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The 8th Southeast Asia International Philanthropy Conference 2023 (SEAIPC2023)

**Future of Philanthropy and Sustainable Development:
Holistic Approach towards Innovative Fundraising
and Strategic Entrepreneurial Partnership
for Societal Well-Being**

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SUSTAINABILITY THROUGH BUSINESS MODEL INNOVATION: A CASE STUDY OF PERKHIDMATAN SOSIAL PEMBANGUNAN KOMUNITI (PSPK)

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Abstract

Pursing a sustainable business model is an important consideration to be made by both conventional and social businesses. As the global movement emphasizing environmental, social and governance (ESG) intensifies, more and more organisations are trying to innovate their business model to remain relevant, competitive, and sustainable. The objective of this study is to present a qualitative case study on a non-governmental organisation (NGO) PSPK's effort to sustain its advocacy by building a social enterprise business model for a variety of business units it had set up since its inception. The proposed name for the social enterprise is Sustainable Social Capital (SSCAP). To build the business model, the case study uses problem framing, a problem-solving method to align the entire team with a solution for a project by structuring issues collaboratively to make them comprehensible. Issue identification involves design thinking and focus group discussion to gather data for building the business model. The output of the study is the business model canvas for SS CAP.

Keywords: Business Model Innovation, Sustainability, Social Enterprise, Problem Framing, Design Thinking