

Green
#SocEnt
for peace

The logo for 'PINGPONG COOL' features a large blue circle with a smaller blue circle inside it, and several other smaller blue circles of varying sizes scattered around. A blue line, resembling a pingpong ball's seam, curves around the top and right sides of the large circle.

PINGPONG COOL

Culinary f**OO**d Line

- eCO-friendly
- empOwerment of peopLe

•VANIA SANTOSO

Education: Universitas Airlangga, Management major,
Faculty of Economic & Business – GPA 3.80

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SPEAKERS ON MEDIA

**Apa Kabar
Indonesia Pagi**
TV One

Asians of the Year
in Channel News
Asia TV Singapore

**Muda tapi Luar
Biasa** Suara
Surabaya FM,

Etc.

NATIONAL ACHIEVEMENTS

**Satyalencana
Wirakarya** from
President 2010

**Optimist Marketer
Woman Champion**
from Hermawan
Kartajaya 2010

ISBN Journal
publications

**1st Winner 2011 &
2012** Mahasiswa
Berprestasi UA

Kartini Award from
DPRD (East Java
Legislative) 2012

INTERNATIONAL ACHIEVEMENTS

Climate Champions
2010, Vietnam

**1st Winner of
Entrepreneurship**
Make A Difference
2011, Hong Kong,

**Presenter in Int'l
Scientific Meeting,**
(TIIMI) 2011, UK

**One Young World
Ambassador** 2012,
USA

**Asia Pacific
Environmental
Ambassador, etc.**



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Sustainable development

- Triple Bottom Line: People, Profit, Planet
- The importance of Eco-friendly business

Sustainable consumption & Production

- Theme of 2013 World Environmental Day: Think. Eat. Save
- Low awareness of being vegetarian
- High amount of carbon footprint on food

Plastic waste production

- Hard degradable on the environment

Low-nutrient street-food for Indonesian children

Problem Statement

Providing green social entrepreneurship


HEALTH

- To offer attractive culinary on loving vegetables
- To offer nutrient food

ENVIRONMENT

- To reduce carbon footprint
- To reduce the using of plastic waste

Objectives



Surabaya consumers
with varies of ages

The Whole Universitas Airlangga

- 13 Faculties in 3 areas
- Directorate

Faculty of Economic & Business
Universitas Airlangga

- Students, lecturers, staffs

Target

Research & Development

- Survey on consumers' preferences, materials' suppliers, designs, etc.

Production Process

- Independent producer in the beginning
- Collaboration in the future

Marketing Program

- 4P Analysis
- Social Media
- Direct Selling
- Cooperation

Activities

Partnership Expansion

- Networking with canteen
- Communicate with media

Human Resource Empowerment

- Educate orphanage to do production process
- Recruitment process to provide job vacancies

Monthly Report

- Financial review
- HR Performance
- Awareness on health & environment

Activities

Timeline	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Research & Development							
Initial Production							
Marketing Program							
Partnership Expansion							
HR Empowerment							
Monthly Report							

Timeline

- Production USD 300
- Salary USD 200
- Publication/Special Event USD 200

*at least 20% of the income of this green #socent will be allocated for the empowerment program (to be retained earnings)

Budget Estimation

Confirmed

- Universitas Airlangga
- YPA International

Potential

- Canteen in some schools/campuses in Surabaya
- Communities on the issues of business, environment, youth, health
- Event organizers
- Media: radio, newspapers

Partners

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Contact Information