

# SOCIAL INNOVATOR TALENT DEVELOPMENT INNOVATIVE FRAMEWORK: CERTIFIED SOCIAL ENTREPRENEURIAL INNOVATOR PROGRAM

## Introduction/Abstract

The Certified Social Entrepreneurship Innovation (CSEI) Program was designed to certify social innovators through the four levels of evaluation. Each level will measure the criteria for social innovation including the ideas and action plans. During the four levels of evaluation also, the participant was exposed with adequate knowledge and exposure on the reality of social entrepreneur. Being an entrepreneur is a challenge but the basic guideline is available. However, being a social entrepreneur was not much debated which left many rooms to be improved. The fundamental of CSEI framework established was using cybergogy approach to cater the participants that physically scattered during the pandemic Covid-19. The cybergogy approach also is considered as the innovation in social innovation education which is currently adapted in this project. Thus, CSEI is a program to prepare an entrepreneur to become a social entrepreneur.

## Problem Statement

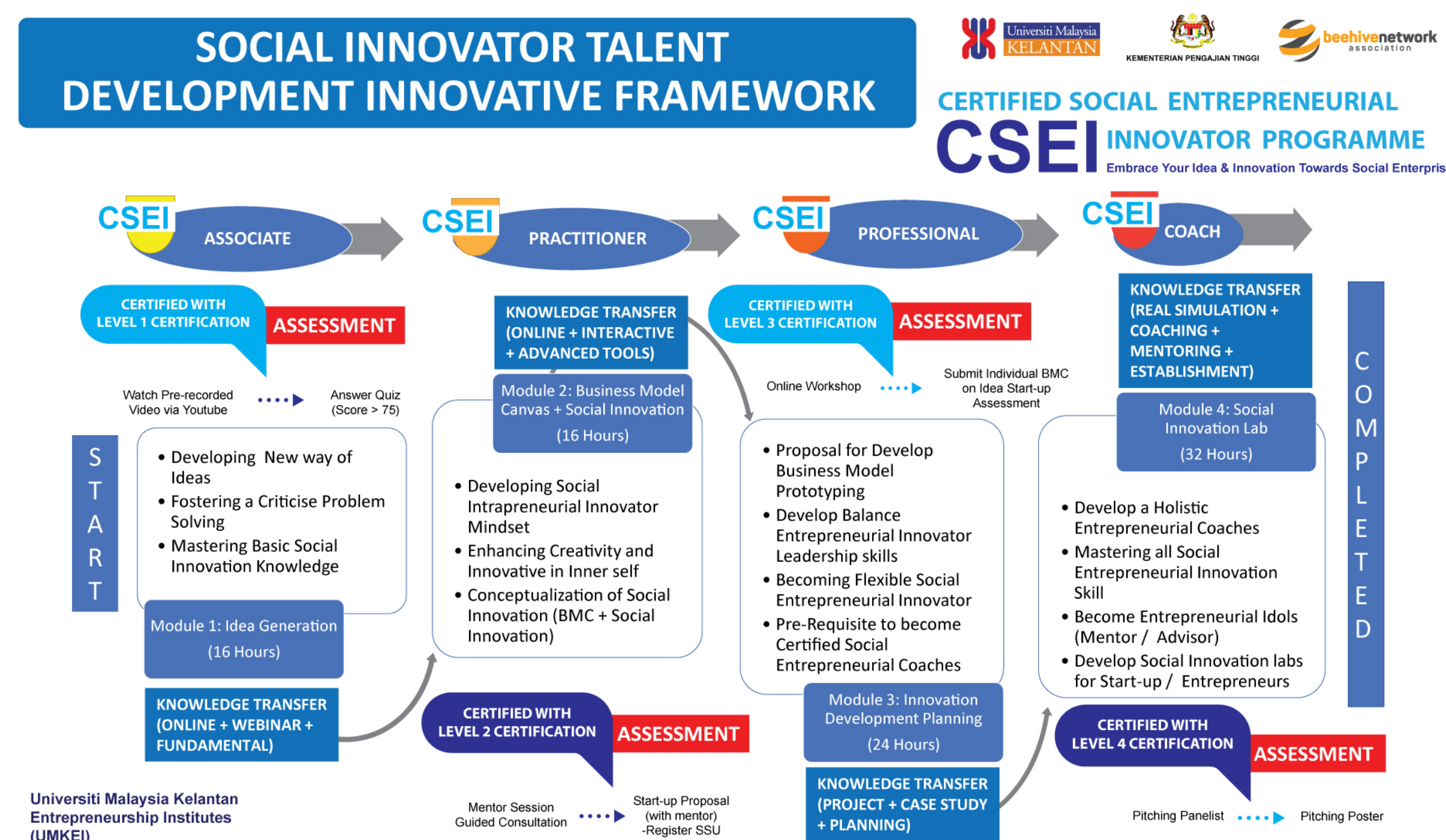
There are many training programmes to develop talent for social innovation projects and professional entrepreneurs. However, most of these programmes only focus on how to deliver a successful social innovation project but, to develop talent for social entrepreneurs which focus on skills and knowledge development are still limited. Therefore, the Certified Social Innovator Programme was created to transfer sufficient knowledge and skill to conduct successful Social Innovation Projects in a structured manner.

## Advantages

The CSEI programme was developed to certify both mentors (lecturers) and mentees (students) to develop an innovation that can provide an alternative solution for social or environmental issues. CSEI is a program to develop a social entrepreneur by recognizing their interest, effort, and attitude by eliminating those who only love the idea of being a social entrepreneur but actually do not have the passion to become one.

## Product Description

(Social Innovator Talent Development Innovative Framework)



## Intellectual Property

This Innovative Framework successfully registered for IP (copyright) - IP Number:

## Novelty/Inventiveness

Certified Social Entrepreneurial Innovator Programme offered:

- Experiential learning of real case study.
- Comprehensive and structured teaching and learning approach.
- Unique approach through cybergogy knowledge transfer activities.
- Adaptation of SDGs value creation awareness for social innovator.
- The framework flexible to be implemented for most of social innovation projects.

## Commercialisation

The fundamental concept of the framework has been commercialised through the Certified Social Entrepreneurial Innovator Programme offered to UMK students and lecturers. Through this commercialisation, many social innovator practitioners and professionals, as well as coaches/mentors, have been developed to recognise their knowledge, skills, and talent in Social Entrepreneurship.

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