

Social Innovation of Community Enterprise for Product Development to Commercial Competition based on Circular Economy

Abstract

Social innovation project of the community enterprise for product development to commercial competitions under circular economy aimed to further Budu fish products in Darul-Ibadah Community Enterprise under the concept of circular economy; to promote and develop business platforms for commercial competitiveness; to enhance grass root economy; and to develop quality of life among inhabitants in Khlong Bang Mod Community. The key objectives were to create innovation for the society based on processed agricultural product process, value added creation, career development for sustainability, enhancement to OTOP products, the development of manufacturing with efficient use of materials, reducing wastes from the upper stream, cost reduction, and no impacts on the environment and well-being of inhabitants in the community. This conformed to the principles of circular economy and the development of grass root economy to enhance the community enterprise, to strengthen the community, and to be the prototype for other community enterprises.

To achieve these objectives, this is a participatory action research (PAR) by applying the theories of systemic approaches, consisting of tools for innovation and social innovation creation process by applying with the Business Model Canvas under the concept of BCG and the development of grass root economy as a key principle for project implementation. Mixed methods were used based on the participation of involved persons and associated network in all sectors for problem-solving and for the development of community enterprises.

The findings of the project achieved the objectives and KPI in several aspects as follows. 1) Budu fish products in Darul-Ibadah Community Enterprise were furthered under the concept of circular economy by using local resources with worthiness and holding to self-reliance. Folk wisdom technology for product development was used. Income was distributed inclusively. And products were planned for sustainable extension by processing. 2) Business platforms of Darul-Ibadah Community Enterprise were promoted and developed to increase commercial competitiveness. Darul-Ibadah Community Enterprise managed business implementation plans of Budu fish products by using the conceptual frame work of design thinking and analysis of business platforms and business sustainability under Business Model Canvas (BMC). And 3) grass root economy was enhance. Quality of life among inhabitants in Khlong Bang Mod Community was developed by promoting the development of manufacturing process in accordance with

the standard, both by building the standard greenhouse for implementation and for product storage. Therefore, the increase of Budu fish product manufacturing, the development of packaging, and the development of marketing platforms implied that Budu fish products are the innovation for the society to meet the solutions of grass root economy in Khlong Bang Mod Community, with the concrete effects of driving circular economy in the community