



**BINA SWADAYA**

Self-Reliance Development Foundation

**Addressing Inequality  
and Optimizing  
Social Entrepreneurship  
Impact on SDG's  
Sharing Knowledge and  
Experiences of  
Bina Swadaya**

**Bayu Krisnamurthi**

Presentated for  
Social Enterprises Advocacy And Leveraging  
(SEAL) Asia  
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# INDONESIA



# Indonesia 2015

**45 million** member  
of consuming class

**16<sup>th</sup> largest**  
economy in the world

**53%** of the population in cities  
..... producing **74%** of GDP

**55 million** skilled workers  
in the economy

**USD 0,5 trillion** market opportunity in  
consumer services, **agriculture and fisheries**,  
resources, and education

# INDONESIA in 2030 ....

**7<sup>th</sup> largest** economy  
in the world

**135 million** member  
of consuming class

**71%** of the population in cities  
..... producing **86%** of GDP

**113 million** skilled  
workers **needed**

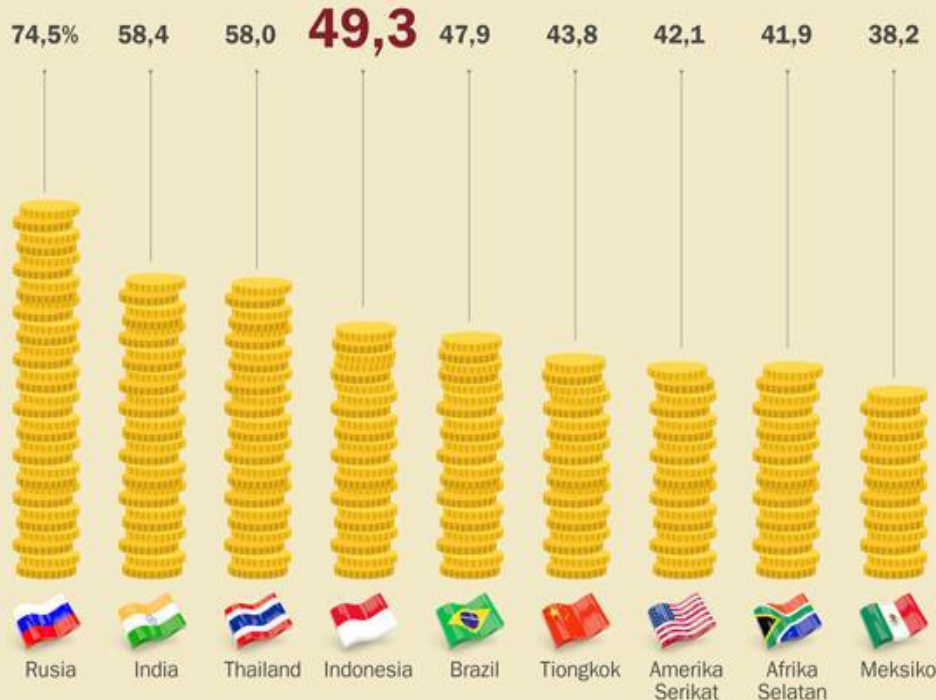
**USD 1.8 trillion** market opportunity in  
consumer services, **agriculture and fisheries**,  
resources, and education

# But ... Indonesia Inequality Problem no 4 in The World

Ketimpangan orang kaya dan miskin di Tanah Air masih tinggi. Ini tercermin dari akumulasi kekayaan segelintir warga yang menguasai kekayaan nasional dan simpanan perbankan. Bahkan lembaga keuangan Swiss, Credit Suisse menempatkan Indonesia di urutan keempat dengan disparitas kekayaan tertinggi.

## NEGARA DENGAN KESENJANGAN TERTINGGI

Persentase kekayaan nasional yang dimiliki oleh 1 persen warga.



## INDEKS KETIMPANGAN MASIH JAUH DARI TARGET

Jurang antara si kaya dan miskin di Indonesia masih tinggi. Dari target 0,36. Gini Ratio Indeks masih di angka 0,397 pada Maret 2016.



## PERBANKAN NASIONAL DIKUASAI PEMILIK REKENING DI ATAS 2 MILIAR



**Bina Swadaya experiences:**

**Social Enterprise and  
Social Entrepreneurship is  
(one of) the answer**

# BUSINESS STRATIFICATION IN INDONESIA

❑ Big Enterprises	5.066 (0,01%)
❑ Medium Enterprises	52.106 (0,09%)
❑ Small Enterprises	654.222 (1,13%)
❑ Micro Enterprises	<b><u>57.189.393 (98,77%)</u></b>
Total	<b>57.900.787</b>

Source : Ministry of Cooperatives and SME, 2013

# BBC's Entrepreneurship Survey Results (2011)

- **Indonesia is number one in entrepreneurship, followed by the United States, Canada, India and Australia.**
- Colombia, Egypt, Turkey, Italy and Russia are countries which are less than ideal for entrepreneurs.
- The survey, called the BBC's Extreme World Series uses a variable perception of culture to support the development of start-ups.
- The survey conducted on 24,000 people from 24 countries
- This survey refers to four indicators: 1) the level of creativity and innovation in each country, 2) the level of difficulty of starting a business, 3) level of willingness to start a business and 4) the level of ease of doing business.



# SOCIAL ENTREPRENEURSHIP

(According to Bina Swadaya Journey)

**Social entrepreneurship is about social and sustainable development with entrepreneurship solution.**

**Social development :**

**Development effort which includes aspects of poverty alleviation, productive employment & social integration.**

**Sustainable development :**

**Development efforts to preserve the environment and sustainability in the financial aspect.**

**(Bambang Ismawan)**

50 years question in Bina Swadaya:  
*How to help the (poor) people to be able to help themselves in a sustainable manner ?*

Answer: **You CAN'T if you can not first help your self. So you have to make sure that you yourself are financially sustainable.**

**Bina Swadaya seek no donors, we are independently in financial-sustainable stage. We **welcome** partners and cooperations.**

# **BINA SWADAYA (Est. 1967)**

## **SOCIAL ENTREPRENEUR & PROMOTOR of SOCIAL ENTREPRENEURSHIP**

A Foundation engaged in the business development, community empowerment, especially economic and social aspects

### **DEVELOPMENT FOCUS**

- 1. Community Based Self Help Organization Development**
- 2. Microfinance Services and Development**
- 3. Community Based Production and Business Development**
- 4. Self Reliance Education and Training**
- 5. Development Communication**

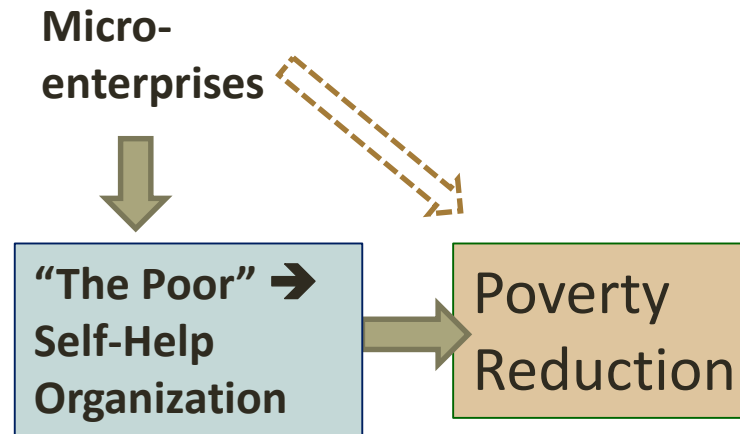
**ONE FOUNDATION, 14 Companies for Community-based Socio-Economic Development. Direct impact 46.500 people, indirect: more than 200.000 people (2015)**

**Developing Community-based institutions, such as: Self-Help Groups, Cooperatives, and Micro Banking**

**Award for Individuals, Institutions and Organizations Social Entrepreneur as inspiration to others**



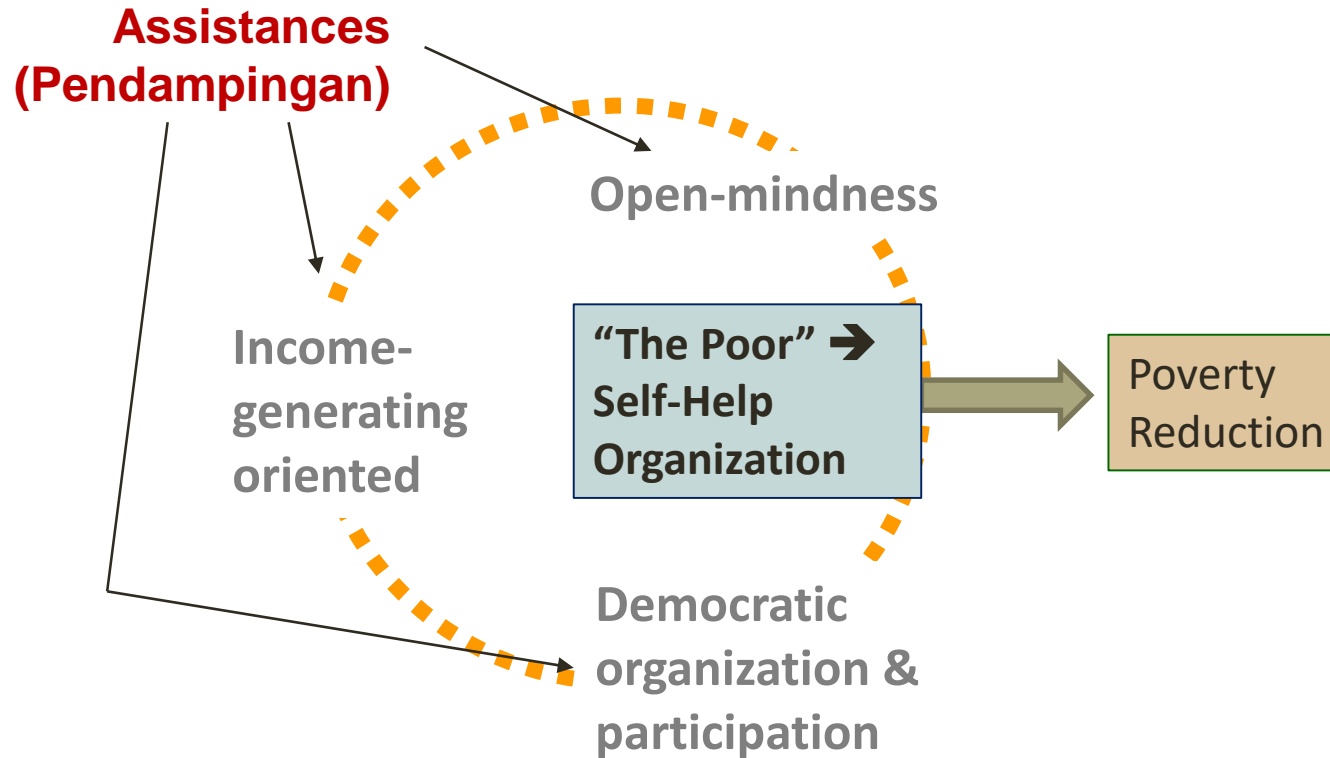
## Bina Swadaya Approach: *help others so they could help them self*



“The Poor” : economically active poor; they who have / can do ‘little’ (not they who have / can do ‘nothing’)

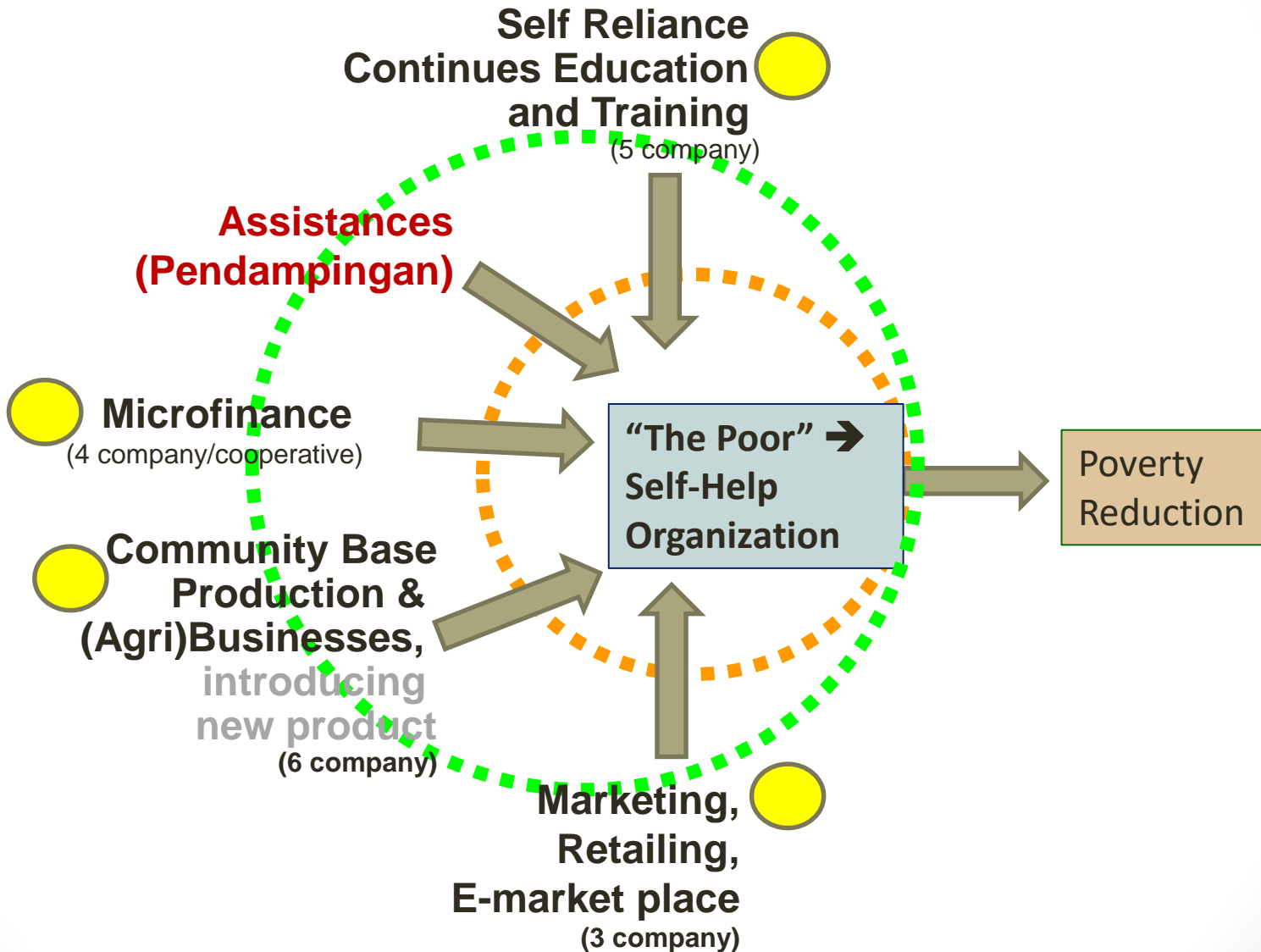
# Bina Swadaya Approach:

*help others so they could help them self*



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*help others so they could help them self*



\*one company can perform more than one function

**Bina Swadaya Approach:**  
*help others so they could help them self*

**Enlarging through partnership and networking:**

- **Government:** program or policy-dialogue
- **Private enterprises**
- **NGO:** national/international
- **International agency**
- **Other social-enterprises**
- **Philanthropic**

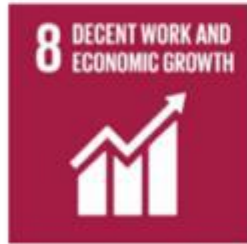




# SUSTAINABLE DEVELOPMENT GOALS

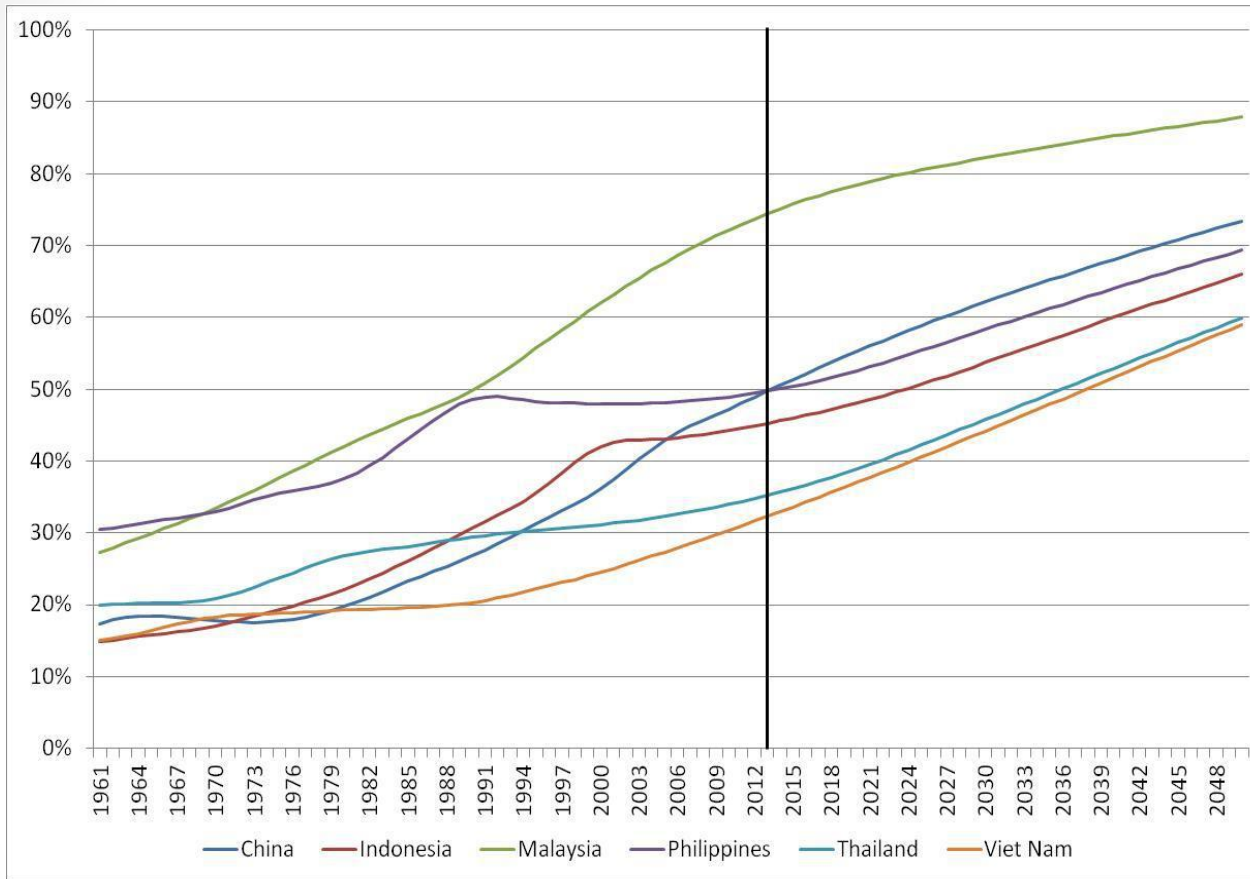


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# Urbanization ...



**villages  
becoming  
cities ....**

**Along came: the supermarket, diverse food products,  
the restaurant businesses, the food marketer, the  
'trend factors', consumption behavior, the life style ...**

## BS and Multi-Generation:

Silent generation	> 65 tahun
Baby Boomers	50-64 tahun
Generation X	35-39 tahun
Generation Y/The Millennial	20-34 tahun
Generation Z	10-19 tahun

### “The X and Y”

- **Purpose is Key.** 60% believe the business they work for should have a sense of purpose
- **Economic is the Other Key.** 50% say increased earning are primary motivation, 50% also say cite profit as the most important function of business
- **Value independency and entrepreneurial-ship.**
- **Value Balance.** Work-life balance is consistent priority: enough personal time, recognition and respect, flexible hours.

# MEDIA PENETRATION

(A.C. Nielsen, July 2017)

<b>Tabloid and magazine</b>	<b>3%</b>
<b>Newspaper</b>	<b>7%</b>
<b>Radio</b>	<b>37%</b>
<b>Internet</b>	<b>44% (double in 5 y)</b>
<b>Static outdoor</b>	<b>53%</b>
<b>TV</b>	<b>96%</b>

**Tools : Smartphone 94%**  
(smartphone user in Indonesia 123-136 mill)

## Top 25 Countries, Ranked by Internet Users, 2013-2018

*millions*

	2013	2014	2015	2016	2017	2018
1. China*	620.7	643.6	669.8	700.1	736.2	777.0
2. US**	246.0	252.9	259.3	264.9	269.7	274.1
3. India	167.2	215.6	252.3	283.8	313.8	346.3
4. Brazil	99.2	107.7	113.7	119.8	123.3	125.9
5. Japan	100.0	102.1	103.6	104.5	105.0	105.4
6. Indonesia	72.8	83.7	93.4	102.8	112.6	123.0
7. Russia	77.5	82.9	87.3	91.4	94.3	96.6
8. Germany	59.5	61.6	62.2	62.5	62.7	62.7
9. Mexico	53.1	59.4	65.1	70.7	75.7	80.4
10. Nigeria	51.8	57.7	63.2	69.1	76.2	84.3
11. UK* *	48.8	50.1	51.3	52.4	53.4	54.3
12. France	48.8	49.7	50.5	51.2	51.9	52.5
13. Philippines	42.3	48.0	53.7	59.1	64.5	69.3
14. Turkey	36.6	41.0	44.7	47.7	50.7	53.5
15. Vietnam	36.6	40.5	44.4	48.2	52.1	55.8
16. South Korea	40.1	40.4	40.6	40.7	40.9	41.0
17. Egypt	34.1	36.0	38.3	40.9	43.9	47.4
18. Italy	34.5	35.8	36.2	37.2	37.5	37.7
19. Spain	30.5	31.6	32.3	33.0	33.5	33.9

## Points of Interest:

- 1. SDG creating “formal” vision, goals, objectives for everybody. Challenge: “tragedy of the commons “**
- 2. Increase in “welfare state approach”: government ‘centered’ development strategy – find the optimal role of government in achieving SDGs**
- 3. Many international institution cut budget and activities; due to the politic of “my country first”**
- 4. The internet of everything**
- 5. Exponential growth of “social-enterprises-like” start-up**

# Bina Swadaya :

Serving the community to liberate themselves from poverty, with believes that:

1. Serving others is a noble calling
2. **Community is capable to help them self and be self-sufficient;**
3. An optimal result is achieved through sincere cooperation in the framework of mutual growth and development;
4. **Social entrepreneurship is an effective vehicle to inspire community to empower them self;**
5. A noble intention carried out ethically, seriously and consistently will certainly yield good result.



**Bambang Ismawan**

*Founder*

*And Chairman Board of Trustee*



**BINA SWADAYA**

**Self-Reliance Development Foundation**

Thank you