

대한민국 사회적기업이 행복한 내일을 만듭니다

2018 H-온드림 사회적기업 창업오디션 시상식


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

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H-ON
DREAM

In 2015, Pope Francis asked..

A photograph of Pope Francis, wearing his white papal attire and glasses, speaking at a clear acrylic podium. The background is a faded image of a large, ornate building, likely St. Peter's Basilica.

What kind of world do we want to leave to those who come after us, to children who are now growing up?

Companies are still challenged..

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



How HMG has MOVED on for the society

► Toward an “Impact Ecosystem”

Making Social Entrepreneurs Survive and Thrive



Rooting

Supporting
potential social
enterprises

Easy Life
(2007~present)

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
(8 00 social workers employed; over 14 million beneficiaries per year)

Easy Move
(2011~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

Nurturing
nascent social
entrepreneurs

H-OnDream
(2012~present)

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)



Co-working

Ongoing
partnership
with social
enterprises

H-JUMP
(2013~present)

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 overview



▶ Objectives

To tackle the social problems in innovative ways, HMG aids young and creative social entrepreneurs in order for them to grow into successful 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

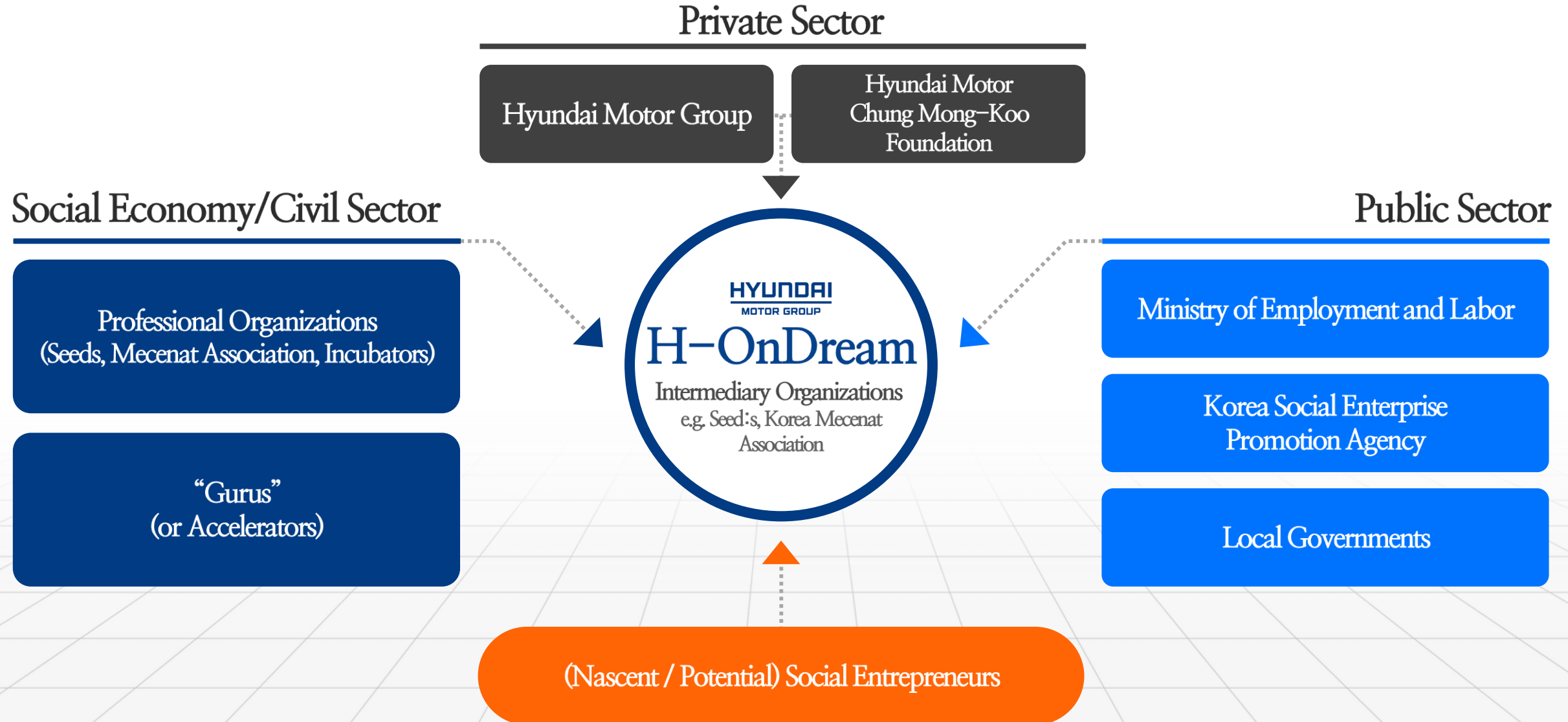
Public-Private-Civil Partnership(PPCP)

: 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



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

MOVES from H-OnDream – Figures

\$12.0m(USD)

Sales Figures

X7.6

\$91.8m(USD)

Input Amount



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

As of 06/2019

MOVES from H-OnDream toward SDGs, Overview

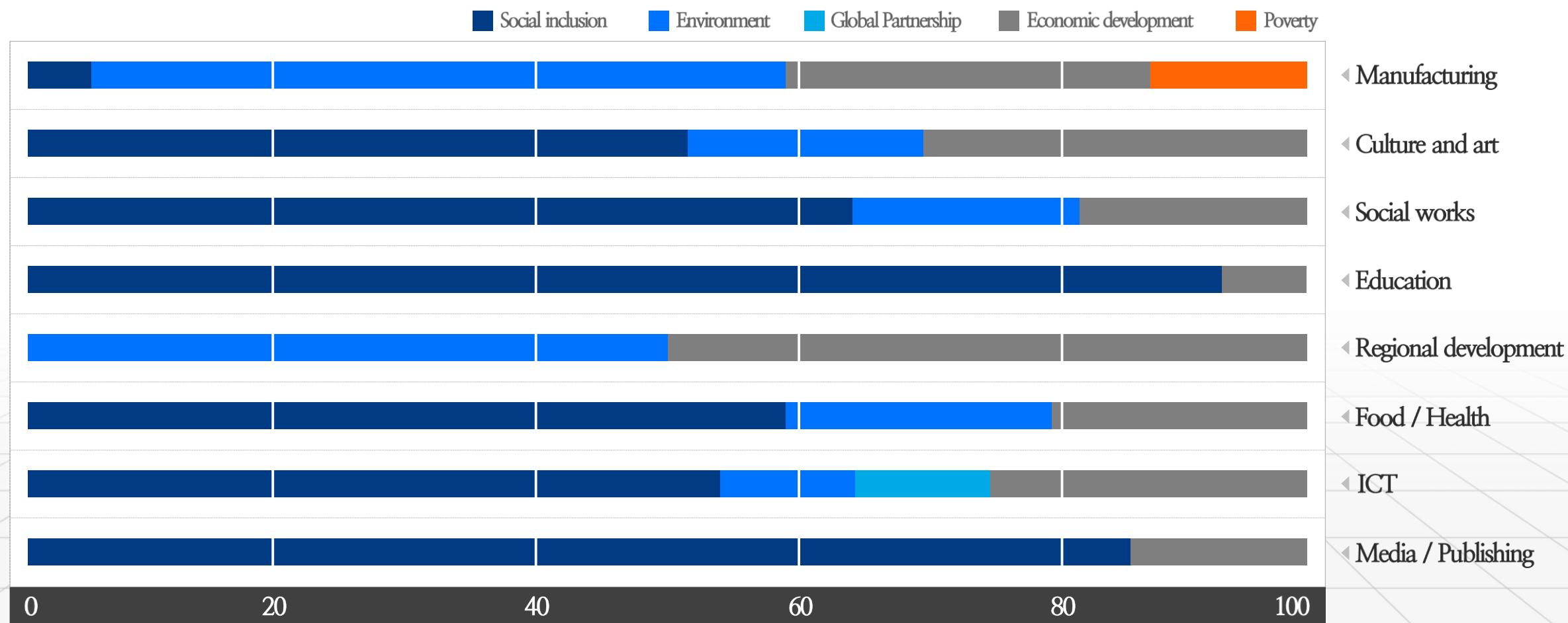


SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD

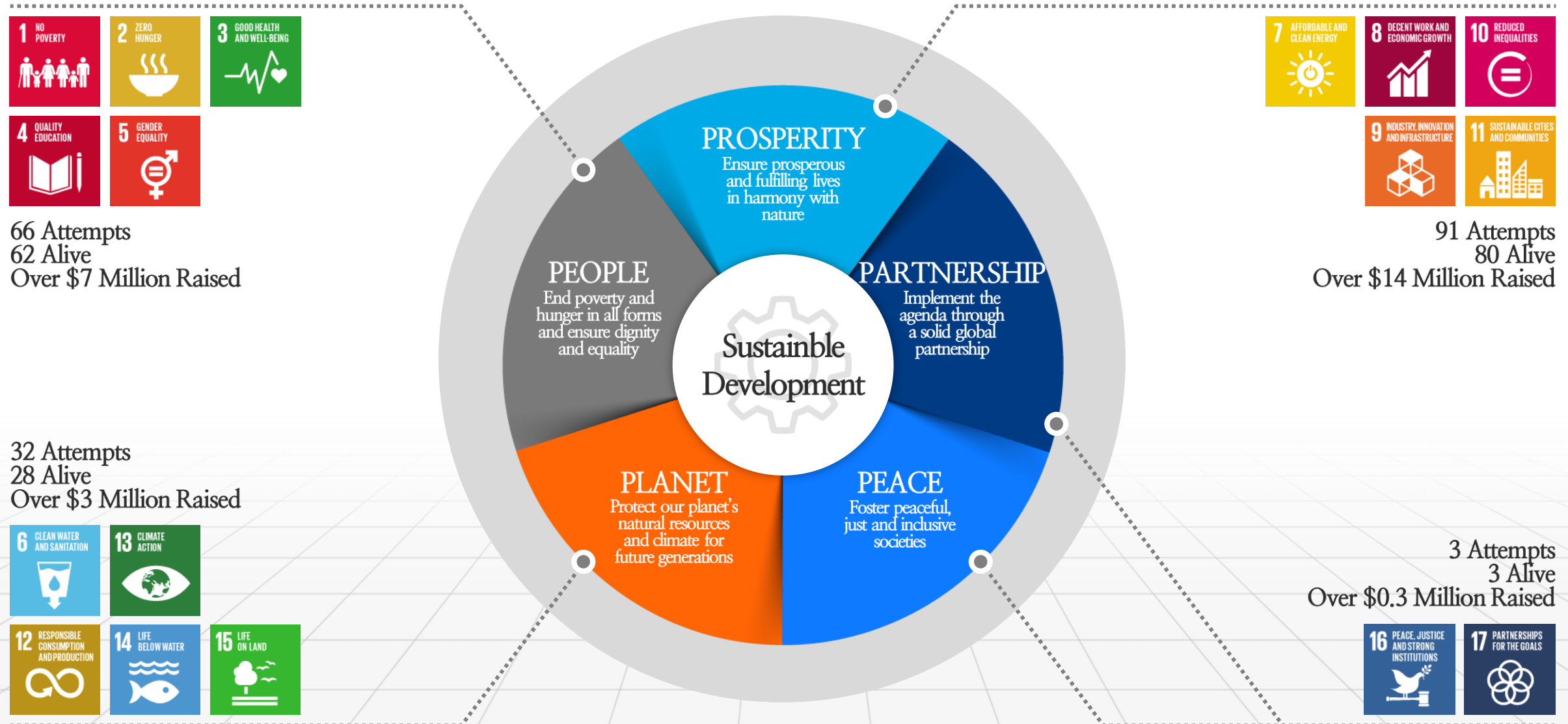


MOVES from H-OnDream toward SDGs, by Industries

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

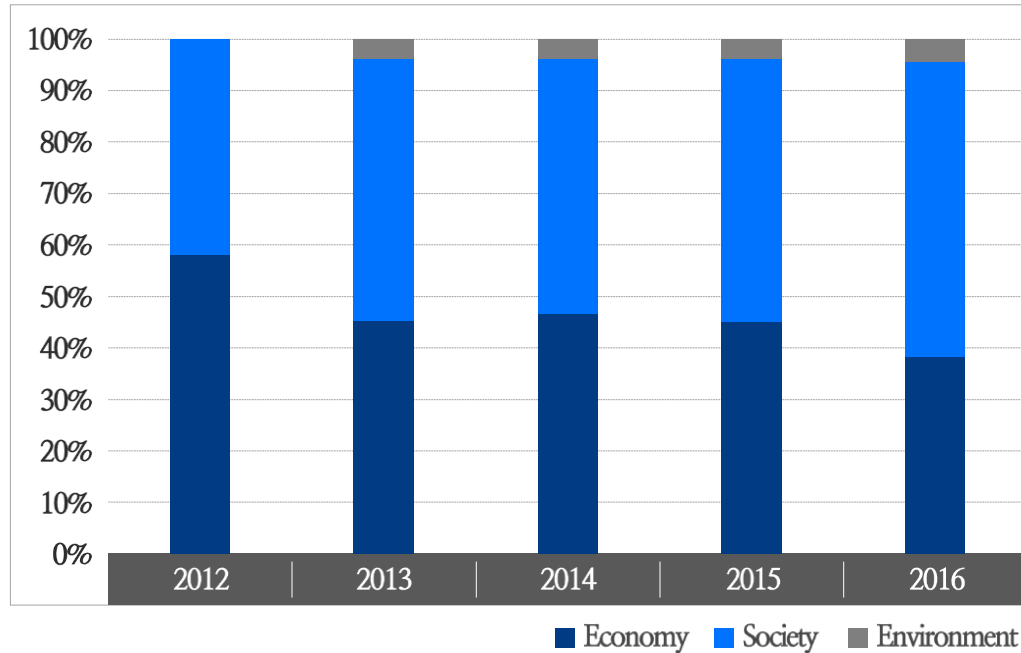


MOVES from H-OnDream toward SDGs, by Agenda



MOVES from H-OnDream toward SDGs, by Year

Trajectories of SDG Achievements by Sector

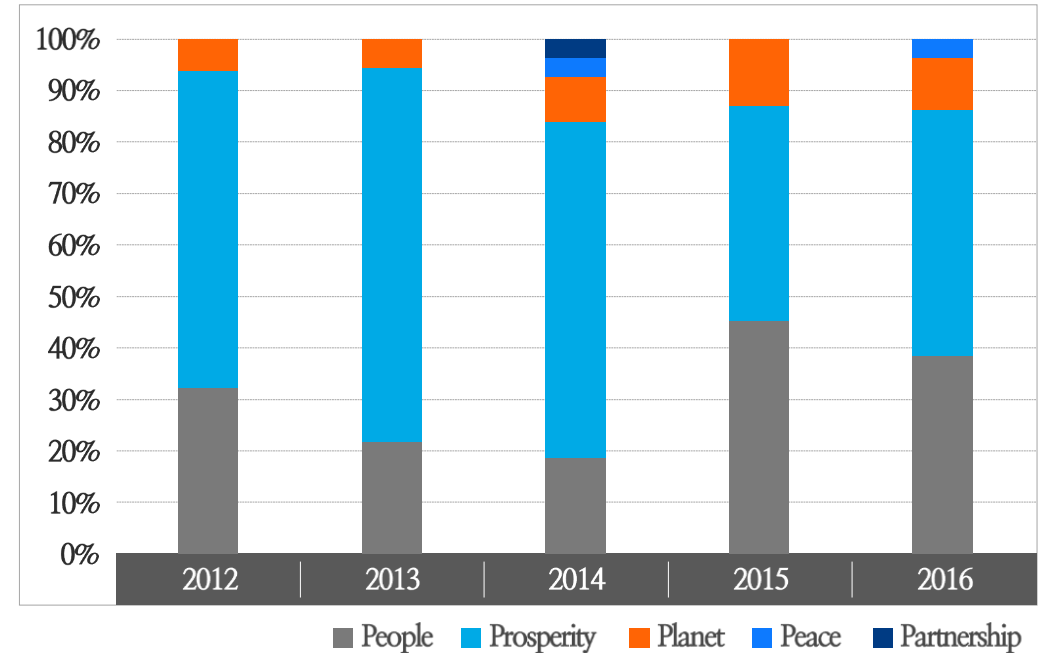


H-OnDream initially focused on economic development

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



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

How H-OnDream makes dreams come true

► 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



We will MOVE ourselves to the next level..

“

What is Hyundai's next step of SDGs?

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