INDONESIAN ECONOMY
Urban Economies: The Case of Surabaya
**‘Social Return on Investment for Community-based Enterprise in
Surabaya City’**

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I. LITERATURE REVIEW

Social innovation refers to introducing complicated steps of new products, programs, processes which transform basic routines, beliefs, resource, and authority flows of the social system where it occurs (Westley & Antadze, 2010). While social benefits for the customer, the changes of policy, and practice of the program should have an improvement that mattered to citizens because it is critical for measuring the success of community participation (Nathan, Braithwaite, & Stephenson, 2014). Several changes will risk the relationship failing of community participation (Devezer, Sprott, Spangenberg, & Czellar, 2014) if the changes dissatisfied the community. Although communities experience a positive social impact, it is not closing the possibility of resistance and negative representations to change the situation to unfavorable conditions. The process of social change appears to be very complex while it also time-consuming, frequent demands resources and effort from the society member; However, it is not always appreciated (Andersén & Andersén, 2014) and accepted well by the communities. Social Return on Investment (SROI) gives a platform for the social impact of a community development program measurement through incorporating benefits, social, economic and environmental worth (Pratono, Suyanto, & Marciano, 2017) by using monetary value as representatives.

II. CASE STUDY

The increase of plastic waste now becoming a world-wide global issue that requires humans to take action to protect the sustainability of the world. The most effective way to raise awareness of people is by the green campaign. The campaign eventually motivated Surabaya government to make a big revolution by announcing 'The Surabaya Green and Clean Festival' in 2005 to created social investments. The purpose of this event was to encourage Surabaya's citizens to develop and raise awareness of their neighborhood environment also making local communities to involved in promoting East Java's culture, especially Surabaya's own culture with its compost and creative industries (Pratono, Suyanto, & Marciano, 2017).

The Surabaya Green and Clean Festival started as two interconnected programs in 2004 and 2005 wherein the former year the program called 'Community-based Recycling' which had the main activity of waste management. This program resulting in the born of 'Green and Clean Campaign' in 2005 and coincided with The Surabaya Green and Clean Festival. The event consists of a competition between the neighborhood where each

community will come up with various unique innovation to create their own green and clean neighborhood.

Between 2005 to 2008 Surabaya City had reduced from 1.500 tons of waste to 1.150 tons per day and achieved a massive success responded from communities (Pratono, Suyanto, & Marciano, 2017). The competition's criteria to win is different each year to equalize with the concept of the year. During the festival in 2018, the current mayor of Surabaya stated that every year the waste entering landfills decreased by 10% (Surabaya, 2018). The theme chosen for 2018 was “Involve the Society Towards the Surabaya Smart City”. Communities' enthusiasm over meeting the mayor also made the festival more lively and because of this communities will be more than excited to be part of the event. The winner of each year's competition will have the honor to make a speech in front of other neighbors and included in local newspapers and other spotlight media. This kind of treatment also gives motivation for the neighborhood to come up with more unique ideas each year as the festival is getting bigger. Through collaboration with Jawa Pos Newspaper, the news of this innovative festival can be known by another city not only Surabaya. Shown by the support given by the environmental office of Singkawang and Bogor city in 2017 with attended the festival.

III. DISCUSSIONS

The presentation of our group created a discussion about other contributions besides from the government to reduced plastic waste. To reducing plastic waste, almost all supermarkets in Surabaya not give any free plastic bag for wrapping customers' groceries. Customers either take an eco-friendly bag from home or purchase each plastic bag needed. The bigger supermarket also provides a place for customers to wrap their own groceries if they use carton box. This essential move lowkey gave awareness to customers of the importance of using a reusable bag and not using a plastic bag for saving. The second discussion of our presentation related to ‘Green and Clean Campaign’ whether the contribution really changes Surabaya City. The campaign really motivated communities to protect Surabaya environments. Shown by all the positive responded and how the event getting bigger each year with more innovative themes and unique ideas to enliven the festival.

The conversation also discussed the famous “Suroboyo Bus” which is an eco-friendly bus developed by the Surabaya government to reduced plastic bottle waste in Surabaya. The eco-friendly bus attracted citizens by how the payment works. The citizen should

pay the bus with plastic bottles instead of money. The intention helps the government to collect many plastic bottles waste and reducing traffic jams in Surabaya City. Suroboyo Bus also equipped with an application to track the movement and number of each bus, the application namely “GOBIS Surabaya Bus”. It can be downloaded through App Store and Google Play Store to attract the young generation that likes to have real-time instant information. The bus condition is always clean and maintains well to create loyalty of their passenger. On behalf of daily passengers, the bus gave chance for the passenger to gather plastic bottles for several times using the bus before-hand and exchange it with a card that will be shown to the ticket-checker inside the bus.

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