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HUB FOR SOCIAL ENTREPRENEURSHIP (HUBSOE): CATALYSING IMPACTFUL INNOVATIVE SOLUTION TO SOCIAL AND ENVIRONMENTAL SUSTAINABILITY

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Highlights: Social entrepreneurship successfully demonstrates alternative working models to face the critical challenges to our planet, our societies and our economies. As the urgency to meet shared challenges and common goals of the SDGs by 2030 intensifies, innovative collaboration has an important catalytic role to play in highlighting and integrating what has worked effectively with sustainable solutions. Many practitioners are still unclear how this growing jumble of techniques fits together or with existing systems, which can fill in a few missing gaps, while simultaneously ignoring other elements equally essential to success. Thus, to fill these gaps, HubSoE has been developed as an innovative solution to social and environmental sustainability. This HubSoE system is different from the available system due to the content and value of the system. Furthermore, this system created an ecosystem for digital collaborative between social enterprise, supplier, various industries in different field, and government agencies with specific details information that can help target beneficiaries including B40 community, asnaf, disabled, disadvantage, and etc. In other words, to establish a system for guaranteeing community sustainability in a social enterprise project, identify products, services and skills that may assist the community in a social enterprise project, then identify the system's process that can operate successfully (mix and match). HubSoE are critical tools for bringing together a diverse set of talents, competencies and impact projects on a single platform. As a result, this platform will be utilised as a guideline or source of information for the government, investors, academics, researchers, and social enterprises to assure the project's long-term viability and dependability.

Key words: *HubSoE, Social Entrepreneurship, Social Sustainability, Environmental Sustainability, Impactful, Innovative Solution, B40 Community*

Introduction

Presently, in the quest for answers to serious social and environmental problems, social entrepreneurship is increasingly widely seen as a critical component (Muñoz, & Kimmitt, 2019). Efforts to provide socioeconomic wellbeing or meet social needs are frequently connected with innovative platform (Macke, Sarate, Domenighini, & Da Silva, 2018). Social entrepreneurship is increasingly being the topic of in-depth research and analysis, which reflects well for its fast growth (Rawhouser, Cummings, & Newbert, 2019). Accordingly, this HubSoE is to present an innovative platform for impactful innovative solution to social and environmental sustainability. This important function aids in the identification of talents and abilities gained by target beneficiaries groups that may be promoted or commercialised as a means of generating income. The community has the option of increasing their income or earning more money to support their families. Apart from that, the figure contained information about the intended recipient and the parties involved in assisting them with the social entrepreneurship initiative. They also can register as social enterprise to increase the number of social enterprise in our countries, as well as reduce the social problems especially focus on Sustainable Development Goals (SDGs) (Maseno & Wanyoike, 2020). HubSoE provides solutions to social issues that assist the government, non-governmental organisations, and other parties in determining next steps. These activities result in the greatest levels of collaboration or joint ventures, including all parties in community development, while also boosting the national economy and society (Morris, Santos, & Kuratko, 2020).

Furthermore, build a system to enter all data based on target beneficiaries which involves these several things that is, help outsiders or who want to get involved in social entrepreneurship projects. For example, the group wants to develop educational projects among asnaf children. Therefore, they can refer to this system and website where the purpose of this platform is made to be adapted to match with social entrepreneurship projects. When the asnaf and b40 have been given knowledge, encouragement and education to become social entrepreneurs and they are able to stand on their own, then they will be helped to form a social entrepreneurship. They will be given the right channels, with whom they need to meet, to whom they want to go, and the site seems to be a consultation with them. On the other hand, the suppliers and other parties are also involved where they want to know the detail related to the group of b40 and asnaf community, they can refer in this platform.