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

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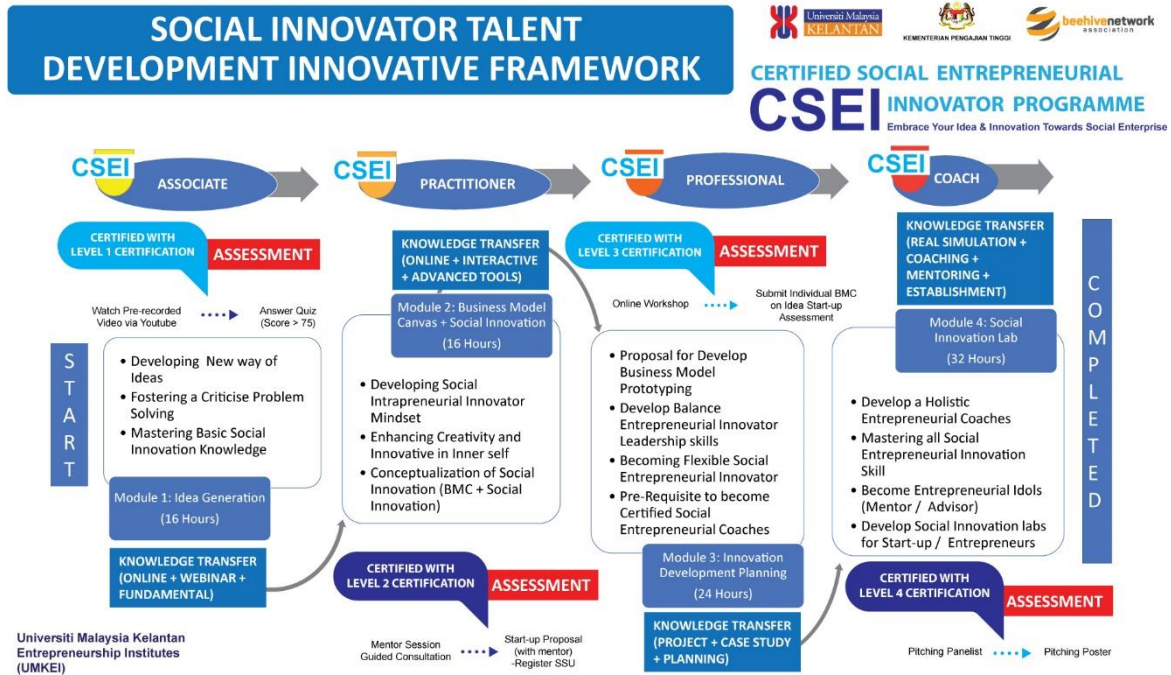Universiti Malaysia Kelantan, Malaysia
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Highlights: The Certified Social Entrepreneurship Innovation (CSEI) Program was designed to certified social innovators through the four levels of evaluation. Each level will measure the criteria for social innovation 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. Thus, CSEI is a program to prepare an entrepreneur to become a social entrepreneur.

Key words: Social Entrepreneur, Social Innovation, Cybergogy Approach, CSEI Framework.

Introduction

Social Innovation is the process of developing and deploying effective solutions in pertaining to social and environmental issues. The solutions often require the active collaborations of constituents across government, business entity, non-profit organization (NGO) and community. It is very essential to encourage more entrepreneurs to become social entrepreneur and engage in social innovation for better society development. CSEI program was developed to improve social entrepreneurship training programme effectiveness and to certified both mentor (lecturer) and mentee (students) in order to develop an innovation that able to provide an alternative solution for social or environmental issues. Moreover, training programme provided will encourage more interest to social innovation project through talent development and structured experiential training programme. Thus, CSEI is a program to develop a social entrepreneur by recognizing their interest, effort and attitude by eliminating those who only loves the idea of being a social entrepreneur but actually do not have the passion to become one. Level 1 (Associate) is the idea generation stage. A few videos were sent to mentor and mentee (also referring as participants) for them to get the basic ideas of social innovation and to gain their own ideas. They are also requested to answers a set of multi choice questions (MCQ) on social innovation, entrepreneurship and social entrepreneurship. Those with 75% of correct answers will continue to the next level. Level 2 (Practitioner) was proceeded with business model canvas (BMC) and project description. The BMC used was tailored with social innovation purposes and not the regular BMC for business ideation. This stage is very crucial for mentor and mentee to know the elements of social innovation that they get involved. As for project description, participants need to understand the sustainable development goals (SDGs) that they want to address and their target group. Thru these BMC and SDGs evaluation, the participants were given comments and suggestions to proceed to the next level. Level 3 (Professional) is the business proposal. Once they reached this stage, both mentor and mentee have already identified their social innovation and working together to establish their business proposal (based on BMC and SDGs conducted). The business proposal then was evaluated according to the tailored made rubrics and examples that has been formulate according to the *"Beehive"* modules that have been developed and certified internationally. The last stage or level 4 (Coach) involve business pitching which was conducted online. Thus, it is suggested that the 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.

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