



HYU CHANGEMAKERS

2017 Annual Report

Founded in July 1939

March 5th, 2018

Publisher: Lee Young Moo(President of Hanyang University) **Editor in Chief:** Kim Sung Hwan(Dean of Hanyang Volunteering Corps) **Place of Issue:** Hanyang University Social Innovation Center **Editor:** Lee Ho Young(Staff at the Social Innovation Center)

Hanyang University's Seoul Campus Starts Korea's First Social Innovation Major



Students in Hanyang University's social innovation program smile brightly. From the left: Shin-gu Kim (2013 admission, Department of Nuclear Engineering), Na-eun Choi (2015 admission, Division of Business Administration), Chan-young Park (2016 admission, Department of Nursing).

First Cohort in 2018 Semester 1

Hanyang University will offer a new major in social innovation for the first time in Korea starting in spring 2018. In response to growing interest in social enterprises, non-government organizations, international organizations, and corporate CSR/CSV activities among students, we have created relevant courses and now offer bachelor's degrees for students who complete 36 credits in our social innovation curriculum.

The new social innovation major reflects social demands for universities to take responsibility in training talented individuals to solve increasingly serious social problems including wealth gaps and environmental pollution. We have observed as renowned foreign universities have created specialist programs in social problems after deliberating on the university's need to take social responsibility.

New York University (NYU), located in New York, USA, features a social entrepreneurship minor as an undergraduate program. Students can earn a bachelor's degree in social entrepreneurship by earning a minimum of 14 credits (at least 4 courses). NYU's social innovation program consists of courses offered by the Stern School of Business and the Wagner Graduate School of Public Service. This reflects the industry's shared perception that social entrepreneurs need to be fluent in both business- and socially-friendly languages.

Since solving modern society's complex problems requires business knowledge plus the ability to analyze social issues, Hanyang University's social innovation major will work closely with the School of Business. Therefore, relevant business

courses such as financial management, financial accounting, and economics will count towards social innovation credits. This will allow students who dream of becoming social innovation leaders to develop not only critical thinking skills but also a business mindset.

Moreover, students will gain theoretical knowledge to help them become social innovation leaders by taking a variety of relevant courses. For instance, in Social Innovation Practicum they will practice actual consulting for social enterprises, in Social Entrepreneurship they will create their own startup items based on real cases of social entrepreneurs, and in Capstone Design for Social Innovation they will generate ideas to solve social problems through design and strategic thinking.

The social innovation program provides not only theoretical knowledge but also practical experience through social venture internships. Students who complete a theoretical course can take an internship for one semester at a domestic or international social venture/NGO/international organization recommended by Hanyang University Social Innovation Center. During these internships, students have the opportunity to develop a network with other social entrepreneurs and put their classroom knowledge into practice.

Na-eun Choi (a senior in the Division of Business Administration) completed an internship at Impact Square (an impact business consulting agency located in Seongsu) and later secured a full-time position at the company. "I always wanted to work at a social venture," Choi expressed, "especially at Impact Square, a consulting company. Struggling to decide where to start, I got an intern-ship I wanted

Overview of Social Innovation Major

| | |
|-----------------------------|---|
| Department | Social Innovation Center |
| Eligibility for application | Students enrolled at Hanyang University's Seoul Campus who have completed at least one semester |
| Number of new students | Approximately 20 per semester |
| Degree requirement | Bachelor of Social Innovation degree conferred to those who earn at least 36 credits Completion of Social Innovation micro-program certification for students who earn between 12 and 35 credits |
| Contact | Social Innovation Center, Hanyang Plaza 2F (Phone: 02-2220-0536, 0537, 0538, 0539, 0540) |

through Social Innovation Center. I worked hard for one semester and earned a full-time position. I feel like my dream has come true."

Many of our students dream of working for a social enterprise or international organization but often feel at a loss about how to get this kind of job. The Social Innovation Center connects students with various institutions both at home and abroad through internship matching. Sang-eun Bae (a student in the Division of Business Administration) completed an internship at the Manila headquarters of the Asian Development Bank – a rare opportunity for undergraduate students. Bae said, "In fact, there is little opportunity for undergraduates to have an internship at an international organization. But I was lucky and got one through school, and had various experiences. Above all, I was able to plan my career through the experience of working at an international organization."

Our social innovation program features superb faculty. Professor Jong-gul Kim (Department of Global Social Economy) contributed greatly to expanding the social innovation ecosystem in Korea through in-depth research on cooperatives

and advanced policy proposals. He has expressed: "Social economy is emerging as an alternative model to address deepening social and economic polarization and a surge in welfare demand" and, "the program will prepare students as leaders who meet today's demand." Additionally, students are given opportunities to participate in extracurricular programs including digital marketing camp (Professor Hyun Shin, School of Business) and the Asia Pacific Youth Exchange (APYE). Our program also gives students access to outstanding courses such as Social Economy and Future Innovation (Professor Young-soo Jeon, Department of Global Social Economy), Theories of Creative Problem-Solving for Capstone Design (Professor Jin-ha Jeong, Director of Hanyang Triz Center), and Social Innovation Education Program Created Along with Corporate CSR (Professor Seong-soo Park).

For more information about the social innovation major, visit the Social Innovation Center's office on the 2nd floor of Hanyang Plaza or contact the staff in charge at 02-2220-0536, 0537, 0538, 0539, and 0540.

Lee Ho Young / Eo Eun Hyi

Imagine!

the changed world because of you

Apply for Social Innovation Major

Application Period 2018.5.14(Mon) ~ 5.18(Fri)

Eligibility Undergraduates with one or more semesters left before graduation

How to apply Login to HY-IN Portal

Contact Hanyang University Social Innovation Center
02-2220-0539 / ymech@hanyang.ac.kr

Coffee Chat Scheduled in April, 2018

The HUGE Initiative: Hanyang University's Huge Vision for Social Innovation



President Young Moo Lee of Hanyang University unveiling the HUGE Initiative to representatives of countries around the world at the 50th annual meeting of the Asian Development Bank in Yokohama, Japan, in May 2017

Hanyang University has revealed its 3S strategy for the future: Smart Hanyang, Start up Hanyang, and Social Innovation Hanyang. Recently, Social Innovation has attracted increased social attention. Social innovation is the process through which talented people who have received relevant education establish a social venture or join an organization to solve society's systemic problems. Our strong, university-wide social innovation drive features a track record long before this recent initiative.

Hanyang University applied its foundational principle of "Love in Deed and Truth" by creating Volunteering Corps in 1994 (the first among Korean universities to do so). While most Korean universities focus on training talented individuals for their own advancement, we have practiced our university's social responsibility in caring for our neglected neighbors. Every year, as part of this effort, Hanyang University sends approximately 2,000 student volunteers to every corner of our society to offer warm support to the world. Recently, Hanyang was the first among Korean universities to establish a Social Innovation Center, which has helped us evolve from volunteering and community service to comprehensive social innovation education with the goal of solving our society's fundamental problems.

Overview of HUGE Initiative

| Education | Network | Funding |
|--|--|---|
| Social Innovation Training Program for Enrolled Students - B.A. in Social Innovation - M.A. in Social Innovation - Extracurricular program | Korea - Social venture and international organization internship network - Hanyang alumni startup network | Socially Innovative Talent Nurturing Fund - Socially Innovative Talent Nurturing Scholarship (SK and iCOOP) - HUGE Scholarship (for nurturing innovative talents of a developing country) - Hanyang Changemakers Scholarship (APYE participation fee) |
| Community's Social Innovation Capacity-Building - Social Economy Leadership Program - LINC+ Changemakers Group | Asia Pacific - Asia Pacific Youth Exchange (APYE) - Social Innovation Boot Camp - 17 Hearts Festival | Startup Fund - Social Venture Startup Grant (LINC+) |
| Youth Education - Youth Changemakers Workshop - Youth Changemakers Camp - Youth Changemakers School Project | Global Network - Social Innovation University (Ashoka U) - Hanyang-Stanford Partnership (Joint publication of SSIR) | Funding for Students' Philanthropic Activities - Domestic and overseas volunteer services - Student volunteer organization activities |

Hanyang University's social innovation initiative spans multiple areas including education, domestic and foreign social venture start-up promotion, and global network support. Recent efforts include instituting a social innovation major for the first time in Korean universities to build a theoretical basis for social innovation. Moreover, our university provides students with support for startups and internships to facilitate practical experience in addition to theoretical training. Last year, 12 domestic and overseas social ventures were created and five students completed internships at social innovation institutions, largely due to the support of the Social Innovation Center.

Recognized for these efforts, Hanyang University was invited to the 50th annual meeting of the Asian Development Bank held in Yokohama, Japan, in May of 2017. Hanyang's President Young Moo Lee had the opportunity to present our "HUGE Initiative" as the university's social innovation endeavor to social innovation leaders from around the world. HUGE, which stands for Hanyang University for Global Engagement, is Hanyang's blueprint heralded by the concept of social innovation and intended to make the world a better place. Hanyang University functions as an innovative hub for students' social innovation activities. "Tenspoons," a social venture in which

students donate free meal tickets (earned from volunteering between classes) to underprivileged college students, manages volunteers through close collaboration with Hanyang University Social Innovation Center. Over 5,000 volunteers have participated in the program to date, and its scope has expanded since it was designated by the City of Seoul as "The Organization that Changed Seoulites' Lives" in 2015. A variety of additional youth social ventures have been created at Hanyang. For instance, Instinctus sells eco-friendly contraceptive devices; Detris spreads and encourages a culture of donation; and Kidari Bank micro-finances underprivileged students. These ventures, among others, are currently expanding their social impact.

The social ventures of Hanyang University's students are also contributing positive social impact overseas. Nino Nina Clothing, a Philippines-based social venture, operates clothing production facilities to provide jobs for underprivileged women in local slums. Organized primarily by students from Hanyang's Department of Clothing and Textiles, this social venture provides on-the-job training for the students and income generation opportunities for local beneficiaries in the Philippines. This particular startup is a prime example of a profitable venture that also contributes to the well-being of its people and employees. Nino Nina Clothing has been recognized for its achievements and featured as a "best practice of youth philanthropy" at the 50th annual meeting of the Asian Development Bank.

The social innovation activities that Hanyang University has established throughout its first year are expected to expand visibly in its second year. In particular, domestic and foreign social ventures plan to operate and expand their businesses full force this year. A member of the social venture KAINA, Ji-hoon Seong (a senior in the Department of English Language and Literature), recently returned from a three-week fieldwork trip to the Philippines. He said: "The business that I have prepared since July of last year finally began to show visible outcomes," adding that, "my team will take a leave of absence from our school to focus on our business this semester." KAINA launched its business overseas with funding from Hanyang University's LINC+ Foundation.

Students who finish the social innovation undergraduate program may choose to continue on to the Graduate School of International Studies' global social economy track (MA). Students who complete both the undergraduate (BA) and the graduate program (MA) emerge as fully qualified social innovation specialists.

To ensure the continuity of these activities over time, the University established the Hanyang Social Innovation Committee, a control tower for the school's social innovation efforts, in November of 2017. The committee, chaired by President Young Moo Lee, includes various experts from academia and industry as well as the school's stakeholders. This committee reflects the concept of building

Members of Hanyang's Social Innovation Committee As of November 2017

| University Officials | |
|----------------------|--|
| Name | Affiliation/Title |
| Young Moo Lee | President |
| Seung Chul Lee | Vice President |
| Tae Hyun Seong | Head of Industry-University Cooperation Foundation |
| Seong Je Kim | Dean of Academic Affairs |
| Hyeong Cheol Jeong | Head of Planning |
| Sung Ho Cho | Head of LINC+ Foundation |
| Seong Hwan Kim | Dean of Volunteering Corps |
| Joo Seop Kang | Vice dean of Volunteering Corps |
| Hyeon Oh Yoo | Head of Entrepreneurship Support Foundation |
| Jong Gul Kim | Professor of Graduate School of International Studies |
| Hyun Sang Shin | Professor of Graduate School of Business Administration |
| Young Soo Jeon | Professor of Graduate School of International Studies |
| Mi Na Noh | Professor of College of Engineering |
| Ji Eun Kim | Professor of Graduate School of Technology and Innovation Management |
| Joo Seon Cho | Professor of College of Music |
| Yeon San Kim | Director of Planning and Evaluation Team |
| Tae Yong Ku | Director of the Entrepreneurship Center |
| Young Ho Moon | Director of LINC+ Foundation |
| Jeong Hee Han | Director of Academic Service Team |
| Kyeong Ah Cho | Senior Manager of Media Strategy Center |
| Yuni Kang | Senior Manager of International Affairs Team |
| Hyo Joo Park | Staff of Student Support Team |
| Ji Ae Seo | Master's Student at Department of Global Social Economy |
| Jae Myeong Lee | Junior in the Department of Business Administration |
| Na Eun Choi | Junior in the Department of Business Administration |
| Il lyun Kang | Sophomore in the Department of Public Administration |
| Nam Hyeok Kim | Senior in the Department of Electrical Engineering |
| Jin Seok Seo | Director of the Social Innovation Center |
| Ho Young Lee | Staff at the Social Innovation Center |
| External Experts | |
| Dae Hoon Kim | Director of iCOOP Cooperative Support Center |
| Yong Gab Kim | Director of SK Happiness Sharing Foundation |
| Jae Goo Kim | Professor at Myongji University |
| Jeong Tae Kim | CEO of MYSC |
| Heong Min Kim | CEO of Urban Youth Academy |
| Hyeon Myeong Doh | CEO of Impact Square |
| Rahn Hee Park | Editor at Better Future |
| Young Woo Yu | President of Nongol Credit Union |
| Mi Ok Lee | Marketing Strategy Team Leader of Beautiful Coffee |
| Hye Young Lee | CEO of Ashoka Korea |
| Sang Mi Cho | Professor at Ewha Womans University |
| Jae Hyong Heo | CEO of Root Impact |

sustainable governance to coordinate the school's social innovation activities.

It has now been a year since Hanyang University launched its social innovation drive led by the HUGE Initiative. Hanyang's social innovation has received positive reviews both from within and beyond the university. Hanyang University plans to further extend its endeavors in practicing love for our neglected neighbors beyond these initial accomplishments and in continuing its innovation activities to create a better society.

Lee Ho Young

New-Industry Creation Team for Underrepresented Groups To Solve Social Problems

As the only Korean university to win the LINC+ Project under the category of “industry-university cooperation in social innovation,” Hanyang University has implemented the Changemakers Group, a consortium organized to collectively solve problems in local communities. This article takes a closer look at the New-Industry Creation Team for Underrepresented Groups, one of Changemakers Group’s amazing teams organized to solve social problems through new-industry creation in design thinking for underrepresented groups, the nurturing of socially innovative leaders, and improvement of the social economy.

One of the new-industry creation team’s primary projects for underrepresented groups is the Hana Power on Impact project, which is designed to provide developmentally disabled individuals with quality jobs. Since social problems related to developmental disabilities are complex, various organizations including Hana Financial Group, Hanyang University’s LINC+ Foundation, Community Chest of Korea, and MYSC (a social innovation consulting and investment company) have united to provide innovative solutions.

High Profile First Meeting of the Hana Power On Impact Project.

On September 26, 2017, the Hana Power On Impact project’s regular meeting was held at the KEB Hana Bank’s Auditorium, organized by the Community Chest of Korea and sponsored by Hanyang University’s Industry-University Cooperation Team (Head Tae Hyun Seong). In attendance were approximately 50 project stakeholders (including the parents of developmentally disabled adults), Hanyang University faculty, and participating companies’ representatives. Heralding the full-fledged launch of the Hana Power On Impact project, the meeting provided an overview of seven participating companies as well as information on each company’s job responsibilities, job training, and internship schedule. Notably, the project seeks to recruit developmentally disabled adults as interns.

Growing Numbers of Developmentally Disabled Adults, Requiring Sustainable Employment for Stable Living.

According to the Ministry of Employment and Labor’s survey on the prevalence of physical and developmental disability in the past 10 years, the number of people with developmental disabilities increased from 137,399 in 2005 to 210,855 in 2015 (a 1.5% increase). However, there is little indication that high-quality jobs for the developmentally disabled will increase in the near future. The Changemakers Group therefore implemented the Hana Power On Impact project in July 2017 to develop new jobs for the developmentally disabled. The project’s ultimate goal is “income security through employment security.” The project will run for three years, and Hana Bank will donate a total

State of population with disabilities

| | Category | 2013 | 2014 | 2015 | 2016 |
|------------------------|--|------------|------------|------------|------------|
| Population (number, %) | Population with disability | 2,501,112 | 2,494,460 | 2,490,406 | 2,511,051 |
| | Total population | 51,141,463 | 51,327,916 | 51,529,338 | 51,696,216 |
| | Proportion of the people with disability | 4.9 | 4.9 | 4.8 | 4.9 |
| Type (%) | Intellectual disability | 7.2 | 7.4 | 7.6 | 7.8 |
| | Autism | 0.7 | 0.8 | 0.8 | 0.9 |
| | Mental disease | 3.8 | 3.9 | 4 | 4 |

Source: Korea Employment Agency for the Disabled

of 1 billion won to the Community Chest of Korea. In turn, the Community Chest of Korea will award the donation to Hanyang University’s Industry-University Cooperation as a yearly grant to ensure project operation.

Need for a Systematic, Long-term Approach for Sustainable Change.

The Changemakers Group for new-industry creation for underrepresented groups sees employment problems for the developmentally disabled as extremely complex. The Group’s project planning approach is based on the understanding that a single solution provided by a single organization will not solve these problems, and that a viable solution requires institutions in various sectors (e.g., corporations, government, NPO, social media) to jointly plan for goal attainment based on their individual capacities and strengths.

Need for Job Development to Capitalize on the Particular Characteristics of the Developmentally Disabled.

The Changemakers Group aims for job development to capitalize on the particular

characteristics of developmentally disabled individuals. In fact, the Group defines this goal as a prerequisite for job creation for this specific population. Compared to individuals without disabilities or with mild disability, the developmentally disabled tend to have more difficulty conducting multiple tasks due to lack of social skills. They also tend to be more comfortable and efficient with repetitive tasks in a narrow range of responsibilities. While job development and employment environments tailored to these characteristics are increasing in other countries, they are extremely rare in Korea except for a few social enterprises. Bear Better, one of these social enterprises, is a prime example of successful employment for the developmentally disabled in Korea. Starting with five employees in 2012, Bear Better now employs over 200 developmentally disabled individuals and is therefore making a positive social impact. The Changemakers Group plans to develop jobs for the developmentally disabled through Hana Power On Impact based on an analysis of the best practices and approaches, including those used at Bear Better.

First Year Project Goal: Verification of Job Suitability for the Developmentally Disabled.

In addition to Bear Better, for-profit and non-profit social enterprises and cooperatives with capabilities to innovatively solve these job problems for the developmentally disabled have recently emerged. During its first year, the Changemakers Group will implement an internship program for the developmentally disabled at seven social ventures through strategic coordination with participating companies.

During the internship period, developmentally disabled individuals are trained for job development and performance. This serves as an educational basis for long-term self-sufficiency. In other words, the project’s first-year goal is to examine commercial potential by identifying suitable work for the developmentally disabled, increasing efficiency, and creating an employment platform.

Future Challenges Include Job Advancement, New Job Development, and Ecosystem Expansion.

The project’s first-year expected outcome is job training and internships for 35 people with developmental disabilities in seven different companies. Although developing new jobs for the developmentally disabled may be challenging, the project is likely to have a positive influence and create lasting success. In its second and third years, the project will upgrade existing jobs and develop new jobs using accumulated data and experiences. The Changemakers Group has also proposed a long-term plan to build a theoretical and practical basis for the ecosystem of employment for people with developmental disabilities.

Lee Hyo Jin



The Hana Power On Impact project’s participating institutions and parents of developmentally disabled adults discussing job development during the meeting held at Hana Bank Headquarters, September 26, 2017

College and High School Students Come Together to Change Society

Hanyang University Social Innovation Center has designated “all people of Hanyang who strive to change the world” as Changemakers and has provided a training program to help Hanyang’s people become leaders who catalyst positive changes. The Center provides students with the knowledge and experience required to become global social innovation leaders through educational opportunities including design thinking workshops, strategic thinking training, and SDGs learning sessions. Na-eun Choi, a student in the College of Business Administration who participated in multiple education programs, expressed: “While these opportunities are good for college students like us, we need long-term approaches to nurture future changemakers.” Choi therefore proposed the Youth Changemakers School Project in order to mentor high school students. The project’s primary objective was for college students who receive changemaker training to teach social innovation to high school students.

In the first round of the Youth Changemakers School Project, implemented during the first semester of 2017, nine college student mentors and 44 mentees from three high schools participated in the project. In the project’s second round, implemented during the second semester of 2017, 12 college students and 35 mentees from seven high schools participated.

The program begins when the changemaker college student mentor team trained in SDGs visits high schools to recruit student mentees. Then, individual teams made up of college mentors and five to six high school students plan various activities to solve social problems using SDGs. The program’s official activities consist of Orientation, Midterm Checkup, and a Final Presentation conducted at Hanyang University. Mentors and mentees participate in mentoring activities at least three times during the semester.

The Orientation involves training in social innovation SDGs. This initial session also includes an Empathy Workshop where participants gain direct experience in five stages of design thinking to learn how to solve problems later on.

After acquiring basic knowledge about how to solve social problems during orientation, each team participates in team meetings and mentoring. College student mentors help mentees in the process of understanding specific problems and finding relevant approaches and solutions to solve those problems.

Then, mentors provide mentees with guidance before individual teams hold the project’s Midterm Checkup presentation. During this session, all teams participating in the Youth Changemakers School Project receive feedback from other teams. In the Final Presentation session, which is considered the highlight of the project, the semester’s project outcomes are presented to the public for further feedback. Students are free to use a variety of compelling presentation methods including videos, PowerPoint slides, and storytelling. The Youth Changemakers School Project is significant because it offers young people opportunities to think deeply about social problems and share and expand their ideas with college students. This exceptional program where college students strive to grow together with local high school youth is offered only at Hanyang University.

Hyeon-ji Lee, a senior of Hanyang University High School who participated in the project, stated, “This was an opportunity for me to become interested in daily social challenges that I would have otherwise overlooked. I’m proud of the fact that I can help others as I make an effort to solve problems.”

Ji-yeon Seo, a college student in the School of Business who participated in the project as



The Youth Changemakers School Project, in which university student mentors and high school student mentees work together. At the Final Presentation, high school students present their own problem-solving ideas and prototypes

a mentor, also said, “Initially I only focused on facilitating high school students to come up with correct answers, and failed to engage in serious thinking about real change in the society.” He added, “As I have met with them repeatedly, the conversations with them encouraged me to face our society’s real problems. It served as an opportunity for me to change my perspective of the world.”

YCM Participant Testimonials

Chan-Young Park (Department of Nursing, 2016 Admission), YCM Round 1

We prepared for the project by focusing on mentors’ capabilities to implement the two-month project, anticipating high school students’ limitations. But, in fact, their participation surprised us in terms of their creativity and fresh ideas. It was a great experience in which I forgot all the difficulties I went through during project preparation, especially as I witnessed students’ enthusiasm for the project and their progressive improvement.

Shin-gu Kim (Department of Nuclear Engineering, 2013 Admission), YCM Round 1

Youth means “love.” First of all, I am so grateful for the time I had with the participants. Frankly, I did not expect much from them. But I was amazed by the way my team members participated in the program. They were self-confident enough to challenge my own actions. I was also proud when

they improved themselves through feedback. The two-month period, which could have felt like a long time, was a real joy and a great experience.

Yoon-jeon Kim (Division of Business Administration, 2017 Admission), YCM Round 2

Participating in the YCM project’s second round, I realized how much the project has matured compared to the first round. Since mentors either learned from the first round or trained in design thinking, the project’s execution was more sophisticated. I hope the project will continue to grow and remain active until the day all high school students around the country, in addition to students from Gyeonggi Province and Seoul, become changemakers.

Hee-won Bae (Division of Business Administration, 2015 Admission), YCM Round 2

For me, as an SDG lecturer rather than a project planner, the serious expressions on participants’ faces during my lecture made a great impression. I wanted them to realize that there are a lot of young people in difficult living situations around us as well as in remote corners of the planet, and that the society changes through small rather than huge transformations in behaviors. Moreover, I wanted the students to know about the reality of social problems and empathize with the victims before thinking about the actual nature of the problems. I’m convinced that they experienced this kind of empathy through the YCM project.

Han Ye Eun

Gives Wings to Korean Youth to Fly as Social Innovation Global Leaders



Adam Sharpe (UNESCO Asia Pacific Consultant) delivering a special lecture to students at the workshop.

Since the second half of 2017, Hanyang University Social Innovation Center has offered workshops through Youth Changemakers, an educational program that trains Korean youth to become global leaders. Hanyang University, the Urban Youth Academy, the Asian Development Bank (ADB), and the United Nations Development Program (UNDP) run these workshops collaboratively. The workshops provide students

with opportunities to learn about global issues such as UN SDGs*, social enterprises, and international development cooperation. The staff of international organizations delivers lectures at the workshops, expressing the field’s real voices.

*UN SDGs stands for Sustainable Development Goals; namely, the 17 goals agreed to by 193 UN member states in 2015 for global sustainable development.

Since the first workshop in September 2017, four more workshops have been offered. The fifth and latest workshop took place in November. Despite a weekend schedule, students interested in global issues made the effort to attend and came from around the country, including students from Jeju Island and from near the Seongdong District. Chang-hyeon Park, a student at Korea International School (Jeju) who participated in all workshop programs, said, “I have been interested in UN SDGs, international development, and cooperation because of my dream of working at UNDP since childhood.” Park added, “It was satisfying to gain new knowledge through the workshops. I hope others interested in the field will come and share their perspectives.” In addition to workshops, the Social Innovation Center plans to provide various

educational programs to enhance young people’s contribution to global social innovation. These programs include a two-day camp for outstanding workshop attendants, school camps where students who conduct SDGs-related projects receive mentoring and additional support, and APYE X Hanyang Junior where participants share thoughts on global issues and conduct a project to solve local community problems alongside young people from other countries. The Social Innovation Center’s Director, Jin-seok Seo, said, “Hanyang University has implemented a variety of educational programs to enhance college students’ global capabilities in social innovation.” He added, “Through this educational program where young people (in addition to Hanyang University students) can grow into global leaders, we will spread the spirit of social innovation throughout Korea.”

Lee Min Koo

Envisioning Cultivation of Changemakers for Problem-Solving in Career Education for Developmentally Disabled Youth

Hanyang University Social Innovation Center opens its Career Exploration Mentoring Program for Developmentally Disabled Youth in the Seongdong Area



"We've become friends." A mentor and a mentee get to know each other's characteristics and strengths while playing a board game in the mentoring program for the developmentally disabled in the Seongdong area (left). A mentor and a mentee, who have become close after a month in the program, enjoy a fun visit to an amusement park (right).

"Developmental disability" refers to any significant deviation of development from the norm that causes serious, sustained, and chronic impairment either physically or mentally, or both. The number of people with developmental disabilities nationwide is approximately 200,000. However, meeting people with developmental disabilities in daily life is typically a rare occurrence. This suggests that the developmentally disabled are not enjoying the same daily life activities as non-disabled people. Disabled individuals tend to spend most of their time with their families, which limits their and their family members' lives. Therefore, facilitating independent living for the developmentally disabled can elicit positive outcomes not only for disabled individuals but for their families as well.

Hanyang University Social Innovation Center has organized the Changemakers Group to solve social problems related to developmental disabilities. The Changemakers Group is a consortium where various stakeholders from universities and communities collaborate to solve social problems. Formed through Hanyang University's LINC+ Foundation and the Seongdong Chapter of the Korean Parents' Network for People with Disabilities (KPNPD), the Changemakers Group has developed and currently implements a Mentoring Program for Developmentally Disabled Youth for disabled individuals and their families in the Seongdong area.

The program's overall goal is "career exploration through cultural and art experiences," with the following additional objectives: (1) To provide

college student mentors without disabilities with direct and indirect problem-solving experience related to their majors; (2) to provide developmentally disabled youth mentees with opportunities to develop social relationships and emotional connections with individuals beyond family members and therapists, and to use these relationships to increase social skills through participation in cultural and artistic activities and career exploration; and (3) to lessen the heavy childcare responsibility experienced by the parents and siblings of developmentally disabled youth during school breaks.

This mentoring program was developed in the second half of 2017 after a meeting with parents of developmentally disabled youth. It successfully launched in January 2018 and featured seven sessions, with 25 Hanyang University students (of various majors) serving as mentors. The mentees were 17 elementary, middle, and high school students with developmental disabilities (intellectual disabilities and autism spectrum disorders) from the Seongdong area.

The mentoring program's activities range from light cultural and artistic experiences – including board games, movie watching, amusement park visits – in which all disabled individuals can participate to career exploration including career aptitude testing and on-the-job experience (scheduled for February). Jeong-yoon Yoo, a staff member at the Social Innovation Center who organized on-the-job experiences for the

developmentally disabled, said, "I hope for social integration, where young individuals with disabilities can live as full members of society. To this end, I will work hard to ensure that this mentoring project will continue and expand rather than ending after a single shot." In fact, spending enough time with the developmentally disabled allows for insights to emerge about the type of work most suitable for them.

During the program, developmental tests created by a team featuring Hanyang University Hospital's Developmental Medical Center (Director Dong-hyeong Ahn) were conducted individually for each mentee. Based on test results, disabled middle and high school students will participate in on-the-job experiential activities after January by visiting institutions that fit their career path and interest. The mentees will visit enterprises that belong to the Hana Power On Impact project, which supports curriculum and internships for new job development for the developmentally disabled. Some of these enterprises include Coffee JIA, Jia, Donggubat, Modudaaa, Rawside, Humanaid, RUBY, and TestWorks.

Mentor representative Hyo-seok Byeon (Department of Automotive Engineering, 2014 Admission) expressed, "Developmentally disabled youth need to prepare for jobs to support their independent adult lives, but sadly there are few jobs available and career education is lacking for them." He shared his experience with the program, "Mentoring them in relation to career education

was a novel experience to me, although I have felt close to developmentally disabled youth through my involvement with Civitan Hanyang University (a student volunteer organization). I hope the project continues to offer meaningful mentoring activities in the future."

President of KPNPD's Seongdong Chapter, Yoon-hee Kwak, has participated in the project from the planning stage. He said, "I'm pleased that the university, social enterprises, and the private sector joined forces to solve career and job issues for developmentally disabled children; issues that people tend to hesitate to tackle. I'm overwhelmed with joy because we have had no opportunities to think about their career with them." He added, "It is tremendously meaningful for them to interact with people other than their family members and therapists, not to mention participating in career education and social activities. We want our children with developmental disabilities to experience a variety of things and live in a supportive community. I hope that this mentoring program will continue, and not be a one-off contribution."

The Social Innovation Center is exploring the possibility of planning and operating a mentoring program organized by age, disability type, and grade, taking into account survey results on program satisfaction as reported by mentors, mentees, staff, and parents participating in the program.

Yoo Jeong Yoon

“The Design Thinking Play Specialist Program Gave Me a Chance to Explore a New Career.”



* The Design Thinking Play Specialist Program is the world's first educational program that combines play with a design thinking process developed at Stanford University.

More than 100 people participated in the Design Thinking Play Specialist Program's hands-on training at Hanyang University. Children and parents participated together during the session.

Hanyang University Social Innovation Center, along with Disruption Co., Ltd., implemented the Design Thinking Play Specialist Program in the summer of 2017 to assist women who have experienced career interruption. Disruption, a social venture that offers the play specialist training program Loopkin, has held three-hour lectures once a week for Hanyang University students and Seongdong district residents at Hanyang University's Seoul campus. “Design Thinking Play Specialist” refers to an education specialist who provides training for infants aged five to seven years old using a design thinking methodology rather than an ordinary educational approach.

In fact, eight students who completed the program provided design thinking play education for infants and young children in real educational settings (such as the Seongsu emart Cultural Center) and succeeded in revenue generation. Since the second half of last year, students have provided paid design thinking play education for young children aged

five to seven from local areas who attend Seongsu emart Cultural Center.

Last summer, the Social Innovation Center's Design Thinking Play Specialist Program was conducted with 25 participants including 12 female Seongdong district residents who had experienced career interruption and six Hanyang University students. The program was free for individuals who needed education to re-enter the workforce, i.e., women with career interruption and university students. A female Seongdong district resident (who wished to remain anonymous) expressed, “I didn't know how to get back to work after my career was interrupted due to maternity and raising a child. I had little confidence in getting a job. But as I combined my experience as a mother with design thinking play, a new path started to emerge.”

The trainees referred to the program's “solid curriculum” as the key element that allowed them to be reborn as design thinking play specialists during

a relatively short summer break. They were trained for two months in 12 training sessions, including nine theoretical and three hands-on training sessions. One of the final sessions on August 26th featured hands-on training with university faculty and the children of Seongdong district residents. This provided trainees with the opportunity to apply what they learned rather than just sitting through lectures on theory. More than 100 parents and children participated in design thinking training and provided feedback to the trainees during the session.

The Design Thinking Play Specialist Program originated in January 2017 and it was initially offered to Hanyang University Students. Hanyang's Ji-hyo Kim (Department of Industrial Engineering) and Woo-jeong Yoo (Department of Information Systems) played an important role in tailoring the Design Thinking Play Specialist Program for women with career interruption in the Seongdong area. The two students who actually participated

in the program during the winter semester of 2017 thought that it could contribute to job creation for these women. These two students, along with Disruption, crafted a proposal to make it all happen. The proposal was chosen at the Regional Innovation Idea Contest held by Hanyang University's LINC+ Foundation. Director of LINC+ Foundation, Young-ho Moon, who reviewed the proposals, said, “We decided to fund the two students' idea, judging that its realization would allow Hanyang University to make a great contribution to the community.”

Woo-jeong Yoo stated, “When I participated in the play specialist program, I thought it could help job creation for women with career interruption and for Hanyang University students. Luckily, I had the opportunity to present my idea at LINC+ Foundation's Idea Contest. I hope that many Hanyang University students and Seongdong residents will benefit from the program.”

By the 2017 fall semester, the Design Thinking Play Specialist program went through three rounds of implementation. The program expanded to train not only women with career interruption but also students who are interested in and passionate about becoming specialists in the design thinking approach. Therefore, the program is opening up new career opportunities for young college students. Unlike the initial semester-long beginner-level Design Thinking program, the later programs were offered at both beginner- and intermediate-levels without a break between the fall and winter semesters. Students who complete the intermediate program receive opportunities to participate in Disruption's US business development program, internships, and in the production of design thinking textbooks.

Lee Min Koo

Hanyang University Social Innovation Center and Humanaid Take the First Step Toward Resolving Digital Divide



Yeon-woo Choi, CEO of Humanaid Post (left) and director Jin-seok Seo of Hanyang University Social Innovation Center (right) sign a Memorandum of Understanding on January 12, 2018, to build a social innovation ecosystem at Hanyang University's Seoul Campus.

We are continuously moving deeper into the digital era. Our new innovative technologies allow us to access information regardless of region and time. However, for individuals who are lagging in information acquisition, the digital era is still an unreachable dream. In these circumstances, the ever-growing divide in information acquisition can

alienate certain groups of people.

The Humanaid organization was established to solve this problem of a growing digital divide. Humanaid defines people who have difficulty accessing (or are barred from) information as the “Information Have-Nots.” These individuals

include people with disabilities, the elderly, and those with relatively reduced language skills in language (i.e., foreigners and children).

Hanyang University Social Innovation Center signed a Memorandum of Understanding (MOU) with Humanaid to solve our society's digital divide issue and to launch relevant programs. The MOU's objectives include (1) co-development and operation of programs to improve information access for the socially disadvantaged; (2) job development in the media field to create jobs for people with developmental disabilities; and (3) joint operation of educational programs for college student mentors.

In particular, Hanyang University's technology and information infrastructure combined with Humanaid's know-how are expected to generate productive collaborations. A staffer of Humanaid said, “We are delighted that we, together with Hanyang University, have fulfilled our social responsibilities for the Information Have-Nots,” adding that “we hope this will provide increased opportunities for the developmentally disabled to participate in the media through proofreading work,

and for the Information Have-Nots to enjoy benefits from media access.”

Earlier this year, Humanaid reported on the Seongdong District Developmentally Disabled Youth Mentoring Program, conducted by the Social Innovation Center. The report enabled developmentally disabled people, who have limited access to media, get news about their own population. Encouraged by this success, the Social Innovation Center and Humanaid will provide developmentally disabled youth with on-the-job training for proofreaders.

Hanyang University Social Innovation Center and Humanaid will continue “Easy-to-read News Reporting” and “Photo News Production” campaigns led by developmentally disabled individuals. These two organizations are also developing news photography education for people with developmental disabilities in Korea and in more challenging environments, such as Africa. This is one of the primary reasons the organizations' global campaigns for social innovation draw attention from the world.

Yoo Jeong Yoon

Students Solve Global Social Problems Through Social Venture Startups:

“We Are Delighted to Witness Our Knowledge Helping People in Developing Countries.”

Since last year, Hanyang University Social Innovation Center has stepped up to support Hanyang University students' dreams of starting global social ventures. The Center has offered the Asia Pacific Youth Exchange (APYE) and Social Innovation Boot Camp every semester to boost Hanyang University's social venture startup capacity. These programs also support students who propose creative social venture startup ideas with initial funding for successful commercialization of those ideas. In fact, the Center selected five social ventures in 2016 and four in 2017 to provide startup grants. This year, the Center will select students with outstanding capabilities and ideas and continue to provide strong support for social venture startups.

Asia Pacific Youth Exchange (APYE) is an educational program organized jointly by the Social Innovation Center, Urban Youth Academy (UYA), Asian Development Bank (ADB), and United Nations Development Program (UNDP). APYE, held for the first time in 2015, launched its fifth program in January of 2018 in Manila, Philippines and Bangkok, Thailand.

APYE is designed to bolster youth participation and increase skill level in the process of achieving Sustainable Development Goals (UN SDGs).^{*} Approximately 200 people from the Asia-Pacific region and 50 people from Korea participate every year. Participants choose UN SDG topics of their choice and learn the relevant methodology to solve related problems. Throughout this process, students

^{*}UN SDGs are 17 goals agreed to by 193 member states of the United Nations in 2015 for global sustainable development. The UN's deadline for meeting these goals is 2030.

who share common interests form teams to further develop their ideas. The APYE curriculum consists of three stages.

The first stage focuses on leadership development training, including discussion of the importance of young people's role in SDGs and international/regional development cooperation. In this first stage, the project's investigation and planning methods for solving social problems are also addressed. The second stage features the Youth Impact Week, where participants identify local social problems (Local Immersion) and design their own projects to solve those problems based on SDGs. The third stage is the Asia-Pacific Youth Symposium, where participants present their projects to various stakeholders and experts and receive feedback.

APYE participants generate solutions to problems found in a community of their choice and then develop those solutions into their own projects. Students who present outstanding social venture ideas at the Asia-Pacific Youth Symposium are given the opportunity to participate in the Social Innovation Boot Camp organized by the Social Innovation Center, where they can commercialize their ideas.

The boot camp is for APYE participants who design outstanding social venture ideas, young people from other countries with social venture startup ideas, and Hanyang University students willing to start a social venture. During the course of the camp, Hanyang University students are teamed up with foreign youth based on shared social venture startup ideas and interests. Each



Students participate in APYE's Leadership Session at the United Nations Development Program (UNDP) conference in Bangkok, Thailand.

Recipients of 2016 Social Venture Commercialization Grants (5 Social Ventures)

| Social Venture | Country | Founder (Foreign Youth) | Hanyang University Student | Project Details |
|---------------------|-------------|----------------------------|---|---|
| Agricamp | Bangladesh | Jacklin Elizabeth Mazumder | Ju-hyeon Jeon (International Studies) Joon-taek Hong (International Studies) | Assisting and training local farmers in agricultural methods that combine traditional farming and hydroponics |
| Center for Learning | Philippines | Maria Celine Santos | Eun-ji Lim (Economics & Finance) | Providing special education for children with developmental disabilities and their parents |
| EcoFarmket | Nepal | Bisam Gyawali | Hyeong-joon Park (Economics & Finance) | Building eco-friendly restrooms and organic fertilization of excrement |
| Larga! SantaRosa | Philippines | Christian Manahan | Joo-young Byeon (Chemical Engineering) | Sustainable tourism business linking cities, traditions, tourist destinations, and restaurants |
| NinoNina Clothing | Philippines | Maria Carmela Suarez | Ji-soo Lee (Sports Industry) | Providing clothing manufacturing jobs to skilled residents without capital |

Recipients of 2017 Social Venture Commercialization Grants (3 Social Ventures)

| Social Venture | Country | Founder (Foreign Youth) | Hanyang University Student | Project Details |
|----------------|-------------|-------------------------|--|--|
| KAINA | Philippines | Neri Rose Zamora | Ji-ahn Ryu (International Studies) Seung-hoon Han (Financial management) Jae-seo Lee (Policy Studies) Ji-hoon Seong (English Language & Literature) | Organic lunchbox business linking with local farmers |
| Metafact | India | Prateek Singh Roorpra | Min-ho Ryu (Industrial Engineering) | Developing an app for identifying fake news |
| She for Her | Nepal | Shibu Shrestha | Jae-gyeong Kim (Business Administration) Ji-eun Lee (Business Administration) | Providing young women with clean sanitary pads at a reasonable price |

team typically consists of one Korean and one foreign participant who are matched up. In the boot camp held in Manila, Philippines, participants are trained by a team of social venture and international development experts in entrepreneurship including finance, accounting, marketing, market analysis, prototyping, and business modeling for social venture operations.

Through a series of processes, students have the

opportunity to shape their social venture ideas and establish relevant business models. Teams that present outstanding social venture models at the camp receive the opportunity to present their ideas at the Asia Pacific Social Venture Competition (APSV). In turn, those selected as outstanding social ventures during the competition are given the opportunity to materialize their ideas with commercialization grants from LINC+ Foundation.

In 2016, five social ventures—Agricamp, Center for Learning, Ecofarmket, Larga! Santa Rosa, and NinoNina Clothing—and in 2017, three social ventures—KAINA, Metafact, and She for Her—realized their dreams of starting a social venture. Eun-ji Lim (Department of Economics and Finance) cofounded the Center for Learning Project with a commercialization grant in 2016.

She said, “I used to have a vague idea of social venture startup. It was great that I was able to get one step closer to starting a business with administrative and financial support from the Social Innovation Center.” adding, “It's my goal this year to formulate a business model and register a business soon.”

Lee Min Koo



Students participating in APYE analyze social problems in a local community. During APYE's Local Immersion session, students learn to listen to voices from the real world rather than sitting in a classroom.



A student participating in the Social Innovation Boot Camp receives feedback from other participants on a prototype.

Seventeen Hearts: A Youth-Led Social Innovation Festival



Hanyang Volunteering Corps, Hanyang LINC+ Foundation, Asian Development Bank, Office of Vice President of the Philippines, and Enderun College sign in memorandum of understanding for social innovation

Together with the City of Seoul and the Asian Development Bank, Hanyang University held the Seventeen Hearts Festival on November 9-12, 2017. The Festival, which was held for the second time this year, shares and celebrates accomplishments in social innovation by young people from a variety of universities, regions, and countries. The Festival is based on Hanyang University's vision of realizing its social responsibility through "creativity" and "sharing."

The Festival warmed up with a "social venture

startup camp" on November 6th through 8th. Organized by Hanyang University's LINC+ Foundation, the camp was held for youth from the Philippines, Nepal, and India, as well as Hanyang University students. The camp aims for participating social venture startup teams and for students with dreams of starting a social venture to gain knowledge and develop the required capacity for social venture startup through classes and practical training.

The Festival kicked off at Hanyang University's Olympic Gymnasium on November 9th with opening remarks from Sung-hwan Kim, Head of Hanyang University's Volunteering Corps. Subsequent sessions provided participants with information on social innovation, including which social innovation activities are already taking place and how young people can contribute.

Specific social innovation activities were introduced by the following groups: youth representing the Philippines, Nepal, and India in a Round Table Meeting session, where a definition of social innovation and current efforts were discussed; civil society, corporations, universities, and international organizations in the Seventeen Hearts in the Korea session; the Office of the Vice President of the Philippines, Enderun College, ImpactHUB Taipei, and Urban Youth Academy, (organizations that are leading social innovation efforts around the world) in the Seventeen Hearts in the World session.

Asia Pacific Social Venture Competition (APSV) and Social Venture Competition (SVCA) introduced and evaluated youth-led Korean and foreign social ventures and include signing agreements for funding



Attendees take pictures in front of the World Cafe booth. On this day, students from various countries representing each continent gathered at the World Cafe to run a unique booth.

the commercialization of business ideas.

Other programs and features during the Festival included Golden Bell, which makes it fun to learn about social innovation and sustainable developmental goals through quizzes; a special guest lecture by an Ashoka Fellow of the Ashoka Foundation (an organization for social innovation); a job fair with social innovation enterprises; a flea market for sales of social enterprise products; and a World Cafe where Hanyang University's international students presented their cultures, including food and games.

After the completion of the session held at Hanyang University's Olympic Gymnasium on November 10th, domestic and foreign festival attendees spent Saturday, November 11th visiting Seongsu Valley, which is known as Korea's social innovation cluster. On Sunday, November 12th, attendees were given the opportunity to participate in the Coop-Tour organized by the City of Seoul and to visit social innovation activity cooperatives in Korea.

Lee Ho Young



Festival attendees participate in the SDGs Jenga program to learn "17 sustainability development goals set by the United Nations."

Hanyang University: First on the Verge of Joining Ashoka U Among East Asian Universities.

My phone vibrated. It was a text message from the Social Innovation Center at my school, Hanyang University. News about my school's social innovation initiatives has increased exponentially in recent months. My friend, who attends another university and is interested in working for an NGO, expressed his envy: "Your school is the best at social innovation."

What is social innovation, and what does it mean for a university to be good at it? This article discusses Hanyang University's social innovation activities related to Ashoka Global's Ashoka U, headquartered in Washington, D.C., USA.

Ashoka U features a Changemaker Campus Community, which is a group of universities that are good at social innovation. To join the Ashoka U

community, universities must go through a difficult selection process. First, a document review process focuses on course offerings and student activities in social innovation, democratic school governance, and funding size. Second, universities that pass the initial document review have a two-day site visit from Ashoka U.

Finally, applicants must pass a Panel Discussion to join the community. Throughout the world, only 40 universities have successfully navigated this process, which takes an average of two years. The fact that Ashoka U started approximately 10 years ago and has only approved 40 universities illustrates their highly selective process.

Hanyang University began its formal preparation to join Ashoka U in October of 2016. It has successfully completed the first two steps and must now face the Panel Discussion (step three). Once Hanyang University passes the Panel Discussion (scheduled in Boston, USA in April of 2018), it will

be the 41st university in the world and the first in East Asia to join Ashoka U. Professor Hyun Shin (School of Business) is responsible for examining and improving Hanyang's social innovation system and cultural infrastructure in preparation for joining Ashoka U. He said, "By joining Ashoka U, Hanyang University will play a pioneering role in social innovation."

With social problems continually increasing, society now calls for universities to take social responsibility. Overseas, top universities make enormous investments in community-friendly education and talent nurturing. Ashoka U's members are some of these globally renowned universities, including Cornell University, Brown University, Duke University, and Johns Hopkins University. Hanyang University's imminent membership in Ashoka U is an exciting moment in Hanyang's promising development.

Lee Ho Young



A list of universities that have joined the Ashoka U Changemaker Campus to date. If approved, Hanyang University will be the 41st in the world and the first in East Asia to join Ashoka U.

Hanyang Students: Future Consultants for Innovative Social Ventures

Through a partnership with The Bridge foundation, Hanyang University Social Innovation Center has been running a Global Leadership Program for global citizenship education for Hanyang University students since 2017. The program, which is designed to foster students' global leadership skills, was held twice with 46 total student participants (30 in the summer semester and 16 in the winter semester of 2017).

During the Global Leadership Program held in the summer of 2017, Hanyang University students gained an understanding of the need for and the role of social enterprises in developing countries through the case study of Nepal's Ecoprise (a local social enterprise). The participants also explored the necessary know-how, competencies, and precautions in starting a social enterprise outside of Korea.

It is noteworthy that, unlike the procedures used in typical corporate case studies, students conducted

a Skype meeting with Bhuwan KC (Ecoprise's CEO) featuring a Q&A session on Ecoprise's profit model, management principles, and future plans. Typical corporate analyses are based on brief, written data, so students' efforts reveal their enthusiasm and innovation.

After receiving social enterprise training from The Bridge, participating students conducted a fundraising campaign for Ecoprise both on campus and in the local community. Most students spent a lot of time, including their weekends, campaigning in various areas including Wangsimni and Shinchon. Min-koo Lee, a staff member of the Social Innovation Center who managed the Global Leadership Program, said, "I was impressed by the students' efforts to help the community and the world with new tools such as social enterprises."

Thanks to the students' enthusiastic participation, in the fall of 2017 the Social Innovation Center

offered a global leadership program for NinoNina Clothing, a social enterprise from the Philippines. NinoNina Clothing was co-founded by Ji-Soo Lee (Department of Sports Industry) with funding from the Social Innovation Center. The enterprise provides sewing machines and employment to Filipino women who have skills but lack production facilities to help them generate income.

Similarly, in the fall semester, students continued learning about the need for social enterprises and the competencies required by social entrepreneurs. They conducted a campaign to publicize NinoNina Clothing on the Hanyang University campus and in the local community. The campaign for the fall semester program was coordinated alongside the 17 Hearts Festival, an annual event of the Social Innovation Center. This provided university students, community residents, and middle and high school students who attended the festival with the opportunity to learn about NinoNina Clothing and,

more broadly, about the need for social enterprises. Min-joo Choi (Division of Business Administration) attended the Global Leadership Program in the fall and stated, "I took this course due to my interest in social innovation and social enterprise," adding, "I gained a deeper understanding of social enterprises through this course, and it was very rewarding to conduct a campaign to promote the social venture."

Moreover, on September 20, 2017, the Social Innovation Center and The Bridge signed a Memorandum of Understanding to plan and implement various types of capacity-building programs to help Hanyang University students grow into global leaders. Hanyang's Social Innovation Center, along with The Bridge, will continue the current program to further develop Hanyang University students' skills as emerging global leaders.

Lee Min Koo



A Leading Force for Korea's Advancement : HYU, The Engjne of Korea!

Hanyang University established as an aspiring engineering institute in 1939 with the founding principles: "Application of Knowledge" and "Love in Deed and Truth." As Korea's first private college of engineering, Hanyang University prides itself on cultivating individuals who can serve their communities through practical education, while also actively pursuing ways to positively contribute to any organization with which they are a part. With the high reputalon of producing numerous CEOs of global companies and high ranked officers, Hanyang alumni have been leading Korea and the world.

People in Focus

Zahin, Foreign Staff Member at Hanyang University

The number of foreign students visiting Hanyang University Social Innovation Center has grown since last year. These students go straight from the Center's door to the desk of Zahin Faizah Hussain, who joined the Center's staff in the fall of 2017. As a result of recruiting staff members like Zahin, the office has become a global marketplace where English and Korean are spoken interchangeably and where foreign students can exchange their ideas. Korean students can now plan volunteer activities with foreign students.

Having worked as a consultant for two years at the Asian Development Bank in Manila, Philippines, Zahin is now in charge of global networking and education at Hanyang University Social Innovation Center. In addition to managing the Asia Pacific Youth Exchange (APYE) and the Social Innovation Boot Camp, the Center's representative programs, Zahin plays a key role in maintaining our partnerships with global social innovation organizations.

In addition, Zahin is a graduate student at the university. In 2018, she started her first year in the Korea & Asia Business Studies (KABS) program. She was selected to receive the two-year HUGE Scholarship to complete his MBA, and she is always seeking self-improvement. I met with Zahin at the Social Innovation Center's office; the following is a transcript of our interview.

What made you interested in social innovation?

I have been involved in social innovation activities for many years. I am particularly interested in improving the lives of residents of developing countries such as Vietnam and the Philippines. My undergraduate major was in development studies. After college, I worked as a consultant at the Asian Development Bank headquartered in Manila, Philippines. Social innovation education has always been a special interest for me. Education in colleges, and even in middle schools and high schools, has the capacity to change civil society, and eventually change the world.

Why did you choose Hanyang University?

When I worked at the Asian Development Bank, I made my first connection with Hanyang University. I was surprised that there was a school in Asia with an emphasis on social innovation because most social innovation research is conducted in North American universities. This piqued my interest in Hanyang University and awoke my desire to become part of the university's efforts. I started working at the Social Innovation Center last year after an interview with university officials including Director Jin-seok Seo.

Tell me more about the HUGE Scholarship.

It is a scholarship Hanyang University awards to students from developing countries who are interested and have been involved in social innovation efforts. Of course, scholarship recipients

should also contribute to the advancement of social innovation through graduate study. The MBA program typically costs a student nearly 10 million won per semester. It is difficult for students from developing countries with relatively low incomes to afford this. However, recipients of the HUGE scholarship receive a full tuition waiver.

What is the selection procedure?

Scholarship selection is not based simply on grades or a student's study plan. Applicants need to demonstrate the contributions they have made to the world. I took part in social innovation programs including APYE and Asian Youth Forum at Hanyang University while I worked at the Asian Development Bank. During the programs, I had many opportunities to introduce myself to university staffers. Applicants should demonstrate their passion and expertise in social innovation effectively to increase their chances of being selected. Of course, they have to get into the program first (she laughs).

What are you learning in the MBA program?

As an undergrad, I majored in developmental studies, a field concerned with the policies and size of economic aid required for socio-economic development in developing countries. I then gained real-world experience working for organizations in the field, including AIESEC in Vietnam and the Asian Development Bank in the Philippines. Still, I felt something was missing. I felt that I needed



Zahin Faizah Hussain provides social innovation education at Hanyang University

more knowledge and experience to help developing countries increase their self-sufficiency, which is important for sustainability. So, I finally decided to study business. I'm particularly interested in the finance track. This is because of my desire to both manage funds effectively and try out new financial models, i.e., microfinance. I am full of anticipation because of Hanyang University's excellent reputation in the finance track.

Zahin is the first recipient of the HUGE Scholarship. Many students who are impressed with Hanyang University's social innovation efforts are hoping to be future recipients. In this era of globalization and social responsibility, talented people from all over the world are flocking to Hanyang University.

Lee Ho Young

QUICK FACTS

QUICK FACTS

Motto
Establishment
College
Student Enrollment
International Student
Location
Campus
Website

**Love in Deed and in Truth
1939**

22 Colleges / 15 Graduate Schools

Approximately 37,000 (Undergraduate:27,000, Graduate : 10,000)

Approximately 4,800 from 70 countries

Seoul, South Korea

Seoul Campus (Main), ERICA (Ansan)

www.hanyang.ac.kr/english

The ERICA Campus is located in the city of Ansan, which is approximately 40 kilometers south of Seoul and takes about an hour to get to from the Seoul Campus. The ERICA Campus stands for Education, Research and Industry Cluster at Ansan.

HANYANG UNIVERSITY

School-Based Enterprise Takes on Social Innovation Through Business

Hanyang University Social Innovation Center has taken steps to establish a school-based enterprise* through cooperation with global social ventures NinoNina Clothing and Larga! Santa Rosa (both from the Philippines). The Social Innovation Center plans to work with Professor Yeon-hee Lee and students of the Department of Clothing and Textiles and to use the newly-established Social Innovation major to launch a school-based enterprise (with CEO Sung-ho Cho, who is also Head of the LINC+ Foundation). The enterprise's future profits will be used to cover scholarships and field study expenses to help students in the participating departments with their academic endeavors.

The school-based enterprise, which is being created by the Social Innovation Center, aims to implement three business projects.

The first project will feature collaborations with global social ventures funded by the LINC+ Foundation. In particular, the project will focus on working with NinoNina Clothing, which manufactures clothing and accessories in the Smoky Mountain slum in the Philippines.

NinoNina Clothing is a social venture that provides jobs and equipment (sewing machines) to residents with a high level of clothing production skills but limited job opportunities due to poor economic conditions. The project aims to solve women's employment problems and improve economic conditions in the slum. Under the

guidance of Professor Yeon-hee Lee of the Department of Clothing and Textiles, students in the department will participate in product design and manufacturing with the goal of launching a high-quality brand.

The second business project focuses on the educational service that provides the Asia Pacific Youth Exchange (APYE) program.* APYE is a training program in social innovation mindset for young people from the Asia-Pacific region. Participants learn about the importance of youth-led social innovation activities and visit developing countries such as the Philippines and Thailand to design projects to solve social problems in the visited areas. Participants who propose outstanding social venture ideas receive scholarships and opportunities to participate in the Social Innovation Boot Camp. In turn, camp participants are trained in social venture startups. Finally, prizewinners at the Asia Pacific Social Venture Competition (APSVC) are awarded grants to actually fund their startups.

Hanyang University's school-based enterprise plans to implement APYE and later brand it as Hanyang University's global social innovation education program. The Urban Youth Academy, a former organizer of APYE, used to implement the program in the Philippines and Thailand, but the school-based enterprise plans to expand the program to more countries including Korea, Vietnam, and Cambodia. This plan is designed to establish Hanyang University as the top social

innovation educational institution in the Asia-Pacific region.

Lastly, Hanyang University's school-based enterprise aims to sell products manufactured by companies of the university's families, enterprises participating in the LINC+ Foundation Changemakers Group, and social ventures in the Seongsu area. The school-based enterprise seeks revenue generation through sales of Hanyang University products and through social economy enterprises and ventures supported by Hanyang including NinoNina Clothing and Larga! Santa Rosa. Through this effort, Hanyang University's school-based enterprise will play a central role in supporting the regional area's social economy.

However, there are still a few steps to take before establishing the school-based enterprise. The first step is planning the enterprise's establishment and operation, taking into account feedback from university and local community members. Then, the university must draw up operating bylaws and incorporate them into university regulation. Careful review and thorough preparation are essential for creating the bylaws since school regulations are revised twice a year. After obtaining an official license and registration, the school-based enterprise will begin its operations. The Social Innovation Center plans to finish creating the enterprise in the first half of 2018 and to start its operations in the second half of that same year.

The Social Innovation Center implements various programs to produce global leaders in social innovation. The Center strives to inspire the spirit of social innovation on campus and in the community through various efforts including offering curricular and extracurricular courses in community services, running the HeemangHanyang leader groups (student groups interested in social innovation), and overseeing the Social Innovation major. Moreover, the Center's plan to create a social-based enterprise through a partnership with global social ventures is designed to help Hanyang University's visitors experience the outcomes of the Center's efforts. This is one of the reasons why the establishment of the school-based enterprise has attracted the positive attention of many people.

Lee Min Koo

*A school-based enterprise is a "school department" that generates profits through technical development, product sales, and service provisions during student field training.

*APYE is an educational program co-organized by Hanyang University's school-based enterprise, the Urban Youth Academy, and the Asian Development Bank. Each year, approximately 200 young people from the Asia-Pacific region attend APYE, including about 20 students from Hanyang University. It is currently held in the Philippines and Thailand during the summer (July) and winter (January) breaks every year. In the future, it will take place in various countries including Korea, Vietnam, and Cambodia.

*The school-based enterprise plans to sell various souvenirs (e.g., t-shirts, pencil cases, accessories) produced by NinoNina Clothing. It also plans to open a souvenir shop on campus, which will allow students to experience NinoNina Clothing's products in their own space.

Imagine!

the changed world because of you

Apply for Social Innovation Major

- Application Period** 2018.5.14(Mon) ~ 5.18(Fri)
- Eligibility** Undergraduates with one or more semesters left before graduation
- How to apply** Login to HY-IN Portal
- Contact** Hanyang University Social Innovation Center
02-2220-0539 / ymech@hanyang.ac.kr
- Coffee Chat** Scheduled in April, 2018

Spread of Hanyang University's Spirit of "Love Indeed and Truth" by Students

HeemangHanyang Leader Groups' Volunteers in the Philippines and Cambodia



Provision of educational service for local students



Assisting with facility maintenance for local residents

The practice of volunteering abroad is gaining popularity. Many college students can volunteer abroad through organizations that coordinate all the details. However, Hanyang University's volunteering activities are somewhat different. They are driven by our students' passion and sincerity rather than by experts' technical touch. Through Hanyang's Social Innovation Center, students had special volunteer experiences in the summer and winter of 2017.

The HeemangHanyang leader groups (Hanyang University's student volunteer group) led preparation efforts including a fact-finding mission, deciding on a time period, program design, and content organization. The group also gathered various ideas to solve social problems through

public competitions and incorporated them into the finalized service plan.

In the summer, volunteers spent 12 days visiting the sites of social ventures in the Philippines founded and operated by Hanyang University students. Our volunteers assisted the region and worked with the social ventures to help local communities. In the winter, volunteers participated in a 15-day long mentoring program at LIFE University and an affiliated elementary school in Cambodia. Both institutions have participated in exchanges with Hanyang University in various ways.

Summer 2017 (July 31 - August 11, 2017, in the Philippines)

Number of participants: 16
(Two Social Innovation Center staff members, two social venture founders, two HeemangHanyang leader group members, and 10 Korean student volunteers)

In November of 2016, at the Asia Pacific Social Venture Competition (APSVIC) organized by the LINC+ Foundation, the Asia Pacific Youth

Exchange (APYE), and the Urban Youth Academy, five social ventures were selected to receive support from Hanyang University. The chosen social ventures, cofounded by Hanyang University students, are located in the Philippines. Students

visited three of these sites and conducted volunteer activities in summer, 2017.

<Program by Business Site >

* Center for Learning and Development for Children (Malabon City, Manila, Philippines): English education, health education, and physical training (e.g., taekwondo, yoga)

* NinoNina Clothing (GK Paradise Hills, Manila, Philippines)

: Workshop facility, maintenance work, and educational programs for children near business sites

* Larga! Santa Rosa (Santa Rosa, Laguna, Philippines)

: Interim evaluation and on-site progress monitoring through meetings with government agencies

Winter 2017

(January 21 - February 3, 2017 in, Cambodia)

Number of participants: 15

(Two Social Innovation Center staffers, four HeemangHanyang leader group members, eight Korean student volunteers, and one international student)

Located in Sihanoukville, Cambodia, LIFE University has been in partnership with HamgkeHanyang (Hanyang University alumni volunteers) for many years. This year, the HeemangHanyang (Hanyang University student volunteers) leader groups visited LIFE University to implement an educational program. On the first week, the group led SDGs and changemaker education programs for LIFE University students. On the second week, the group offered hygiene education, cooking classes, tradition classes, and art education programs for elementary school students affiliated with LIFE University.

Participant Testimonials

Jong-seon Han (Department of Physical Education, 2014 Admission)

Throughout the course of the program, student-organized volunteer abroad challenged me in many ways, including planning and recruiting locals. It took a while to finalize our schedule as my local contact suddenly changed and previously-agreed matters were modified. Thanks to the guide staffer's assistance with business contacts and other matters, problems were solved and the local program wrapped up nicely overall. While I regret the unexpected problems during

preparation and the service period, I believe this was an opportunity for me to solve such problems.

Jeong-wook Cho (Department of Medicine, 2014 Admission)

My time in Cambodia is a great memory that could be selected as a significant moment for me if my life is ever made into a movie. It was inspiring to see participants encouraging each other and providing services for locals in an impoverished environment. Moreover, watching other members who were passionate about helping Cambodian college students and children made me proud to be part of the team. I'd like to thank each and every one of my fellow volunteers.

Han Ye Eun

Special Feature

2017 HeemangHanyang Leader Group Activities

“Please donate for underprivileged college students,” and “Hurry up! The Social Innovation Festival is about to start!” Passionate calls from students at the Aejeomoon Gate of Hanyang University. Who are they, and where does this passion originate?

Hanyang University Social Innovation Center has a very special group of students called the HeemangHanyang Leader Groups, in which students organize and implement their own social innovation programs. Leader Group students lead social innovation activities in various areas including volunteerism, fundraising, public relations, and startup activities. For example, let us say that a student has an idea about solving unauthorized garbage dump problems in the Wangsimni area. This student may assemble a team with other students and make a proposal to the Social Innovation Center to create a Leader Group. The Social Innovation Center judges the proposal’s feasibility and decides on the level of administrative and financial support for its implementation. The center takes applications

for HeemangHanyang Leader Groups, student-led project groups, on a semester basis. Participating students must participate in the program for at least 30 hours during the semester.

In the 2017 academic year, about 325 students participated in seven projects (the Youth Changemakers School Project, Presschangers, Fundraisers, Social Innovation Promotion Group, Detris, CSR Activity Planning Group, and the On-campus Volunteer Student Organization). This special feature offers a brief overview of their activities and outcomes.

They need to provide financial support, appoint a president of the social service leader, take a one-credit Hanyang Community Service course or 30 hours of pure volunteer service. Various benefits such as document exemption are provided for an application to participate in the Asia-Pacific Youth Exchange Program (APYE), which is cohosted by Hanyang University, UYA, and the Asian Development Bank.

Han Ye Eun



members of Funraisers preparing for fundraising event

[1] Youth Changemakers School Project (21 members)

In this program, college students teach high school students the design thinking methodology they have learned so that the high school students can solve their own community problems. High school students design and implement social problem solving projects that apply design thinking during a semester.

Project Implementation

- 1.Round 1 (April–June 2017): Nine college student mentors and 44 mentees from three high schools (Hanyang University High School, Seil High School, and Suil High School)
 - 1-1. Changemakers Workshop (April 8, 2017)
 - 1-2. Midterm project evaluation (May 13, 2017)
 - 1-3. Mentoring visits: Mentoring and other project activities by the team (May 14–June 2, 2017)
 - 1-4. Project wrap-up presentation and evaluation (June 3, 2017)
- 2.Round 2 (September–November, 2017): 12 college student mentors and 35 mentees from seven high schools (Hanyang University High School, Seil High School, Suil High School, Jinmyung Women’s High School, Jeongsin Women’s High School, Dongsan High School, and Anyang Foreign Language High School)
 - 2-1. Changemakers Workshop (September 2, 2017)
 - 2-2. Midterm project evaluation (September 9, 2017)
 - 2-3. Mentoring visits: Mentoring and other project activities by the team (September 10–November 17, 2017)
 - 2-4. Project wrap up presentation and evaluation (November 11, 2017)

[2] Presschangers (10 members)

The primary focus of the group is to find books and writings on social innovation and promote them to the public. They also review books on social innovation published by Hanyang University Press and run online and offline marketing campaigns to disseminate information about them.

Project Implementation

- 1.Social marketing on publications on social innovation: Answering to Youth (Dong-woo Shin,

- CEO, Nano)
- 2.Organization of a social innovation conference and forum for college students
 - 2-1.Planning and organizing a Birth of Social Education event (September 22, 2017)
 - 2-2.Planning and organizing a Changemaker Speech event (November 9, 2017)

[3] Fundraisers (15 members)

The group conducted fundraising activities to help underprivileged students. They used communication marketing strategies to find solutions to hunger problems and the Tenspoons brand. The project involved a “fundraiser training course” for a novel approach to strategizing with Detris, a smart donation kiosk.

Project Implementation

- 1.Student-led fundraising project planning and implementation (raising approximately ₩2,300,000 won)
 - 1-1. Semester-opening fundraising event (September 4–5, 2017)

Outcome: ₩264,500 won raised from 107 participants
 - 1-2. Fundraising visit to classrooms (September 20, 2017)

Outcome: Raised approximately ₩20,000 won from 11 participants
 - 1-3. A booth and a fundraising event at the Aehanje Festival (September 29, 2017)

Outcome: Raised about ₩300,000 won from 100 participants
 - 1-4. Participation in and fundraising event at the 2017 Seventeen Hearts Festival (Nov. 9–10, 2017)

Outcome: about ₩400,000 won raised from 100 participants
 - 1-5. Tumblebug crowd funding launch (Nov 15, 2017)

Outcome: Raised about ₩627,000 won from 40 sponsors
- 2.Fundraising event using small donation platform Detris (raised about ₩300,000 won)
 - 2-1. Opening a Detris donation account (September 5, 2017)

Outcome: Raised about ₩300,000 won from

- about 600 transportation card tags
3. Fundraising with the smart piggy bank against hunger Promoted fundraising by installing smart piggy banks throughout the campus (₩1,000 won per tag)

Outcome: Raised ₩376,400 won from about 370 participants

[4] Social Innovation Promotion Group (20 members)

Promotions were planned for various social innovation programs and events carried out at Hanyang University <Project Implementation> The promotion of the 2017 Seventeen Hearts Festival (September–November, 2017) - Conceptual design, promotional activities, video production on outcomes, etc.

[5] Detris (five members)

- Content development for a smart device platform to promote college students’ small donations and implement content
- ### Project Implementation
1. Eden I ville_v1 (August 2017)
 2. Promotion and fundraising for the small donation culture (September–October, 2017)
 3. Promotion at the 2017 Seventeen Hearts Festival and Kimchi-making volunteering (November, 2017)
 4. Promotion of the small donation culture and the Detris Project (November 2017–January 2018)
 5. Eden I ville_v2 (January 2018–present)

Detris was installed at the front gate. Tagging a transportation card or credit card automatically takes a ₩500 won donation from the cardholder’s account.

[6] CSR Activity Planning Group (52 members)

Learning problems of the community that requires assistance, and planning and applying programs to solve them.

Project Implementation

- 1.Planning and organizing the event for the International Day of Persons with Disabilities (April

- 26–27, 2017)
2. Planting flowers (April 29 & May 20, 2017)
3. Participation in the World Vision “Hope for Flowers” campaign (May 22, 2017)
4. Summer 2017 Summer Volunteer Abroad in Philippines (July 31–August 11, 2017)
5. Winter 2017 Winter Volunteer Abroad in Cambodia (January 21–February 3, 2018)

[7] On-campus Volunteer Student Organization (six teams/about 203 members)

Coordination with Hanyang University student club activities relevant to CSR and social innovation

Project Implementation

- Hanyang Creativity Camp (July 31–August 4, 2017, 118 college student mentors and 202 local mentees in six areas)
- Camp-style mentoring program conducted for youth in educationally disadvantaged areas during school breaks in learning assistance, career counseling, and both creative and physical activities
- Doorihana: Seohwa Middle School, Inje, Gangwon
 - The Fifth Dormitory: Hamseong Middle School, Haman, Gyeongnam province
 - Hanyang Campi Rotaract: Gimje Office of Education
 - Raonhaje: Shinmyeong Middle School, Chungwon High School, Chungju, Chungbuk province
 - Humanist: Changgi Middle School, Taean, Chungnam province

- Workshop Support for the Ongoing CSR Community Activities of On-campus Volunteer Clubs
- HanyangCampi Rotaract (June 24–25, 2017): Environmental improvement activities in Muchangpo, Chungnam province (45 members)
- Hanyang Civitan (July 31–August 4, 2017): Your camps in the facilities for the Disabled in Inje, Gangwon province (Aehyangwon and Immanuel House) (40 members)

* The members of HeemangHanyang Leader Groups are offered various benefits, including administrative and financial support for project implementation, appointment certification from the Director of Volunteering Corps, recognizing the completion of a project as one course credit or 30 volunteer hours.

Social Innovation Hidden in a Popular Restaurant “GrillBag”



Jong-chan Lee (34), CEO of GrillBag Lee (far right) is posing with his staff at his restaurant in Seongsu-dong, Seongdong District.

At a Mexican restaurant near the Ttukseom station, as employees make thin tortillas and fill them with delicious cooked meat and rice, a look of anticipation appears on customers' faces. The restaurant is famous for its amazing burritos and nacho chips, and its staff has a special story. This is a story of GrillBag, a social franchise with the social value of providing North Korean refugees jobs and helping them gain self-sufficiency.

North Korean refugees have difficulty adjusting to the unfamiliar culture and lifestyle of South Korea. As it is almost impossible for them to generate income from employment to make an independent living, nothing is a better gift for them in their new country than a job. Coworkers can become friends and exchanges with customers integrate them into the South Korean culture. Most importantly, the ability to maintain independent

living status through a fixed income has particular significance for them.

The origin of GrillBag goes back to the Changemakers Group Workshop for New Industry Creation for North Korean Refugees. On August 25, 2017, 11 social ventures that were leading social value creation for the North Korean refugees gathered at Hanyang University under the leadership of Hanyang University and MYSC. They brainstormed to find suitable jobs for refugees. After several meetings, they selected a restaurant franchise that would allow refugees to communicate with young people in Korea around their age and help them become self-reliant relatively quickly through vocational education. The first franchise was a popular Mexican restaurant, which is popular among modern young people.

Jong-chan Lee, the 34-year-old CEO of GrillBag, said "I started my business after seeing my North Korean refugee friend's tough living conditions in college. I wanted to offer my friend who was reliant on government assistance the opportunity to attain a sustainable income and thus generate the opportunity to achieve self-sufficiency. Wages for GrillBag employees exceed the average in the market by ₩300,000–400,000 won, which should enable North Korean refugees to make savings and lay a foundation for adjusting to life in South Korea."

GrillBag opened in October 2017 and has hired two full-time North Korean refugees to date. Lee plans to build a social franchise model based on his current success; the goal is to promote quality

of life for both Korean customers and North Korean refugees by opening GrillBag restaurants, which serves tasty food and benefits North Korean refugees' self-sufficiency, throughout Korea.

Having helped in the successful launch of Grillbag, the Changemakers Group for New Industry Creation for the Socially Disadvantaged plans to conduct a joint study to find suitable jobs for North Korean refugees. The group also plans to provide job training and job matching services for those who are unable to find quality jobs in society, such as those with developmental disabilities and women with career interruption, in addition to refugees, and actively support their economic and social independence. Hopefully we will soon see more businesses like GrillBag.

Lee Ho Young

Greetings from the President of Young Moo Lee of Hanyang University

Founded on the principle of “Love Indeed and Truth” and the spirit of technocracy in 1939, Hanyang University has now emerged as Korea’s leading university through innovative breakthroughs based on “Creativity and Sharing.”

The world is changing fast with the flow of innovation. The social problems ahead of us are complex and require innovative solutions instead of conventional ones.

Hanyang University is proactively engaging in actions to welcome the era of innovation including 3S Strategies as primary foci in university management, including “social innovation,” the creation of “the Social Innovation Center” in charge of the university’s innovation activities, and “joining Ashoka U” to enhance global activities.

We will fulfill the university’s social responsibility by generating sufficient force to drive the development of society through innovations based on “Love Indeed and Truth” and share this with our neighbors and the world.

This coming year will be when Hanyang University’s efforts at innovation bear fruit. Our education to nurture talent is the foundation of innovation, and the university will serve as an innovation hub for society.

These efforts will solidify our pioneering position in innovation and boost our reputation as a world-class university.

I ask for your support for Hanyang University in leading this era of innovation.

*President Young Moo Lee
Hanyang University*



Messages for the Social Innovation Center!

Ha-jeong Lee, Student’s Parent

They say “everyone goes to college,” but as a parent, I do not want my son to attend college as “everyone does.” Rather, I want my son to gain as much experience as possible, since experience during college years cannot be gained at high school or work.

I have often told my son, “If you try to draw a tiger, you may only be able to draw a cat, but if you try to draw a cat, you may only be able to draw a mouse.” Dreaming big could get you closer or even all the way to realizing your dreams, as it serves as a goal. Therefore, I told my son that it is important not to be frustrated but to keep trying even if he experiences failures on the path to his dreams.

When I watched my son about to graduate, it occurred to me that Hanyang University provides students with a wide range of opportunities. I believe that Hanyang University offers a more open education style than any other university by encouraging students to demonstrate their full potential in what they want to do.

I am particularly proud of how my son thinks about links between school activities and his career path. I believe that innovation in education becomes a cliché when it is focused on meaning. I would argue that a university’s efforts to change and its strides forward like how my son moved forward, are the true form of innovation in college education. I hope that Hanyang University can serve as a haven for tired students and provide opportunities for those who are ready to take off again.

Sang-seon Shin, President of Chinhae Educational and Social Cooperatives

Change driven by administrative policies began a few years ago in the Seongdong area. Administrative policies including innovation education districts, special educational zones, urban regeneration, child-friendly cities, and social economy, are rapidly changing residents’ lives. Thus, various resident communities and businesses are utilizing policy funds as seed money to revitalize the area. These interactions between community members and the environment are changing the Seongdong area, which has been called the Livestock Market, impoverished hill village, and racetrack, into the Gangnam of Gangbuk, and a social venture valley.

Social innovation is “change starting from me.” Seongdong has experienced many exterior changes in the past. In the changes beyond the area’s capacity, people and the community have tried to adapt themselves to the changes, as though they were wearing clothes that were too big to fit them.

Consequently, they have not paid attention

to the young people pouring into the area and the new administrative rights that are available.

As a community activist, I have worked with Hanyang University since last year, and I look forward to a new change at Hanyang University as led by its Social Innovation Center. A professor at Hanyang University’s once said “If we cannot even change a community, how can we change the world?” which I find resonates with me. Subsequent efforts including “get-togethers with parents,” “the incorporation of community understanding into volunteering courses,” and “Improving Seongdong to spread the culture of sharing in the community project” are presumably designed for closer “observations” of the area. In addition, “Seongdong Journal published by students and residents” that was co-planned by both the community and university is expected to drastically increase the quality and the quantity of observations. In 2018, I hope that the Seongdong District and Hanyang University will take their relationship to the next level.

Eun-ji Lim, Department of Economics and Finance

Volunteering is literally voluntary activity; however, it is sometimes passive activity because the work and schedule are prearranged. HeemangHanyang Leader Groups were challenges and opportunities that the university provided to change volunteering into a student initiative. I was one of the lucky students who joined the initiative at its beginning, and I have participated in various student-led activities that have been organized by HeemangHanyang Leader Groups.

One of those activities was the 2017 Summer Volunteer Abroad. As a planning team leader, I planned and organized from the beginning to the end of the volunteer project. Unlike other volunteer programs, I learned what true participation meant through this project. Moreover, my passion for the program was enormous since it was my creation, and my interest naturally extended to other social innovation activities.

I am a part of the first group of HeemangHanyang Leader Groups. Like anything else, a program cannot be perfect at its inception. It is important to find areas of improvement and actually improve them. The university and students evaluated our project and identified areas of improvement. The university then continued to organize more Leader Groups to improve Leader Group activities. The Leader Groups program is currently still at its infancy; however, I believe that greater student-led activities will come in the future.

People in Focus

“Social Innovation Curriculum led me to Manila.”

Sang-eun Bae, a Senior in Business Administration (Intern at Asian Development Bank)

“Following my dream to Manila.” Sang-eun Bae (a senior in the Division of Business Administration) took her first step into the field of social innovation through the course ‘Capstone Design for Social Innovation’ in the second semester of 2017. “Initially I only had a vague idea about social enterprise and international organization, but I gradually became convinced that the field overlaps significantly with my major as I took the course and I started a serious career exploration in the field.” Afterwards, Sang-eun took an internship at the headquarters of the Asian Development Bank in Manila, Philippines, through a semester-long practical training program that was suggested by the Social Innovation Center. Let us hear the story of Sang-eun Bae through her own words as she returned to Korea in January after completing her four-month internship.



Sang-eun Bae (a senior in the Division of Business Administration)

1. Midsummer Night's Dream in Manila

Six months before my internship at ADB, I was an ordinary student who was worried about my future after graduation. I have spent four years working hard with my studies, studied abroad as an exchange student, and performed various activities both in and out of school, but in the face of graduation, I could not decide where to apply my passion. During the summer semester, I took a Capstone Design for Social Innovation course, and this turning point made me to apply for the ADB internship.

Capstone Design for Social Innovation was a newly offered course at the Hanyang University Social Innovation Center through which students who seek social contribution activities could gain relevant thinking and execution skills. As a part of the class, students participated in the Asia-Pacific Youth Exchange (APYE) program at the Asian Development Bank (ADB). I found this a fascinating curriculum because I was interested in financial development policies as I was part of my professor's research team, evaluating the economic efficiency of disaster management projects. Moreover, the opportunity to work in Philippines was a bonus.

APYE is a short-term training program for youths to plan and implement measures for other youths to participate in the achievement of sustainable development goals (SDGs) as agreed by 193 UN countries. With fellow program participants from throughout Asia, I designed a project to solve a social problem in an area of Philippines while I was staying in a Pilipino home. My team visited an area that lacked proper sewage and garbage disposal facilities, let alone decently constructed roofs on houses, which made them vulnerable to sudden disasters. My team designed and presented a disaster evacuation training plan for residents.

My 10 days during the APYE felt like a dream. Free from the pressure of finding a job, I was able to expand the scope of my potential career choices while deliberating on what I could do to find a better future. My deliberation regarding making a better society for the next generation continued

after I returned to Korea. Soon afterwards, I applied for the ADB internship as recommended by the school and I was selected as an intern after interviewing with project coordinators of the Urban Youth Academy and the Asian Development Bank that organize APYE.

2. Life Begins with Encounter.**- Youth for Asia**

At ADB, I was part of the Youth for Asia team at the NGO and Civil Society Center under Sustainable Development and Climate Change (SDCC). The Youth for Asia team promotes youth participation in various research projects and the investment of international organizations such as ADB, and is unique in that it is made up of young 20-30-year-old workers. I experienced a culture shock at the relaxed atmosphere in my department on the first day of my internship. There was a regular all-staff meeting that included the Chief of NGOC at a meeting room with fluffy sofas instead of hard chairs and everyone began to brief while almost half lying down on their sofa.

My primary job as an intern is to plan the 5th APYE, which will be held in January next year. As a Delegate Management Officer, I am responsible for all administrative tasks related to APYE participants, from participant registration to emailing and conducting preliminary interviews. The hardest yet most rewarding part of my job is the English interviews with 2-5 APYE applicants each day.

When my team leader asked me to conduct applicant interviews, I felt a great sense of responsibility and pressure from working with people. I practiced clearly communicating as a middle manager in charge of sending emails to applicants and briefing the team leader on the applicants. I poured every ounce of my energy into each applicant, driven by my sense of responsibility; surprisingly, I was energized in

turn by the interviews with applicants. Through them, I was able to meet a diverse group of people who have been active in their respective regions to change society. Even though it was part of my job and carried out with the assistance of my script to a tight schedule, I realized that we can help “another us” in many different ways, by listening to applicants who are presenting their ideas about how to change society. I also gained self-confidence in my work of gathering and bridging different people in my team. In the third month of my internship, I now consider interviewing applicants the best part of my job. In addition to delegating management, I work on various assignments with commitments including organizing a session of the APYE program and writing a script for it, and editing a report on strategies to increase youth participation in SDG to be published.

3. Life Gains Strength from Walking Together**- For the World We Walk Together**

Through fieldwork, I realized that part of me needs to change in my pursuit of the world with “no one left behind.” I had spent some of my teenage years abroad and had many experiences of multicultural and public interest activities, such as serving as an ambassador for foreign students while attending college in Korea. Thus, I believed that I was more dedicated and more flexible in my thinking than many others; however, the last two months showed me that this was an arrogant belief. My self-conception was shattered by my fieldwork in an area of the Philippines.

I visited the outskirts of Manila with my team members to carry out fieldwork; this was the same village in which I had stayed last summer as an APYE participant. Amazingly, the villagers remembered me and extended their hands to me as I awkwardly responded, and shook my hand. In conversations with the villagers about their lives without stability, I reflected on how I had

unconsciously separated myself from those who had little on a worldly basis.

I had thought that the clean water, warm house, and quality education I had enjoyed were the results of my efforts. However, I had made no choice to be born in Korea and I had not chosen my parents. It was my misunderstanding that I had gained all that had been given to me through my efforts and abilities. It was embarrassing that I had lived in the belief that what mattered was only my knowledge and experience. In the fieldwork conducted for meetings with officials of the City of Manila in preparation for APYE, simple conversations with villagers helped me realize why I was there.

APYE mostly takes applications from youths from developing countries who have few educational opportunities; some applicants cannot afford visa applications and plane tickets and thus ask for financial support or cancel their registration after being accepted to the program. Meeting youths who had to give up on their dreams because of money and the residents of impoverished areas in Manila who were unprotected by society made me want to realize a society that ensures equal opportunities for everyone. I developed a vision of raising awareness in society against the idea that one's background and upbringing can determine one's future.

4. Looking Back on the Last Three Months

I was more worried than excited when I was accepted as an intern at the ADB. I was uncertain what I could do at ADB with little work experience in the field, although I was strongly interested in social responsibility and policy studies. The primary reason I applied for the internship despite the worry was the feeling that I should not lose that opportunity. ADB is an international financial institution founded in Manila to encourage economic growth and cooperation in developing countries in Asia. A young professional position requires a minimum of a master's degree and three years' professional experience; it was certainly not an opportunity for everyone to be able to intern there.

My internship, which started at the end of September, is nearing its wrap-up phase. I remember how thrilled I was at the letter of acceptance when I was taking a summer course. The ADB internship is now offering experiences and lessons on a daily basis that exceed my old expectations; the midsummer night's dream I had in July has come true.

As an extension of my valuable lessons from ADB, I will continue my studies in finance or policy studies. I hope to work as a specialist in economic development policy at an international financial institution or major policy institution in the future. With my memory of the first step I took at ADB, I would like to serve as a bridge between areas in need of and capable of providing assistance. As locals in the Philippines extended their hands out to me, I want to extend my hands out to those in need of my help.