



2021 FALL

PORTFOLIO



About SICA

Under the vision of creating a world in which diversity is embraced, Social Innovation Creators' Academia (SICA) was established in 2017 within Underwood International College (UIC), Yonsei University. We approach social innovation through three focuses: technological innovation, economic values, and social impact. As the only academia of UIC, we thrive to create a community where students with diverse interests and backgrounds make contributions to our focus areas and to achieve inter-sectoral social innovation.



MISSION & VALUE

To bring positive and sustainable changes to the world through social innovation, our mission is to create global social innovators by providing appropriate resources and reaching out to the people with expertise through an innovative platform.



[See all](#)

SICA UMBRELLA GROUPS

We aim to incubate global social innovators by providing appropriate resources through an innovative platform. Through “Umbrella Groups” members are able to develop their ideas into a long-term sustainable project.

Solvere

Solvere secured the sustainability of local coffee farmers in Tanzania by selling Tanzanian coffee beans in Korea. They also initiated a project to provide water filters to Cambodian villages through their profits.

SOL

SOL aims to promote a healthy sex culture and importance of sex education, especially between parents and their children.

SOLVERE

Deliver
life-giving Water
to
Cambodia



SOL

TIMELINE

2016



Establishment of SICA

2017



Spring Semester Theme “Aging Society, Smart City”
Spring Workshop: “The 4th Industrial Revolution”
Fall Semester Theme “ Child Education, Youth Problem”
2017 Fall Workshop “Single Society”

2018



Spring Semester Theme: “Better Lifestyle for Everyone”
Fall Semester Theme: “Harmony in Society”
Fall Semester Workshop: “Mix & Match”

2019



Beginning of the Pro Bono Consulting Project
Spring Semester Theme: “Generation Z & Millennials”
Spring Semester Workshop: “Going to Newtro”
Fall Semester Theme: “Sustainable Coexistence in a Growing Society”
Fall Semester Worksop: “Chameleon Society”

2020



Spring Semester Theme: “Mutual Growth in the Social Innovation Ecosystem”
Fall Semester Theme: Pro Bono Consulting “Social Innovation and Business Mind”
Fall Semester Workshop: “Untact Society: innovation for the New Normal”

2021



2021 Spring Semester Theme: “Startup Social Responsibility:
Strive for Green,People-centered, Transparent Solutions”
2021 Spring Workshop: “SICA x MAKERSPACE i7 Workshop”

SICA's Achievements [Pro Bono Consulting]

In 2019, we initiated a Pro Bono Consulting project collaborating with social enterprises in South Korea under the cooperation of public organizations and research institutes of corporations. Through Pro Bono Consulting, we aim to create a win-win cooperation between the members of SICA and social enterprises, as we provide our skill sets to contribute to the companies' sustainable growth, and the social enterprises offer a platform for members to pursue their interest and career development.

2019



| **Institute for Higher Education Innovation**
2019 "Best Choice Award"

| **Korea Social Enterprise Promotion Agency**
2019 "The Best Pro Bono Award"

2020



| **POSRI x SICA x Korea Social Enterprise Promotion Agency**
"1st Public-Private Partnership Pro Bono Consulting"

| **Institute for Higher Education Innovation**
2020 "Social Impact Award"

| **Institute for Higher Education Innovation**
2020 "MZ Choice Award"

Advisory Board for SICA & First Presidency Group



PROFESSOR MIKE KIM

Welcome to the Yonsei Center for Social Innovation at Underwood International College, Yonsei University.

Funded by the Korean Ministry of Education's University for Creative Korea project, the Yonsei Center for Social Innovation at the Yonsei International Campus aims to become the premier institute that empowers undergraduates to develop meaningful social impacts. We encourage our students to find simple solutions to improve their daily lives, and inspire them to add value to society by solving social problems on the global level.



Founder & 1st President Group of SICA

Hyunggee Choi (14, HASS SDC)
Hwajin Lee (14, HASS QRM)
Yohan Jung (14, HASS CTM)

To connect people is to connect thoughts. Communication between people of different backgrounds, cultures, values could build a new way to look at the world.

SICA began with the idea of like-minded youth creating social impact together. Although there are so many passionate students with amazing ideas and potentials to bring innovative changes to the community, they often fail to find the right ways to make it happen.

From there, we worked on launching Social Innovation Creators' Academia (SICA) as a founder. SICA enables students to learn, discuss, and create social values through an innovative platform. As one of the major members of civil society, it is time for the youth to gather and nurture ourselves as social innovators with young creative minds. Through SICA, students can share and generate their thoughts to actually make them come true.

Words from the 10th Presidency Group



Jayun Won | 10th President

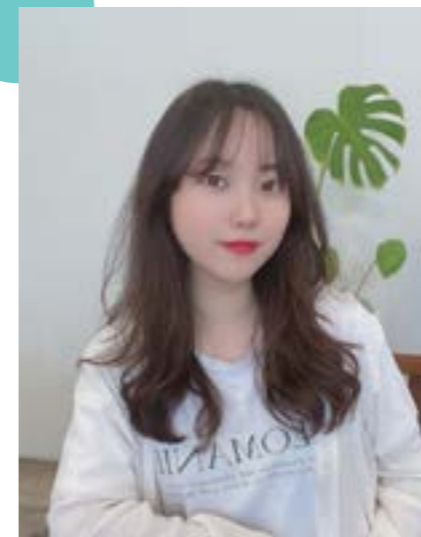
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Hello, I am Jayun Won, the 10th president of Social Innovation Creators' Academia.

While working as a member of SICA, and lately being part of the presidency group, I took considerable time deliberating over what SICA stands for. For me, SICA incubates potential. Whether it be social entrepreneurship, professional networking skills, communication skills, or project development skills, SICA is ready to provide the necessary resources to help each member achieve their ambitions.

Applying to an academic society may be intimidating for a multitude of reasons. Though SICA aims for professionalism, the kind of professionalism we are searching for is stewardship: an ambition and readiness to grow up into a professional. So long as the individual member is passionate and willing to pull through at the end of the day. We can assure potential members that SICA has an encouraging work environment where room for trial and error exists. We bring positive and sustainable changes to the world through you.

As part of what most people coin as the "Covid generation", the time spent at SICA holds some of my favorite memories at Yonsei. Thus, I am more than excited to watch how this semester unfolds. I hope to see all of you as a part of SICA.



Myoungjee Cho | 10th Vice President

Hello, I'm Myoungjee, vice president for the 2021 Fall Semester!

Many people often hesitate to jump into social innovation because they don't know where to start or social change seems like too big of a goal. SICA has taught me that having the courage to take the first step is all that it takes and that starting off with baby steps can lead you to a chapter of your life that you would never have imagined had you stayed still. All you need is ambition and the willingness to grow, and SICA will provide you with the platform and connect to the people to realize your visions. I sincerely hope that you too will take your own first step with SICA this semester and witness where it will take you. I hope to see you soon!



Eunbin Cho | 10th Vice President

Hello, I'm EunBin, vice president for the 2021 Fall Semester!

SICA holds such a special place in my heart. It has given me unique opportunities to learn about social innovation from diverse perspectives and to be part of a wonderful community. As a timid person, one important lesson that I have learnt throughout my time at SICA (also during the application process), is that to bring change, regardless small or big, one must not be afraid to take the first step. Even if there is small passion in you for change, please don't be afraid to take the first step and join our journey creating a world in which diversity is embraced with respect and understanding. Will be waiting for you and hope to see you soon!



SICA's General Sessions take place every Wednesday from 7 to 10pm. Each session is divided into two parts: *academic* and *practical* sessions.



Academic Sessions

Each semester, we invite different speakers from various fields to present lectures on their path to success. This past semester, SICANs have listened to lectures concerning Design Thinking Process, finding one's own social mission, internships, and entrepreneurship. Our lectures are always followed by a very long and extensive Q&A session, where members can have a discussion with various professionals in the field.

These are the list of lectures for 2021 Spring:

Professor Michael Kim
SICA Faculty Advisor

Introduction to Networking

UIC Alumni
Naver Works Mobile Corp.

How to Incorporate Design Thinking to Drive (Personal) Success]

Executive Director
Underdogs

The Journey of an Entrepreneur

SICA Alumni
Wrtn Technologies, Inc.

Taking it Further When You Feel Like It's Done

SICA Alumni
Intern at Kakao Corp

IT and Internships

SICA
SICA Presidency Group

Research 101

UIC Alumni
JeongYookGak

Looking from Different Perspectives

UIC Alumni
Zoom

Career Talk

Practical Sessions

During the Practical Session, SICA members hold team gathering sessions and further develop their projects. Members apply the lessons learned during the Academic Session as they develop business models, analyze different projects, and conduct research.

For Spring 2021, under the theme “*Startup Social Responsibility*”, SICA administered a Two Track Project in which the members were able to choose and participate in either one of two projects.

[1] SICA x GLOSUS ESG Research Project

Returning members of SICA collaborated with GLOSUS, an organization that aims to increase awareness about social and environmental issues and pursue sustainable economic development. Through the collaboration, we produced an official research report on the topic of ESG (Environmental Social Governance) under the guidance of GLOSUS members, who are the members of the Global Shapers Community under World Economic Forum.



[2] Team Projects

Incoming members of SICA were divided into four groups to develop a business model that can address the identified social issue.

TEAM KEYWE

Team KeyWe realized that Korean university students were having nutritionally imbalanced meals, which could result in diverse physical and mental problems. They designed a prototype for a social community application that promotes healthy eating habits through features such as personalized recommendations and nutritional information. The team was awarded the “Most Inspirational Award” and “Judge’s Choice Award” for their thorough and innovative business model.

TEAM ALONOTE

Team Alonote proposed to counter the problem of senior digital and cultural divide. Through extensive research and communication with the elderly, the team designed instructional booklets that would enable seniors to produce photo albums by using their smartphones. The team was awarded with the “Social Impact Award” for the potential social impact of their solution.

TEAM VIRIDUOUS

Team Viriduous aimed to solve the problem of packaging waste in the cosmetic industry and proposed to create sample boxes containing products from brands that use sustainable packaging. Their solution would aim to provide a platform for customers to learn about lesser-known companies while pursuing eco-friendliness. The team received the “Creative Changemaker Award” for their creative approach to the social problem.

TEAM FASHIONIT

To address the problems of fast fashion, Team FashionIT created a website that connects customers and upcycling brands. By establishing a service that compiles information about upcycling brands, the team aimed to increase accessibility for consumers and support their transition to slow fashion. The team was awarded with the “Social Challenger Award” for proposing an innovative approach to counter the social challenge.

[3] Pro Bono Consulting

SICA has worked with various corporations throughout the years. From e-commerce businesses to international social enterprises, from research institutes to fin-tech industries, this extensive and rich pool of collaborators has brought valuable experience to members of SICA. With most of these corporations being social enterprises, collaboration has allowed members to get a clearer insight on how social enterprises work, and implement ideas of social innovation in the real world. These are the past collaborations:

SICA X 포스코 경영연구원 X 상상우리 <2020>

컨설팅 제공받은 기업들 :
사람마중 , HOONO, Paper Pop, 배재문구

(주최) Posco 경영연구원 , 상상우리

SICA X 한국 사회적 기업 진흥원 X 상상우리 <2019>

컨설팅 제공받은 기업들 :
TICKLE, 제로마켓 , 이음 커뮤니티 비타민 엔젤스

(주최) 한국 사회적 기업 진흥원 , 상상우리



FINAL SHOWCASE

At the end of each semester, we hold a final showcase where members present the outcome of their projects. Special judges from diverse fields are invited each semester to evaluate and provide constructive feedback for each team.

프로보노 컨설팅과 SDGs



2019 WORK

SOCIAL INNOVATION WORKSHOP

Every semester, SICA organizes a hackathon where members come together and work on intensive projects. However, last semester, we held an offline workshop at MAKERSPACE i7 at Yonsei International Campus. It was an honor for us to welcome Mike Kim, Head of Google Startup (APAC) as our lecturer to provide invaluable insights in social innovation and the potential that our generation has. Afterwards, members strengthened their teamwork through games and also got the chance to explore 3D printing. On the second day of the workshop, SICA collaborated with the impact business society of Seoul National University, IMPACS, who assessed the social impact potential of each team's projects. We also held an online homecoming with SICA alumni, where present and graduated members were able to network and share their interests and experiences.



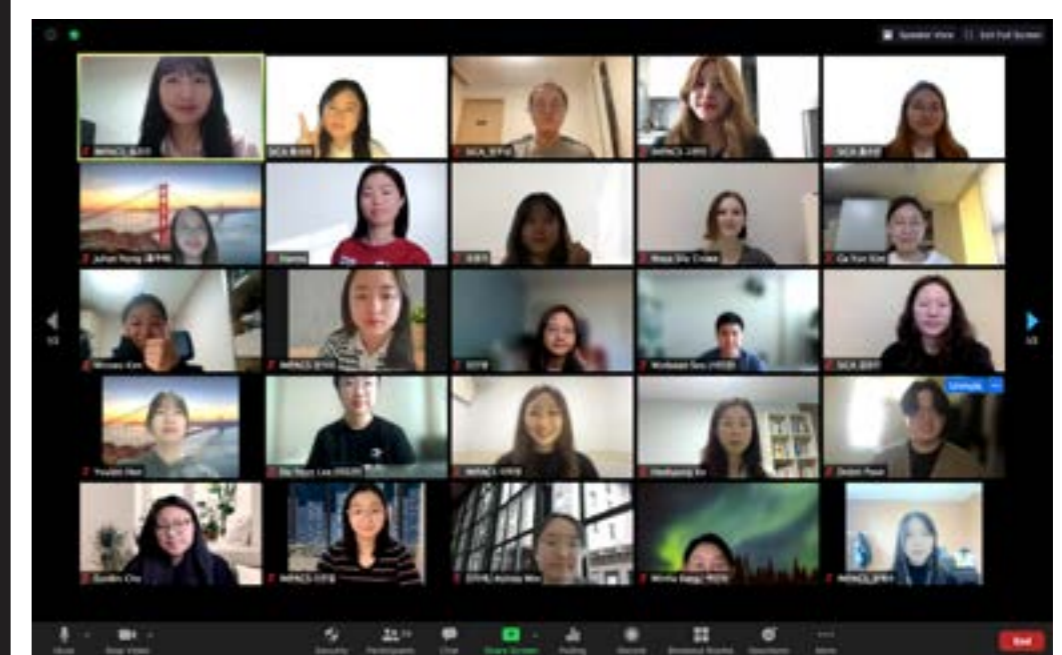
SICA x MAKERSPACE i7 (5/1)



SICA x MAKERSPACE i7 (5/1)



SICA x IMPACS / SANA Homecoming (5/2)



SICA x IMPACS / SANA Homecoming (5/2)

SANA



SANA is a SICA alumni community, who voluntarily connect with current SICA members to provide valuable advice and support throughout the semester.

SANA is significant for the systematic advancement of SICA, as SANA members share their experience and resources with the current SICA leadership. We organize networking events every semester to strengthen the bond between these SICA alumni and present members.

Alumni Interview

Yoonho Kang (15, UD ECON)
Human Resource Team, LS Electric

Introduction

Hello! my name is Yoonho Kang. I majored in Economics and I was part of SICA from 2017 spring semester to the end of the 2018 spring semester.

How would you define SICA?

SICA is a place to think and share solutions on social issues. I recommend SICA to those who are passionate in resolving social issues.

What did you do after SICA?

I currently work for LS Electric, one of the leading Korean companies that provide smart energy solutions.

What was the most meaningful experience in SICA?

While working in SICA, the GIT trip to Jacksonville is the most special memory. In Jacksonville, we interviewed teachers, students, alumni, and employers of a youth employment program called "Generation". It was sincerely humbling to see how passionate both teachers and students were, and I could feel a strong sense of community between the staff and students. For me, social innovation means creating solutions for those who are in need of it. Generation is a perfect example of how thinking innovatively can change many lives in meaningful ways.



Yohan Jeong
(15, HASS CTM)

Chief Marketing Officer,
Tickleinvest Company



Introduction

Hello! My name is Yohan Jeong. I am one of the founding members of SICA and served as a vice president in the first year.

How would you define SICA?

SICA is an incubator for future social innovators. I recommend SICA to those who have no idea where their passions lie. SICA is a great place to meet different types of people and to explore potential career paths for them.

What did you do after SICA?

I am currently working as Chief Marketing Officer of a fintech start-up called Tickleinvest Company. We provide decimal stock trading and financial products through a mobile application platform called Tickle. I lead the marketing team and execute campaigns for user acquisition.

How did SICA help you develop certain skills that are needed within the job field?

SICA provided an environment for various team projects where I could hone my communication and managerial skills. I learned to organize teams to certain problems and to cultivate ideas from team members for efficient solutions. Those skills helped me to build the marketing team from the bottom and to plan marketing projects for efficient user acquisition.



Yeseo Pyon
(17, HASS CTM & UD ECON)

Deloitte Anjin LLC,
Bain & Company

Introduction

Hello, my name is Yeseo Pyon and I am double majoring in Creative Technology Management and Economics. I served as a Human Resources Director in Fall 2018 and as a Vice President next semester.

How would you define SICA?

SICA is a community. Joining an academic club is not just about working on a project together. It is also about meeting like-minded people who share similar interests and building relationships with them. SICA is for those who want to recreate change that makes a difference but do not know how or where to start. Join SICA and take advantage of SICA!

What did you do after SICA?

After SICA, I did two internships. First, I worked as a Reputation and Risk Intern at Deloitte Anjin LLC where I analyzed and reported risks that undermine Deloitte Korea's business continuity. I also supported the implementation and operation of various security awareness programs and participated in the Global and the Asia Pacific conference calls. Then, I joined Bain & Company as a Project Team Intern. My main responsibility was conducting research on the market landscape including competitors and customers necessary to draw actionable insights

How did SICA help you develop certain skills that are needed when getting an internship?

SICA helped me develop the skills required to work in a team, such as communication skills, time management, and responsibility. Whether you participate in a project or join a company, you will most likely work in a group. Thus, it is essential to actively listen to others and communicate your opinions clearly and effectively. When you are given multiple tasks, you have to prioritize them and manage your time wisely to meet deadlines.



Ji Min Lee
(17, UD ECON
& Applied Statistics)

RA, Boston Consulting Group



Introduction

Hi, I'm Jimin Lee, a senior majoring in Economics and Applied Statistics. I joined SICA when I was a freshman and devoted 2 years to it! The most memorable experience in SICA was acting as an umbrella group called Collage. It was indeed my best time of college life spending time with great people for a great purpose!

How would you define SICA?

SICA is a place of people with warm hearts and great insight wanting to positively influence the world. I recommend SICA to any freshman who wants to make a bold change toward society! If you only have the passion and courage, you are already a great candidate for SICA.

How did SICA help you develop certain skills that are needed within the job field?

One of the most important skills for any RA is communication skill and efficiency. I tried to communicate smoothly with the team and perform tasks within a limited time constraint. During my 2 years of endless meetings in SICA, I learned how to communicate with other members and even various social ventures. Also preparing for SICA activities like the workshop and weekly sessions helped me to work efficiently.

Frequently Asked Questions

1. How much is the workload?

Generally, SICA commitments include weekly general sessions (held online) on Wednesdays from 19:00 – 22:00, weekly meetings with your team to discuss your project, a team report which should be completed by the end of the semester, and one SICA workshop. Lastly, there will be a mid-term presentation and a final showcase to assess your progress. Also, we try to limit activities around the midterm and final exams period.

2. What will SICA be doing this fall?

We will be providing Pro Bono consulting to 4 social enterprises in collaboration with SangSangWoori. Members will be able to unleash their ideas to a professional consulting environment-- from scratch to viewable results.

Due to the COVID19 pandemic, we will be holding all general sessions online (via Zoom). However, we may open offline events (e.g. workshop, final showcase) if the government restrictions allow.

3. What qualities does SICA look for in new candidates?

We value candidates with a passion for creating social value and positive change in society. If you enjoy teamwork, brainstorming about social innovation, and working hard to make change, you are the ideal candidate that we are looking for.

4. Does my major matter when I apply for SICA?

SICA consists of members from diverse majors, so your major does not matter when applying to SICA. If you have an interest in social innovation, go for it!

5. Can a non-UIC student apply?

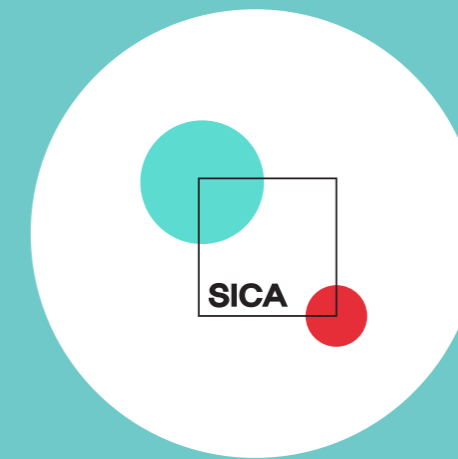
Currently, we are only accepting UIC students.

6. How fluent do I have to be in English to join SICA?

All our sessions are conducted in English, and our projects also require fluent communication skills in English. However, even if you are not the best English speaker in the room, as long as you can convey your thoughts and ideas clearly to others and understand everything that is going on, it is perfectly fine!

7. What is the age range for members? Are there freshmen as well?

We do not have a specific age range for our club, and we also accept freshmen as well. Feel free to apply!



WE ARE CREATED TO CREATE

EDITED BY

10th SICA PRESIDENT | JAYUN WON
10th SICA VICE PRESIDENT | MYOUNGJEE CHO
10th SICA VICE PRESIDENT | EUNBIN CHO
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