Achieving SDGs by Raising Youth Social Entrepreneurs through a Public–Private–Civil Partnership
: An Enterprise Perspective

Byung Hoon LEE
Vice President
Hyundai Motors Group

2019.6.26
What kind of world do we want to leave to those who come after us, to children who are now growing up?
How can we be part of it?
What HMG pursue for our society: From Giving to Moving

**Vision & Slogan**

- **Moving** : The desire for continuous change and development
- **the World** : The hopes and dreams of the world
- **Together** : The harmonious partnership with society

HMG’s desire to make changes for the better together with its neighbors through love and actions

**6 MOVES**

- NEXT MOVE
- DREAM MOVE
- SAFE MOVE
- GREEN MOVE
- EASY MOVE
- HAPPY MOVE
# Toward an “Impact Ecosystem”

<table>
<thead>
<tr>
<th>Rooting</th>
<th>Making Social Entrepreneurs Survive and Thrive</th>
</tr>
</thead>
</table>
| Supporting potential social enterprises | **Health care support for the underprivileged elderly**  
- Providing integrated support programs to improve elderly life  
- Employing women who previously self-selected to stop their career  
  (800 social workers employed; over 14 million beneficiaries per year) |
| Easy Life (2007~present) | **Mobility access for the transportation needy**  
- Providing vehicles for rehabilitation and aids for the disabled and the elderly  
  (Revenue of $8 million; vehicle sales of 114 units, as of 2018) |
| Parenting | **A Incubating platform for innovative social enterprises**  
- Providing integrated program to incubate, accelerate, and nurture social enterprises  
- Unemployment issues and other social issues tackled through the benefited social enterprises  
  (211 SEs supported; 1,420 youths employed; $106 million revenues in total, as of 2018) |
| Nurturing nascent social entrepreneurs | **A mentoring program for disadvantaged youths**  
- Providing a platform to source undergrad tutors and connect the tutors and the disadvantaged  
  (550 undergrad tutors sourced; 2,043 youths tutored, the social values of $14 million generated, as of 2018) |
| H-OnDream (2012~present) | **Co-working** |
| Co-working | Ongoing partnership with social enterprises |
Objectives

To tackle the social problems in innovative ways, HMG aids young and creative social entrepreneurs in order for them to grow into success social businessmen so that they can enhance their impact on the society for bigger societal transformation.

Main Activities

To open ‘H–OnDream’ audition to select innovative social entrepreneurs and help them to develop their ideas into reality with financial and managerial support, including incubating, accelerating, and post hoc mentoring.

Unique Values

Recognition of ‘OnDream Fellows’
- Continuous improvement for their sustainability

Public–Private–Civil Partnership (PPCP)
- Collaboration with social economy players in pursuit of ecosystem

Infusion of business values to the social economy
- Compatibility between social values and economic values
**H-OnDream, how it works**

**Private Sector**
- Hyundai Motor Group
- Hyundai Motor Chung Mong-Koo Foundation

**Social Economy/Civil Sector**
- Professional Organizations (Seeds, Mecenat Association, Incubators)
- “Gurus” (or Accelerators)

**Public Sector**
- Ministry of Employment and Labor
- Korea Social Enterprise Promotion Agency
- Local Governments

**(Nascent / Potential) Social Entrepreneurs**
MOVES from H-OnDream – Figures

- **211** # of OnDream Fellows
- **1,420** # of Employment
- **95%** Survival Rate after H-OnDream (Average Survival Rate in Korea is 20%)
- **372%** Revenue improvement after H-OnDream

*Criteria: 1-5th (2016, Dec), 6-7th (2018, Dec)  As of 06/2019*
$12.0m_{(USD)} \text{ # Sales Figures}

$91.8m_{(USD)} \text{ # Input Amount}

X7.6

*Criteria: 1-5th (2016, Dec), 6-7th (2018, Dec)

As of 06/2019
MOVES from H-OnDream toward SDGs, Overview

1. No Poverty
   - 3
2. Zero Hunger
   - 5
3. Good Health and Well-being
   - 7
4. Quality Education
   - 48
5. Gender Equality
   - 3
6. Clean Water and Sanitation
   - 2
7. Affordable and Clean Energy
   - 3
8. Decent Work and Economic Growth
   - 35
9. Industry, Innovation, and Infrastructure
   - 22
10. Sustainable Cities and Communities
    - 28
11. Peace, Justice, and Strong Institutions
    - 1
12. Responsible Consumption and Production
    - 1
13. Climate Action
    - 0
14. Life Below Water
    - 1
15. Life on Land
    - 1
16. Partnerships for the Goals
    - 1

Total: 192
Moves from H-ONDream toward SDGs, by Industries

- Dispersed from traditional manufacturing industries to high-technology industries
- These industries tend to focus on social inclusion comparing to other areas

Bar chart showing the distribution of focus areas across different industries:

- Manufacturing
- Culture and art
- Social works
- Education
- Regional development
- Food / Health
- ICT
- Media / Publishing

Focus areas: Social inclusion, Environment, Global Partnership, Economic development, Poverty
MOVES from H-OnDream toward SDGs, by Agenda

**PROSPERITY**
Ensure prosperity and fulfilling lives in harmony with nature

**PEOPLE**
End poverty and hunger in all forms and ensure dignity and equality

**PLANET**
Protect our planet’s natural resources and climate for future generations

**PEACE**
Foster peaceful, just and inclusive societies

**PARTNERSHIP**
Implement the agenda through a solid global partnership

**Sustainable Development**

66 Attempts
62 Alive
Over $7 Million Raised

91 Attempts
80 Alive
Over $14 Million Raised

32 Attempts
28 Alive
Over $3 Million Raised

3 Attempts
3 Alive
Over $0.3 Million Raised
MOVES from H-OnDream toward SDGs, by Year

Trajectories of SDG Achievements by Sector

H-OnDream initially focused on economic development.

But, the proportions of social inclusion have been increased.

The interests on environment have been increasing since its launching, but the more environmentally-conscious, young entrepreneurs could be attracted.

Trajectories of SDG Achievements by Agenda

H-OnDream has great achievements for prosperity, as many entrepreneurs have focused on regional development.

Interests on people and planets are still growing.
How H-OnDream makes dreams come true

- Preadaptation
- Shared principles

- Moving
- The World
- Together

SDG AGENDA PRINCIPLES
- UNIVERSALITY
- INTEGRATION
- TRANSFORMATION
How H-OnDream makes dreams come true

Adaptation

Integrating experiences

MORETHAN

• Products
  - Fashion items upcycled from old leathers scrapped from car seats of retired vehicles

• What they’ve done
  - Upcycled 4-million-ton car wastes
  - Saved 1642-liter water

• How they became an H-OnDream fellow?
  - Tackling the issues elicited by retired “vehicles”
  - Their business model helps HMG’s value chain retain more sustainable
  - They became a business partner of HMG after they had gone through the H-OnDream program
Exaptation Transforming in-born traits toward co-evolution

Flying is an exaptation
A secondary adaptation from thermic regulation evolution

H-On-Dream let the traits of CSR in HMG adjusted for the global sustainable development (from Giving to Moving)

- HMG’s economic resources have been transformed to the resources for the society
  - Human/social/financial resources
  - Business know-hows, business opportunities, potential markets for social enterprise

- HMG’s engagement in CSR is now re-framed as a driving force for co-evolution between business and society
**What can make H-OnDream further MOVED?**

**Interconnected Goals**
SDGs are not isolated; interconnected.
The platform structure operated by intermediary organizations makes the co-existence of different goals viable.

**Localized Globalization**
H-OnDream is actually tackling local issues (e.g. Marimond).
But, their innovative solutions for the localized issues can be easily expanded to the global issues (e.g. KOA).

**Balanced Partnership**
Resource dependence issues (or power asymmetry) can arise between HMG and SEs.
H-OnDream helps create “collaborative values” across sectors (i.e. PPCP).
HMG values what the OnDream fellows have achieved, taking them as business “partners,” not as beneficiaries.
What is Hyundai’s next step of SDGs?