

4. SOCIAL IMPACT POLICY

4.1. Introduction

The Malaysian Institute for Debate & Public Speaking (MIDP) is an educational institution which aims to facilitate the advancement of human capital in Malaysia by improving soft skills literacy and accessibility for various stakeholders. MIDP is motivated by the passion for soft skills education and we anchor our work on promoting communication skills, critical and creative thinking, as well as character building for various stakeholders. In particular, MIDP is motivated by the passion to improve the accessibility of soft skills education to underserved students in Malaysia. This includes students from B40 families, students outside of Klang Valley, as well as special need groups such as orphans, refugees and stateless children in Malaysia.

In achieving our vision, we use various tools not limited to debating and public speaking, but also include storytelling, poetry and literature, drama, hosting and many others. Since our inception in 2010, MIDP has worked closely with the Ministry of Education Malaysia (MOE) to put in place various programmes for the benefits of students and teachers in public schools across Malaysia. This led to the recognition of MIDP as the leading expert on debating and public speaking in Malaysia. To-date, MIDP has four (4) main operations i.e. Training, Events, Consultancy and Advocacy. All of the programmes under each operation are properly curated to achieve a set of predetermined social impacts for groups of beneficiaries which have been approved by the Board.

This Policy demonstrates MIDP's dedication towards our overall vision, and our commitment in delivering social impacts to the stakeholders we work with. This Policy shall be read together with other GPPs, in particular the Code of Conduct, Child Protection Policy as well as the Safety & Health Policy. This Social Impact Policy is applicable to all directors, managers and executive officers ("Management"), full time and part time employees ("Employees"), trainers, administrative officers, and people working on behalf of our organisation ("MIDP Representatives") and other companies or organisations ("Affiliates") and persons whose duties bring them into contact with students or Training Activities under MIDP.

4.2. Social Impact Profile & Business Model

In principle, we believe that social impact should manifest through every thought, decision or action in our day-to-day interaction, in a manner that positively affects the community we work with. Social impact is not just an ideology, but a tangible outcome that can be felt by every person within our circle of influence.

For the purpose of this policy, social impact is defined as actions which carry a set of benefits which are in-line with MIDP's overall vision and mission for the benefit of specific groups of people. The set of benefits and beneficiaries are predetermined and approved by the Board on an annual basis. The execution of all activities, events or programmes in any of the core operations must adhere to the standards of social impact as stated in this Policy. For the avoidance of doubt, social impact recognised by MIDP is not limited to philanthropy or donation, but focus on activities which are funded through a business model that is financially and socially responsible.

To this end, MIDP adopts a four-pronged cross-subsidisation business model to fund our activities, events and programmes. This means that each of our four (4) main operations play a specific and complementary role to each other in the way revenue streams are created and then channeled to fund other programmes. Our activities across the four (4) main operations are divided as follows:

- a. **Profit - Oriented:** Programmes targeted to high income clients such as students from private and international schools, children from high income families (T20) as well as business and companies in Malaysia. Participants in these programmes pay full registration fees to join.
- b. **Non - Profit Oriented (Free):** Programmes targeted to low income clients such as students from public schools, children from low income families (B20) as well as underserved communities such as orphans, refugees and stateless children in Malaysia. Participants in these programmes do not pay any fees. This includes services provided to non-governmental organisations (NGOs), non-profit organisations (NPOs) and civil society organisations (CSOs).
- c. **Non - Profit Oriented (Subsidised):** Programmes targeted to middle income clients such as students from public schools, children from middle income families (M40) as well as special groups which doesn't fall in the M40 group but require assistance which are provided on a case-by-case basis. Participants in these programmes pay a partial amount of the fees. This may include services offered to NGOs, NPOs and CSOs.

Each programme must achieve at least three (3) of the following educational social impact:



Confidence, Communication Skills and Mastery of Language

Our programmes are specifically designed with tested modules to develop the language and confidence to communicate effectively with wit and substance, either in a formal context or casual.



Critical and Creative Thinking Skills

We are known for our practical approach in developing critical and creative thinking through problem solving, context-causation analysis, and various thinking frameworks, coupled with empathy training.



General Knowledge and Understanding on Current Affairs

The content of our programmes focuses on improving general knowledge while fostering better understanding on current affairs across the political, economic and social spectrum globally.



Appetite for Intellectual Discourse and Constructive Dissent

We provide the tools for each student to develop unique opinions based on their lived experiences and discuss them with others so that dissent is not met with animosity, but with constructive discourse.



Access to Opportunity & Employability

While this is not a direct impact, we believe that by working on the items above, we will be able to improve access to opportunity and employability in line with the report of Ministry of Human Resources



4.3. Demographic of Beneficiaries

In our overall operations, we may interact with the following stakeholders:

- Ministries, Government Agencies and Authorities
- Public Education Institutions (Primary, Secondary and Tertiary)
- Private Education Institutions (Primary, Secondary and Tertiary)
- International Education Institutions (Primary, Secondary and Tertiary)
- Students
- Educators
- Youth
- Underserved Communities
- NGOs, NPOs, and CSOs
- Media
- Members of the Public

The following are the groups of beneficiaries which have been identified and approved by the Board and their respective requirements which must be fulfilled before they are eligible for our programmes:

Type 1 Beneficiary	Type 2 Beneficiary	Type 3 Beneficiary	Type 4 Beneficiary
<p>Students from public education institutions who fall in the B40 target group with monthly household income of <RM5,000 or monthly per capita income of <RM1,500.</p> <p>Children in refugee schools, orphanages or stateless children.</p>	<p>Students from public education institutions who fall in the B40 target group with monthly household income of <RM5,000 or monthly per capita income of <RM1,500.</p> <p>Students who have potential or excelled in related activities.</p>	<p>Students from any education institutions who fall in the M40 target group with household income of <RM10,000, or per capita income of RM2,000 per month.</p>	<p>Services provided for NGOs, NPOs, or CSOs or advocacy projects for the benefit of the public (e.g. education, youth empowerment, political empowerment, health and wellbeing or unemployment etc)</p>
<p>Entitled for all free programmes.</p>	<p>Entitled for all free and subsidised programmes. Eligible for fee waiver.</p>	<p>Entitled for all subsidised programmes. Not eligible for fee waiver.</p>	<p>Services provided for free or at discounted rate on a yearly project basis.</p>

4.4. Operationalising Social Impact Policy

The following are the general principles and rules to be adhered to by all operation teams when working on any social projects:

1. The Management shall allocate at least fifty one percent (51%) of the company's annual net profit to fund social programmes ("Social Fund"). The programmes are either given for free or subsidised, depending on the type of beneficiary identified.



2. The Social Fund declared for a particular financial year is used for implementation of programmes for the following financial year. For the avoidance of doubt, the financial year of MIDP is Jan - Dec. For example, 51% of the net profit in financial year 2018 can only be used to fund programmes in 2019.
3. The programmes must be specifically curated and mapped to the list of social impacts that have been approved by the Board. It is the responsibility of the Head of Events and Engagement to ensure that the programmes are planned ahead of time and contribute to MIDP's overall vision and mission. Any programmes that deviate from the above must obtain special approval from the CEO on a project basis.
4. There can be a mixture of different types of beneficiaries for one programme. The implementation is at the discretion of the operation teams on a case by case basis, provided that the spirit and principles articulated in this Policy is adhered to. A general guide on the latest categorisation of the programme is as follows:

Type 1	Type 2 & 3	Type 2, 3 & 4	Type 4
<p>Started in early 2019 after the realisation that our current programmes are not effective for Type 1 Beneficiaries.</p> <p>Syllabus, modules and structure were developed and piloted in 2019 with ILKBS (students with basic 3M skills) and public schools (in urban and suburban areas).</p> <p>Programme in 2020 delayed due to MCO.</p>	<p>Mostly annual events implemented across Malaysia to increase accessibility of soft skills education.</p> <p>Subject to approval from state authorities, host schools or obtaining sufficient number of attendees.</p> <p>Participation is open to an average of 30% speakers (outside of Beneficiary group) to increase diversity and competitiveness.</p>	<p>Similar to Type 2 & 3 programmes, however done for the benefit of an NPO, NGO or CSO.</p> <p>Usually conducted in the form of soft skills programmes, but with an added element of youth engagement or youth empowerment with the relevant organisation, or to spread awareness on a certain issue (e.g. corruption, politics)</p>	<p>Events conducted in collaboration with NPOs, NGOs or CSOs not following the format of the usual soft skills programmes (workshops or competitions).</p> <p>Entirely focusing on improving awareness and discourse on specific issues.</p>

5. All programmes must be endorsed by the Ministry of Education, and a performance report for all the programmes that happen in a year must be submitted for review by the Ministry of Education no later than March in the following year. The format of the report and any special requirements must be based on the yearly instruction given by the Ministry of Education. It is the responsibility of the Head of Events and Engagement to ensure that the report is submitted on time to the right officer within the Ministry of Education.
6. The invitation to the programmes are done via the Ministry of Education, with the assistance of the state office (if necessary). Funds must be allocated for general marketing and outreach activities for each of the programmes to maximise visibility and increase the likelihood of reaching out to the target group. In furtherance to that,

invitation letters must be posted to individual schools that have been identified for the same purpose. Participants who are interested to join must register and provide the relevant information that would enable us to monitor their background and requirements.

7. The project manager for each programme must ensure that the relevant approvals from authorities must be obtained at least three (3) months before the date of the event. This includes approval from hosts and venue partners.
8. The project manager must ensure that the programmes are launched at least six (6) weeks before the date of the event. This means that all invitation letters, engagements and other outreach activities must be done with proper planning to ensure that the target group has ample time to make the necessary arrangement on their end.
9. Note that for all workshops and competitions, thirty percent (30%) of the participation slot must be opened to competitive participants who may not fall within the beneficiary group to ensure diversity and competitiveness. This is important as our workshops and competitions are often the only platform available for these beneficiaries to gain exposure and mingle with competitors outside of their usual demographic. However, this rule is not applicable for Type 1 Programmes.
10. Whenever possible, continuous learning opportunities must be provided either by sharing resources and materials that the students can benefit from after the programme.
11. During the execution of programmes in schools, teachers must be included in the process and if possible, share the relevant expertise and experience with the teachers so they are able to conduct their own programmes for the school without MIDP's involvement.
12. For services that are offered to NGOs, NPOs and CSOs, special approval from the CEO is required to ascertain that the objectives of the programmes are in line with MIDP's overall vision and mission. As a general rule, the services provided to NGOs, NPOs and CSOs are provided for free, unless the nature of the project is profit-oriented. The opposite is true as well. Projects that are done by potentially profit-oriented organisations may enjoy our services for free or at a discounted rate, provided that the project is in line with our vision, mission and social impact profile.
13. When unsure, or if there are any areas not addressed in this Policy, please obtain guidance from the CEO, and if necessary, the Board.

4.5. Social Impact Assessment

At the end of the programme, a survey must be done to gauge the perception of attendees and performance of the project. On top of that, a self-assessment survey must be done to gauge how the attendees feel about their skills and improvement after attending the programme. Both surveys shall form as part of the Key Performance Indicator (KPI) of the Project Manager.

Every programme funded either in full or in part by the Social Fund must be assessed to achieve a minimum target. The following table summarises the expected outcome of our programmes depending on its duration. Note that the table is a guide, and may not be true for all circumstances. However, if the outcome of the programme deviates too much from the benefits, a justification must be made to the CEO by the Project Manager.

Intervention / Duration of Programme	Half Day	One Day	Two Days	Three Days	Four Days	Repeat Attendee
Understand types & formats of speech	✓	✓	✓	✓	✓	✓
Develop interest in speaking	✓	✓	✓	✓	✓	✓
Develop love for speaking			✓	✓	✓	✓
Basic general knowledge			✓	✓	✓	✓
Comprehensive general knowledge						✓
Obtain knowledge on current affairs			✓	✓	✓	✓
Able to talk about current affairs				✓	✓	✓
Able to analyse current affairs					✓	✓
Able to form opinions		✓	✓	✓	✓	✓
Able to form opinions on current affairs				✓	✓	✓
Visible improvement in manner		✓	✓	✓	✓	✓
Visible improvement in confidence		✓	✓	✓	✓	✓
Develop charisma & sophistication						✓
Develop quality content in speech					✓	✓
Develop rebuttals constructively				✓	✓	✓
Able to strategise on speech direction					✓	✓
Able to deliver a 2 minute speech			✓	✓	✓	✓
Able to deliver a 4 minute speech					✓	✓
Able to deliver a 7 minute speech						✓
Able to participate in competitions					✓	✓