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SAMS as a Catalyst for Social Businesses

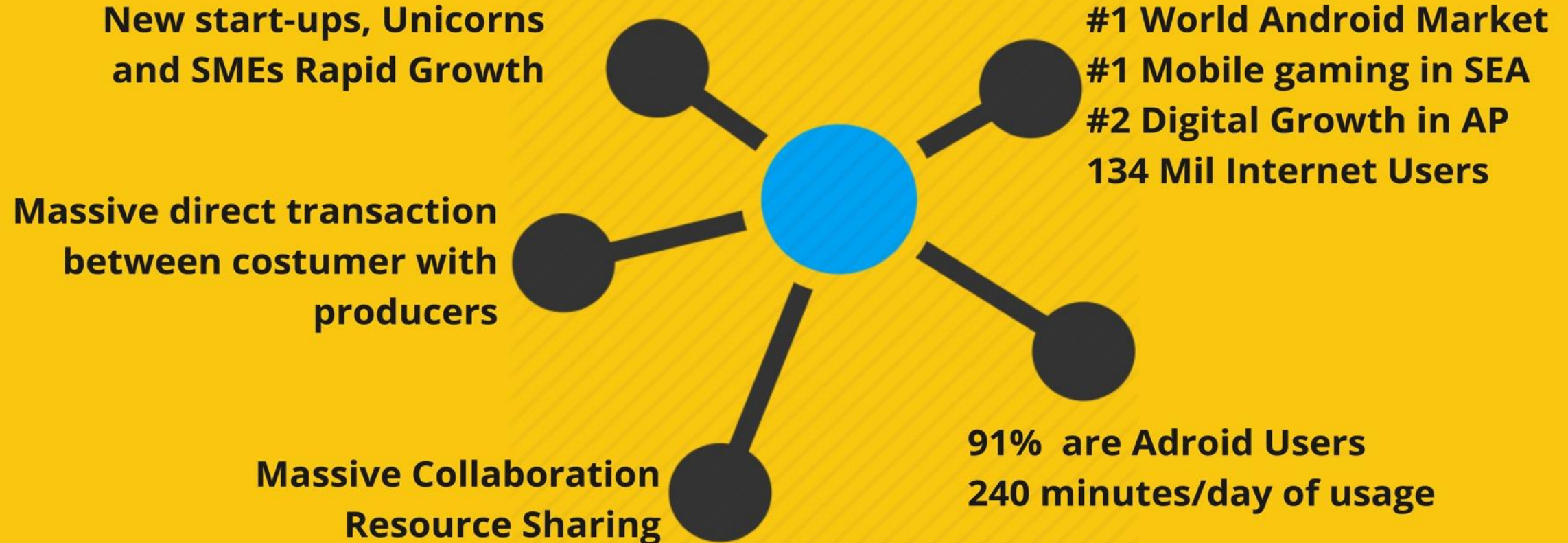
Dwi Purnomo - Universitas Padjadjaran





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Indonesia's Current Trend in Digitization



Why SAMS in Indonesia?

The Global Competitiveness Report 2017-2018

Indonesian Competitiveness

The top innovators among emerging economies.

9th

Market Size

26th

Robust

Macroeconomic

Environment

31st

Innovation

& business

sophistication

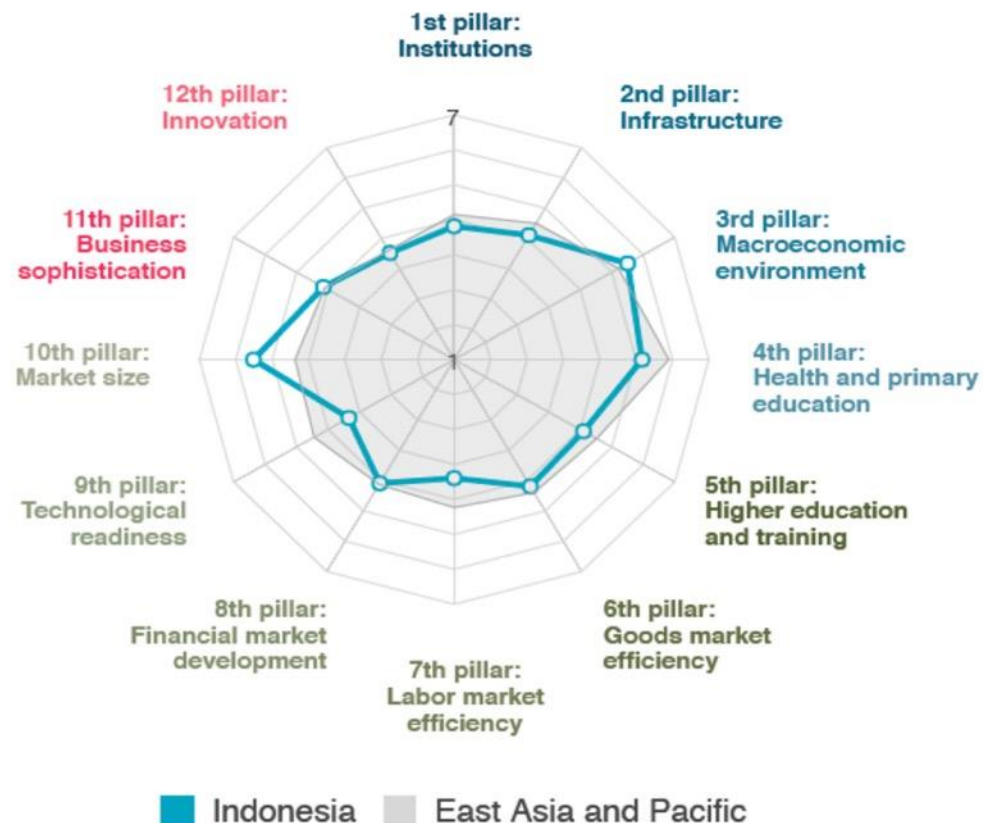
Challenge

80th technological readiness

having made steady progress

96th labor market efficiency

- excessive redundancy costs,
- limited flexibility of wage determination,
- limited representation of women labor



Indonesian Demographic Projection 2030

2030 - 2040
Demographic Bonus,

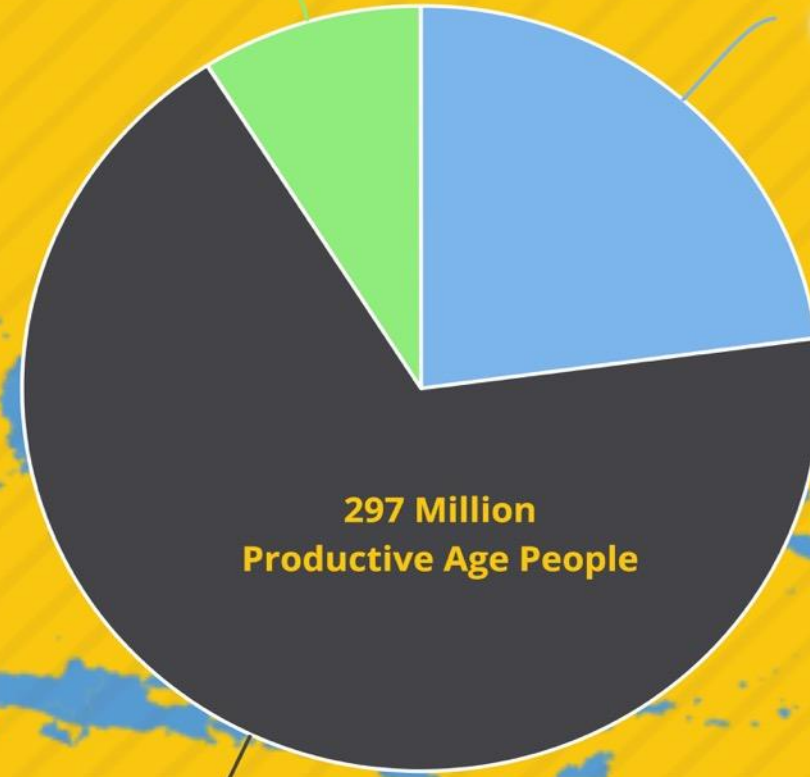
64%

The productive age
population is predicted to
reach of the total
projected population of

297 million people.

65+: 9.0 %

0-14 years old: 22.9 %



15-64 years old: 68.1 %

Challenges

(1) Financial vulnerabilities

a threat to competitiveness and to economies' ability to finance innovation & technological adoption;

(2) Emerging economies

becoming better at innovation but more can be done to spread the benefits;

(3) Labor market flexibility & worker protection

needed for competitiveness and shared prosperity in the Fourth Industrial Revolution"

Population **258.7** millions
GDP **932.4** US\$ billions
GDP per capita US\$ **3,604.3**
GDP (PPP) **2.53%** world

GDP Source: International Monetary Fund

Rank 36

4.68 from **7.0** Scale

Global Competitiveness Index
World Economic Forum 2017-2018



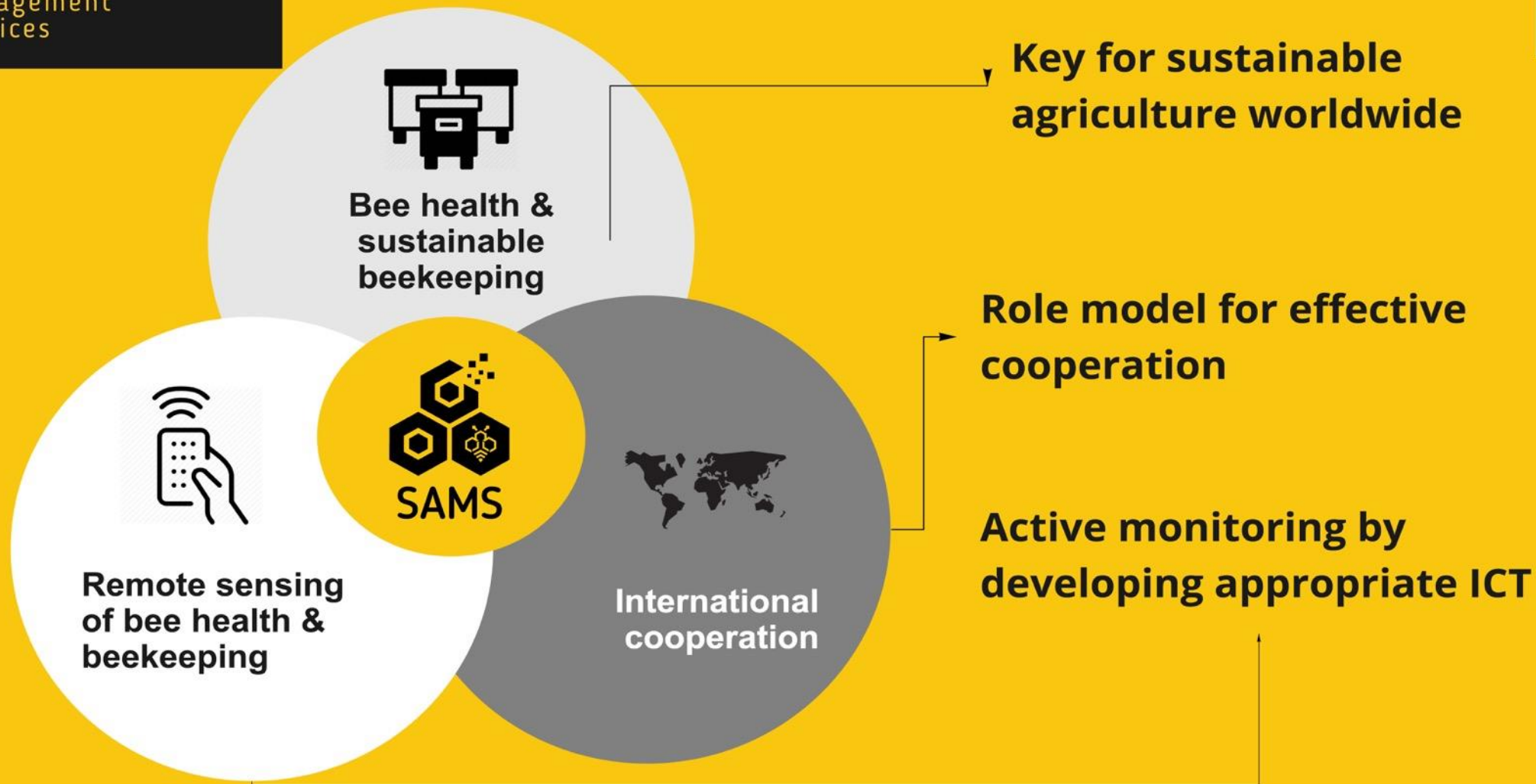
16.065 islands





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SAMS PROJECT; HOPE



Beekeeping; Challenge in Local Beekeeping



Small scale business, low impact



The massiveness of the Herbicide Usage



Beehives and its technology & process are various in standardisation



Mostly as a hobby or local empowerment effort



A high number of bee researchers & Stakeholders but have different goals



Low productivity

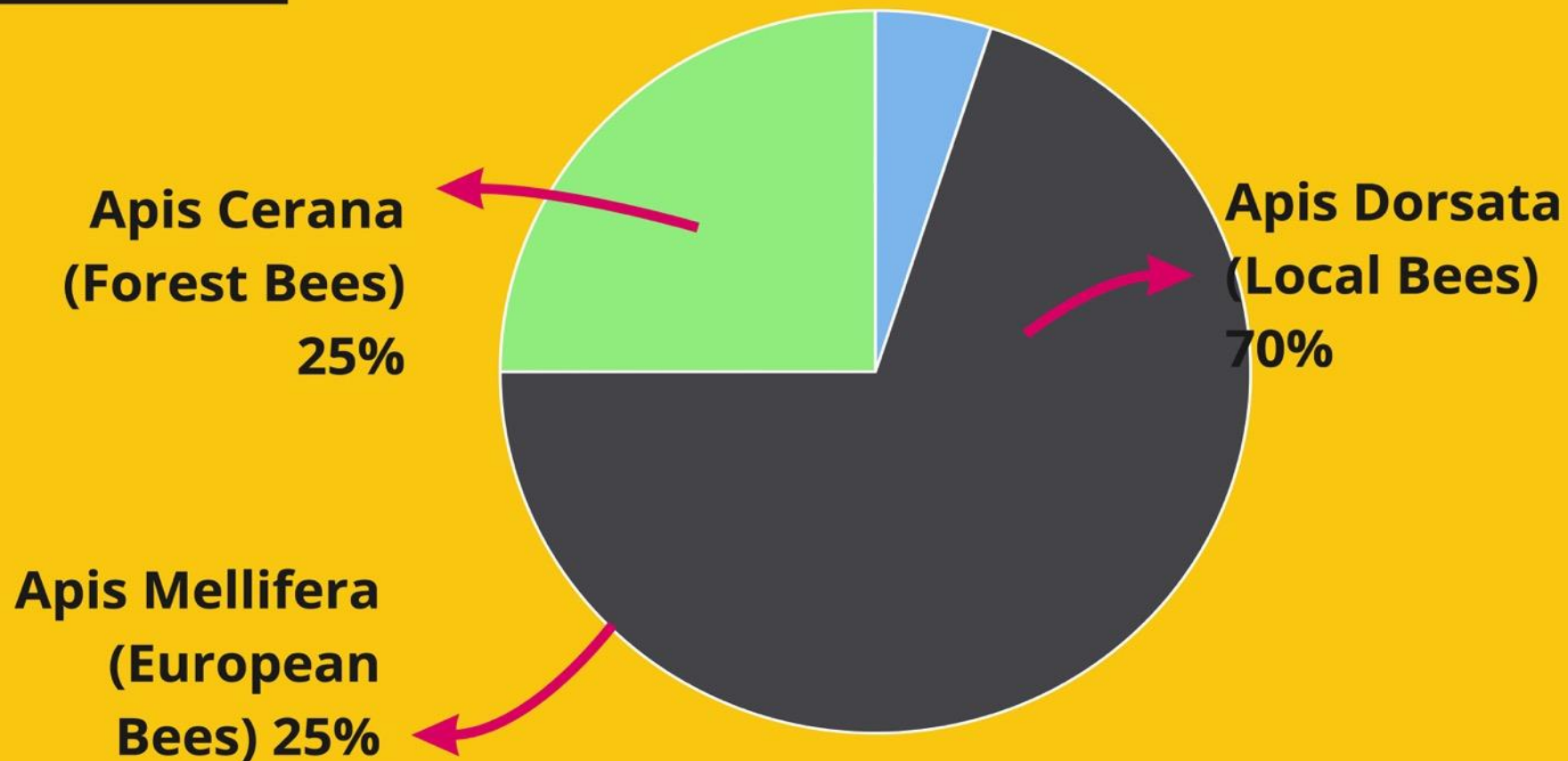


Decreasing number of bees and beekeepers



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Indonesian Honey Production





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INDONESIAN APICULTURE

Ciwidey, West Java (*A. Cerana*)

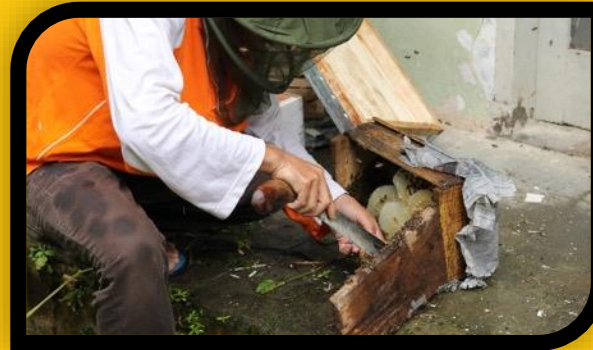




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INDONESIAN APICULTURE

Gunung Arca / Mount Arca
(Apis cerana)





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INDONESIAN APICULTURE

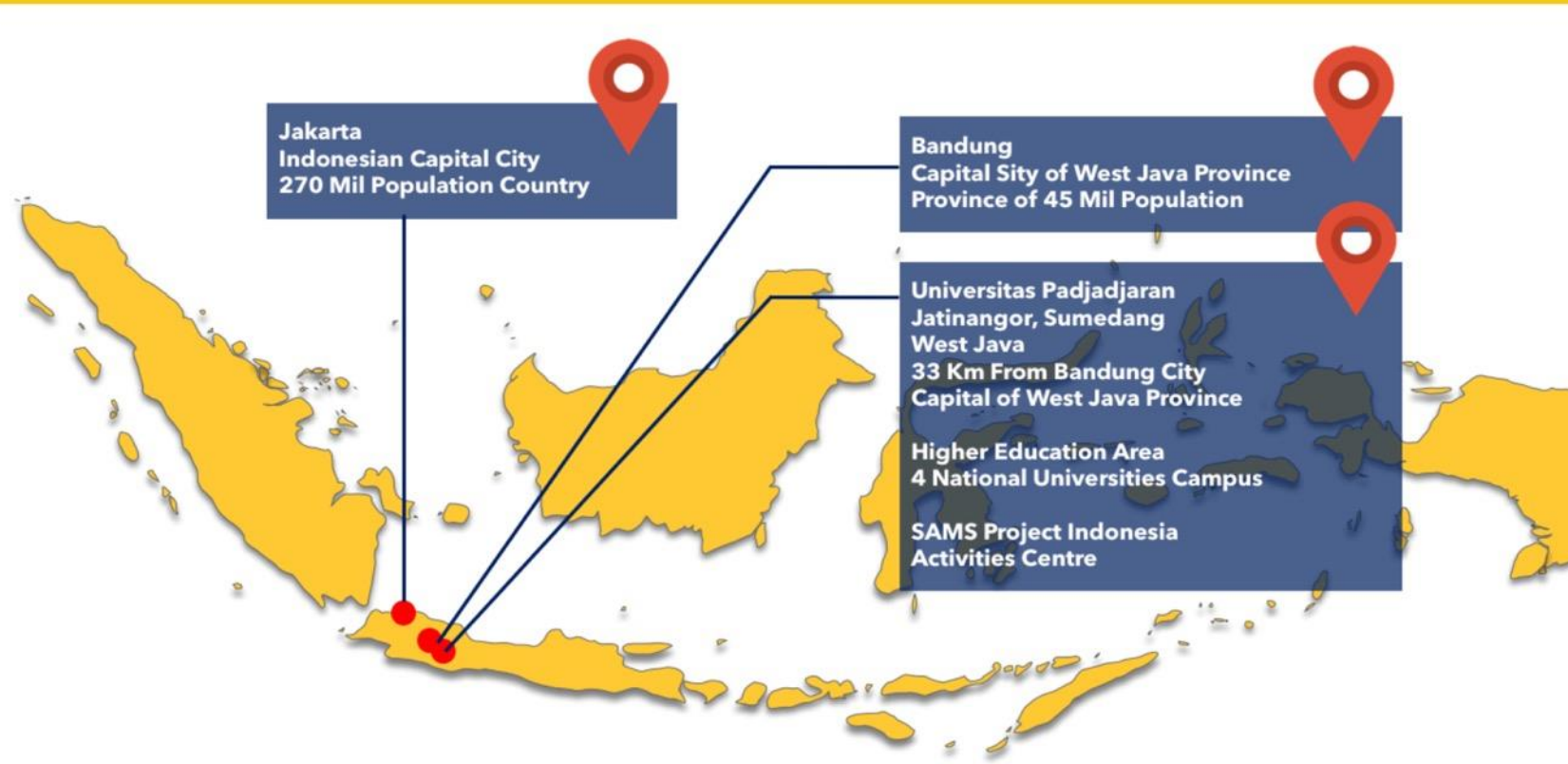
Pusbahnas – National Apiary Center
Ciomas, Tenjo, Bogor, West Java 16370
(*A. Cerana*, *A. mellifera*, *trigona*)





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How SAMS Will be Developed in Indonesia



Started to be implemented in West Java Area.

West Java is once of the most popular province **where beekeeping activities are being the part of the farmers live.**



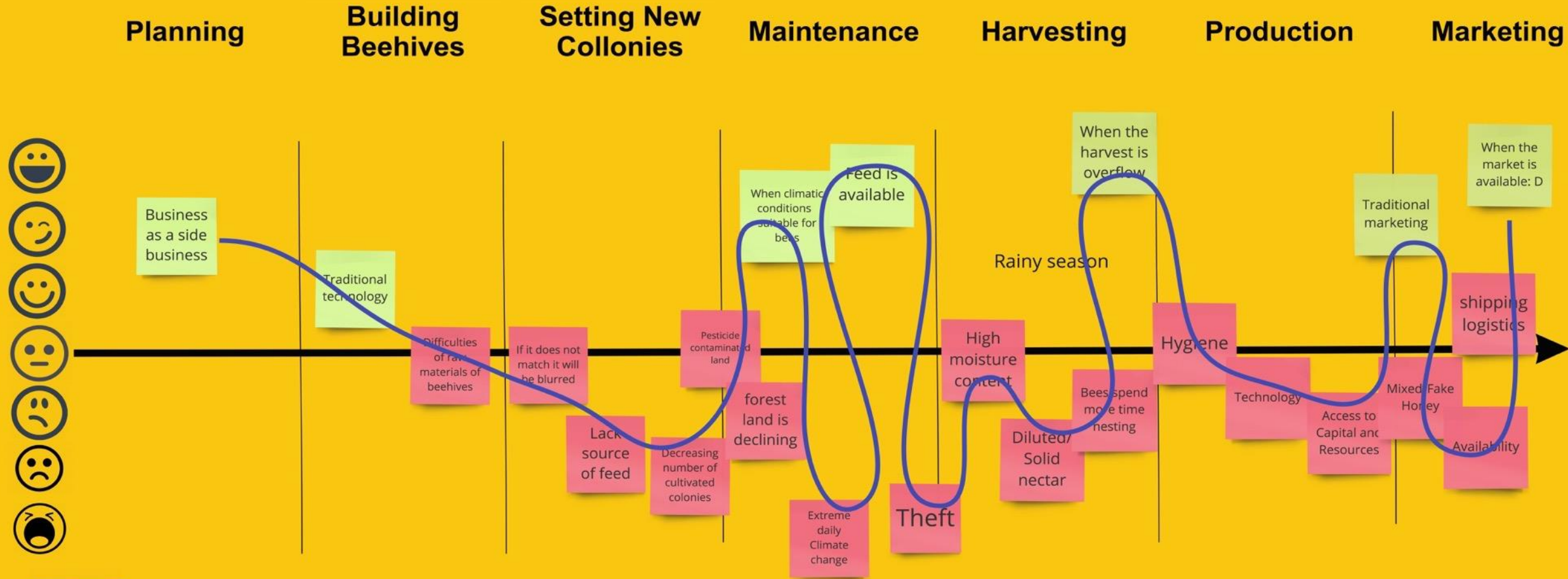
West Java





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Local Beekeepers; Existing Customer Journey of Beekeeping



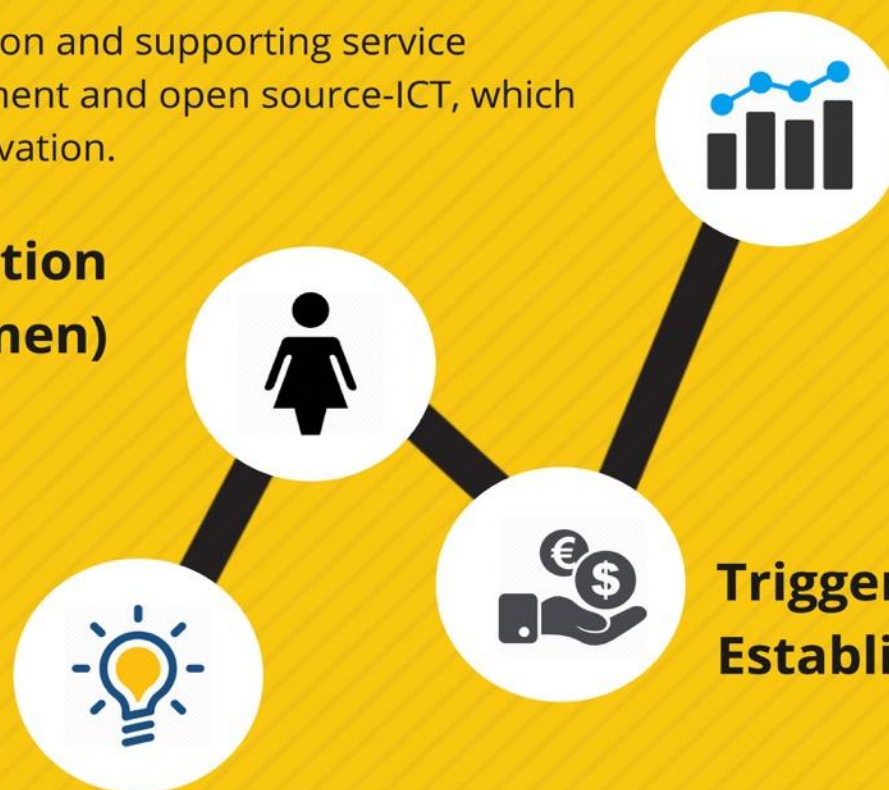
SAMS and the Impact in Indonesia; Answering the Challenge in Indonesian SDGs

SAMS will provide carefully selected application and supporting service scenarios including basic beekeeping equipment and open source-ICT, which will perform a lot of potential for future innovation.

Increases production
Creates jobs (youths/ women)

Introducing Beekeeping's Importance of
Understanding the Big Picture from Beekeeping
Integrating in supporting the agriculture

Technological improvements & adaptation
Innovative services creation



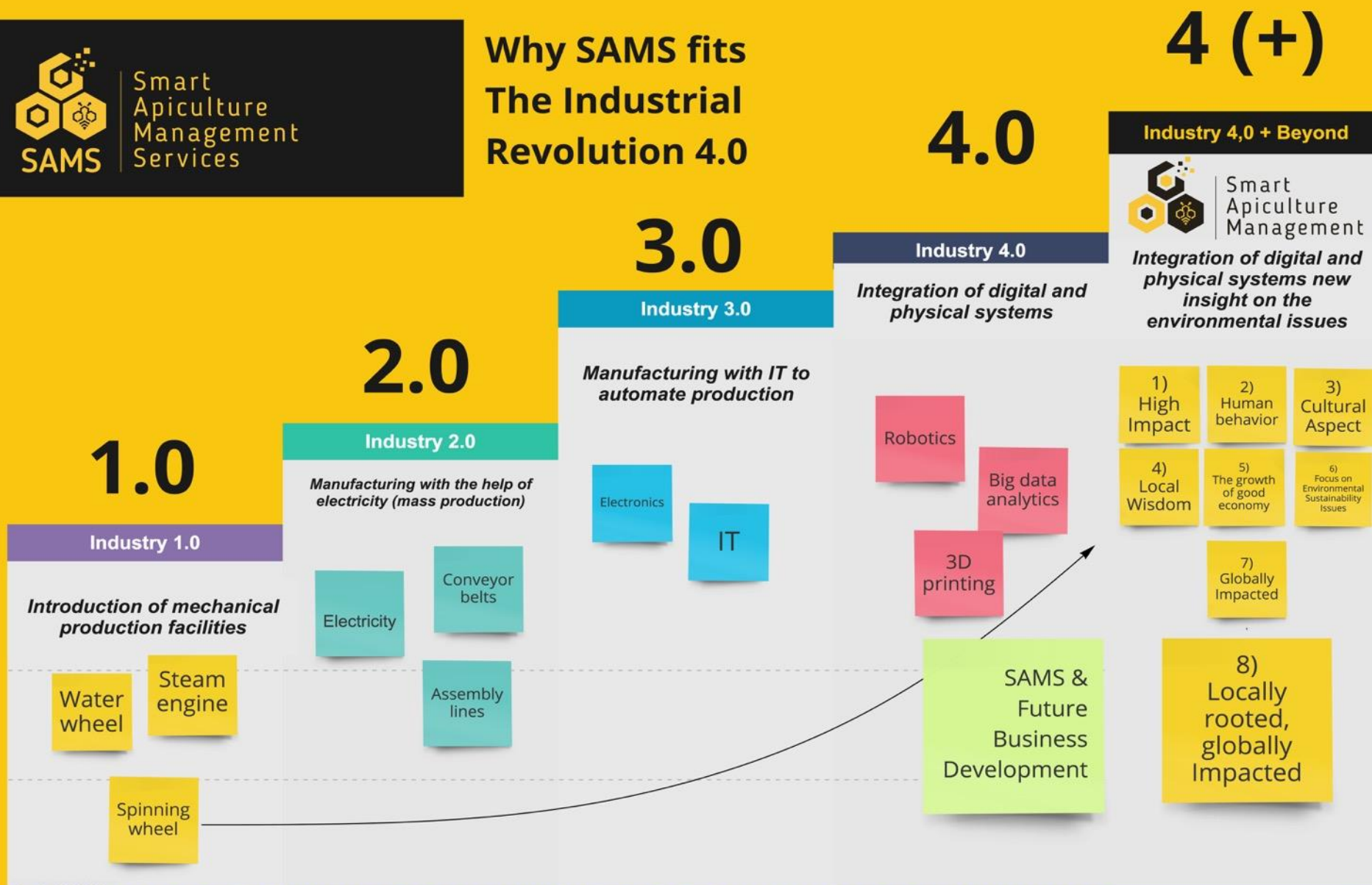
- **Major interest**
- **Promoted worldwide**
- **Data beneficiaries**

Triggers investments
Establishes knowledge exchange



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Why SAMS fits The Industrial Revolution 4.0



Bees + Digital
Business
Seems to be one
of **the excellent**
examples in the
industry 4.0.

This business will
become major
pull factor of
sustainability.



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How SAMS Will be Developed in Indonesia; The PentaHelix Collaboration



1st 3 Months of SAMS Project;

18 partners from various Institutions have been connected



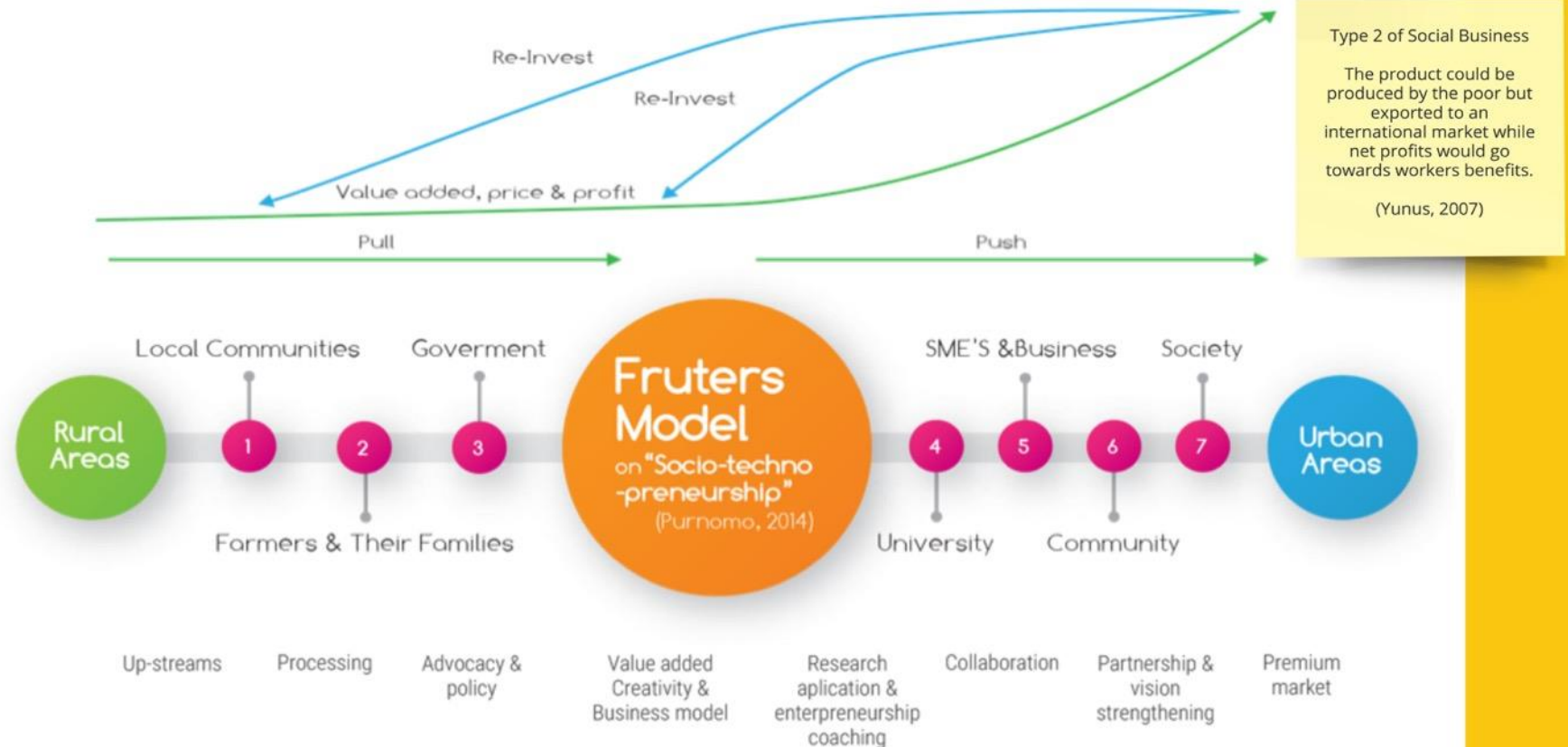


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How SAMS Will be Developed in Indonesia; Rural-Urban Connectivity

Fruters Model

- A Social Business Platform which allows connectivities between Rural and Urban areas in a robust value chains.
- Encourage stakeholders to build collaborations along the whole value chain.
- By cooperation with other networks, the business will be promoted worldwide.



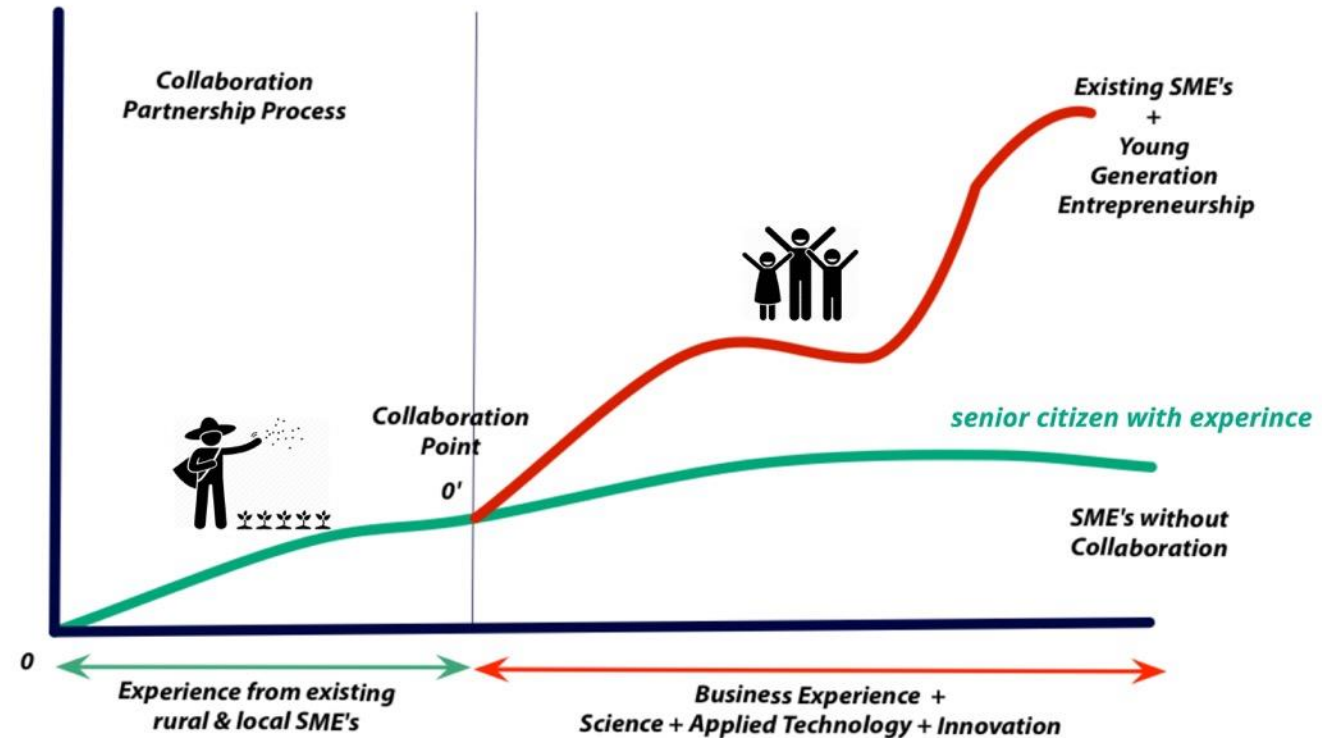
Setting up Social Business; Collaboration Among Senior Citizen & The Youth

For young people

- Beekeepers; work that is not prestigious
- Not promising
- Urbanization

The existence of bees

- Encourage farmers to maintain their environment
- Developing its economic value
- Attract young people
- Stay in the rural
- Triggering research





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Local Beekeepers + Youth

Innovation From the Youth

- Business Model
- Marketing Strategy
- Product Development
- Value Added
- Creativity

@maduray

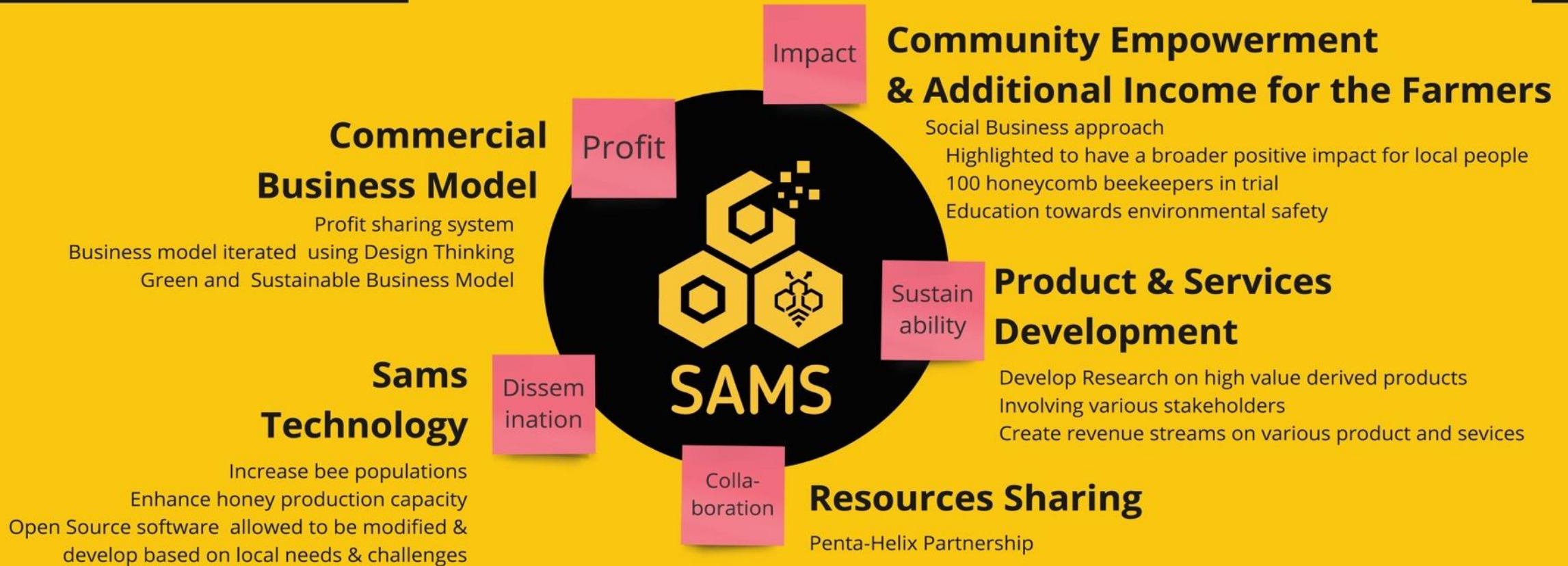
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A Creative Mix of Revenue Streams



Research & Data Mining on Beekeeping in Indonesia

1. Potential impact of Beekeeping Activity on Bioenergy Supply in West Java, Indonesia
2. Replication of Fruters Model (SME's Empowerment Model) on The Development of Honey-based SME's Establishment
3. Flowering Plants Time and Maps of West Java Area as Basic Data in Supporting Beekeeping Activities
4. Stakeholder Collaboration Model on Hone-based Business in West Java, Indonesia
5. Business Model Meter on Business Bee Cultivation in West Java
6. Honey and Bees-based Derivative Products Evaluation and Potential Development in West Java
7. Pentahelix Collaboration Model in Escalating Beekeeping Business in UP3 Gunung Arca, West Java, Indonesia

Thank You

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