

HYUNDAI MOTOR GROUP

Current Situation of Support for Social Enterprises

**- Fostering successful social enterprise models
and young social entrepreneurs**

Moving the World Together

HYUNDAI
MOTOR GROUP



**Mid-Long Term
CSR Strategy**

Vision



Companionship for a Better Future

**Mid-Long
Term
Strategy**

To create sustainable future value together with all the stakeholders and to share the result with them equally

**Key priorities
for the next
5 years**

**To create jobs
and support
starting up**

**To cultivate
youth leaders**

**To relieve
bipolarization**

**To participate in
social issues**

The Group's Social Enterprises System

Develops successful social enterprise models
for job creation and solving social problems, and
fosters young social entrepreneurs
to discover social enterprises and support their starting up

Present

Develops successful social enterprise models

- Easy Life Corp. – service industry
- Easy Move Inc. – manufacturing industry
- Jayeonchan – distributing industry

Fosters young social entrepreneurs

- Seocho Creative Hub: social enterprise facilitation center
- H-On Dream Audition: supports building social enterprises
- H-JUMP School: program associated with CSR business

Objective

- Spreads successful social enterprise models: Fair Franchise
- Develops new CSR models aligned with the Group's resources and competencies

- Develops CSR business in relation to youth social enterprises: H-JUMP School
- To purchase the services of social enterprises: Benefit and Micimpact

To create 500 start-ups and 2500 jobs by 2017
(including the Gift Car Project which supports small entrepreneurs to set up business: 250 start-ups and 500 jobs)

The Group's Facilitation Program for Youth Social Enterprises

Contributes to provide the basis for job creation and creative economy through supporting young social entrepreneurs to build their business

Social enterprise is the model of creative economy which pursues convergence, in that it creates economic and social values simultaneously.

Hyundai Motor Group is promoting a customized /growth-phased business to foster **youth social enterprises**.

(This is part of the announcement on March 21, 2013 to create 500 start-ups and 2500 jobs for the next 5 years.)



Major supporting organizations: Hyundai Motor Group, Hyundai Motor Chung Mong-Goo Foundation, and Smile Learning

Seocho Creative Hub

To search and foster young social entrepreneurs



Supports youth to start their own social enterprises (30 teams selected per year)



Finds social enterprises in various fields including education, welfare, culture and arts, IT, environment, and etc.



Provides education and cultural services to the local community, Seocho-gu (230 classes available per year)



H-On Dream Audition

Korea's biggest support program for young social entrepreneurs to kick-start their businesses
(Since 2012)



Has supported 60 teams
and employed 300 people
(as of 2013)



Turnover of
4 billion Won
(as of 2013)



Turnover improved
2.3 times
and employment
increased by 50%



Has developed
social contribution model
where social enterprise
and corporation work
together

H-JUMP School

Developed a social contribution business model where social enterprise and corporation work together



Nurtures future creative talents including 500 student teachers
(From 2013 to 2017)



Teaches and counsels 2,000 underprivileged Teens
(From 2013 to 2017)



Mentoring by 100 mentors from different professions and fields (including 30 Hyundai Motor Group mentors)

