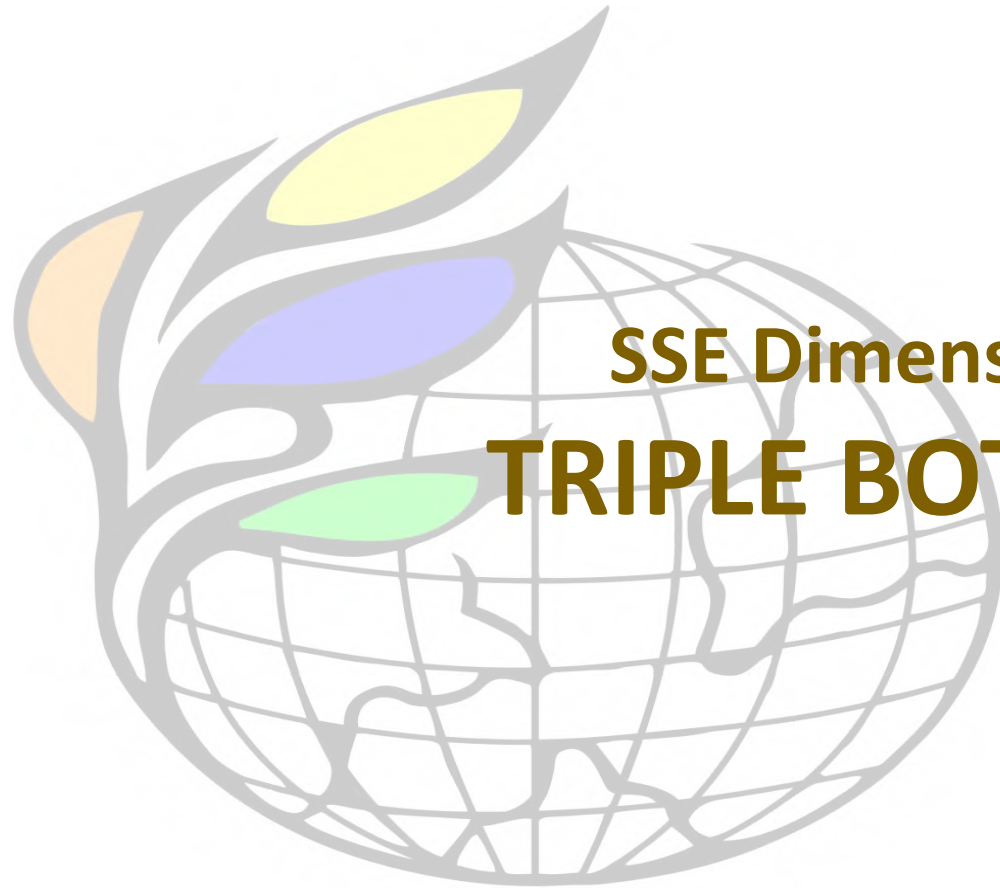


ASEC ONLINE SSE ACADEMY



SSE Dimensions 3, 4, 5 TRIPLE BOTTOM LINE

asec

ASIAN SOLIDARITY ECONOMY COUNCIL

Datuk Dr. Denison Jayasooria
Chair, ASEC & YKPM (Malaysia)

INTRODUCTION

- Dr Ben provided a good introduction of ASEC & SSE
- Dr Ben also introduced 2 of the 5 dimensions of SSE
- In this session we will focus on the balance three which are referred too as the Triple Bottom Line

We will reflect on these three dimensions from how we apply this to embody these at:-

- The organisational
- The individual
- & community levels

The internalisation & embedding of the triple bottom line is essential for SSE compliance.

Important to recognise that we might be strong at this point in some and not all the 5 dimensions as we are in a journey towards greater SSE compliance.

At this stage it's the sharing of principles & concepts with one case study briefly.

Next phase ASEC will call for case study presentation using the five dimension for u to share your ground stories.

Triple Bottom Line



SSE Primary Philosophy

“To conduct business in a way
that does not exploit people,
protects the environment for future generations,
and distribute profits fairly to stakeholders”

Economic Sustainability Dimension

- The SSE project or initiative must be financially visible & sustainable
- It is a business venture
- It is not grant dependent. It could take start up funds from members or from outside investment.
- It must be able to cover all cost and generate income
- Profits are ploughed back into sustaining enterprises
- The critical difference between an SSE organisation and for profit organisation is how it makes its funds & what it does with its profits
- This is a major challenge for grant driven NGOs as much of the hidden cost is borne by the parent organisation
- Its setting up a viable business where there is the creation of wealth including incomes

ORGANISATIONAL /PROJECT/ ENTERPRISE LEVEL

- Economic viability – that it can generate income
- A business plan is essential
- That it can pay all the bills via the funds generated
- Pay rental, raw materials, production, marketing, staff salaries, rental, repay loans/investments taken
- Transparency & accountability to the group members

INDIVIDUAL LEVEL

- Receives a fair payment for labour/ investment based on the income generated
- Personal responsibility : shouldering along with the partners in the enterprise
- Frugal /simplistic approach to enhance financial sustainability
- Enhancing the worth of labour and recognising the dignity of every person

Impact of economic sustainability

COMMUNITY LEVEL

- A need to review and chart out how this enterprise impacts the well being of the neighbourhood & local community at large
- Is the profits also being ploughed back into the local community to support community based activities
- Fostering a local economy and enhancing the entrepreneurship & enterprise culture
- Working towards eliminating unjust economic practices and ensuring economic justice agenda

Social Development Dimension

- At the heart of the economic development is the person & people
- Investing into the lives of people by enhancing social capital
- Ensuring the self worth of every one in the collective enterprise
- Enhance adult learning through Community Learning Centres
- Building the capability of every person especially in the digital economy/ e-commerce to link the producers & consumers
- Investing in the lives of children, youth and women
- Strengthen participatory process & people direct involvement

Impact of Social dimension

ORGANISATIONAL LEVEL

- Fostering a culture of mutual respect by recognising the worth of every person

INDIVIDUAL LEVEL

- Building self confidence and self worth
- Building financial literacy
- Building capability in digital literacy

Impact of social dimension

COMMUNITY LEVEL

- The collective enterprise must impact the local community
- This could be through improving the overall quality of life of the people in the village/ neighbourhood
- Through jobs created
- Through public advocacy and networking with local government to improve delivery of services & local infrastructure

Environmental Dimension

- This dimension of very neglected agenda in most organisations & enterprises except for those who are directly involved
- Adopting a holistic sustainability framework must have as a key agenda environmental protection & conservation
- Adopting agricultural approaches which are more friendly to the land such as organic
- Protection of the forest, bio diversity & animals
- Community forestry & advocacy for the rights of indigenous people for access, guardianship & even community ownership/ stewardship/ trustee principles

ORGANISATIONAL/ENTERPRISE LEVEL

- What policies does the organisation adopt within its organisation on conservation?
- For example use of electricity, water, paper, mode of travel and carbon footprints
- How it manages its own waste
- What direct environment projects?
Example working with indigenous people, or tree plants,

INDIVIDUAL LEVEL

- There are lifestyle issues in conservation
- Personal approach for conservation (use of water & energy)
- Responsible use and avoid wastage
- Pro active in not using plastic and commitment towards recycling & waste management

Impact of environmental dimension

COMMUNITY LEVEL

- What visible change can we see in the local community – trees, public open green space, public fields and common places etc
- Community waste management & recycling for compost and cash.
- Community managed rivers and urban drains/ water ways in cities & town
- Fostering a community spirit for collective action in conservation & preservation
- Awareness, nature walks etc
- Networking & building solidarity with forest based community

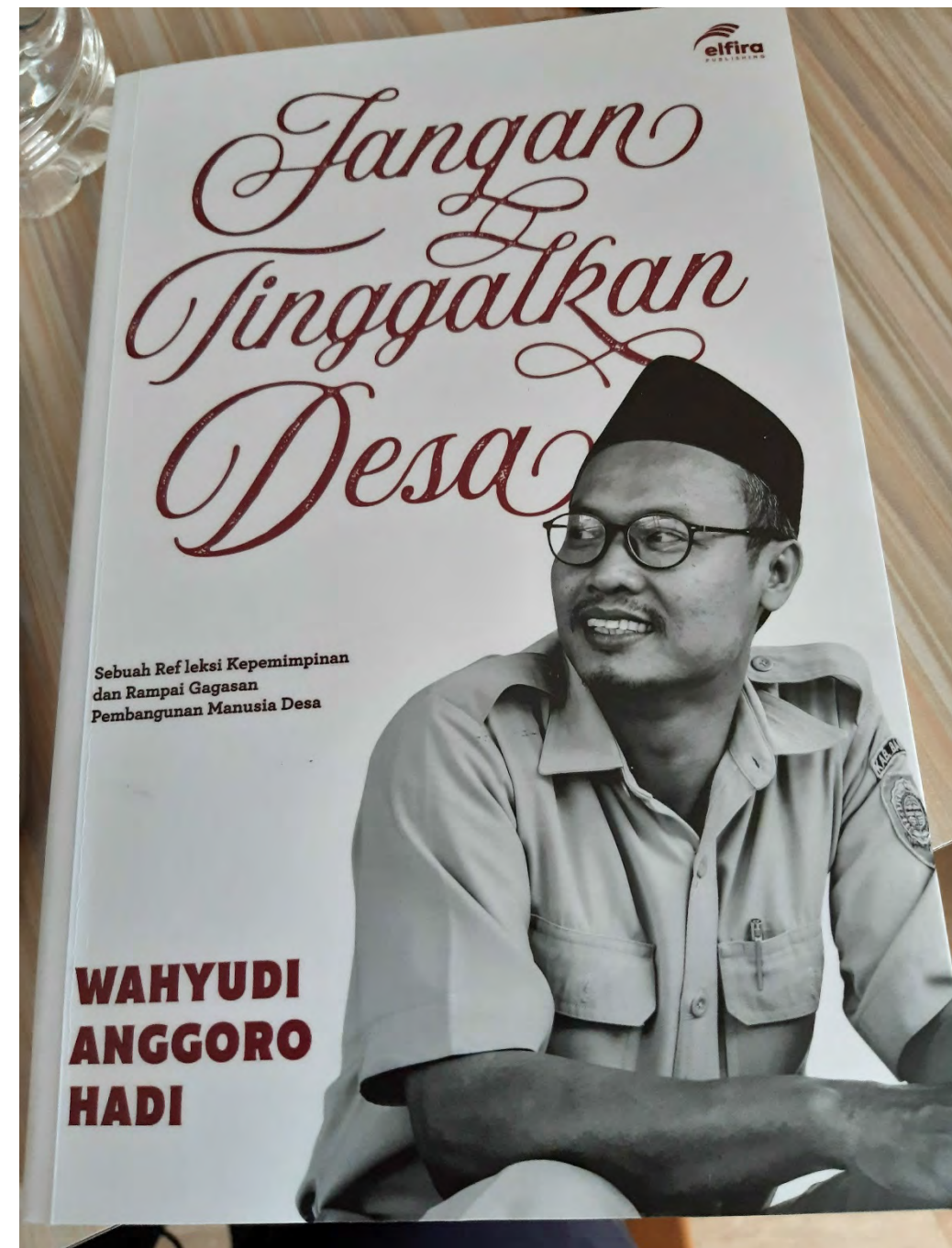
A case study to Illustrate

Based on a field visit to

The village of Panggungharjo, Yogyakarta, Indonesia

Reversing urbanisation

- Pak Wahyudi's call don't leave the village or rural area. It also mean don't neglect the rural.
- The neglect of the rural is impacting food security issues, over crowding in cities, urban poverty & inequality, break down of the community
- Revitalisation of the rural and the rural economy will improve quality of life, protect the environment as well as ensure food security
- Innovation & quality of life are key



Project 1: Waste Management: KUPAS

- A service to 1, 700 families
- Employment to 26 people
- Environmental friendly
- Income generation
- From Waste to Gold
- Providing dignity to work not garbage collectors but recycling & pro environment workers



Project 2: Traditional Medicine

- Listed as a Green House, making of traditional medicine
- Based on local/traditional knowledge which is now manufactured & commercialised
- Good packaging



Project 3: Community Restaurant

- Biggest project
- 48 staff employed
- 500 customers per day
- Family, community oriented traditional restaurant
- Expansion projects: Home stay, handcraft sales, seminar rooms



Lesson 1 - LOCAL LEADERSHIP

- Democratically elected
- Accountable to local people in the neighbourhood community
- Visionary
- Inclusive
- Consultative
- Humble
- Inspirational
- Heart for the community



Lesson 2- COMMUNITY CONSENSUS

- Local community in the neighbourhood (not an NGO driven)
- Brining benefit to a sizable section of the local population
- Direct involvement in decision making and active participation in the community based business initiatives



Lesson 3 Capable staff @ Management level

- Capability
- Compassionate
- Team builder



Lesson 4 : Branding

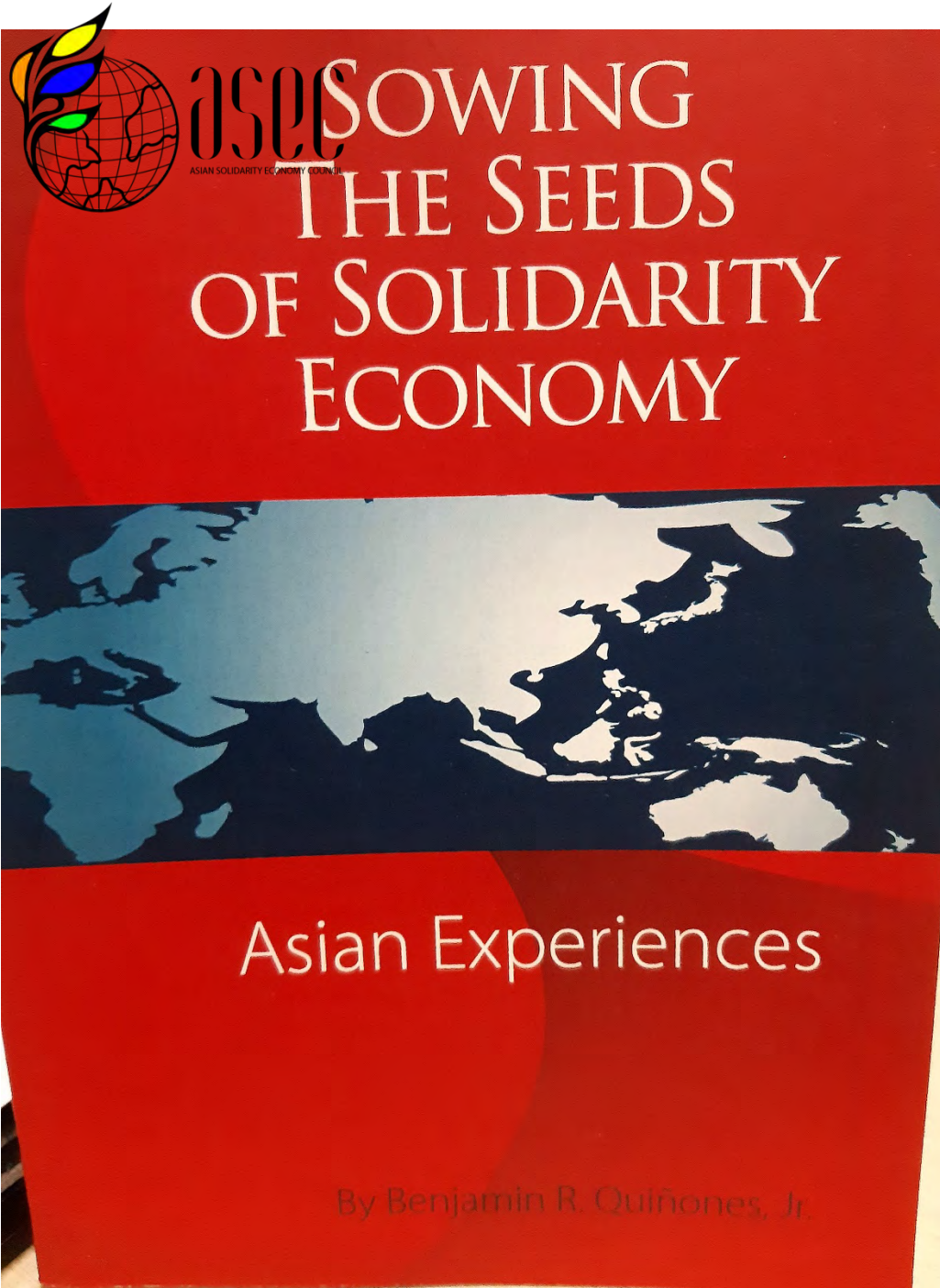
- Marking & branding is key
- Here these local products are being branded as Local village and environmental friendly



Lesson 5 : Favourable Policy environment

- Theme of state and community
 - Democratisation of local-level politics and village institutions
 - Indonesian Government Policy : “Self-sufficient village”
 - Local leadership
 - Collective community identification of problems & finding solutions
- Village autonomy principle - to make their own decisions
 - the spirit of self-reliance
 - The village should be entrusted to take care of itself within the village governance unit
 - Village governance in Indonesia was the role of self-help funds and mutual cooperation.
 - Social capital & financial capital

Some Resource Materials



- By Dr Ben and it's a collection of the discussion on SE at the Manila gathering in 2007
- Captures the emerging alternative Asian models
- Published in 2012



Developments In Solidarity Economy In

Asia

Edited by
Denison Jayasooria

- Edited by Denison Jayasooria of the KL ASEC Forum in 2011
- Captures the SSE movement around the world with a focus on Asia2013
- Published in



Fostering An Asean Community Through Solidarity-based Community Enterprises

Edited by
Denison Jayasooria,
Benjamin Quinones, Jr. &
Saifuddin Abdullah

Asian Solidarity Economy Council, Global Movement of Moderates
& Institute of Ethnic Studies (KITA), Universiti Kebangsaan Malaysia

- Edited by Denison, Ben & saifuddin
- Captures the discussion in KL during the ASEAN Summit in 2015
- A call to impact Asean policy on One Asean Community using SSE model
- Published in 2015



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AUTHOR OF THE NEW YORK TIMES BESTSELLER
BANKER TO THE POOR

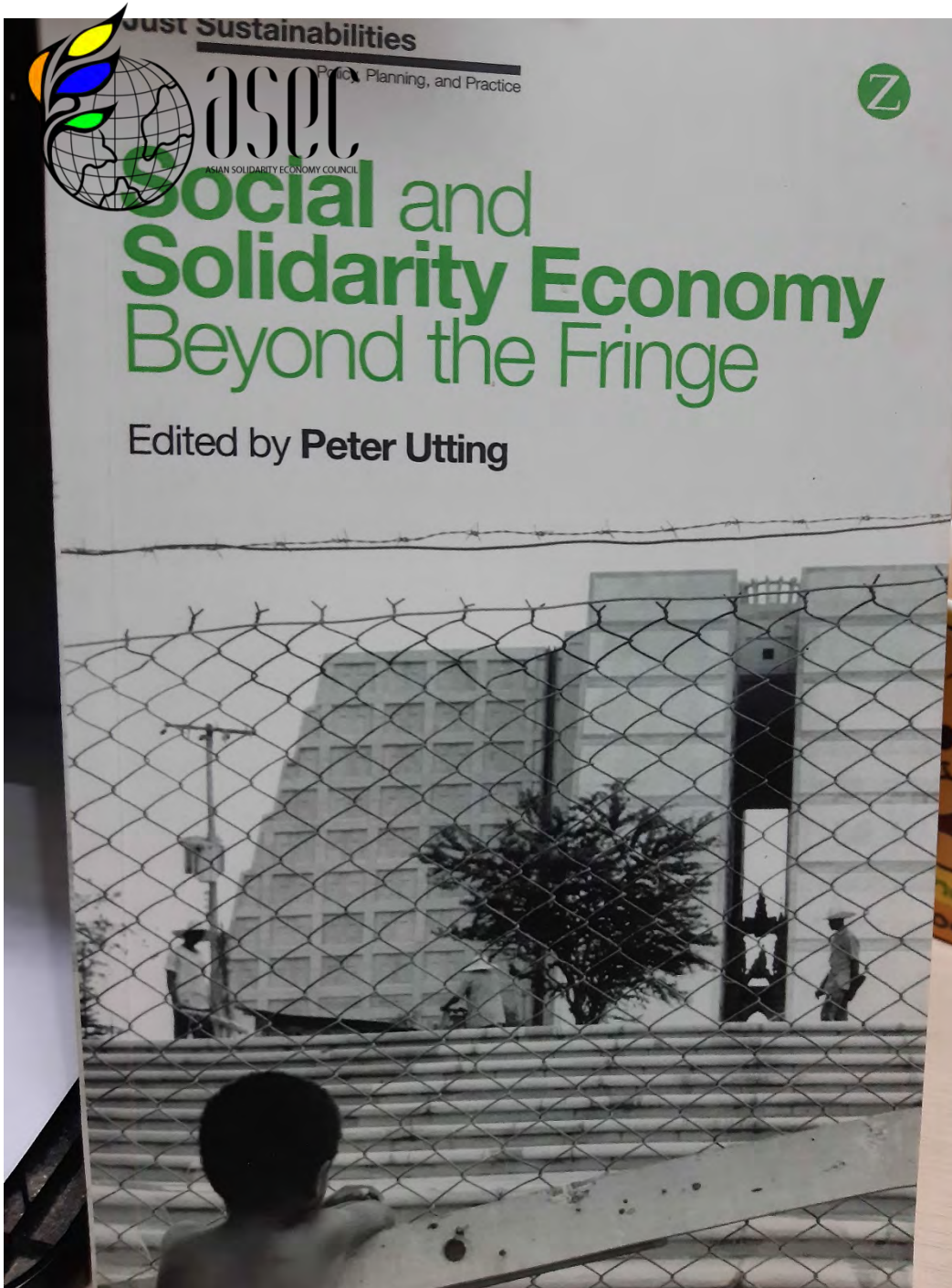
MUHAMMAD YUNUS



— BUILDING — SOCIAL BUSINESS

The New Kind of Capitalism that Serves
Humanity's Most Pressing Needs

- Prof Moh Yunis book is helpful on setting up 'social business'.
- He calls as a new form of capitalism - selflessness of people
- A business model dedicated to solving social, economic & environmental problems
- Published in 2010



- Edited by Peter Utting (former UNRISD director)
- Provides a comprehensive historical & theory of SSE overview with chapters on collective action & solidarity in practice
- Published in 2015

Conclusion

- The 5 dimensions are like a mirror to review our current work and to distinguish to contemporary market drive economic models
- We can see our application of the 5 dimensions as a journey where we might be strong in some but weak in others.
- However the self evaluation is important so as to capture the spirit of SSE
- In SSE the solidarity or community dimension is strong as opposed to an individual approach
- This aspect of collective socio-economic action for the common good which will foster greater social cohesion in addressing inequality.
- This dimension is in all our cultures & spiritual traditions. Our role in to recapture so as to foster change & transformation for all.



[ASEC SSE Academy] Session 3 : SSE dimensions no. 3, 4, 5 by Datuk Dr Denison Jayasooria

<https://youtu.be/A813oSvMM4U>



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