

## Elective Session 2 – Decent Work 2


### Group Concept

“Decent Work” is an important agenda all over the World. “Decent Work” is employment that “respects the fundamental rights of the human person as well as the rights of workers in terms of conditions of work safety and remuneration... Respect for the physical and mental integrity of the workers in the exercise of his/her employment.” -United Nations Economic and Social Council: International Covenant on Economic, Social and Cultural Rights

“Decent Work” involves “Opportunities for work that are productive and deliver a fair income, security in the workplace and social protection for families, better prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men” –International Labour Organization

This topic was divided into two groups: One group will focalize on collective team work facilitated through the MTA methodology. The other will be working based on the social venture incubating experiences. This is the recap of discussions and activities in group 2.

### Facilitator

	Yong-Kun Cho (South Korea)	<ul style="list-style-type: none"><li>▪ Manager, R&amp;D Director of Underdogs Ltd.</li><li>▪ Bachelor's degree from Sungkyunkwan University</li><li>▪ Area of interest: social venture</li><li>▪ Has been actively involved in various SSE activities</li><li>▪ Received an award at the 2016 Future Innovation Forum as the youth innovator by the Seoul Metropolitan Government</li></ul>
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### Detailed Program

23 <sup>rd</sup> Aug	11:00	<i>Orientation &amp; Ice breaking</i> <ul style="list-style-type: none"><li>▪ Globingo</li><li>▪ The tree of expectation</li></ul>
	14:00	<i>Ud Step #1. Finding 'Problem' (Ud: Underdogs)</i>
	15:00	<i>Ud Step #2. Deduce 'Perspective'</i> <ul style="list-style-type: none"><li>▪ Define our perspective</li></ul>
24 <sup>th</sup> Aug	9:00	<i>Ud Step #3. Benchmarking</i> <ul style="list-style-type: none"><li>▪ Analyse various solutions</li><li>▪ Make own social</li></ul>
	14:00	<i>Ud step #4. MVP</i> <ul style="list-style-type: none"><li>▪ Prototyping</li></ul>
	20:30	<i>'Birth Giving Challenge'</i> 1 <sup>st</sup> October 2018 GSEF conference

		Present your activities on 'Decent Work' team for 1 year after the camp (from September 2017 to August 2018)
25 <sup>th</sup> Aug	9:00	<i>Ud step #5. MVP</i> ▪ Test its solution <i>Ud step #6. Marketing</i> <i>Ud step #7. Launching/ Pivot</i> ▪ IR Pitching <i>Market place</i>

## ***Day 1(23<sup>rd</sup> Aug)***

### ***Orientation & Ice Breaking***

First, started off the session with some fun Ice breaking activities ("I see you"). Go around the room and find a person you haven't met before. Introduce yourself with three keywords, and also write it on your post it. Draw each other's face without seeing the paper.



### ***Facilitator's Self Introduction***

Brief introduction of the facilitator, Yong-kun Cho and his startup Underdogs.



What is the 'Underdogs Effect'?

The small dog- who seems like he is going to lose – can show great potential and power. Underdogs stands for the competitors thought to have little chance of winning. Underdogs started in June 2015. Educates

people on business, specifically on how to start a social venture. The Underdogs' vision is to gather these successful social ventures in the future and create a culture together.

### ***Examples of Social Venture***

Playwall (Nol-Dam)	<ul style="list-style-type: none"> <li>▪ Wants to change situation in Korea that kids don't spend enough time to play or study due to working parents</li> <li>▪ Connect university students as play-sitters with working moms who have a limited time to play with their children</li> </ul>
Fun Cool	<ul style="list-style-type: none"> <li>▪ Wants to change situations where teachers face obstacles for starting new things. Supports public education teachers to exercise PBL(Project Based Learning) classes with impact funding or expert network</li> </ul>
29 Days	<ul style="list-style-type: none"> <li>▪ Wants to change the situation where girls from low-income families cannot afford to buy sanitary pads. Donates a certain amount of sanitary pads to people in need when consumers buy their product</li> </ul>

### ***Preview of Day 2 and Day 3 activity***

Tomorrow each group will be asked to create their own social venture, and on the last day they will invest money to the team with the best idea and solution. The team with the highest amount of money invested is the winner! Also pick the best investor who invests the most to the best team.

### ***UD Step #1. Finding 'Problem'***

#### ***Group Discussion***

Inequality	Poverty	Women (Girls)	Sanitation	Social media ethics
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What social issues do you want to discuss? Discuss the 5 social issues that you've chosen. Each group is assigned a group leader – the leader stays in the group, while members rotate around different tables to discuss various issues.

#### ***Example 1) Discussion Subject "Sanitation"***

##### ***▪ Public sanitation vs personal sanitation***

Can think of sanitation in two different aspects: personal and public.

##### ***▪ Sanitary pads***

Problem #1. Sanitary pads are too expensive.

Sanitary pads are necessity goods, not luxury goods. It is very closely related to sanitation. Necessity goods such as sanitary pads should not be taxed highly. Same with diapers. One example of social venture is *29 Days*. It donates sanitary pads to low-income families. However, this does not solve the

root of the problem. As long as the price remains high, there will be a problem. Women, along with babies and elderly, can all be seen as minorities, vulnerable members of the society who are in danger of poor sanitation problems. Problem arises because companies collude and raise the prices too high. One possible solution could be implementing price ceilings that set the maximum price level.

#### Problem #2. Toxic chemical substances were found in sanitary pads.

Toxic cancerous chemicals were detected in sanitary pads manufactured by famous, widely used Korean brands. Also not eco-friendly.

##### ▪ **Poor sewage system**

Especially lack of sewage and drainage system in rural areas and countryside. Oftentimes use underground water. Prone to disease because of poor water hygiene. For example, buried pigs infected by cholera underground. Water contaminated by the pigs. Water pollution due to factory waste.

##### ▪ **Gap between sanitation level in cities and rural areas**

Factories in the city illegally discard wastes in mountains and in rural areas. Results in higher pollution rate in countryside than in cities. Waste burned in countryside leads to the air pollution. Also the concept of sanitation is unfamiliar to the elderly in rural areas.



#### **Example 2) Discussion Subject “Women (Girls)”**

##### ▪ **Abortion**

Illegal abortion. Many teenage girls illegally get an abortion from an unauthorized doctor. Risks life and serious potential side effects.

##### ▪ **Stereotypical portrayal of girls in mass media**

Girls are portrayed in the media as submissive and passive, helplessly relying on men for their happy ending. Typically portrayed as housewives, or as a damsel in distress waiting to be rescued by her Prince Charming. Girls get the wrong idea, fantasizing over such stories when actually this distorts female representations in the media. Frequently observed in K-pop lyrics of female idol groups or female protagonists in Korean dramas.



- ***Sexualization***

Girls, especially idols wearing stage clothes with too much exposure. Comes from pressure to fit the typical beauty standard enforced by the society, and sexually attractive. Problem is that a lot of idol k-pop stars are under 19 years old. Should not be the subject of male gaze.

- ***Gender stereotypes - Labeling***

Discrimination against young girls.

- ***Sexual harassment violence to young girls***

- ***Lack of sexual education for girls (and boys)***



### ***Example 3) Discussion Subject “Inequality”***

- ***Financial inequality***

The gap between national income (GDP). The discrepancy in power among different nations of varying wealth. Poorer countries are typically able to exert less power in global politics. Difference in financial status leads to difference in level of health care.

- ***Cultural inequality***

Urban and rural areas have cultural discrepancy. People living in rural areas have little access to the cultural facilities, such as lack of movie theatres. Differences in the availability of cultural resources and facilities.

- ***Human resources inequality***

- ***Gender inequality***

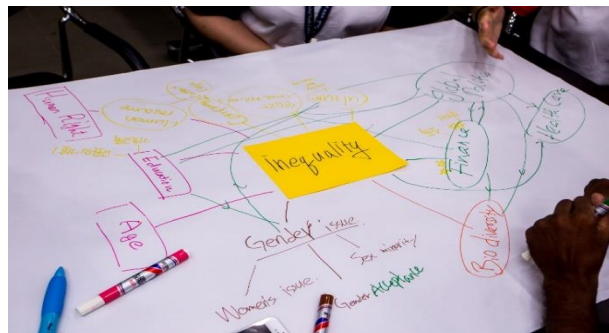
Men and women get paid different salaries for doing the same work. → Violation of labour rights

- ***Age inequality***

Generation gap occurs when traditional thoughts conflict with that of present generations. Age conflict results in social tensions and affects social atmosphere. The problem of aging society and senior poverty is getting worse. Lack of welfare system.

Discussion Question #1. Education as a means of resolving all inequalities?

Discussion Question #2. How to prevent reverse discrimination and inequality?



**Ud Step #2. Deduce 'Perspective'**

## ***Social venture vs Startups***

What is a social venture? What is a startup? What are the differences between these two?

### **▪ Definition of Social Venture**

The term is a very wide range. Addresses and solves any problem such as environment, housing, or finance. It is a 'venture for the future' by addressing social problems.

### **▪ Definition of Startup**

Startup can be anything, any kind of business – that starts with your own resources.

### **▪ Difference between the two**

- ① The mission and vision of the business is different.
- ② The presence or lack of social mission. Social venture is pertained to social problems, while startups can be practically any sort of business. Startup is a bigger scope than social venture.
- ③ Looks like a Venn diagram where the two have a common area, and exclusive area that the other doesn't have. Not all startups are social ventures, and vice versa.

Discussion Question #1. Various opinions on which company can be classified as a social venture or startup.

A	Underdogs is both a startup and a social venture.
B	ICoop is right now too big so it cannot be seen as a startup. Already developed, already big.
C	Toms shoes is not social venture because it earns income profit. I personally consider it half social venture.

## ***Sharing thoughts with the whole group***

Summarize what you've discussed and share your team's thoughts on social venture and startup with the entire group.

The key point of social venture is that they have a *social mission*. They address social need. Venture can be defined as a kind of an innovative method, management skill, technology, or way of thinking. The social venture's mission is not to make maximum profits. They thrive for social values - for instance, employment of equal percentage of women and men in workplace. They provide social services, jobs or other things. Most of them are dedicated to local communities, and aim to make a better quality of life.

Meanwhile, a startup is any organization that starts from zero point and uses their own resources, and pioneers Blue Ocean. But if they have a social mission they can also be a social venture. Social ventures can be part of startup. Profit generated from startups can be reinvested into the society.

Then, what is the difference between social venture and start up social venture?

Startup social venture creates impacts not only outside but also inside, creating a democratic environment. It is both what you offer to the community, and what you offer to the team inside within.

### ***Where do you start?***

From our perspective, the difference between startup and social venture is where to start - left to decide between solving a social problem versus earning reputation or money.

### ***Facilitator's comment***

In the end, social venture is a company. It is about earning money and growing up, so it needs a business model. Keep in mind - social venture is NOT an excuse for making no money!

## ***Day 2(24<sup>th</sup> Aug)***

### ***Ud Step #3. Benchmarking and step #4. MVP***

#### ***Group discussion***

Choose topics of your interest and start thinking about what social mission your social venture will have. What kind of work will your company do? Topics can be changed from previous sessions. (For examples, 5 social issues- Inequality, Poverty, Women, Sanitation and Social media ethics)

#### ***Example 1) Discussion Subject "Social Media"***

Such a big topic – first have to define what is social media (ethics) is. Ethics is the question of right or wrong. A moral standard exists.

#### ***▪ Negative aspects of social media***

Disrespect to others	<ul style="list-style-type: none"><li>▪ cyber bullying</li><li>▪ slander</li><li>▪ memes with private violation/ pictures</li></ul>
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Diminishes personal values and self-worth	<ul style="list-style-type: none"> <li>▪ how many likes/ posts/ friends they have</li> <li>▪ insecure/ low self-confidence</li> </ul>
Right to be forgotten	<ul style="list-style-type: none"> <li>▪ use of personal information</li> <li>▪ privacy issues (hacking, etc.)</li> <li>▪ for eternity (once uploaded on FB, pictures last forever)</li> <li>▪ “Witch Hunt” in the media (mining information from the past)</li> </ul>

### ▪ *Positive aspects of social media*

World wide connection	<ul style="list-style-type: none"> <li>▪ connect people from all across the World</li> <li>▪ ex) helped connect and congregate the people responsible for Arab’s Spring Revolution</li> </ul>
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**Day 3(25<sup>th</sup> Aug)**

**Ud Step #5. Marketing and step #6. Launching/ Pivot**



**Create your own social venture**



## ***1<sup>st</sup> step and 2<sup>nd</sup> step: Find the problem***

### ***Example 1) Social Media***

#### **▪ *Obstacles***

Terrorism and porn, sexual trafficking going on in SNS, vulgarity in social media, lack of self-consciousness and confidence among teenagers using SNS

#### **▪ *Objective***

Personal level is to express themselves freely, connect with friends and families more.

General and social level is more on diversity and connection, more help more love and hope, “To Make Social Media Good (MSMG) Free” from the pressure of rejection or free to be respected through diverse identities. Not to measure their self-worth based on a number of friends, likes on FB. To make Social media as a respectful area.

### ***Example 2) Poverty***

#### **▪ *Define poverty***

People might be in poverty and not realize it.

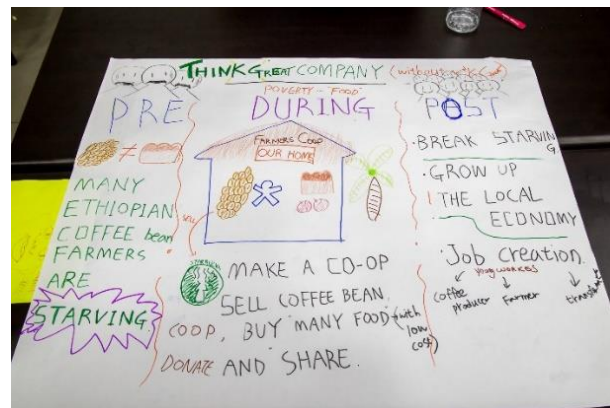
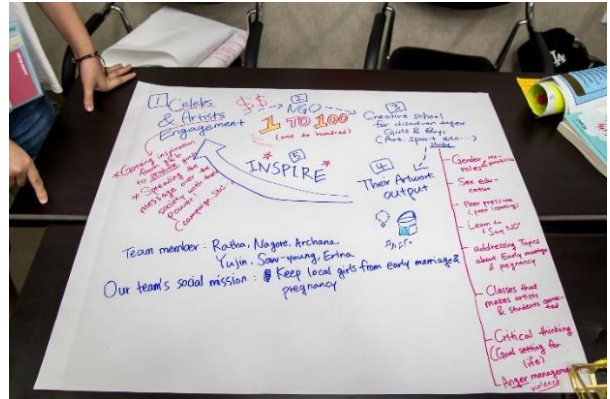
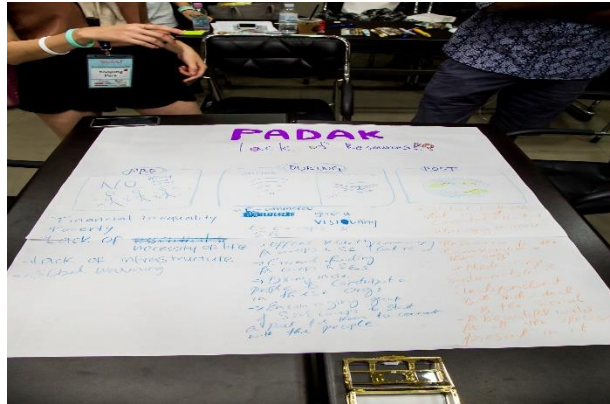
Shelter, water and money are necessary in life. There are basic necessity needed to live a healthy life. Specific definition of poverty can differ from country to country. It can be a reason for suicide “I’m poor and I would be poor my whole life anyway why not just die”. Poverty can be a high possible reason to create crime. It creates a lot of immorality and social ill in the society. It makes people prone to drugs because they have given up on life. Poverty also leads to unemployment, inequality, and prostitution not because people like an easy way out of problems, but because they don’t have any other choices left to survive.

#### **▪ *Characteristics of solutions***

Differ from country to country and should be customized locally. We need to work as a team, people who want to implement solutions and people who need help. We need to create an awareness. Also invest on education, poverty is a cause of unemployment. We need to create employment opportunities, create social ventures that would help in solving poverty problems. But there is no overnight solution and it’s a long term process. And ensure people to have better wages to improve their lives because employment only does not ensure them to get out of poverty.

### 3<sup>rd</sup> step and 4<sup>th</sup> step: Make social venture or startup prototype

Based on the results of the group discussions, each group made its own social venture model which can solve the social problem.



### 5<sup>th</sup> step and 6<sup>th</sup> step: Market place

Everyone became an investor who had the same amount of coins. The representatives of each group described their own social venture model. Each participant invested a coin when they thought that the model was likely to be succeeding and interesting. The team with the highest amount of investment had won the final prize.



