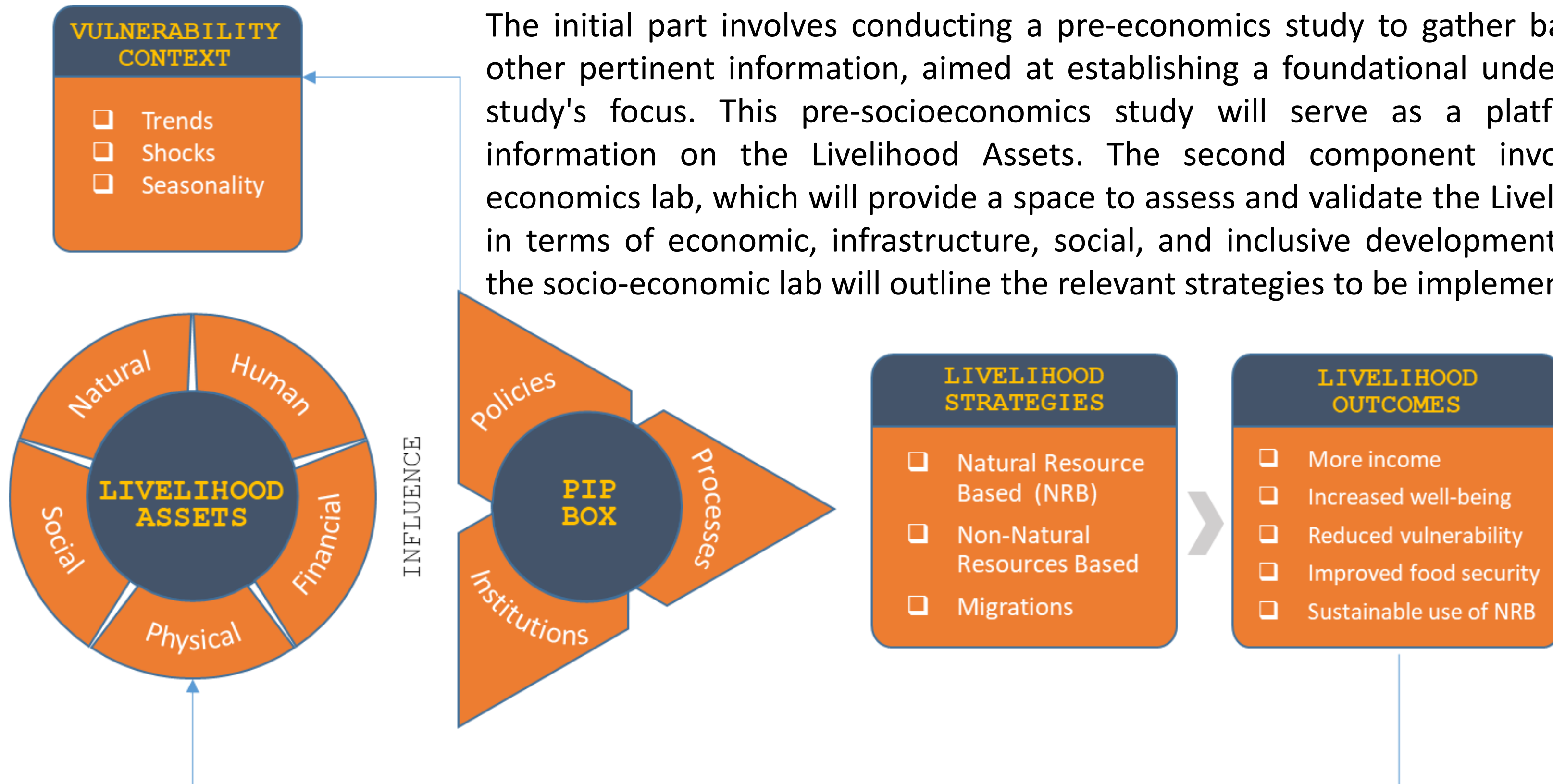The initial part involves conducting a pre-economics study to gather baseline data and other pertinent information, aimed at establishing a foundational understanding of the study's focus. This pre-socioeconomics study will serve as a platform to acquire information on the Livelihood Assets. The second component involves the socio-economics lab, which will provide a space to assess and validate the Livelihood Outcomes in terms of economic, infrastructure, social, and inclusive development. Following this, the socio-economic lab will outline the relevant strategies to be implemented.

VULNERABILITY CONTEXT
- ☐ Trends
- ☐ Shocks
- ☐ Seasonality

LIVELIHOOD ASSETS
- Natural
- Human
- Social
- Financial
- Physical

INFLUENCE

PIP BOX
- Policies
- Processes
- Institutions

LIVELIHOOD STRATEGIES
- ☐ Natural Resource Based (NRB)
- ☐ Non-Natural Resources Based
- ☐ Migrations

LIVELIHOOD OUTCOMES
- ☐ More income
- ☐ Increased well-being
- ☐ Reduced vulnerability
- ☐ Improved food security
- ☐ Sustainable use of NRB

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PLANNING PHASE:
Penta Helix Collaboration

Penta Helix Collaboration model will bring various benefits to its stakeholders. Through this approach, academia can brings impact to community by transferring knowledge and transferring technology that will become a solution to community issues and needs. While the government can help by providing financial support as well as government policy. The result of this collaboration can also provide an opportunity for the industry to contribute to community development through the industry's social responsibility contribution platform. Environment sustainability is also being considered in this model.

PLANNING PHASE:
Penta Helix Collaboration

Socio-Economic Development Lab and Cluster of Stakeholders

Community Leader — Policy Maker — Farmer — Infra & Services — Entrepreneur & Industry — Education & Social

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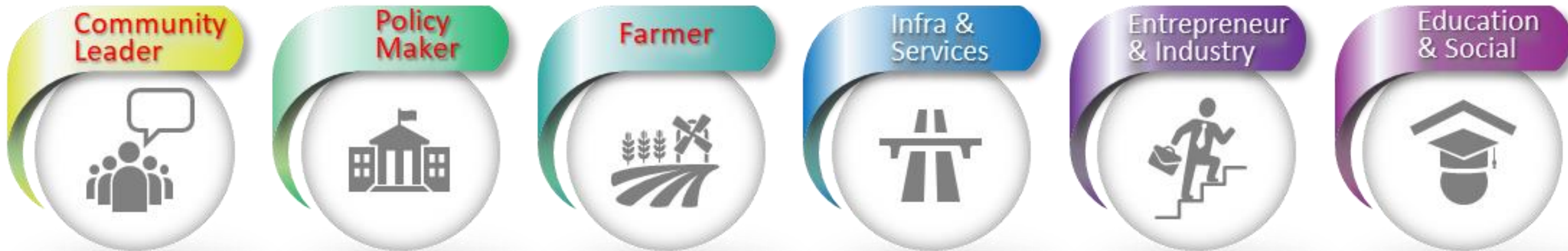
IMPLEMENTATION PHASE:
Innovation & Capacity Building
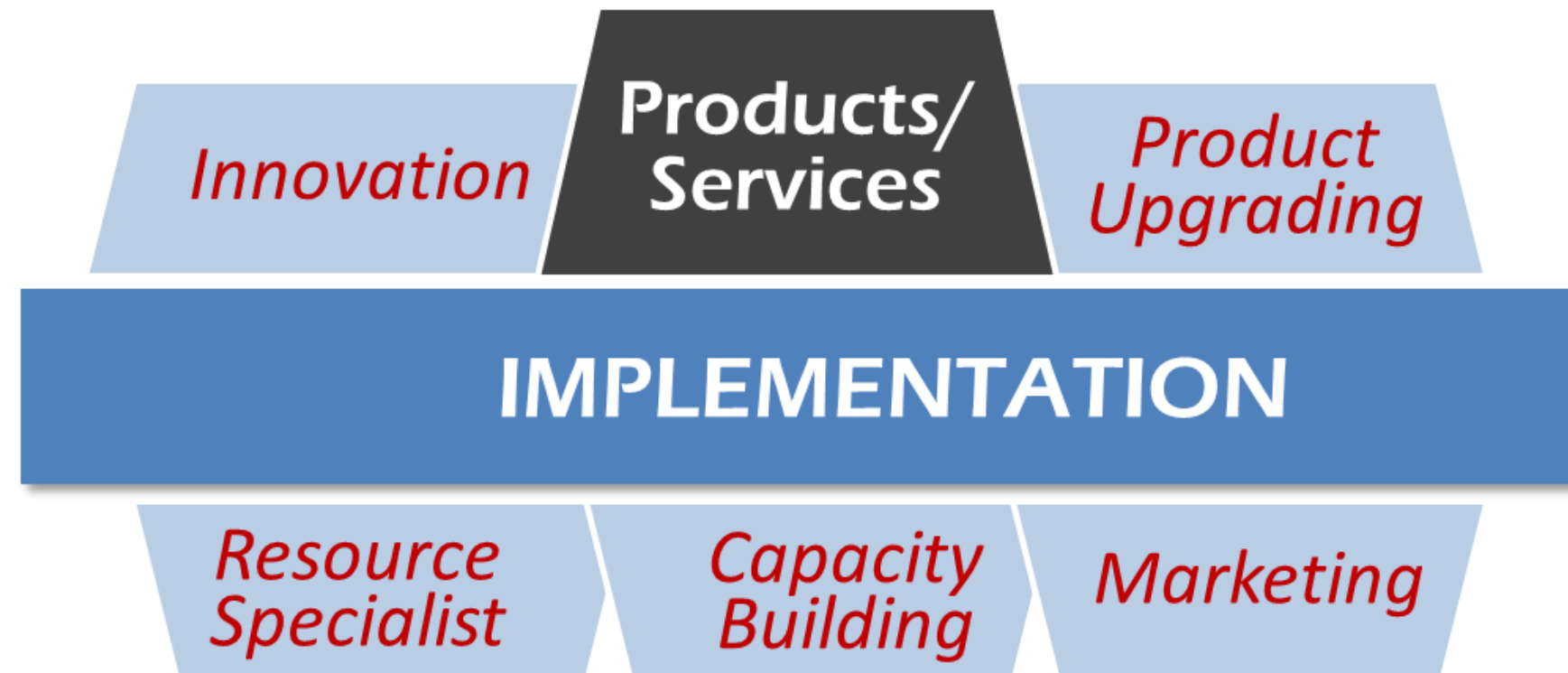
Innovation plays a vital role at the implementation stage to drive a competitive and progressive sustainable community transformation:
- ❖ To improve in terms of scale up production;
- ❖ Develop more downstream activities;
- ❖ Increase the output and productivity; and
- ❖ Increase the production yield.

IMPLEMENTATION PHASE:
Innovation & Capacity Building

Sectoral Competencies

Youth Entrepreneurship
High Growth-Value Entrepreneur
Sectoral Entreprenurship
SME Development
Micro Enterprise

5

Industry Competencies

4

Entrepreneurial, Innovative,
Planning, Marketing, Finance
Business Operations, Risk
Assessment.

Workplace Competencies

Creative Thinking
Plan & Organize

Problem Solving
IT Savvy
Health/Safety
Thorough
Networking

3

Academic Competencies

2

Reading, Writing & Math
Science & Technology
Critical & Analytical
Communication

Personal Effectiveness

Interpersonal skills
Initiatives
Ambition
Flexibility

Willingness to
Learns
Willingness to
Take Risk

1

To enhance this socio-economic development plan, education and human capital development play crucial roles as facilitators. Workplace Competencies serve as enablers for the scale-up business model, while Industry Competencies act as enablers for entrepreneur transformation and the anchor business model. The competencies required for today's workforce comprise a combination of traditional industry-specific skills along with interdisciplinary proficiency, as well as the capacity for effective collaboration and communication.

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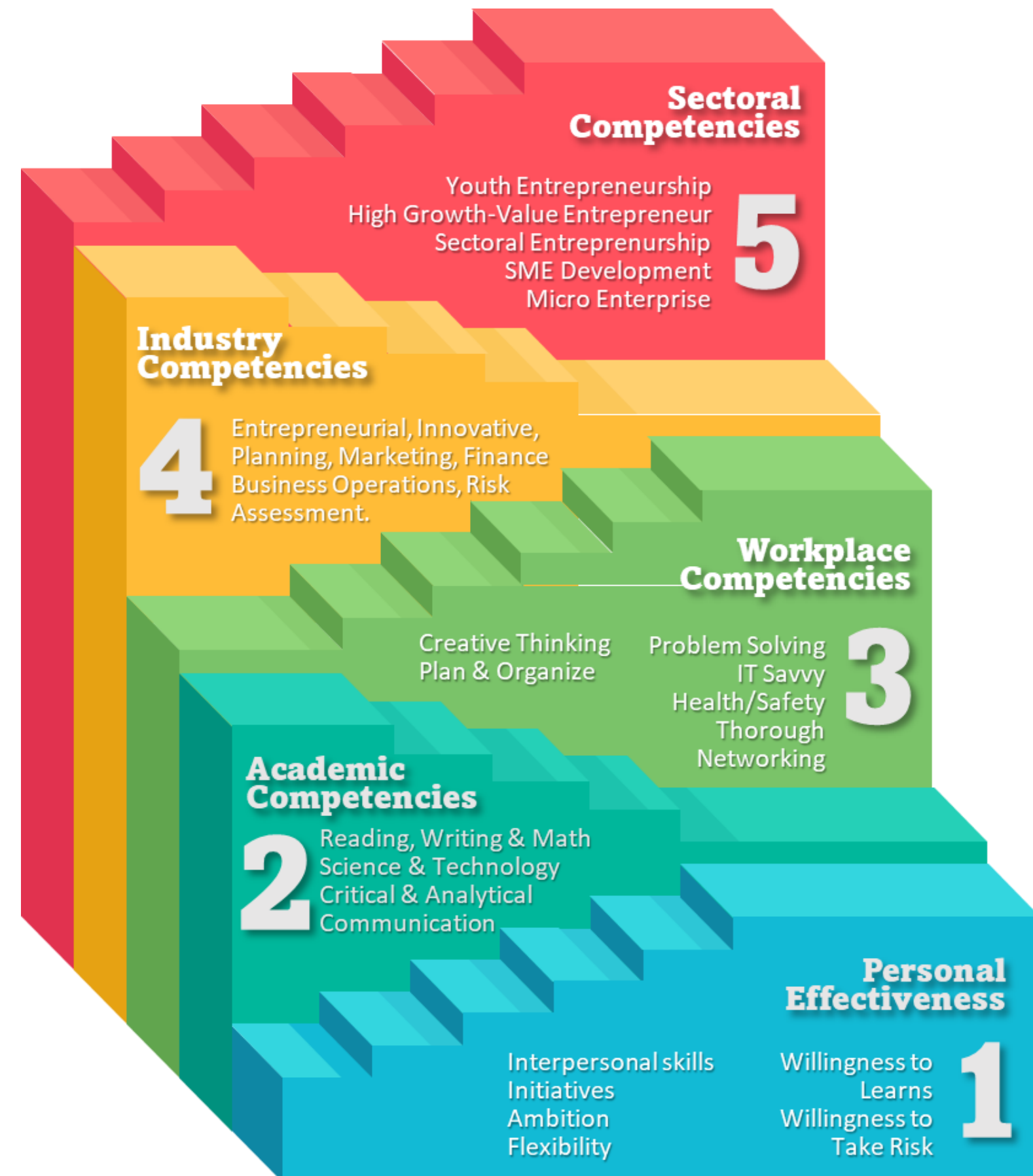
MONITORING

Establishment of social enterprise:
co-operative, start-ups

- Income generation
- Improve community livelihood
- Spillover effects

Monitoring is the process of tracking, reviewing, and reporting the progress to meet the performance objectives defined for a project.

The key benefit of this process is that it allows stakeholders to understand the current state of the project, the steps taken, and budget, schedule, and scope forecasts.

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CLOSING PHASE:
Audit & Exit Policy

CLOSE

Audit Exit Policy

Based on three (3) dimensions namely:

Economic empowerment (EE): e.g. income above the extreme poor

Psychological empowerment (PE): e.g. independent

Social empowerment (SE): e.g. giving back

LESTARI CANVAS
Sustainable Socio-Economic Development Ecosystem

Identifying the problem statement   Role

Community : Scale-Up Model
Industry Player : Anchor Company Model

Engage and collaborate with government agencies, IPTs, local and international distributor companies for funding, certification and access to market.

PROBLEM STATEMENT IDENTIFICATION

COMMUNITY
INDUSTRY PLAYER

DEVELOPMENT

COLLABORATION

- Traditional Method
- Improper place
- Unavailability of SOP (Quality Control)
- Cleanliness and hygienic issues
- Improper packaging

COMMUNITY

- Newly build or upgrade the existing building to provide a cleaner and more conducive place.

- Provide a machine that replaces the traditional method to evaporate the salt to increase productivity, reduce production time and maintain cleanliness and hygiene.

- SOP guide and equipment to ensure food safety & Quality.

TRAINING SOLUTION   **SOP SOLUTION**   **QUALITY & SAFETY CONTROL**

SALES & MARKETING

Eg.
Local : Sophia Talha Holdings Sdn Bhd
International : Husamwaksa Sdn Bhd

DISTRIBUTOR/WHOLESALE

HYPERMARKET/SHOP

LOCAL   **INTERNATIONAL**

EVERRISE   Jaya GROCER   Bin Dawood   tamimi markets

INDUSTRY PLAYER

- Proper packaging & Certification
- Innovate the product

BUATAN MALAYSIA MADE IN MALAYSIA
MeSTI
myGAP MALAYSIA
HALAL

HALAGEL ROCK SALT
BIO-3C WANITA PUJAAN

EXPO

INTERNATIONAL

MAHA 2022
Malaysia Agriculture, Horticulture & Agrotourism Show

8TH SELANGOR INTERNATIONAL EXPO 2022
FOOD & BEVERAGE

JEDDAH FOOD FESTIVAL
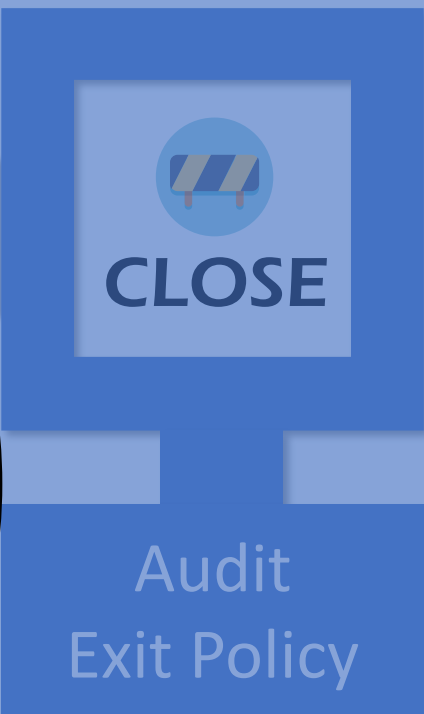
Lestari Canvas provides the Sustainability Key diagram and framework for an inclusive socio-economic development for a unity and resilient community.

To spearhead in collaboration with BSN members the implementation of initiatives towards achieving Sustainable Development Goals (SDG):

- Sustainability Practices
- Sustainability Activities
- Sustainability Advocacy
- Creativity & Innovation

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Borneo
LEADERSHIP TRANSFORMATION & STRATEGIC PROGRAM
Leadership In Diversity & Sustainability

Februari 2024
Kuching, Sarawak, Malaysia

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Borneo
LEADERSHIP TRANSFORMATION & STRATEGIC PROGRAM
Leadership In Diversity & Sustainability

Day 1

8.30am	Registration
8.30am	Borneo Leadership Talk Series
1.00pm	Lunch
2.00pm	Module 1: Global Trends and Challenges in Leadership
3.30pm	Module 2: Leadership in Diversity
5.00pm	End

Day 2

8.30am	Registration
9.00am	Module 3: Sustainability Leadership
10.30am	Module 4: The Principles of Knowledge Co-creation
12.30pm	Lunch
2.00pm	Module 5: Innovation in Leadership
3.30 pm	Module 6: Leading Strategic Change
5.00pm	End

Day 3

8.30am	Registration
9.00am	Module 7: Sustainable Community Transformation Engagement
12.30pm	Lunch
2.00pm	Cont. Module 7: Sustainable Community Transformation Engagement
4.30pm	End

Day 4

8.30am	Registration
9.00am	Module 8: Leadership Presentation
10.30am	Closing Ceremony
12.30pm	End

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