

LSEED SPOTLIGHT

The Official Newsletter of LSEED



TODAY'S HIGHLIGHT

UNITED NATIONS SDG'S

In an effort to address global issues such as poverty and climate change, the United Nations adopted the 2030 Agenda in 2015, as a commitment to the resolution of these global issues. It was adopted by all member states with the aim of eradicating poverty, protecting the planet and ensuring that all people enjoy peace and prosperity by 2030.

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A MESSAGE FROM THE LSEED CENTER



To the Lasallian Community,

LSEED was started with a clear mission of forming our students and community partners to become social entrepreneurs. We do this by working with the most vulnerable sectors of society in looking closely at social problems. We acknowledge the pivotal role of social enterprises in addressing societal divides and of course, in nation building.



In LSEED, we provide formation programs to our students in our curricular and co-curricular efforts, by allowing them to work with community members from the marginalized sectors in creating and building social enterprises. We also put emphasis on the transformational role of community members as key stakeholders of the sector. We value diversity and inclusion in all of our efforts and in ensuring that as an institution, we promote and contribute to the attainment and localization of the United Nations' Sustainable Development Goals.

Through LSEED Spotlight, we would like to share many inspiring stories and enriching experiences of our Lasallian social entrepreneurs. Stories that we can all learn from and reflect on. We hope that you will take time to read and appreciate our Lasallian stories of social entrepreneurship. We look forward to working with you and welcoming you to our growing family!



Norby Roque Salonga



ORGANIZATION STORY

The Lasallian Social Enterprise for Economic Development (LSEED) Center is the flagship initiative of De La Salle University in areas of social entrepreneurship and social innovation. The organization goes way back in 2015, when it was developed with a primary mission of localizing the United Nations Sustainable Development Goals (SDGs) by working hand in hand with both students and marginalized communities in creating social enterprises. LSEED started out with two SDGs and later on expanded in localizing all seventeen in 2018. The Center created a sustainability platform for learning innovation and has served as a proven model of social entrepreneurship with a track record working with both local and international stakeholders.

The Center implements various programs in areas of student formation and social enterprise development, curricular and co-curricular integration, research, internship and volunteerism and advocacy and internationalization.

Aside from providing an avenue for collaboration and giving a voice to various communities, LSEED Center also takes pride in training and forming students to become game-changers and critical thinkers, specifically in coming up with innovative and even unorthodox solutions to many social problems. Over the years, the Center has utilized the Sustainable Development Goals as a development platform in addressing societal issues and intergenerational forms of poverty. Because of its leadership in the fields of social entrepreneurship and social innovation, combined with the key stakeholders eagerness to make a difference in the lives of many, LSEED Center has gained national and international recognition for its various initiatives. It has successfully created a global and sustainable approach for social impact through its programs and commitment to the mission of De La Salle University to be of service to society especially the poor and marginalized.

OUR LOGO



THE THREE ARROWS

The three arrows represent the triple bottom line of people, planet and profit. LSEED Center is a leading proponent of social entrepreneurship and has managed to help uplift communities by ways of providing capacity building and skills development programs to start-up social entrepreneurs in Metro Manila as well as integrating SE into the curriculum of De La Salle University



LSEED

LOGO DESIGNED BY
REYNALDO
MONES & EMMA
LOURDES MONES

THE LASALLIAN STAR

The Lasallian or Signum Fidei Star represents hope, hope for the community members both in localizing SDG and in building communities.



UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

In an effort to address global issues such as poverty and climate change, the United Nations adopted the 2030 Agenda in 2015, as a commitment to the resolution of these global issues. It was adopted by all member states with the aim of eradicating poverty, protecting the planet and ensuring that all people enjoy peace and prosperity by 2030. (United Nations Development Programme, n.d.). Also known as Global Goals, the SDGs aim to tackle several key issues in economics, social, environmental and governance (United Nations, 2019).

In a report entitled the 2019 Voluntary National Review of the Philippines, released by the United Nations (2019), it stated that the Philippines, alongside 192 other member states, have announced its commitment to the accomplishment of the 17 Sustainable Development Goals (SDGs) and its 169 targets by 2030 last September 2015. AmBisyon Natin 2040, a long-term vision for Filipinos and its country, may only be brought about if these SDGs are achieved.

To put these plans into concrete actions, De La Salle University (DLSU) through the Center for Social Concern and Action (COSCA) launched the Sustainable Development Goals (SDG) Localization Project in 2016, where the Lasallian Social Enterprise for Economic Development (LSEED) was originally a key component before it became a program and now a Center.

LSEED has initially prioritized the localization of two of the United Nations' Sustainable Development Goals (SDG), specifically goals 8 and 17. Decent work and economic growth is the eighth SDG, which aims "to promote sustained, inclusive, and sustainable economic growth, full of productive employment and decent work for all". With this, individuals and organizations around the world are encouraged to develop programs that strive to tackle economic inequality and lack of opportunities for the poor. On the other hand, SDG 17 or partnerships for the goals is more focused to "strengthen the means of implementation and revitalize the global partnership for sustainable development". Through this goal, existing capacities and innovative approaches are utilized for the creation of action plans and development of priority areas that are aligned with the targets of the SDG.

At present, LSEED Center now localizes the SDGs by working with students, communities, and organizations through social entrepreneurship and social innovation. For further information regarding its initiatives, contribution and concrete actions, please refer to the latter sections.

References:

United Nations. (2019). The 2019 voluntary national review of the Philippines. Retrieved from https://sustainabledevelopment.un.org/content/documents/23366Voluntary_National_Review_2019_Philippines.pdf

United Nations Development Programme. (n.d.). Sustainable development goals. Retrieved from <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html#:~:text=The%20Sustainable%20Development%20Goals%20SDGs,peace%20and%20prosperity%20by%202030.>

SOCIAL ENTREPRENEURSHIP IN THE PHILIPPINES



The United Nations has identified social entrepreneurship as a strategy to localize the Sustainable Development Goals (SDGs). According to the CSO SEED (2017), the number of social enterprises in the Philippines is estimated to be at 164,473. These social enterprises cater to different marginalized groups of different forms, contexts, and sectors (Salonga, 2020). In addition, social enterprises in the country have contributed immensely in “generating employment, alleviating poverty, improving a local community and empowering marginalized groups” (CSO SEED, 2017). However, these enterprises are constrained to their sizes and scale due to several factors, namely, “(i) access to capital, (ii) innovative financial mechanisms to unlock additional capital, (iii) ecosystem knowledge of social enterprises, and (iv) data on social enterprise impact” (Ito & Shahnaz, 2019, p.2).



The sector’s development is hampered by the absence of a law. In 2015, a proposed bill was filed entitled Poverty Reduction through Social Entrepreneurship (PRESENT) Bill. It is aimed at formally defining social enterprise, and the scope of benefits these organizations provide. Furthermore, the bill seeks to support, provide incentives and benefits to promote the growth of social enterprises, and to integrate social entrepreneurship into the overall poverty reduction strategy of the national government. Unfortunately, there are still a few concerns regarding the bill, inhibiting its ability to be passed. LSEED’s founding director, Mr. Norby Salonga, has expressed his sentiments on the matter. He emphasized the importance of creating a version that works for all those concerned. He stresses the urgency of this bill’s passing, since its delay continues to inhibit the growth of social enterprises.



SOCIAL ENTREPRENEURSHIP IN THE PHILIPPINES



With this, the Poverty Reduction Through Social Entrepreneurship (PRESENT) Coalition was formed in 2012. Social enterprise practitioners, advocates, NGOs and members of the academe comprise this coalition, with the goal of promoting social entrepreneurship as a means of addressing poverty and economic development. LSEED Center is a core member of the PRESENT Coalition. The aforementioned organization “pushes for the enactment and implementation of the PRESENT Bill, undertakes a nationwide education campaign on SE as vehicles for poverty reduction and develops standards and benchmarks for self-regulation and development of sectors.

As reported by the Manila Times (2021), Dr. Marie Lisa Dacanay, the convener of the PRESENT Coalition, states that social enterprises have experienced moderate to severe downturn, where some have stopped operations due to Covid-19. Some SE's have decided to continue operations but have had to adopt measures with the aim to merely cope with these drastic changes and simply try to recover. With this, there should be urgency in the passing of the PRESENT bill. As Mr. Norby Salonga said during Usapang KP #6 last March 11, 2021:

“The successful models of social enterprises in the country are actually clear manifestations of that **sector is growing**. However, we also believe that in order to sustain this growth, we need an **enabling ecosystem** that will support these social enterprises.

Kaya po napakaimportante na suportohan natin at maipasa ang Poverty Reduction Through Social Entrepreneurship Bill.”

#SUPPORTPRESENTBILL



To sign the online campaign, please click this link:
<https://www.change.org/passthepresentbillnow>

References:

CSO Seed. (2017). Reaching the farthest first: the state of social enterprise in the Philippines. Retrieved from https://www.britishcouncil.org/sites/default/files/the_state_of_social_enterprise_in_the_philippines_british_council_singlepage_web.pdf
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Salonga, N. (2020). Creating an Inclusive Social Enterprise Ecosystem: A Policy Recommendation for the Growth of SE Sector in the Philippines (Volume X, No. 6). Retrieved from https://serp-p.ids.gov.ph/publication_detail?id=7093
The Manila Times. (2021, March 2). Pursue a peaceful and innovative path to end poverty. Retrieved from <https://www.manilatimes.net/2021/03/02/public-square/pursue-a-peaceful-and-innovative-path-to-end-poverty/846564/>



PROGRAMS

FELLOWSHIP PROGRAM

A three-phase Fellowship/Formation Program for students/employees which is aimed at developing social enterprises or social innovation projects in partnership with marginalized communities. **7 ONGOING PROJECTS**



CURRICULAR & CO-CURRICULAR PROGRAM

CCP is a collaborative effort for curricular and co-curricular integration of the concepts of social entrepreneurship and social innovation through service learning, NSTP, undergraduate and senior high school programs. **8 ONGOING PROJECTS**



INTERNSHIP & VOLUNTEERISM PROGRAM

LIVP provides learning opportunities and exposure to student interns who are interested in running social enterprise programs. It also gives them the chance to work with development practitioners in the field as well as start up (SE) owners. Supervision of Hult Prize @ DLSU is also under this program. **2 ONGOING PROJECTS**



CERTIFICATE PROGRAM

LCP serves as the training component and certificate program of the Center. LCP is aimed at providing relevant contents and capability building sessions to both aspiring and practitioners in the fields of social entrepreneurship and social innovation.

SOCIAL INNOVATION & ENTREPRENEURSHIP RESEARCH PROGRAM

SIER is the program that manages the research agenda of the Center by working with internal and external researchers in the fields of social entrepreneurship and social innovation. SIER also serves as LSEED Center's knowledge management platform in SE with focus on social innovation, science & technology, engineering, and other areas of expertise of DLSU. **2 ONGOING PROJECTS**

ADVOCACY & INTERNATIONALIZATION PROGRAM

AIP serves as the platform for DLSU's advocacy in social entrepreneurship through PRESENT Coalition and MSMED Council. It also serves as the flagship program for special formation of students in joining local and international competitions in areas of social entrepreneurship and social innovation. **12 ONGOING PROJECTS**



Initiated over
130 events
including workshops,
learning sessions, study
tours, and boot camps.

Developed
**50 social
enterprises**
and trained over
**300 social
entrepreneurs**
from 8 cities in 20
communities

Pioneered
**4 national
and regional
conferences**
on SDGs and Social
Entrepreneurship

Pioneered
**7 national,
regional &
global networks**
in social innovation
and social
entrepreneurship

The **Lasallian Social
Enterprise for Economic
Development (LSEED) Center**
is the flagship initiative of De
La Salle University-Manila in
areas of social innovation and
social entrepreneurship. It
also serves as a localization
strategy of the United
Nations' Sustainable
Development Goals

Engaged over
1,600 students
and
**60 faculty
members**
in social
entrepreneurship

**Received 20
institutional &
Individual
awards**
including the 1st runner up
for "Academic Leadership in
Social Innovation"
in Asia Pacific.

Currently implements
**32 initiatives
under 6 major
programs**

Worked with more than
**120
organizations
and universities
individuals**
from ASEAN +3
countries

Drew support from over
**1,500
individuals**
for their learning
sessions and
conferences on the UN
SDGs

Development of LSEED as a component of the Sustainable Development Goals (SDG) Localization Project



2015



LSEED was formally launched and LSEED Committee was created

Memorandum of Agreement was signed with three colleges namely:
RVR College of Business
School of Economics
College of Liberal Arts



2016

LSEED initiated a partnership with the British Council and United Nations Development Programme

LSEED spearheaded the 1st SDG Conference as well as the formal launch of DLSU's SDG Localization Project



LSEED launched the pilot batch of its Fellowship Program for both students and community partners

Gokongwei College of Engineering was invited to join the LSEED Committee

2017

HOW WE GREW

A series of consultations was conducted with University stakeholders regarding the transition of LSEED as a Center

LSEED was recognized as 1st runner up for Academic Leadership in Social Innovation in Asia Pacific

LSEED initiated the #WeCAN International Boot Camp and Research Colloquium with ASEAN+3

2019

5th year anniversary of LSEED

2021



2018

LSEED became a University-wide initiative with participation of new colleges namely:

- College of Science
- College of Computer Education
- College of Education

The second LSEED Fellowship Program was successfully implemented

Hult Prize @ DLSU became a supervised student organization of LSEED

The 2nd SDG Conference was hosted in partnership with UNDP and NEDA



1,500

2020

LSEED was approved to transition as De La Salle University's Center for Social Entrepreneurship and Innovation for AY 2020-2021

LSEED launched new initiatives namely: LSEED Online Mentoring, Internship & Volunteer Program, and LSEED Talks



ACCOMPLISHMENTS



As a well-recognized center by both the public and private sectors in the country, LSEED Center has developed 50 social enterprises and has trained more than 300 social entrepreneurs from 8 cities in 20 communities, people organizations and local government units. The center has also worked with over 120 local and international organizations and universities from ASEAN + 3 countries to garner more support for its advocacy and internationalization efforts. Its learning sessions and conferences on the UN SDGs drew in support from over 1500 individuals. Moreover, LSEED Center pioneered #WeCAN, an international program that brought together 108 (boot camp) and 250 (research colloquium) delegates from 28 universities, 35 organizations and representing 10 countries on ASEAN + 3 to a 10-day boot camp.

In 2019, DLSU through LSEED Center was awarded by the Asia Society for Social Improvement and Sustainable Transformation (ASSIST), Asian Development Bank (ADB) and Asian NGO as 1st-runner up for the "Academic Leadership in Social Innovation" in Asia Pacific.



NEWS UPDATES



LASALLIAN SOCIAL ENTREPRENEURS WIN INTERNATIONAL COMPETITIONS

DLSU students and social entrepreneurs under the guidance of the Lasallian Social Enterprise for Economic Development (LSEED) Center were recognized in international competitions in social innovation.

ASU DEVEX WORLD HACKATHON

Team Appear.ed was declared as the winner of the Arizona State University - Devex World Hackathon under Innovation at Scale category. The announcement was officially made last December 10, during the Devex World Conference which was attended by global leaders and sectoral representatives.

The competition hosted University students from over forty participating universities across six continents to develop sustainable solutions to the world's challenges through collaboration, innovation and interdisciplinary creativity. Team Appear.ed is an application that basically functions as an all-around education assistant for learning and mental health needs. The app provides presentation guides, has a schedule-oriented algorithm for convenience, even has creates interactive and educational games that can replace dull school activities, with a mental healthcare bot. All of these features humanize the learning experience by providing a more inclusive and effective platform towards sustainable quality education.

The team aspires to establish an academe where engagement is prioritized to sustain both productivity and sanity amidst the new normal, and beyond— which is very consistent with their motto, "it always takes two to high five."

The team was mentored by LSEED Center Head Norby Salonga (RVR-College of Business) and committee member Maria Zunally Rapada (School of Economics) of the Lasallian Social Enterprise for Economic Development (LSEED).



SEPHI MARZ. G LICLICAN

**(BSMS CHEMICAL
ENGINEERING)**



DERIQUE MIKHAIL C. CASIO

**(BS APPLIED ECONOMICS
MAJOR IN INDUSTRIAL
ECONOMICS AND BS LEGAL
MANAGEMENT)**



RITCH TRABALLO

**(BS BUSINESS
MANAGEMENT)**



**CANDACE AMMIELLE R.
SOLOMON**

**(BS APPLIED ECONOMICS
MAJOR IN FINANCIAL
ECONOMICS AND BS APPLIED
CORPORATE MANAGEMENT)**

NEWS UPDATES



GLOBAL GRAD SHOW 2020

JOSEPH ARISTOTLE DE LEON

**(BSMS MANUFACTURING
ENGINEERING AND
MANAGEMENT)**



Team CANTELA was chosen in Global Grad Show as part of the Dubai Design Week. The 2020 edition features the 100 best student projects globally, chosen with the support from a jury of leading international figures in the fields of innovation, social development and critical thinking.

KYLE CHRISTIAN FERNANDEZ

**(BSMS MANUFACTURING
ENGINEERING AND
MANAGEMENT)**



CANTELA is a social enterprise that develops a community renewable microgrid with internet connectivity, access to clean energy and better lighting to areas where these may not be readily available, all while minimizing cost and maximizing efficiency. This system allows them to provide three services to communities all at once, while providing the opportunity to use the combination of access to the internet and electricity to deploy other technologies to areas which would be impossible for them to reach otherwise.

A community renewable microgrid with integrated street lighting and IOT technologies consists of:

- (1) Solar energy systems installed in homes that allocate harnessed energy to the demands of the street poles and respective host households,
- (2) Street poles that house the streetlamps and IOT devices (CCTVs and flood warning alarm systems)
- (3) Broadband over powerlines technology that carries both electricity and internet signals for communication of microgrid system, and household internet access.

JOSES SORILLA

**(BS MECHANICAL
ENGINEERING)**



ROBERT NATHAN ROLEDA

**(BS INTERACTIVE
ENTERTAINMENT MAJOR IN
GAME DEVELOPMENT)**



NEWS UPDATES



LASALLIAN SOCIAL ENTREPRENEURS WIN IN NATIONAL COMPETITIONS IN BUSINESS INNOVATION AND FINANCIAL INCLUSION

Lasallian social entrepreneurs under the guidance of the Lasallian Social Enterprise for Economic Development (LSEED) made it to the top 5 of national competitions in business innovation and financial inclusion. The teams were mentored by Mr. Norby Salonga.

2020 ENACTUS BUSINESS INNOVATION

AB Communication Arts students Earlich Ibon and Christine Barroso of Team TriniTech Alliance is the 2nd runner up of the Enactus Business Innovation Idea Challenge, as announced last December 5, 2020 through an online awarding ceremonies.

TriniTech Alliance is a techno-driven social enterprise that launches and manages projects geared towards the localization of the United Nations' Sustainable Development Goals. One of their current projects is P65: Circula, which is a vending machine that collects waste materials in exchange of discounted products. Collected plastics are then turned into eco-bricks and planks in partnership with non government organizations and advocacy groups. Other key features are Circula Collaboration and Project Maintenance. The former allows TriniTech to partner up with private companies for their corporate social responsibility while the latter focuses more on the maintenance of vending machines with their partner communities.

TEAM TRINITECH ALLIANCE



EARLICH IBON

(AB COMMUNICATION ARTS)



CHRITSINE BARROSO

(AB COMMUNICATION ARTS)

NEWS UPDATES



FINANCING THE FUTURE DEBT CHALLENGE

Team DebtFreePH composed of Cielo Olavario (BS Applied Economics major in Financial Economics and BS Accountancy), Gerard Ching (BS Computer Engineering), and Romulo Llamera (BS Management of Financial Institutions) was selected as one of the top 5 finalists of PhilDev Foundation's Financing the Future Innovation Challenge, as announced last December 13, 2020.

DebtFreePH is an offline mobile application that aims to aid Filipino individuals and businesses in managing and financing debts efficiently and effectively. It localises Sustainable Development Goals 1 (No Poverty), 8 (Decent Employment), and 11 (Sustainable Cities and Communities). Financing the Future is a 3-week competition wherein university students and innovators are invited to produce sustainable enterprise solutions in response to operational gaps (formed into problem statements) shared by partner companies/organizations. The challenge's goal is to discover and develop people-centered innovative ideas that can make financial resources inclusive and accessible to everyone.



CELIO OLIVARIO

**(BS APPLIED ECONOMICS MAJOR IN FINANCIAL ECONOMICS AND
BS ACCOUNTANCY)**



GERALD CHING

(BS COMPUTER ENGINEERING)



ROMULA LLAMERA

**(BS MANAGEMENT
OF FINANCIAL
INSTITUTIONS)**

NEWS UPDATES



DLSU FACULTY PRESENTS THE FUTURE BUSINESS LANDSCAPE DURING ECCP'S SE CONFERENCE

Decision Sciences and Innovation Department faculty member and LSEED Center head Norby Salonga was one of the guest speakers of the European Chamber of Commerce of the Philippines (ECCP)'s Conference on Social Entrepreneurship entitled "Reshaping the Future Business Landscape Through Education" which was held last March 30, 2021.

ECCP is the largest foreign chamber in the Philippines whose main goal is to foster close economic ties and business relations between the Philippines and Europe. Salonga through his experience in establishing LSEED Center discussed the integration of social entrepreneurship to students' curriculum, the factors and challenges to consider in building an SE/SI Program in Higher Education Institutions (HEIs), and the new trends in reshaping the business landscape through education.

Likewise, Salonga also moderated the National Forum on Inclusive and Innovative Pathways to COVID-19 Recovery: Harnessing Social Entrepreneurship and Cross-Sectoral Collaboration on March 29, 2021, organized by the Institute of Social Entrepreneurship in Asia (ISEA), OXFAM Philippines, and the Poverty Reduction Through Social Entrepreneurship (PRESENT) where LSEED Center is a core member.



DLSU-LSEED INKS PARTNERSHIP FOR A GLOBAL NETWORK ON SOCIAL INNOVATION

De La Salle University through the Lasallian Social Enterprise for Economic Development (LSEED) has formally inked partnership with the Glasgow Caledonian University (UK) for the Social Innovation for Knowledge and Exchange Network (SILKEN). SILKEN is a partnership between the British Council and a consortium led by the latter and the University of Northampton. SILKEN has emerged from the research carried out as part of the Social Innovation in Higher Education initiative and the work of the Southeast Asian Social Innovation Network. The project aims to devise and implement an engagement strategy for developing a long term, sustainable social innovation network of knowledge exchange and liaison between universities and external stakeholders and to produce and disseminate a roadmap for future engagement.

LSEED, being the Center for Social Entrepreneurship of DLSU, currently leads the promotion of the global network in the country and is now a partner in Asia.



ANNOUNCEMENTS



WEBINAR DATES COMING UP!

LSEED Talks #11 May 7, 2021
WeCAN Talks #2 May 21, 2021

Let us know what you think below through our feedback form.

FEEDBACK



<https://forms.gle/FFuEL9BTX9i8ToKY8>

SOCIAL MEDIA

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