

MALAYSIA SOCIAL ENTREPRENEURSHIP BLUEPRINT 2030



MINISTRY OF ENTREPRENEUR
DEVELOPMENT AND COOPERATIVES



DKN
2030
Dasar Keusahawanan Nasional
"Negara Keusahawanan Unggul 2030"



“Vibrant Geometry” has been chosen as the design concept for this blueprint document as it represents the vibrancy of the social entrepreneurship community. The various shapes, sizes and colours symbolise how social entrepreneurs, their beneficiaries and enablers come together in their own unique ways, joining forces for well-being, sustainability and unity.



It is the Government's intention to spur the country's economic development in the spirit of

“Keluarga Malaysia”,
of achieving high growth rates that is
sustainable, holistic
and inclusive, *with*
no one left behind.



YAB DATO' SRI ISMAIL SABRI BIN YAAKOB
PRIME MINISTER

Foreword

In an increasingly interconnected and complex world, the challenges Malaysia has to face are not ones that can be easily compartmentalised and resolved by just the public, private or social sectors alone. Besides, the Government realises the need to distant from the common mould and enhance our country's economic growth through diverse means in order to achieve our aspiration of becoming a developed nation.

For that purpose, social enterprise can play an important role in meeting fundamental societal needs and fostering social cohesion while delivering a more inclusive and sustainable economic growth. Although the activities of social entrepreneurship in itself are not new, the evolution and framing of its concept is gradually gaining traction here in Malaysia.

As aspired by the Twelfth Malaysia Plan (Twelfth Plan), it is the Government's intention to spur the country's economic development in the spirit of "Keluarga Malaysia", of achieving high growth rates that is sustainable, holistic and inclusive, with no one left behind.

Further supported by the strategies and initiatives in the National Entrepreneurship Policy 2030 (NEP2030), Malaysia is on track towards becoming an outstanding entrepreneurial nation by 2030.

The entrepreneurial programmes in NEP2030 includes a component for developing an inclusive society through social entrepreneurship. This is also aligned to the objectives of the Shared Prosperity Vision 2030 (SPV2030) of achieving sustainable growth along with fair and equitable distribution across income groups, ethnicities, regions and supply chains, whilst reaching out to those who are less fortunate or marginalised from society and giving attention to the conservation of environment.

This SEMy2030 lays the foundation to create an ideal social entrepreneurship ecosystem in Malaysia, an environment in which social enterprises can thrive. I hope this blueprint will help steer Malaysia's social entrepreneurship towards growth and development and encourage more people to become social entrepreneurs.

In closing, this policy on social entrepreneurship could not have come at a better time, as the Government believes that social entrepreneurship is “not just a business” but a business that involves doing good to people and the environment.

I believe generating social impact through an entrepreneurial approach will help boost not just Malaysia’s economy but also social and environmental aspects, of instilling good values while at the same time making a positive difference in the lives of the rakyat.



YAB DATO' SRI ISMAIL SABRI
BIN YAAKOB
PRIME MINISTER



Preamble

Social entrepreneurship is a key agenda for the Ministry of Entrepreneur Development and Cooperatives. Although still a growing sector in Malaysia, we recognise that social enterprise have the potential to create great positive socioeconomic impact or contribute to the environmental well-being of the nation, while at the same time remaining as profitable business ventures.

As such, in its role of spearheading the development of Malaysia's social enterprise, the Ministry has developed the Malaysia Social Entrepreneurship Blueprint 2030 (SEMy2030) which is designed to create a cohesive and holistic ecosystem supportive of the growth of social entrepreneurship in the country.

With the proper ecosystem in place, social entrepreneurs will have a clearer vision of accomplishing their business missions, thus systemically achieving more impactful and sustainable business models.

This Blueprint serves as an extension of the SPV2030, NEP2030 and Twelfth Malaysia Plan. Therefore Ministry of Entrepreneur Development and Cooperatives is committed to ensuring social entrepreneurship becomes a success in Malaysia.

Consisting of five Strategic Thrusts, 20 Strategies and 45 Initiatives, this document will set the stage for the rise of social entrepreneurs, provide the right support to social entrepreneurs at all

levels and encourage greater development of social entrepreneurship.

We hope that by having SEMy2030 together with continuous support from the Government, Malaysia becomes a nation that achieves greater social good through its businesses who operate not only in pursuit of profits, but with the ultimate aim of contributing back to society and the environment.



YB TAN SRI NOH BIN HAJI OMAR
MINISTER OF ENTREPRENEUR
DEVELOPMENT AND COOPERATIVES



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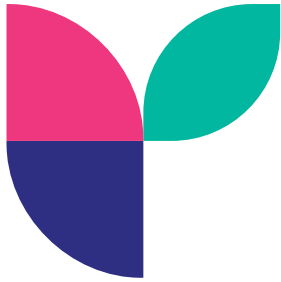
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SOCIAL INCLUSION AND EDUCATION FOR ALL

Prescribed Purposes for Social Enterprise

EXECUTIVE SUMMARY

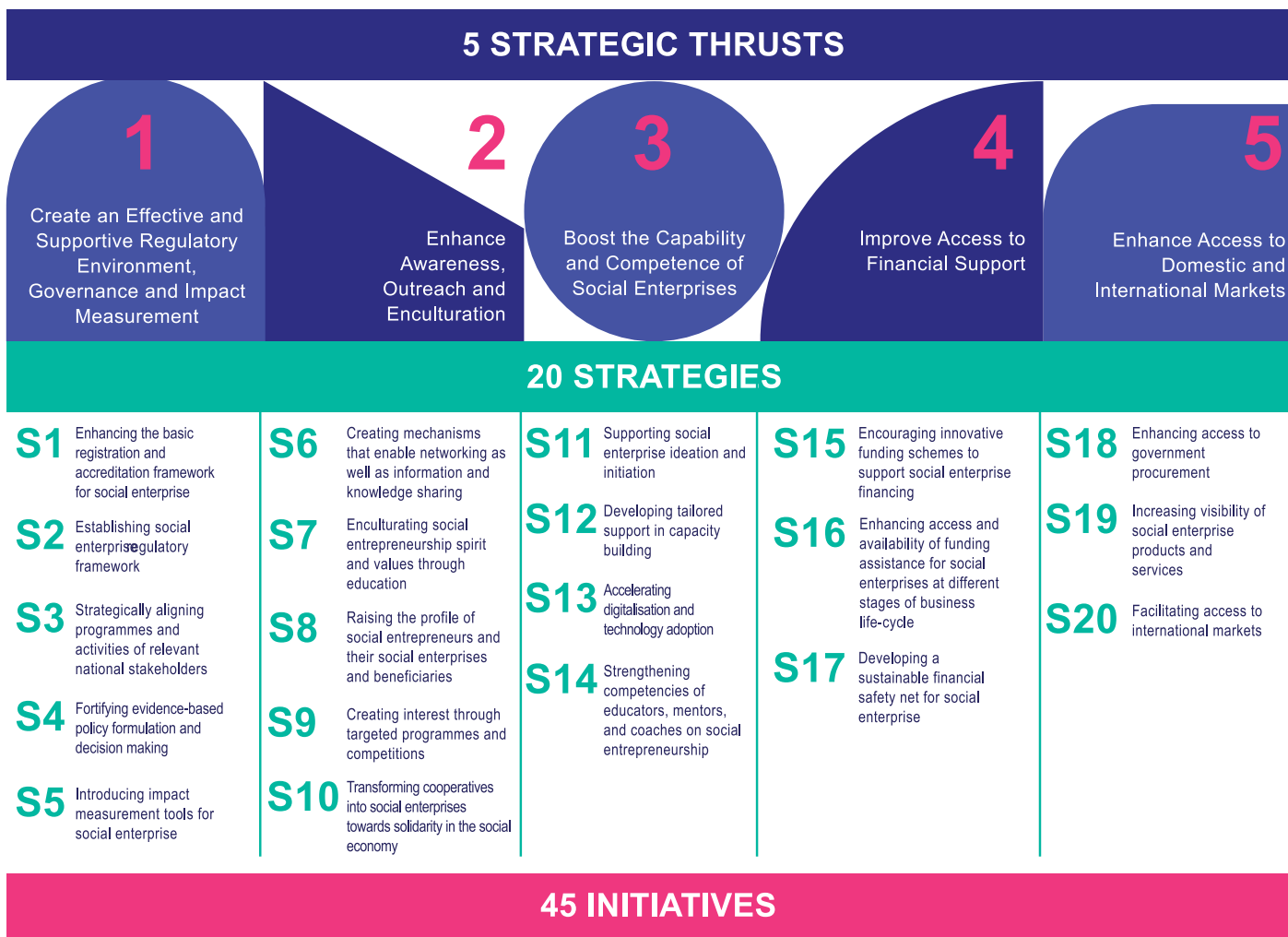


The Malaysia Social Entrepreneurship Blueprint 2030 (SEMy2030) with the theme “**Mainstreaming Social Enterprise, Normalising Social Impact**” sets the new direction for the development of social entrepreneurship in Malaysia. It aims to mainstream social enterprise as an effective contributor to the country’s inclusive, balanced and sustainable socioeconomic development.

The five objectives of SEMy2030 are to:

- 1 Build a cohesive and holistic ecosystem for social entrepreneurship development in Malaysia
- 2 Create a critical mass of social entrepreneurs
- 3 Strengthen the capacity building and competitiveness of home-grown social enterprises
- 4 Mainstream social enterprise as effective contributor to national development
- 5 Enhance and normalize social enterprises to bring positive social and environmental impact

Towards realizing its objectives and policy targets, SEMy2030 has developed 5 strategic thrusts, 20 strategies and 45 initiatives.



Under this blueprint, social enterprise will become a significant contributor in developing a prosperous, inclusive and sustainable Malaysia by 2030.



SOCIAL EQUALITY AND HEALTH FOR ALL
Prescribed Purposes for Social Enterprise

1

CHAPTER 1 INTRODUCTION

INTRODUCTION

Despite long standing efforts at national and international levels to solve social problems, social issues are compounding and governments are under continuous pressure to assist the poor, marginalised and vulnerable groups.

Given this scenario, the concept of generating social impact through entrepreneurship is gradually emerging as an important element of economic growth and inclusion.



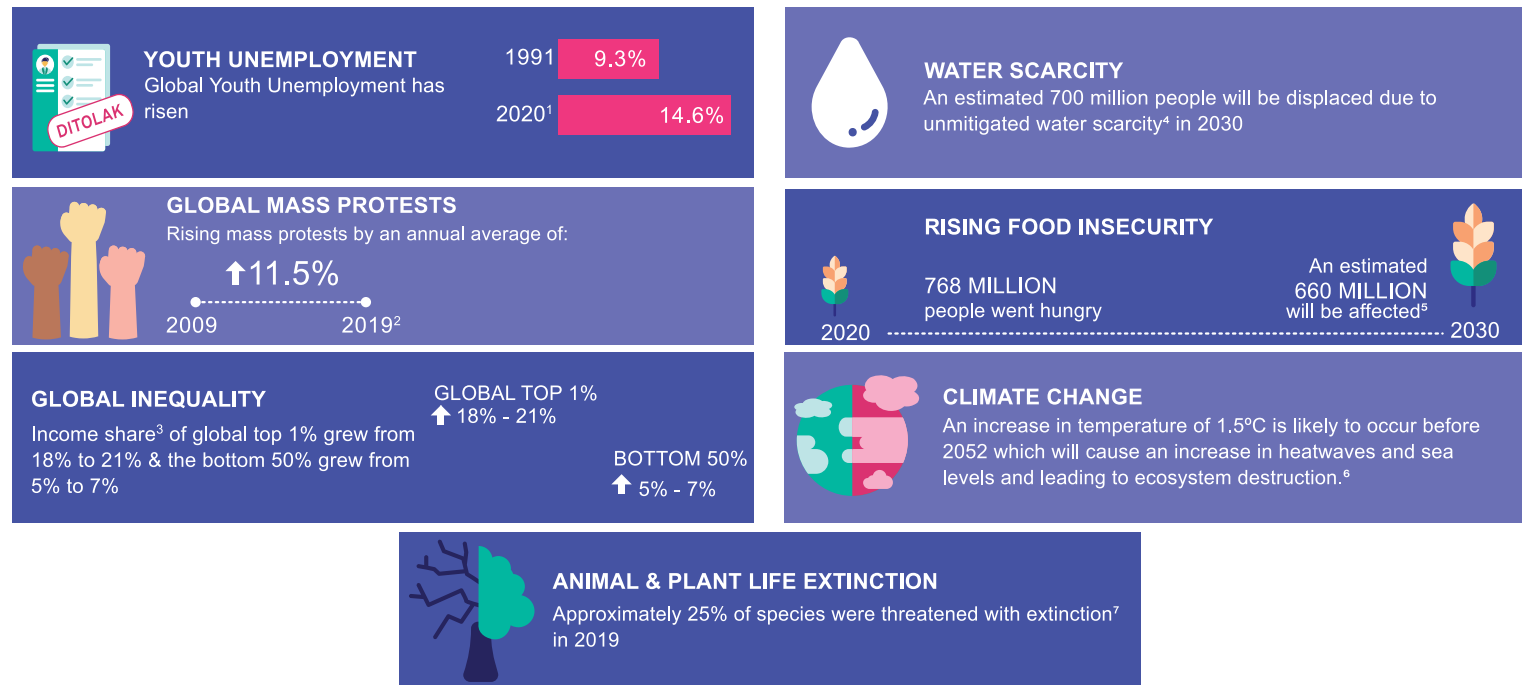


“Social issues are compounding and governments are under continuous pressure to assist the poor, marginalised and vulnerable groups.”

Statistics from around the world have already shown recurring and relevant global social issues that are significantly influencing

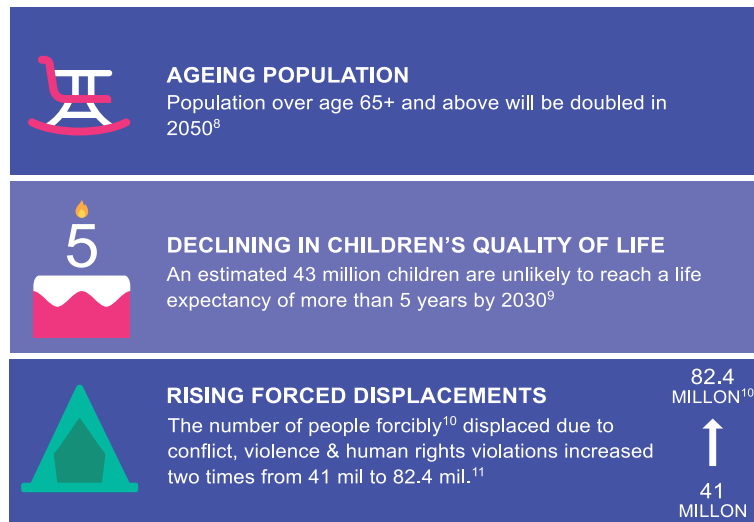
people's quality of life and negatively affecting the operations of all business entities.

Pressing Global Issues That Are Causing Adverse Impacts To Society And The Environment.



Traditionally, solving social and environmental problems were primarily led by governments, development agencies and philanthropic institutions.

However, over the years there have been increasing cooperation and coordination among individuals, start-up companies, entrepreneurs and the government in addressing issues that influence both people and the environment.



- 1 ILO(2021): World Employment and Social Outlook.
 - 2 CSIS (2020): The Age of Mass Protest.
 - 3 [wir2022.wid.world/methodology](#) and Chancel and Piketty (2021). For the period of 1980-2020.
 - 4 UN (2020): The Sustainable Development Goals Report.
 - 5 FAO, IFAD, UNICEF, WFP and WHO (2021): The State of Food Security and Nutrition in the World 2021.
 - 6 IPCC (2018): Global Warming of 1.5°C.
 - 7 IPBES (2019): Global Assessment Report of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services.
 - 8 UN (2019): World Population Prospects.
 - 9 United Nations Inter-agency Group for Child Mortality Estimation (2021): Levels & Trends in Child Mortality.
 - 10 Consist of internally displaced people, refugees and asylum-seekers.
 - 11 UNHCR (2020): Global Trends, Forced Displacement in 2020.
- Meningkat 2x berdasarkan sedekad yang lalu.



1.1 THE RISE OF SOCIAL ENTREPRENEURSHIP

Social entrepreneurship is rising in popularity and gaining more importance. It has gained greater visibility and recognition for contributing resources to address social and environmental problems whilst at the same time addressing economic issues.

Social entrepreneurship finds ways, measures or setting up entrepreneurial tactics in order to provide systemic solutions to social and environmental problems. Social entrepreneurship activities are consistent with the role of the public sector and Corporate Social Responsibility (CSR) initiatives.



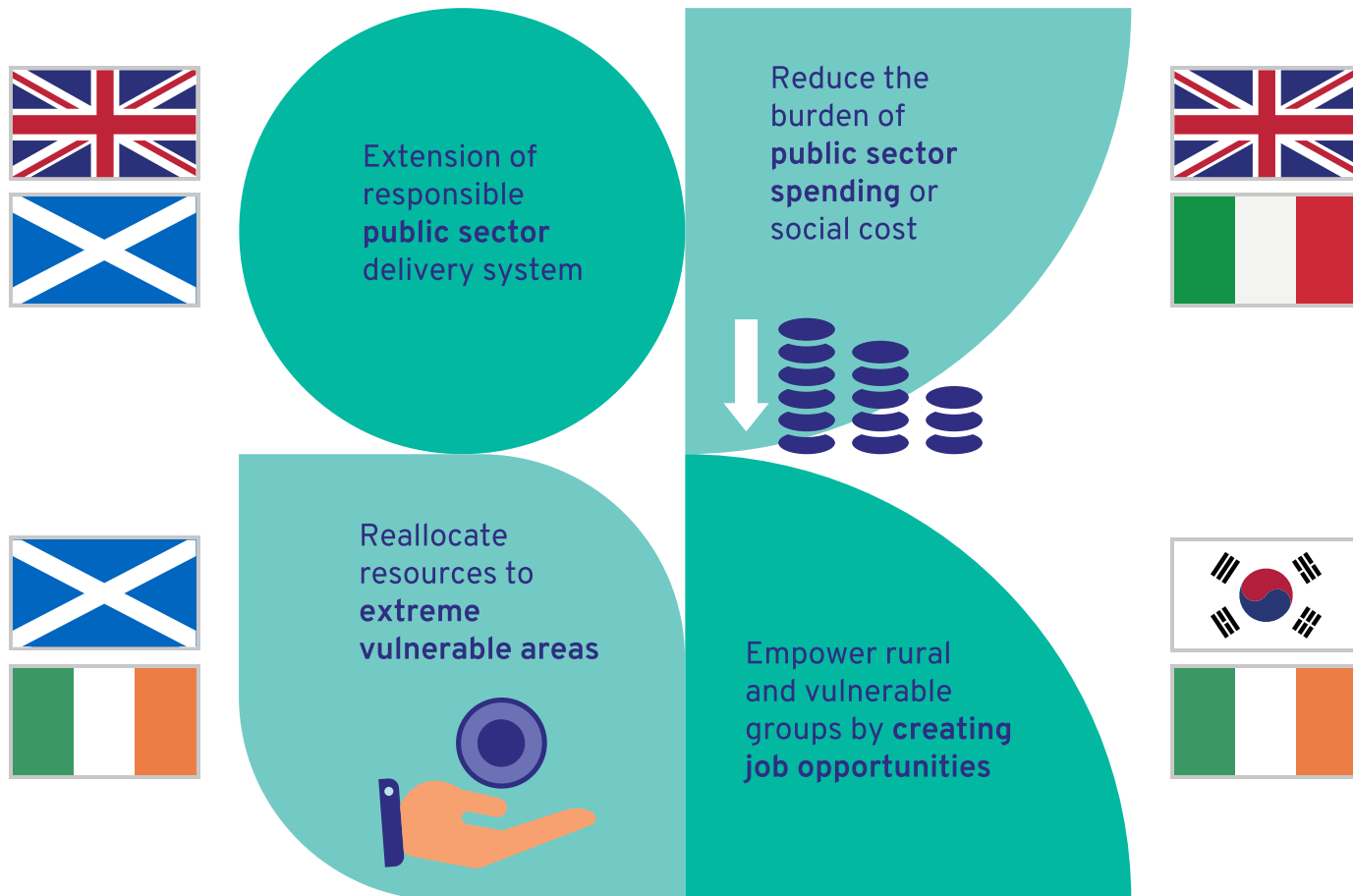
“Social entrepreneurship is rising in popularity and gaining more importance and it has gained greater visibility and recognition for contributing resources to address social and environmental problems.”

1.2 SUPPORT BY GOVERNMENTS ACROSS THE WORLD



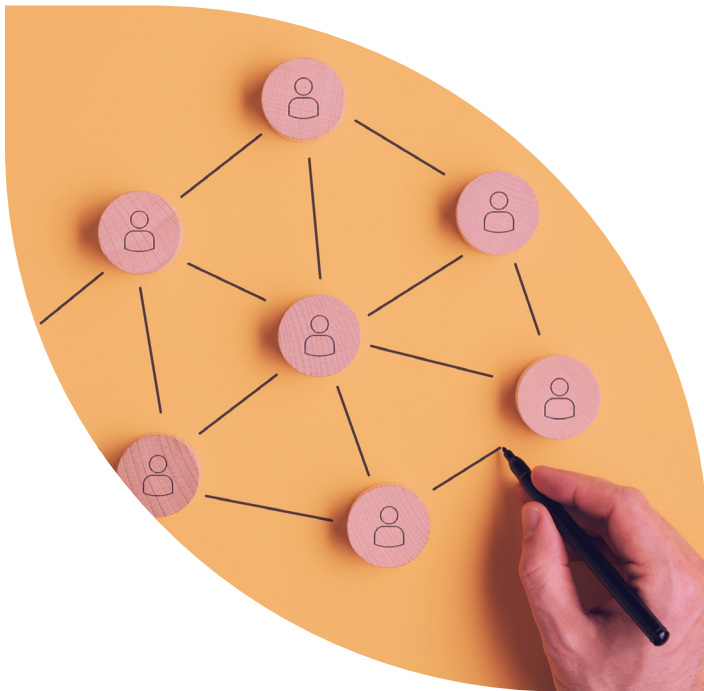
Globally, social enterprises are recognised by governments as their allies in identifying and adequately addressing the needs of different target groups. In other words, social enterprises are directly assisting governments in reaching out to those that are left behind and often not covered by any public sector programme.

Examples Of Governments' Rationale For Supporting Social Enterprise



(Sources: World Bank: Comparative Review of Policy Frameworks and Tools (2017); UK Department for Business Innovation & Skills (2011); Ireland National Social Enterprise Action Plan 2019-2022; Scotland Social Enterprise Action plan 2021-2024; KoSEA: Korea Social Economy)

In the pursuit of building an ideal landscape of social entrepreneurship, many countries have demonstrated the importance of co-constructing enablers with the public and private sectors to develop social entrepreneurship for the social economy sector.



There are six factors identified to support social entrepreneurship:

- 1 Central agency for info-structure and regulatory infrastructure
- 2 Programmes for capacity building
- 3 Market development and access
- 4 Partnership for risk-sharing between the public and private sector.
- 5 Impact measurement and evaluation tools
- 6 Regional and international collaborations

The following shows examples of initiatives by both the public and private sectors in building the ecosystem and landscape for social entrepreneurship.

1

CENTRAL AGENCY FOR INFO-STRUCTURE AND REGULATORY INFRASTRUCTURE



Republic of Korea

Korea Social Enterprise Promotion Agency (KoSEA)

Promotes social enterprise and social entrepreneurship under the Social Enterprise Promotion Act 2007.



United Kingdom

Provides a legal entity for social enterprise under the Community Interest Company Regulation 2005.



Singapore

Singapore Centre for Social Enterprise (raiSE)

Builds the ecosystem for social entrepreneurship in Singapore



2 PROGRAMMES FOR CAPACITY BUILDING



Republic of Korea

KoSEA Retired Seniors Programme

Brings retired seniors with expert business management skills to serve as consultants and mentors for social enterprises.



Portugal

Portugal Inovação Social

Provides initiative to facilitate social enterprises' access to tailored programmes in areas such as:

- Financial management
- Business model
- Impact measurement
- Leadership and governance

3 MARKET DEVELOPMENT AND ACCESS



United Kingdom

Social Value Act and Procurement Policy Note 06/20

Encourages social value in its public procurement contracts. A percentage weighting for social value is accounted for in awarding public procurement contracts.



Republic of Korea

Public Procurement Service (PPS)

Provides preference to social enterprises by granting additional points for bidding and contracting.



The Netherlands

Social Impact Factory (SIF)

Provides business support structure for social enterprise and market access by connecting social enterprise and society, private sector and the public sector.



Poland

ES Fund Tise

Advocates the usage of less rigid procedures amongst government agencies' public procurement and financial schemes.



4 PARTNERSHIPS FOR RISK-SHARING BETWEEN THE PUBLIC AND PRIVATE SECTOR



United Kingdom

Social Impact Bond (SIB)

Brings together the public and private sectors (social or impact investors) to solve specific problems. The private sector invests in the project, and it is executed by the social enterprise. Then the investor receives payments from the government based on the result achieved by the end of the project.



Italy

JEREMIE Sicily

Establishes a Guarantee Fund that helps social enterprises and Micro, Small and Medium Enterprises (MSMEs) access to credit.



Portugal

Portugal Inovação Social

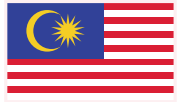
Develops the Social Innovation Fund to provide guarantees to co-investors, thereby improving social enterprises' risk profiles in sourcing for financing.



Germany

Financing Agency for Social Entrepreneurship (FASE)

Promotes the creation of impact-investment pipelines for impact investors and investment-ready social enterprises.



Malaysia

**Cooperative Societies
(Cooperative Societies
Emergency Aid Fund)
Regulations 2010 and
Malaysia Cooperative
Societies Commission
(Central Liquidity Fund)
Regulations 2010**

Provides an aid fund for
cooperatives and liquidity
support through a loan system
during times of emergency.



5 IMPACT MEASUREMENT AND EVALUATION



United Kingdom

Social Value UK

Promotes the use of Social Return on Investment (SROI) framework. The framework measures the social, environmental and economic impact by assigning a monetary value.



United States of America

Robert Enterprise Development Fund (REDF)

6 REGIONAL AND INTERNATIONAL COLLABORATIONS



Portugal

Portugal Inovação Social

The Portugal Social Innovation Initiative was created with the European Commission as part of the programming for Portugal 2020 aiming at financing specific social innovation and social entrepreneurship intervention initiatives to stimulate social entrepreneurship and promote social investments in Portugal.



Global

Catalyst 2030

Promotes the global movement of social entrepreneurs and social innovators towards realising the Sustainable Development Goals 2030.

1.3 CONCLUSION

In conclusion, there is evidence that the global social entrepreneurship movement is rising to address the compounding social and environmental challenges. The movement is supported by a multi-stakeholder group which includes the public and private sector as well as society.

In Malaysia, the social entrepreneurship movement is also gaining prominence, which needs to be recognised by the Government and society at large for its growing contribution to nation building.





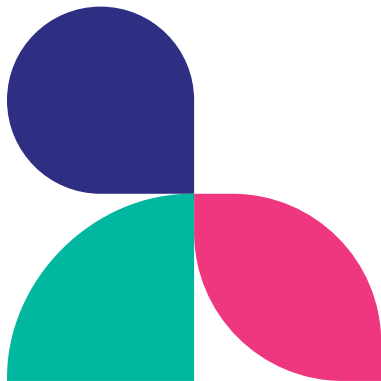
PROTECT VICTIMS OF VIOLENCE
Prescribed Purposes for Social Enterprise

2

CHAPTER 2 SOCIAL ENTREPRENEURSHIP IN MALAYSIA

SOCIAL ENTREPRENEURSHIP IN MALAYSIA

In the past, there have been transformational forces that have exacerbated social and environmental challenges. These social and environmental challenges have an impact on the granular level of society, commerce, governments and have been influencing the development of social entrepreneurship in Malaysia. These have propelled social entrepreneurs to develop business models that provide innovative solutions to the challenges.



Factors Influencing the Development of Social Entrepreneurship in Malaysia

DEMOGRAPHIC CHANGES AND URBANISATION

AGEING POPULATION

The care for the elderly. The population aged 60 years and over is expected to increase to 15% of the total population¹³



INCOME INEQUALITY

From 2009 to 2019, the income gap between the bottom 40% (B40) and the highest 20% (T20) has widened and is growing at a compounded annual growth rate (CAGR) of 6%¹⁴.



CLIMATE CHANGE AND RESOURCE CONSTRAINT

RISING NUMBER OF NATURAL DISASTERS

The number of flood incidences have increased by 255%¹⁷ in the past decade.



COMPROMISED WATER SOURCES

In 2017, 258 (54%) of the 477 rivers were polluted. Between 2008 and 2017, the percentage of clean rivers decreased from 58% to 46%¹⁸.



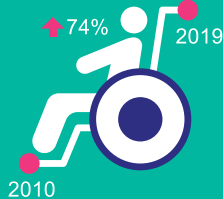
UNSUSTAINABLE FOOD PRODUCTION

High dependence on food imports makes Malaysia very vulnerable to rising global food prices and affects the country's food security¹⁹.



PERSONS WITH DISABILITIES

The number of registered persons with disabilities (PWDs) has increased by 74% from 2009 to 2019¹⁵



UNEMPLOYMENT

The unemployment rate has risen.

3.1% → 4.5%¹⁵



POVERTY LEVELS

The incidence of relative poverty in Malaysia has increased to 16.2% from 2014 to 2019.



- 12 DOSM (2021): Current Population Estimates. 15% of total population in 2030.
- 13 DOSM (2019): Household Income dan Basic Amenities Survey
- 14 Report. JKM (2010-2019): Annual Statistic
- 15 Report. DOSM: (2010-2020): Labour Force Statistics, Malaysia. The rise in unemployment rate has been exacerbated by the COVID-19 pandemic.
- 16 DOSM (2020): Household Income Estimates and Incidence of Poverty.
- 17 DOSM (2010,2020): Compendium of Environment Statistics. Pada tempoh 2011 hingga 2020.
- 18 DOE (2017): River Water Quality – Environment Quality Report. Pada tempoh 2008 hingga 2017.
- 19 MAFI (2019): Agrofood Statistics.

2.1 SOCIAL ENTREPRENEURSHIP LANDSCAPE IN MALAYSIA

The concept of social entrepreneurship may be relatively new amongst the society in Malaysia. In reality, social entrepreneurship has been in Malaysia since 1922 when the Co-operatives Societies Enactment was gazetted (The Cooperatives Societies Enactment 1922 [FMS Cap.97 If 1935])

Today, social entrepreneurship takes many institutional forms to operationalise its economic activities such as cooperatives, charities, community organisations and enterprises. Over this past decade, interest in social entrepreneurship has started growing more and not just among entrepreneurs, but from academia as well as the private and public sector.

As cited in a 2018 report, The State of Social Enterprise in Malaysia by the British Council, it is estimated that there are 20,749 social enterprises in Malaysia consisting of 0.8% of MSMEs, 79% of cooperatives and 3.47% of NGOs.

Compared to over nine million business establishments in Malaysia, social enterprises make up approximately 0.2% of the establishments. Despite support from the Government, the Malaysian social entrepreneurship ecosystem is still at an infancy stage, unlike cooperatives and the rest of the ecosystem.

Chart 1 shows comparison of various entrepreneurship ecosystems and the key enablers for social enterprise, cooperatives and MSMEs.

	 Social Enterprises	 Cooperatives	 MSMEs
 Policies	✗	✓	✓
 Lead Agency	✗	✓	✓
 Regulatory Framework	✗	✓	✓
 Centralised Information	⌘	✓	✓
 Market Access	⌘	✓	✓
 Capacity Building	⌘	✓	✓
 Financial Infrastructure	✗	✓	✓
 Financial Safety Net	✗	✓	✓

Legend: ✓ Available ✗ Not Available ⌘ Fragmented

Chart 1: Comparison of various entrepreneurship ecosystems and the key enablers for social enterprise, cooperatives and MSMEs.

2.2 PAST AND PRESENT INITIATIVES

Agensi Inovasi Malaysia (AIM) was a statutory body set up by the Government in 2010 to be the primary driver behind Malaysia's push towards developing the innovation ecosystem in the country. As part of the development, focus was given to social innovation initiatives. Various activities were carried out and several Blueprints were developed. The agency was later dissolved in 2020 based on its 10-year mandate as a statutory body.

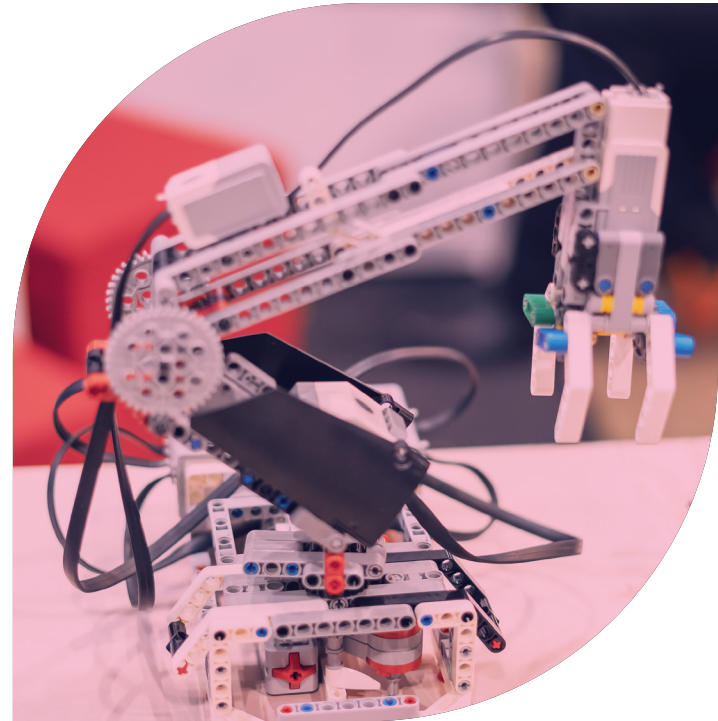
In 2014, the Malaysian Global Innovation and Creativity Centre (MaGIC) was established under the Ministry of Finance to develop impact driven technology start-ups and an inclusive social enterprise ecosystem. Towards realising that vision, MaGIC developed the Malaysian Social Enterprise Blueprint 2015-2018, with

the aim of making social entrepreneurship a self-sustaining, equitable and people centric sector.

In 2018, MaGIC was reassigned to the Ministry of Entrepreneur Development and Cooperatives. In line with the new focus, the National Social Enterprise Accreditation guidelines was developed in 2019 and implemented by MaGIC to drive social enterprises towards recognizing their businesses.

MaGIC was later transferred to the Ministry of Science, Technology and Innovation (MOSTI) in 2020, realigning its priority away from MSMEs in general to focus more on technology and technical based startups.

Today, Ministry of Entrepreneur Development and Cooperatives is the main Ministry that is leading the development and charting the way forward for social entrepreneurship in Malaysia. Towards recognising social entrepreneurship in Malaysia, the Ministry has developed the Social Enterprise Accreditation (SE.A) which provides certification of legitimate social enterprise status to help them access support and opportunities provided by the various Government Ministries and agencies. As of December 2021, 414 establishments have been registered as social enterprises under Ministry of Entrepreneur Development and Cooperatives and out of this 48 being accredited.



Agensi Inovasi
Malaysia



Focused on
social innovation

Developed
the national
innovation
strategy

2010

Key activities undertaken: -

- Social Innovation Blueprint
- Social Progress Assessment
- Social Impact Measurement
- Social Outcome Fund
- Social Finance Roadmap

Malaysia Global
Innovation and
Creativity Centre



Focused on
technology start-ups
and social innovators
including social
entrepreneurship.

Developed the
Malaysian Social
Enterprise Blueprint
2015-2018.

Chart 2 : Government initiatives in social entrepreneurship development.

2014 - 2019

Key activities undertaken: -

- Social Entrepreneurship Bootcamp
- Social Entrepreneurship Masterclass
- Social Enterprise Scale Up Programmes
- Social Enterprise Capacity Building Programmes
- Impact Driven Enterprise Accreditation
- Buy For Impact
- Pemangkin Usahawan Sosial Hebat (PUSH)

Kementerian
Pembangunan
Usahawan dan
Koperasi



Spearheading
the social
entrepreneurship
development in
Malaysia.

The development
of social
entrepreneurship
is made part
of the national
entrepreneurship
development
agenda.

TODAY

Key activities undertaken: -

1. Policies

- Social Enterprise Accreditation Guidelines (2019)
- Social Entrepreneurship Blueprint 2030 (SEMy2030)
- SE Development Committee

2. Programmes

- Basic Social Entrepreneurship Course
- Recovery Initiative for Social Enterprise (RISE)
- Social Enterprise Basic Scale Up Programme
- COOP Social Enterprise Programme

2.3 CONCLUSION

The government through its ministries and agencies have put in place various initiatives for social entrepreneurship in order to move it from its current nascent phase to subsequent stages.

Social entrepreneurship is still fragmented when compared to cooperatives and MSMEs, which already have established policies and regulations to enable market access and provide financial infrastructure support. These are prevalent issues and challenges that make the current social entrepreneurship ecosystem.

Therefore, in order to further develop social entrepreneurship in Malaysia, it requires the participation and support of society, private and public sectors. A cohesive and holistic social entrepreneurship ecosystem can effectively develop social entrepreneurs and social enterprise as well as help them achieve their purpose to address social and environmental issues.

“A cohesive and holistic social entrepreneurship ecosystem can effectively develop social entrepreneurs and social enterprise.”





AFFORDABLE HOUSING

Prescribed Purposes for Social Enterprise

3

CHAPTER 3 ISSUES & CHALLENGES

“There are many issues and challenges in developing social entrepreneurs in Malaysia.”



3.1 LACK OF UNDERSTANDING AND AWARENESS

Most social entrepreneurs operate within a spectrum of for-profit purposes and operational charity for social impact. Society, the private and public sectors have yet to understand what constitutes a social entrepreneur, social enterprise, and social entrepreneurship.

The idea of social entrepreneurship remains vague as there is still lack of awareness, outreach and clarity of what is social entrepreneurship.

This is especially noticeable in Sabah and Sarawak, where there is a perceptible lack of awareness of social enterprise and limited availability of social entrepreneurship programmes for capacity building or accreditation. This indicates that the existing touchpoints or outreach to social enterprise is not yet nationwide.

Without a distinct and clear framework for the registration of social enterprise, it is difficult to account for the actual number of social enterprises, measure their contribution to the economy and provide strategy or policy support for them.

3.2 NEED FOR LONG-TERM POLICIES AND DIRECTIONS

There is no formal policy or clearly defined long-term national objective by the Government that supports a coordinated development of social entrepreneurship in the country. The lack of systematic support is partially due to the absence of data to show the impact of social enterprises to their beneficiaries and society.

Paving the way for social entrepreneurship to grow, the Government introduced the Malaysian Social Enterprise Blueprint 2015-2018.

However, since its launch until December 2021, only 48 out of 414 registered enterprises have been accredited as a social enterprise. While numerous initiatives have been rolled out by other ministries, their focus has been mainly on creating social entrepreneurs and less on creating and enabling social entrepreneurship ecosystem.

Moreover, these initiatives were often short term and mostly relied on the development budgets of those ministries.

“The lack of systematic support is partially due to the absence of data to show the impact of social enterprises to their beneficiaries and society.”



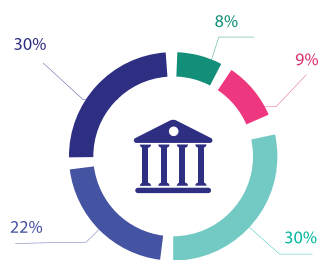
3.3 FRAGMENTED SOCIAL ENTREPRENEURSHIP ECOSYSTEM



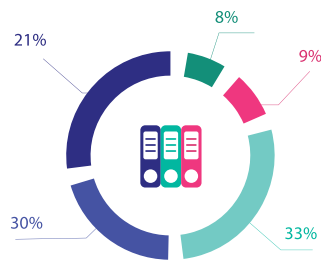
Currently, the social entrepreneurship ecosystem in Malaysia is fragmented due to inadequate coordination and information sharing amongst Ministries, agencies and the private sector intermediaries in delivering programmes for social entrepreneurs or social enterprises.

As such, despite having such initiatives, there are still areas that are deemed insufficient, namely access to financing, business support and market. In addition, there is no single point of contact to support social enterprise and relevant stakeholders.

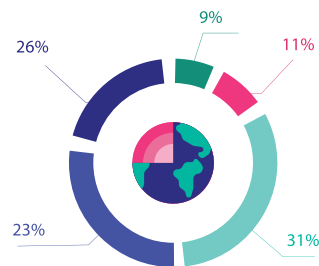
“There are still areas that are deemed insufficient, namely access to financing, business support and market.”



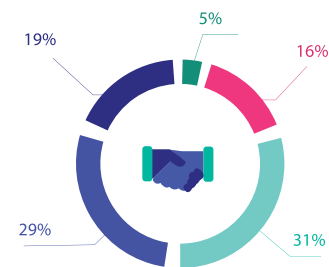
Financial Institutions & Initiatives



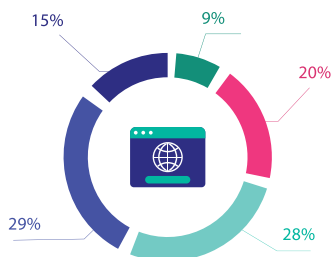
Business Support



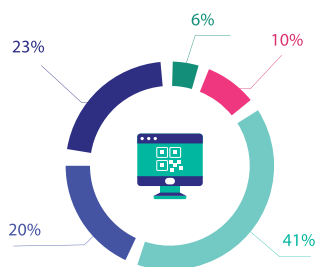
Market Access



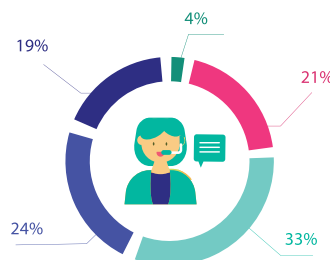
Partnership



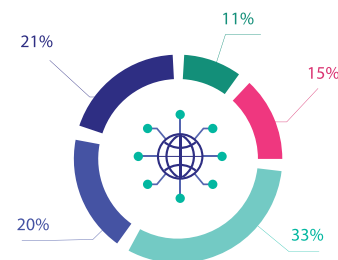
Information Hub



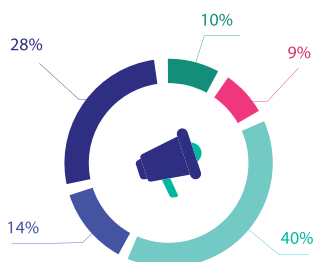
Technology & Innovation Adoption



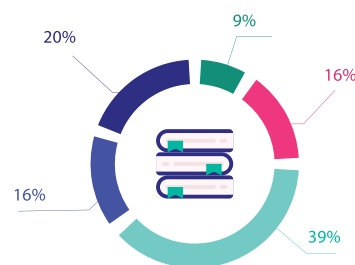
Mentorship



Networking Platforms



Awareness Initiatives



Training & Development

Source: Consultant Analysis

Insufficient
 Fairly Insufficient
 Neutral
 Sufficient
 Very Sufficient

Chart 3: Consensus of social enterprise on sufficiency of support provided to the ecosystem in Malaysia.

3.4 DIFFERING NEEDS OF SOCIAL ENTERPRISE THROUGHOUT BUSINESS LIFE CYCLES

Like traditional businesses, social enterprises go through various business life cycle stages, which begins with start-up, growth, expansion and maturity or decline.

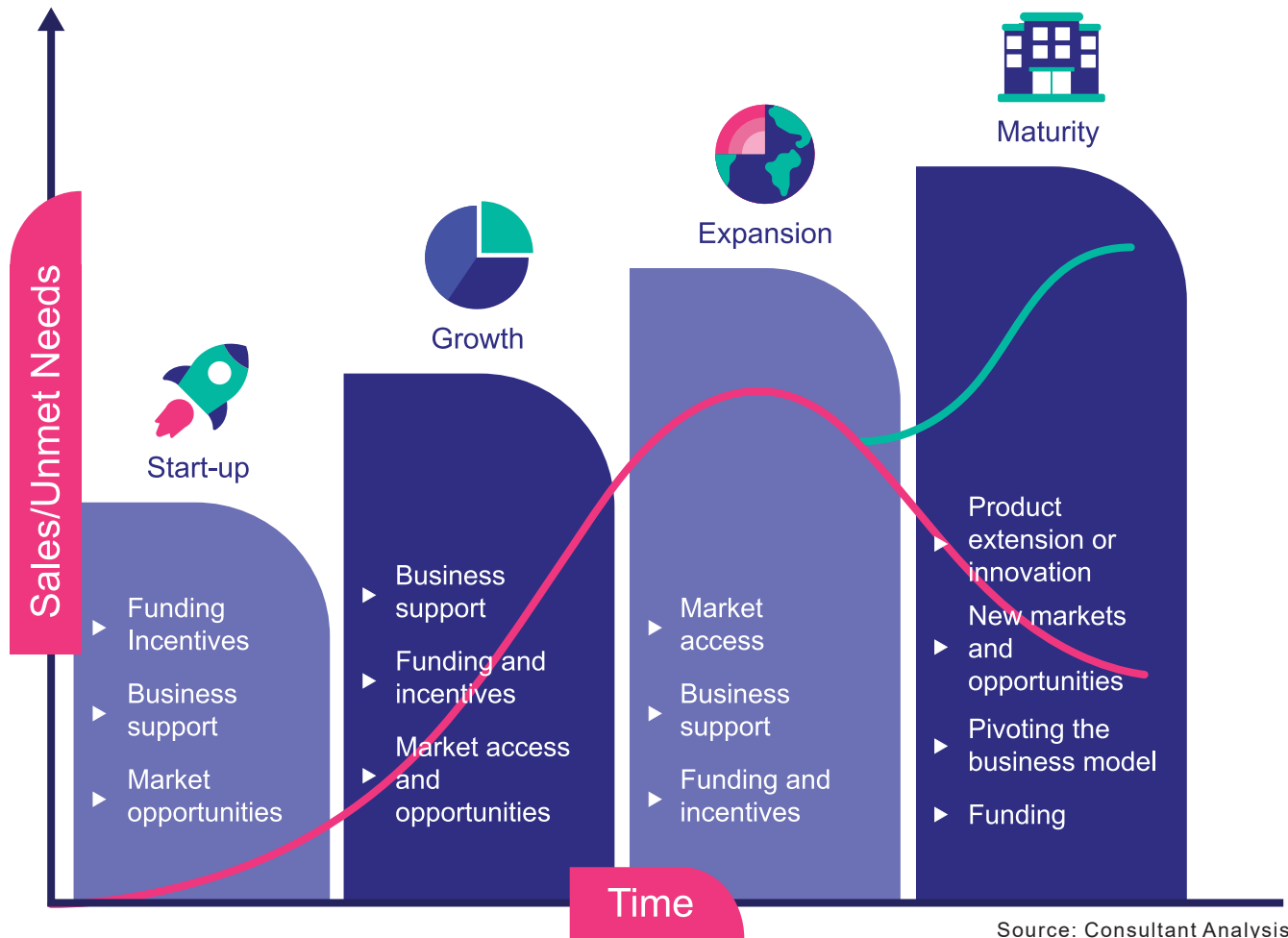
In the maturity stage or at the occurrence of a significant detrimental event, social enterprises are often required to reconsider pivoting their business model or to cease operations. Social enterprises that have reached the maturity stage, like those in the growth and expansion stages, often do not have the necessary support to pivot or find ways to sustain.

Currently, most social entrepreneurship activities in Malaysia are at the start-up stage. At this particular stage, social enterprises require support with specific financial tools,

targeted capacity building and facilitation in development of strategic partnerships. Apart from that, the needs of social enterprises in growth and expansion stages are often neglected.



Business Life Cycles



Legend: — Business life-cycle from start-up to decline. — Business life-cycle at the maturity stage, new markets and opportunities.

Chart 4 : Business Life Cycles.



Throughout the business life cycle, scalability or scale-up is an important factor for social enterprise sustainability. The scalable business model is essential to continue its purpose-driven activities to bring positive impact to its beneficiaries. The main reasons for the inability to scale-up are due to the lack of market capacity, technology adoption and the “know-how” for scaling up its business model.

“The main reasons for the inability to scale-up are due to the lack of market capacity, technology adoption and the “know-how” for scaling up its business model.”

3.5 INSUFFICIENT EXPERTISE AND KNOWLEDGE

Specific expertise and knowledge are very much needed in creating a sustainable business model. Globally, social enterprises are known to be purpose-driven to tackle social and environmental issues. Nevertheless, they must have a viable business model to conduct economic activities to support the purpose.

A social entrepreneur is always motivated by noble intentions. However, when help is sought from the government or the private sector and the public funds or incentives are granted, there should be accountability to the privileges by demonstrating a business model that is robust and dynamic.

The business model must clearly identify a sustainable source of income, product or services market-fit and a prudent management of the cost of operations to prove that the funds are utilised according to the objectives of social entrepreneurship.

More often than not, inadequate expertise and knowledge are the root causes of most social enterprises' inability to sustain.



3.6 LACK OF OUTCOMES AND IMPACT MEASURES

Presently, there is no data collection or consistency in the reporting of outcomes or impact of the activities undertaken by social enterprises including cooperatives. As such, there needs to be a standard measurement to gauge the impact on its beneficiaries. The current data collected are quantitative which includes the financial data (based on audited financial statements) - if available and the data collection will only be on jobs created or the number of beneficiaries of the social enterprise activities.

Impact measurement is an essential part of a social enterprise monitoring and reporting process. Having an impact measurement tool would mean an organisation or business would be able to make realistic plans and

objectives, monitor their businesses, and through the process learn and decide on how to improve their activities, prioritise decisions and consequently aid the social enterprise when getting funding assistance or financial support.

Impact measurement and reporting enables social enterprise stakeholders (such as policymakers, financial institutions, impact investors and foundations) who are interested in investing resources to make informed decisions.

The impact measurement tool is also fundamental in supporting the scalability and sustainability of a social enterprise business model. Without having a proper impact measurement system in place, there will be issues in identifying the progress or development of social entrepreneurship and its impact on society.



“Impact measurement and reporting enables social enterprise stakeholders who are interested in investing resources to make informed decisions.”

3.7 LOW ADOPTION OF TECHNOLOGY AND INNOVATION



Social enterprises utilise transformative societal and environmental solutions to address unmet needs of economy and society.

Accordingly, technology and innovation are important elements to improve the operational efficiency or market access. At present, the level of technology adoption and innovation among social enterprises to transform their business activities is low.

Social enterprises require support that consists of grants, subsidies, training, technical provision of software and applications. In addition, social enterprises in rural areas as well as in Sabah and Sarawak face challenges due to poor connectivity for internet access, limited information technology skills and low skillset for e-commerce.

3.8 RECOGNITION OF COOPERATIVES AS SOCIAL ENTERPRISE

Cooperatives are similar to social enterprises but not all cooperatives fulfil the description of a social enterprise. The key difference is their target beneficiaries. Social enterprises are distinct as their target beneficiaries include the poor, marginalised and vulnerable groups as well as animal welfare and the environment.

Cooperatives on the other hand, are member-centric and based on their common interest. The lack of clear guidelines for cooperatives presents a challenge in recognising it as a social enterprise.



“The lack of clear guidelines for cooperatives presents a challenge in recognising them as social enterprise.”

3.9 ACCREDITATION GAPS

The Government initiated the Social Enterprise Accreditation (SE.A) in 2019 to certify the status of social enterprise in order to help them access greater support and opportunities for growth.

However, there are still existing gaps peculiar to the guidelines, insights, incentives, impacts and governance leading to issues such as a confusing accreditation process, lack of incentives and the absence of a key agency to enforce compliance.

These key issues represent a deterrence to the accreditation in bringing on-board more social enterprises and raising awareness amongst the private and public sectors as well as the Rakyat.

To support social enterprise in accessing support and providing opportunities to grow, these issues need to be addressed in order for the accreditation to achieve its goal.



3.10 LANDSCAPE CHANGES DUE TO COVID-19

Malaysia's economy has been severely hit by the COVID-19 pandemic which adversely affected individuals, society as well as the public and private sectors. Social enterprises in Malaysia which are mainly operating in the retail and services sectors, were also not spared from the COVID-19 impact especially when the nationwide lockdowns were implemented.

Similar to micro and small enterprises, cash flow was the main issue for social enterprise to sustain their businesses amidst the pandemic. In order to survive, they were pressured to evolve and adapt their day-to-day business to survive.

This includes shifting to e-commerce platforms and pivoting their business model, i.e. selling of different products and services.



3.11 CONCLUSION

Many of the issues and challenges mentioned have remained unresolved despite the various programs and initiatives by Ministries and agencies for social enterprises. Unfortunately, these issues and challenges were exacerbated by the COVID-19 pandemic.

In the past, most initiatives were focused on the creation of new social enterprise. This revolved around supporting new and early-stage social enterprises with capacity building and funding. In order to advance social enterprise beyond this initial stage, a new direction for growth is required.

Therefore, issues and challenges faced by social entrepreneurs must be recognised and a strategic approach to enable an inclusive development of social enterprise is imperative.

Hence moving forward, strategies and initiatives need to focus on strengthening the key enablers to form a strong social entrepreneurship ecosystem to support social enterprise at all stages of the business life cycle.

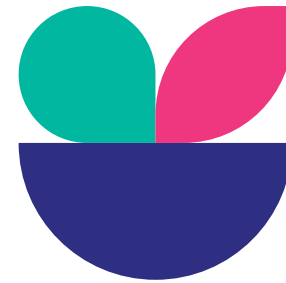


FOOD SUFFICIENCY AND
ACCESS TO WATER AND SANITATION
Prescribed Purposes for Social Enterprise

4

CHAPTER 4

MALAYSIA SOCIAL ENTREPRENEURSHIP BLUEPRINT 2030



To overcome the challenges and to grow social enterprises, the Government has developed the Malaysia Social Entrepreneurship Blueprint 2030 (SEMy2030). SEMy2030 will pave the way forward and provide the national direction to support social entrepreneurship in Malaysia.

4.1 SOCIAL ENTREPRENEURSHIP POLICY STATEMENT

SEMy2030 is the new national direction for the development of social entrepreneurship in Malaysia with the aim of mainstreaming social enterprise as effective contributor to the country's inclusive, balanced and sustainable socioeconomic development.

4.2 SEMy2030 OBJECTIVES



SEMy2030 is aimed at creating an ideal social entrepreneurship ecosystem to mainstream social enterprise in the economy and to normalise its social and environmental impact. This shall make social enterprise an effective contributor to national development and shared prosperity.

The SEMy2030 has five objectives:

1

Build a cohesive and holistic ecosystem for social entrepreneurship development in Malaysia

2

Create a critical mass of social entrepreneurs

3

Strengthen the capacity building and competitiveness of home-grown social enterprise

4

Mainstream social enterprise as effective contributor to national development

5

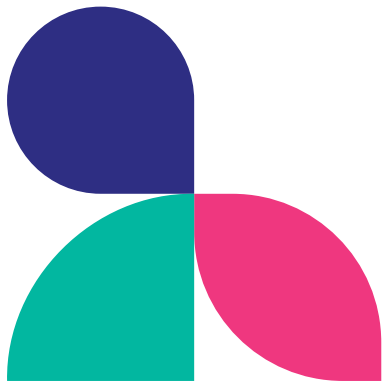
Enhance and normalize social enterprise to bring positive social and environmental impact

4.3 LINKAGES TO NATIONAL POLICIES

SEMy2030 has five objectives which are aligned to the aspirations, strategies and initiatives of the SPV2030, NEP2030, MyDIGITAL and the Twelfth Malaysia Plan to support the social entrepreneurship ecosystem and to mainstream the social enterprise movement.

Through mainstreaming social enterprise and normalising its social impact, SEMy2030 shall contribute to a sustainable, holistic and inclusive economic growth along with fair and equitable distribution across stakeholders.

“SEMy2030 shall contribute to a sustainable, holistic and inclusive economic growth.”



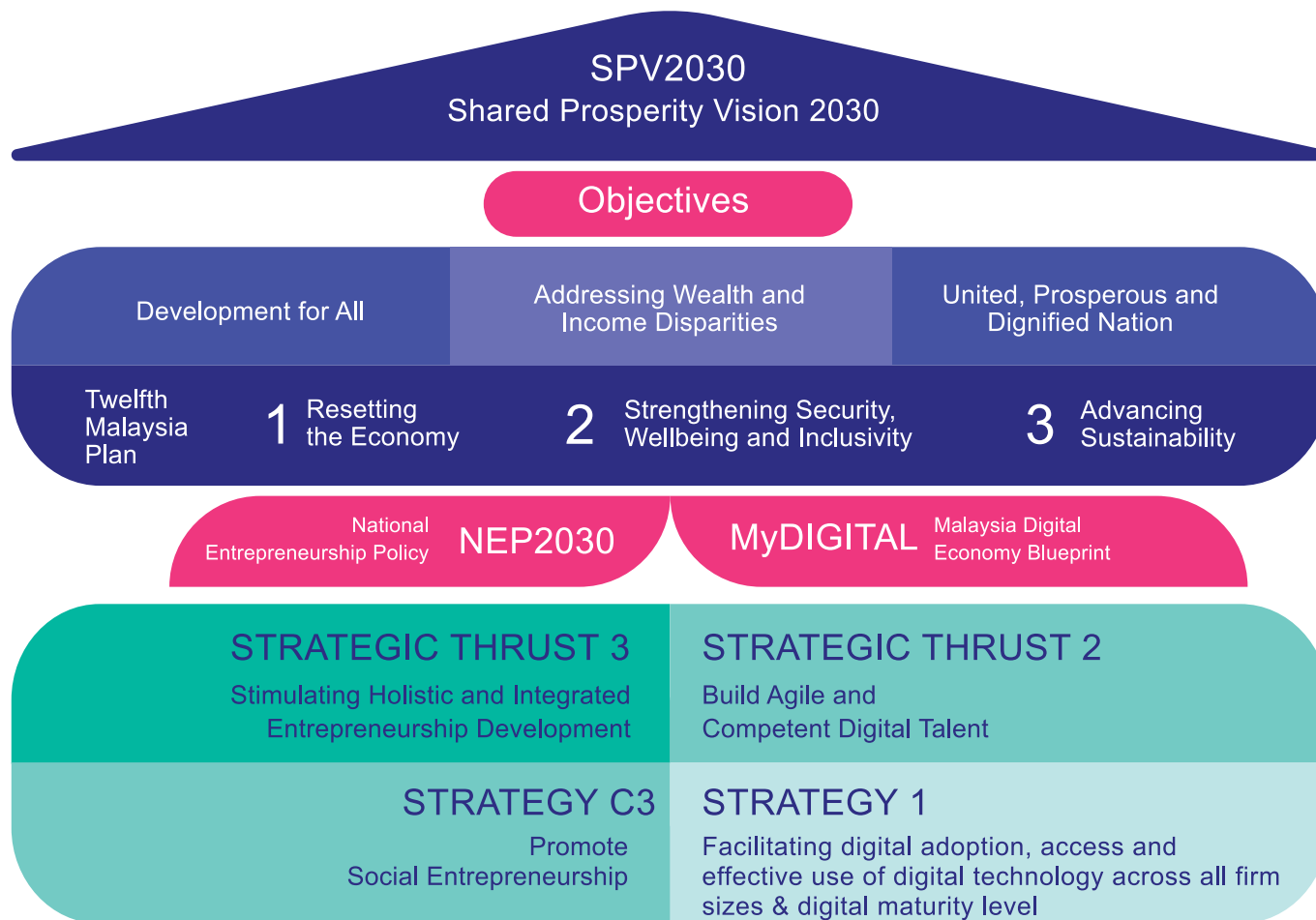


Chart 5: Linkages of SEmy2030 to National Policies.

4.4 SEMy2030 THEME

“Mainstreaming Social Enterprise,
Normalising Social Impact.”

The brand theme embodies the aims of SEMy2030 in bringing cohesive aspects of business and society instead of social entrepreneurship being just a novelty business model that is adopted due to current trends. This being said, it is envisaged that the social enterprise movement shall be vibrant and recognised as a valuable and reliable partner to the Government in addressing social and environmental challenges.



4.5 SEMy2030 TARGETS

SEMy2030 has defined the mid-term and long-term targets to develop social enterprise to mainstream the social enterprise movement as effective contributor to socioeconomic development that is inclusive, balanced and sustainable.



The targets are defined as follows: -

5 Targets

	PRESENT	2025	2030
1 Number of registered social enterprise	414	5,000	10,000
2 Percentage of accredited social enterprise from registered social enterprise	12%	20%	45%
3 Total turnover of registered social enterprise	100 Million	1.3 Billion	2.6 Billion
4 Number of employments generated by registered social enterprise	3,900	47,000	95,000
5 Improvement of Malaysia's position in domestic & international indices			
	PRESENT	2025	2030
● Contribution to improvement in the Human Development Index	0.81	0.83	0.85
● Contribution to the Multi- dimensional Poverty Index	0.011	0.0026	0.0008
● Contribution to improvement in the Malaysian Wellbeing Index	120	127.5	135

4.6 SEMy2030 STRATEGIC FRAMEWORK

The SEMy2030 Strategic Framework is premised upon three strategic lenses which represent the key characteristics of a social enterprise in Malaysia and five enablers of the social entrepreneurship ecosystem.

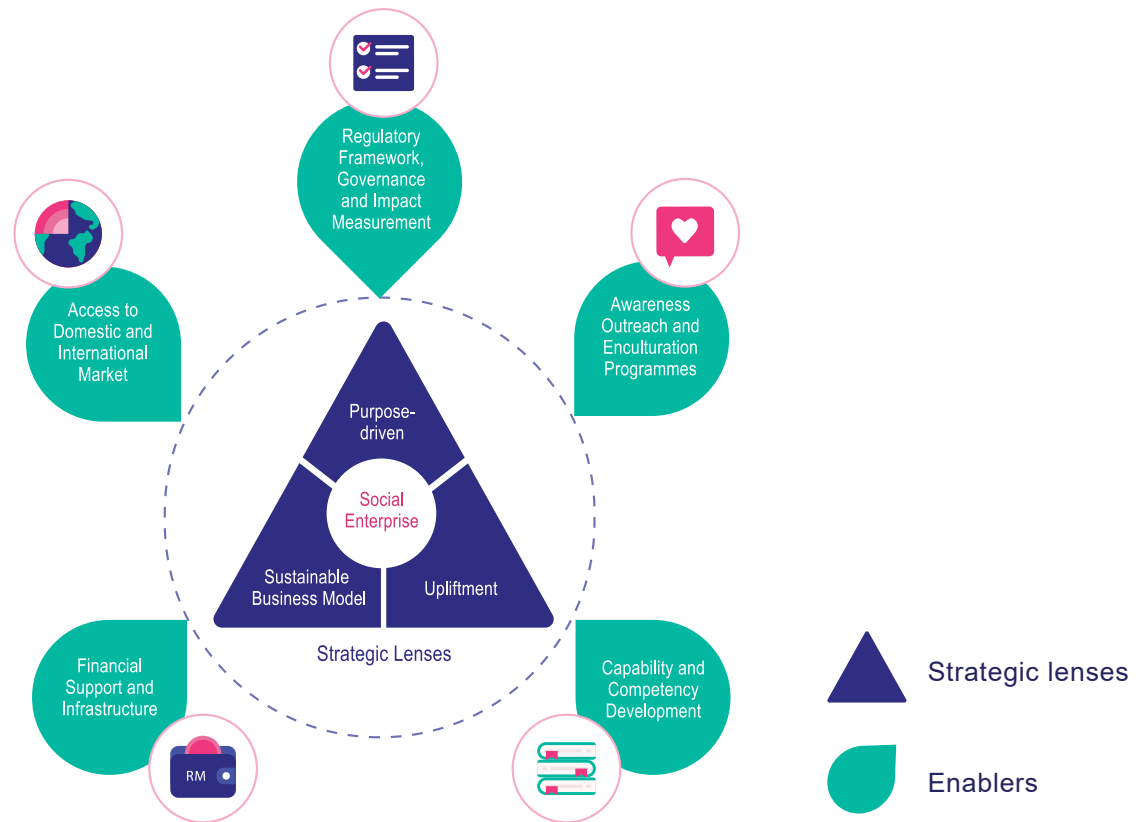
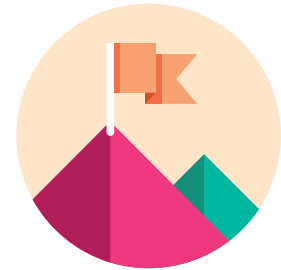


Chart 6: SEMy2030 Strategic Framework

4.6.1 STRATEGIC LENSES



1

PURPOSE-DRIVEN

Social entrepreneurs are concerned not only with the business profits but also with how those profits can be used to benefit people and the environment. The activities that are carried out include:

- Promoting inclusiveness and equitable opportunities; and
- Conserving the environment.

In this way, social entrepreneurs become catalysts in solving social and environmental problems.

2

UPLIFTMENT



The type of social enterprises that Malaysia wants to develop is one that can bring about transformative societal and environmental changes by filling gaps and addressing unmet needs in the Malaysian economy and society. In this way, the social structure of their target beneficiaries will be uplifted. Solutions are always in consideration of the people and environment.

Furthermore, these solutions address the root cause of the problem rather than the symptoms of a societal issue. These include technological and structural solutions to address the problem such as the provision of new products and services, as well as utilising new methods of production, new markets or new organisational systems.

“These solutions address the root cause of the problem rather than the symptoms of a societal issue.”

3

SUSTAINABLE BUSINESS MODEL



For a social enterprise to be successful, it has to have a clear business model that is both sustainable and financially viable, while at the same time fulfilling its purpose and the mission of the enterprise. The business model must state the sources of sustainable income, customer based, products or services as well as resources and funding.

The mindset should be one of partnerships, collaborative and co-creation whereby the social enterprise is ready to work with the private, public or government sector, across the business supply chain whether in terms of communication or to accumulate financial and non-financial support for its cause.

“Social enterprise has to have a clear business model that is both sustainable and financially viable, while at the same time fulfilling its purpose and the mission of the enterprise.”

4.6.2 STRENGTHENING THE FIVE ENABLERS OF THE SOCIAL ENTREPRENEURSHIP ECOSYSTEM

1

REGULATORY FRAMEWORK AND GOVERNANCE



Develop an effective regulatory framework and governance to ensure Malaysian social enterprises' accountability and develop trust with the rakyat and the private sector.

The Government will enhance the National Social Enterprise Accreditation to be more inclusive and beneficial for social entrepreneurs.

2

AWARENESS, OUTREACH AND ENCULTURATION



Promote the awareness, outreach and enculturation of the nation are critical for the social entrepreneurship development.

It requires the info-structure and infrastructure to raise awareness and outreach for the social enterprise movement.



A strong enculturation programme will foster the social entrepreneurship mindset and values. Building from the ground up, enculturation programmes should start from primary to tertiary levels and society at large. With

this, the next generation of social entrepreneurs will be well equipped with the necessary skills and attributes to balance social and/or environmental needs with business profits.

3

CAPABILITY AND COMPETENCY DEVELOPMENT



Boost the capability and competency of social entrepreneurs through continuation of existing public and private sector programmes that focus on ideation, skill sets and technology adoption throughout the business lifecycle.

To raise the level of innovation in the social entrepreneurship, collaborative research programmes amongst social entrepreneurs, academia and the private sector are to be implemented. These programmes shall be enriched and developed in cooperation with social enterprises.

4

FINANCIAL SUPPORT AND INFRASTRUCTURE



Improve access to financial support and infrastructure as Malaysian social enterprises need to be competitive and viable like any other business entity.

This encompasses the range of key stakeholders in the financial system including the emergence of new and innovative financing options.

5

ACCESS TO DOMESTIC AND INTERNATIONAL MARKET



Similar to other businesses, social enterprises need to be competitive in market offerings to scale and to be sustainable. Collaborations and partnerships between the private and public sector need to be enhanced to promote social procurement.

The private and public sector will be the advocate for socially responsible procurement, creating social awareness throughout the nation.

Homegrown social enterprises are to be encouraged to extend their reach towards international markets with adoption of technology.

This will boost the social enterprise movement's economic contribution, employment and enable homegrown social enterprises to be recognised internationally for their purpose-driven establishment.

4.7 DESCRIPTIONS

SOCIAL ENTREPRENEURSHIP

Social entrepreneurship can be described as “the process where social entrepreneurs provide solutions to society’s most pressing social and environmental challenges”.

SOCIAL ENTREPRENEURS

Social entrepreneurs are purpose-driven with solutions to society’s most pressing social, cultural and environmental challenges. Social entrepreneurs bring the process of tackling the challenges and are continuously offering new ideas for systemic-level change.

The social entrepreneur aims to bring a positive impact to the targeted social beneficiaries or communities or the environment. Social entrepreneurs are aware that its activities must be sustainable.

SOCIAL ENTERPRISE

Globally, there is no common definition of social enterprise. The common phrases used to describe a social enterprise include “an enterprise that focuses on addressing social and environmental issues to create a positive impact” or “People, Planet, Profit”. This means the social enterprise adopts a commercial model for their activities to solve social and environmental challenges regardless of interventions from the government or private sector.

In Malaysia, the previous definition of social enterprise is “a business entity that is registered under any written law in Malaysia that proactively creates positive social and/or environmental impact in a way that is financially sustainable.”

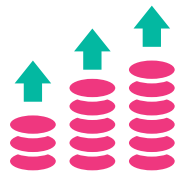
Moving forward, the social enterprise description for Malaysia is enhanced as follows:

A social enterprise is a registered entity under a written law in Malaysia, purpose-driven and has financially viable business model that addresses social and/or environmental challenges, aiming to achieve positive impacts to its beneficiaries and to the economy.

This definition is aligned to the global characteristics of a social enterprise:



Purpose-driven/
mission-driven



Financially viable
business



Addresses social
and/or environmental
challenges

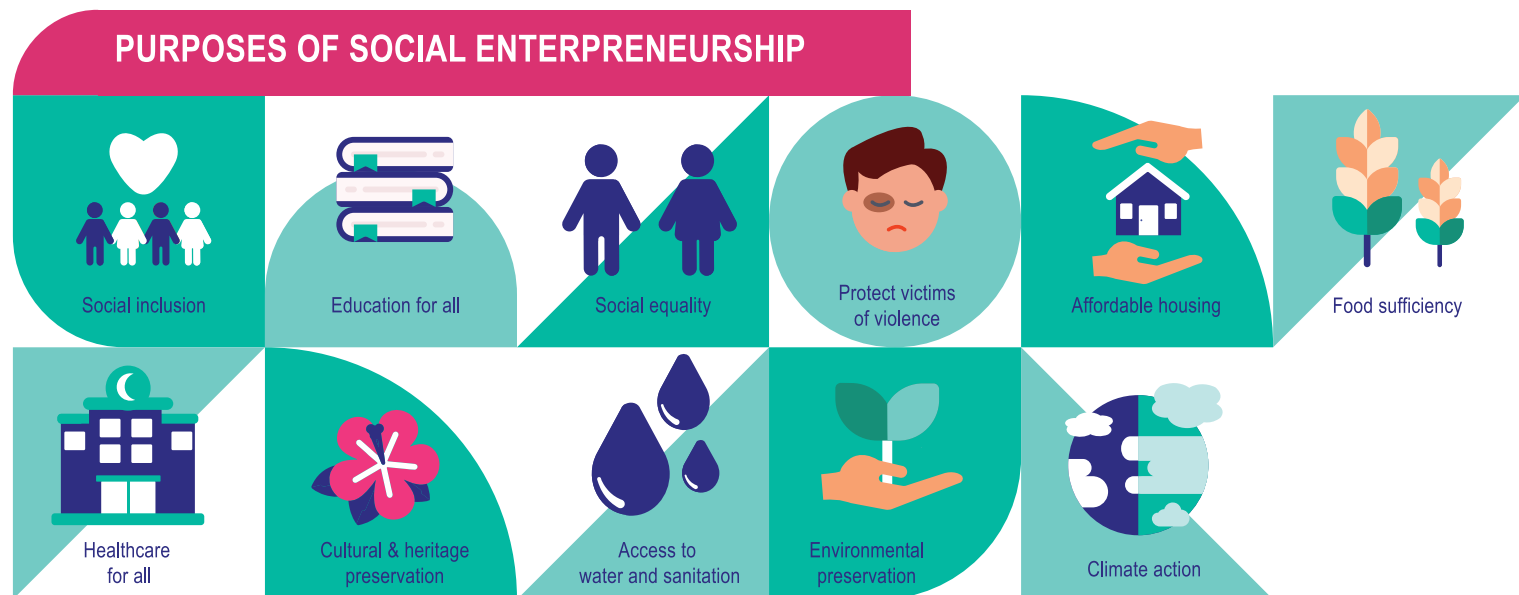


Achieves positive
impact

4.8 PURPOSES AND TARGET BENEFICIARIES

SEMy2030 focuses on the social enterprise movement as being purpose-driven and having clear and identifiable beneficiaries. The driving purpose and target groups or beneficiaries prescribed are aligned with the SPV2030 and Sustainable Development Goals (SDG).

Prescribed purpose and target group or beneficiaries list.



The purpose and target beneficiaries list are non-exhaustive and will be reviewed periodically

TARGET GROUPS OR BENEFICIARIES



The purpose and target beneficiaries list are non-exhaustive and will be reviewed periodically

4.9 TRANSFORMATION OF SOCIAL ENTREPRENEURSHIP IN MALAYSIA

Towards realising its objectives and policy targets, SEMy2030 has developed five Strategic Thrusts, 20 Strategies and 45 Initiatives.





4.10 SEMy2030 PHASES OF IMPLEMENTATION

The blueprint is designed to be implemented over 10 years in two implementation phases. These phases are inter-dependant in achieving the long-term goal in building a social entrepreneurship ecosystem and to promote role model social enterprises.



Phase 1 (2021 – 2025)

“Strengthening the Social Entrepreneurship Ecosystem”

The landscape and support system need to be sufficiently developed to enable social entrepreneurs and their business to grow and thrive

Phase 2 (2026 – 2030)

“Mainstreaming Social Enterprise”

Growth in terms of number of social enterprises as well as business growth to reach a certain level of critical mass to create a significant impact.

The underlying outcome of Phase 1 and 2 is for the social entrepreneurs to have an influencer’s effect on bringing ideation to start-up and scale-up of new social enterprises.



The social enterprise is considered to have reached a mature stage when the social impact produced has become prevalent and widespread, influential and at the same time the results of the activities carried out are sustainable and ethical.

By the end of phase 2, social impact is envisioned to be a new norm across stakeholders of the social entrepreneurship ecosystem. Consequently, social enterprise will then be inclusive, contributing to the socio-economic development of the country

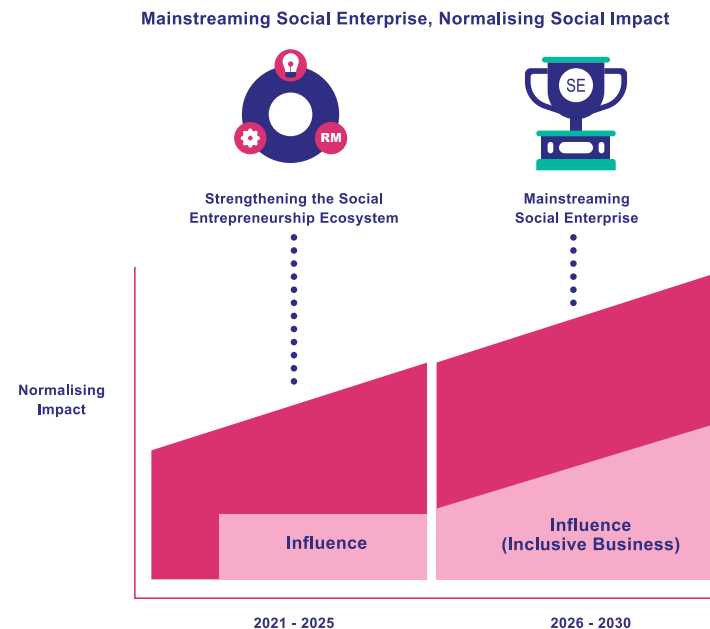


Diagram 7: SEMy2030 Implementation Phase



CULTURAL AND HERITAGE PRESERVATION

Prescribed Purposes for Social Enterprises

5

CHAPTER 5 PLAN OF ACTION & TIMELINE

The plan of action of the SEMy2030 is organised based on the five Strategic Thrust, 20 Strategies and 45 Initiatives to achieve its objectives. The plan of action will spur the growth of social enterprise in line with mainstreaming it and making social impact a norm.

STRATEGIC THRUST 1 CREATE AN EFFECTIVE AND SUPPORTIVE REGULATORY ENVIRONMENT, GOVERNANCE AND IMPACT MEASUREMENT 			
Strategies	Initiatives	Key Performance Indicators (KPIs)	Phases
S1 Enhancing the basic registration and accreditation framework for Social Enterprise	1 Review and improve existing social enterprise basic registration and accreditation framework.	1 Development of a new framework for basic registration and accreditation.	P1
	2 Review and enhance benefits to registered social enterprises that are linked to the accreditation framework.	2 An increase in number of registered social enterprise 3 An increase in number of accredited social enterprise	P1 & P2
S2 Establishing social enterprise regulatory framework	3 Develop a social enterprise regulatory body and institutional framework for social enterprise	4 Development of appropriate legal instruments.	P2
	4 Implement the rollout of the regulatory body and institutional framework for social enterprise to promote and enable social enterprise growth	5 The roll out of a regulatory body and institutional framework for social enterprise	

5

STRATEGIES

9

INITIATIVES

10

KPIs

Strategies	Initiatives	Key Performance Indicators (KPIs)	Phases
S3 Strategically aligning programmes and activities of relevant national stakeholders	5 Establish a social enterprise development unit to drive social entrepreneurship including to align, monitor and measure the performance of social entrepreneurship programmes and activities.	6 Establishment of the social entrepreneurship development unit.	P1
	6 Establish an inter-ministerial council to oversee implementation of social entrepreneurship development-related programmes consisting of funding mechanisms, legal and policy matters, strategic partnerships, market development, impact measurements and reporting.	7 Establishment of inter-ministerial council.	
S4 Fortifying evidence-based policy formulation and decision making	7 Develop an inclusive data library comprising of information on social enterprises and their stakeholders.	8 Development of social enterprise data library.	P1
S5 Introducing impact measurement tools for social enterprise	8 Develop an impact measurement toolkit to measure social and/or environmental impact for social enterprises.	9 Development of the impact measurement toolkit	P1
	9 Implement the roll out of the impact measurement toolkit as an evaluation and assessment mechanism	10 The roll-out of the impact measurement toolkit.	P1 & P2

STRATEGIC THRUST 2

ENHANCE AWARENESS, OUTREACH AND ENCULTURATION



Strategies	Initiatives	Key Performance Indicators (KPIs)	Phases
S6 Creating mechanisms that enable networking as well as information and knowledge sharing	10 Establish the Social Enterprise Information Hub as a one-stop-centre for information and networking platform, as well as a gateway to access existing support system for social entrepreneurship development	11 Establishment of a social enterprise Information Hub.	P1
	11 Leverage on existing federal and state agencies/institutions as touchpoints to extend assistance for social entrepreneurs or social enterprises at local and grassroots levels nationwide	12 An increase in number of registered social enterprises	P1 & P2
S7 Enculturating social entrepreneurship spirit and values through education	12 Develop social entrepreneurship module as part of the entrepreneurship curriculum and co-curriculum in secondary and tertiary education	13 Incorporation of the social entrepreneurship curriculum into the entrepreneurship curriculum and co-curriculum in secondary and tertiary education.	P1
	13 Facilitate development of training, curriculum and co-curriculum materials for teachers and lecturers or academics to teach and promote social entrepreneurship.	14 An increase in number of registered social enterprises	P1 & P2
	14 Foster social entrepreneurship activities and programmes in primary, secondary and tertiary education institutions.		

5

STRATEGIES

11

INITIATIVES

9

KPIs

Strategies	Initiatives	Key Performance Indicators (KPIs)	Phases
S8 Raising the profile of social entrepreneurs and their social enterprises and beneficiaries	15 Facilitate and support nationwide awareness-raising campaigns on the positive contributions of social enterprises	15 An increase in number of registered social enterprise	P1 & P2
	16 Introduce social entrepreneurship awards to recognise successful social entrepreneurs and social enterprises as role models in social entrepreneurship development	16 An increase in number of accredited social enterprise	P1 & P2
S9 Creating interest through targeted programmes and competitions	17 Promote social enterprise as a viable and scalable business model for aspiring entrepreneurs through youth entrepreneurship programmes	17 An increase in number of registered social enterprise	P1 & P2
	18 Organise social entrepreneurship competitions to create interest among students, youths and graduates of tertiary education institutions.		
S10 Transforming cooperatives into social enterprises towards solidarity in the social economy	19 Review and align the elements of solidarity for cooperatives with the concept of social enterprise to become social enterprise-based cooperatives	18 An increase in number of cooperatives registered as social enterprise	P1 & P2
	20 Promote awareness among cooperatives on benefits of registering under the Social Enterprise Accreditation.	19 An increase in number of cooperatives accredited as social enterprise	

STRATEGIC THRUST 3

BOOST THE CAPABILITY AND COMPETENCE OF SOCIAL ENTERPRISES



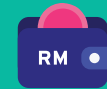
Strategies	Initiatives	Key Performance Indicators (KPIs)	Phases
S11 Supporting social enterprise ideation and initiation	21 Provide support for viable and scalable social entrepreneurship projects undertaken by academia, students, graduates and local communities.	20 An increase in number of registered social enterprise	P1 & P2
	22 Facilitate and create opportunities for social entrepreneurs to co-create and design solutions to social and/or environmental issues.		
	23 Encourage collaborative research between social entrepreneurs, academia and industries for social and environmental innovations		
S12 Developing tailored support in capacity building	24 Provide basic social entrepreneurship programs to guide and support individuals/organisations that aspire to be social entrepreneurs/enterprises.	21 An increase in number of registered social enterprise	P1 & P2
	25 Establish social entrepreneurship catalyst programmes for social enterprise in the areas of business planning, financial management, product branding, market access, leadership, governance and impact measurement.	22 An increase in number of accredited social enterprise	P1 & P2

4	STRATEGIES	9	INITIATIVES	6	KPIs
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Strategies	Initiatives	Key Performance Indicators (KPIs)	Phases
S13 Accelerating digitalisation and technology adoption	26 Intensify digitalisation initiatives and structured digitalisation training programmes for social enterprises.	23 An increase in number of social enterprise adopting digitalisation and technology	P1 & P2
S14 Strengthening competencies of educators, mentors and coaches on social entrepreneurship	27 Introduce certification programmes for social entrepreneurship educators, mentors and coaches. 28 Enhance access and availability of training programmes and resources especially for those educators, mentors and coaches in rural and remote areas. 29 Develop programmes for retirees who are experts in the field (Senior Mentorship Programme) to serve as mentors and consultants for social enterprises.	24 An increase in number of registered social enterprise 25 An increase in number of accredited social enterprise	P1 & P2

STRATEGIC THRUST 4

IMPROVE ACCESS TO FINANCIAL SUPPORTS



Strategies	Initiatives	Key Performance Indicators (KPIs)	Phases
S15 Encourage innovative funding schemes to support social enterprise financing	30 Establish a centralised social enterprise investment platform via public-private partnership that will enable alternative financing such as crowd sourcing and peer-to-peer financing.	26 Establishment of centralised social enterprise investment platform.	P2
	31 Explore the potential for new innovative funding schemes for social enterprises through available access to private sector and public sector resources.	27 An increase in total turnover of registered social enterprises	P1 & P2
	32 Incentivise the private sector to support the financing of social enterprises through investment, philanthropy, corporate social responsibility (CSR) initiatives, and Waqf		P1 & P2
	33 Develop specific tax incentives to encourage the growth of social enterprises.		P1 & P2
	34 Enhance government co-investment fund programmes for social enterprises to provide matching grants of the amount committed by philanthropic organisations.		P1 & P2
	35 Provide microfinancing schemes for social enterprises.		P1 & P2

3	STRATEGIES	9	INITIATIVES	4	KPIs
---	------------	---	-------------	---	------

Strategies	Initiatives	Key Performance Indicators (KPIs)	Phases
S16 Enhancing access and availability of funding assistance for social enterprise at different stages of business life-cycle	36 Provide tailored funding programmes for social enterprise in start-up, growth and business life-cycle	28 An increase in total turnover of registered social enterprises	P1 & P2
S17 Developing a sustainable financial safety net for the social enterprises	37 Introduce credit guarantee schemes for promising social enterprises.	29 Development of a Social Enterprise Financial Safety Net	P2
	38 Create an emergency fund that can be made available to social enterprises in times of crisis.		P2

STRATEGIC THRUST 5

ENHANCE ACCESS TO DOMESTIC AND INTERNATIONAL MARKET



Strategies	Initiatives	Key Performance Indicators (KPIs)	Phases
S18 Enhancing access to government procurement	39 Create a social procurement policy for social enterprise in government procurement.	30 Establishment of the social procurement policy for social enterprise.	P1
	40 Support the development and purchases of social enterprise products and services through public sector procurement.	31 An increase in total turnover of registered social enterprises	P1 & P2
S19 Increasing visibility of social enterprise products and services	41 Provide access for social enterprises to various e-commerce platforms that is curated for targeted buyers to promote their products and services.	32 An increase in total turnover of registered social enterprises	P1 & P2



Strategies	Initiatives	Key Performance Indicators (KPIs)	Phases
------------	-------------	-----------------------------------	--------

S20 Facilitating access to international market	42 Raise awareness of export opportunities among social enterprises.	33 An increase in total turnover of registered social enterprises	P1 & P2
	43 Encourage the involvement of local social enterprises in regional and international conventions and trade shows.		
	44 Provide tailored export programmes for social enterprises.		
	45 Facilitate compliance of international regulation, quality standard and certification		



ENVIROMENTAL PRESERVATION AND CLIMATE ACTION

Prescribed Purposes for Social Enterprises

6

CHAPTER 6 CONCLUSION

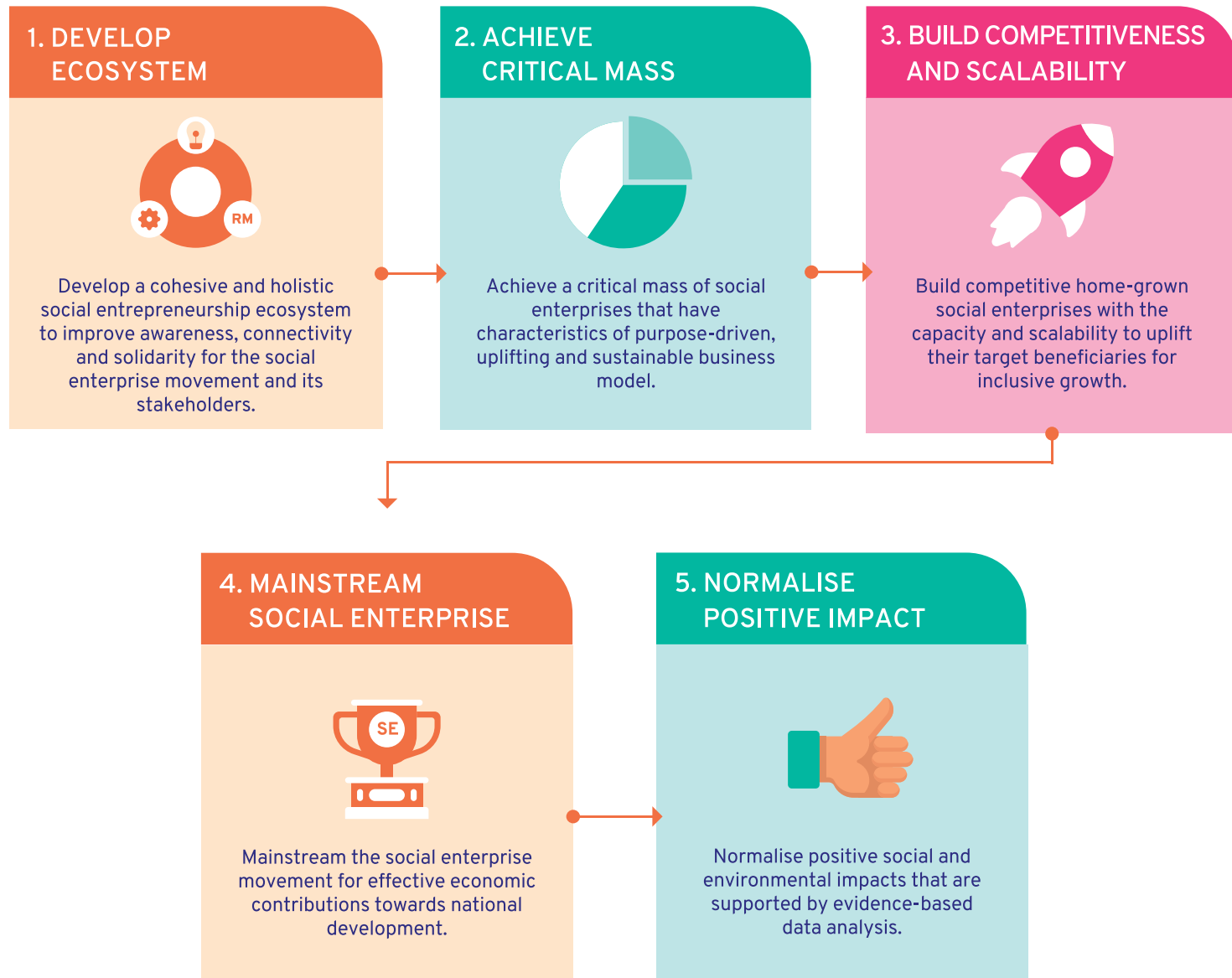
SEMy2030 ASPIRED OUTCOMES

SEMy2030 sets the direction for the development of Malaysian social entrepreneurship through its five strategic thrusts, 20 strategies and 45 initiatives.

The initiatives were developed to overcome the challenges that inhibit the growth and development of social entrepreneurship in Malaysia.



Ultimately, SEMy2030 aspires to achieve the following outcomes:



“By 2030, the social enterprise movement will be recognised as a significant contributor in developing a prosperous, inclusive and sustainable Malaysia.”



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Aramaitica Enterprise

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Ata Plus Sdn. Bhd.

Austral Media Sdn. Bhd.

Baroka Blessed

Gasstn Sdn. Bhd.

Bernard Business Consulting Sdn. Bhd.

Biji-Biji Initiative

Borneo Specialty Coffee

BTOP Academy

Catalyst 2030

Comfort Aged Care Group PLT

Institut Koperasi Malaysia

Cradle Fund Sdn. Bhd.

Department of Statistics Malaysia

Did My Academy Sdn. Bhd.

Dignity For Children Foundation

Dr. Melissa Foo Suyin

Dumo

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SOCIAL ENTERPRISES' BENEFICIARIES

Adina Noraini Mohamed Affendy
 Aminah Binti Jamal
 Cyprian Taimin
 Eddy Haslan
 Ginik Bin Lunsin
 Jennifer Tugung Michael
 Joe Baxter Bernard
 Junaida Lamaruna
 Kavitha A/P Muniandy
 Kelvin Usat Ibau
 Lim Su Chin
 Lorena Binsol
 Lung Yen Jen
 Norsiah Binti Chabo
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 Regina Shantini
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 Vernadette Thomas
 Vivienne Richard

MAINSTREAMING SOCIAL ENTERPRISE

NORMALISING SOCIAL IMPACT

Minister of Entrepreneur
Development And Cooperatives
Kompleks E,
Persiaran Sultan Sallahuddin Abdul Aziz Shah
Presint 1, 62000 Putrajaya,
Wilayah Persekutuan Putrajaya

@ webmaster@medac.gov.my

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