



UNESCO EE-Net Newsletter
June 2015

Dear readers,

Mark your calendars and block the dates! UNESCO Bangkok is organizing the **4th UNESCO-APEID Meeting on Entrepreneurship Education** on 12-14 October 2015 in Bangkok, Thailand. A highlight of the meeting will be the presentation of the research findings on *A Supportive Ecosystem for Entrepreneurship Education in Universities* in 9 countries. More information will be provided in the near future, so look out for it.

Some EE-Net members have offered their services to moderate the **EE-Net online portal** over the past few months. We admit more work needs to be done to improve the communication. Do you have any suggestions for how we can make the portal more useful and interactive? Perhaps, we need to make a drastic change, or maybe a slight tweaking will do. We look forward to hearing from you – through the portal (www.unesco-eeenet.org) or by email (eenet@unesco.org).

Work on creating a **database of successful entrepreneurs** in the region is progressing steadily. This database will be a useful source of information for identifying speakers, resource people and mentors for EE-Net members, future entrepreneurs and partners. Do you know of anyone who should be included in the database? If yes, please send us their names.

The EE-Net Secretariat has two other focus areas in mind – **women entrepreneurs** and **social entrepreneurship**. Some members have indicated their interest, and we would like to set up a core group for each theme to brainstorm and plan potential activities. Drop us a line if you would like to be involved.

It seems we have taken on a lot and are rather ambitious, but we believe we can do it if we work together. We are looking forward to hearing from you!

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Upcoming Events

1. **The 8th Social Enterprise World Forum, 1-3 July, 2015, Milan, Italy**

The Social Enterprise World Forum (SEWF) is a major international event that supports the growth of social enterprises worldwide. The SEWF comprises 10 plenary sessions and 35 parallel workshops on five themes:

- The ecosystem for the development of social enterprises
- Impact investing
- The role of the social enterprises in the fight against the poverty
- Social enterprises in agriculture
- An Effective communication and design for social enterprises

For more information, visit <http://sewf2015.org/>.

2. **The 17th International Conference on Entrepreneurship and Small Business, 4-5 July 2015, Singapore**

The 17th International Conference on Entrepreneurship and Small Business brings together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results about all aspects of Entrepreneurship and Small Business. More information is available at <https://www.waset.org/conference/2015/07/singapore/ICESB>.

3. **The 1st Forum on Sustainable Development in Higher Education, 21 July 2015, Hang Seng Management College, Hong Kong SAR, China**

The Forum aims to develop an awareness of future teaching mindset and pedagogy needed to match the needs of the community and the appropriate institutionalized policy to increase the relevancy of continual professional development of scholars, teachers, industry practitioners to understand the linkage between sustainable development and higher education. The forum will cover, but is not limited to, the following:

- Sustainable Development on Responsible Management
- Sustainable Development on Programs / Modules Design / Skill Development
- Sustainable Development on Environments, including operating environment

The forum is free to the public. For more information, contact Shirley Yeung (shirleyyeung@hsmc.edu.hk), Director of the Centre for Corporate Sustainability and Innovations, Hang Seng Management College.

4. **Asia-Pacific Conference on Education and Training (ACET), *Making Skills Development Work for the Future*, 3-5 August 2015, Kuala Lumpur, Malaysia**

This conference will challenge participants to rethink skills development by reflecting on experiences in reforming education and training systems, and learning from selected promising approaches to develop TVET policies and practices organized around four thematic areas:

- Where are the jobs in the Asia-Pacific?
- Which skills for existing and emerging jobs?
- How to bridge the gap?
- How to strengthen partnerships and coordination?

One concurrent session, *Transversal Skills and Entrepreneurship: From Theory to Practice in the Workplace*, will address entrepreneurship and formulate recommendations to enhance linkages between education and workplace practices, particularly in small and medium scale enterprises.

For more information, go to <http://www.unescobkk.org/education/tvet/asia-pacific-conference-on-education-and-training/>.

5. **Entrepreneurship in Asia, Graduate International Summer University in Thailand, 9-29 August 2015, School of Entrepreneurship and Management, Bangkok University, Thailand**
In this 21-day academic programme across the different regions of Thailand, you will gain hands-on learning experiences guided by seasoned business practitioners focusing on applicable knowledge in the fields of entrepreneurial thinking and cross-cultural management. For more information, visit <http://www.summeruniversitythailand.org//> or contact summeruniversity@bu.ac.th.
6. **The 1st Entrepreneurship Summer Camp in Europe, early August, organized by EE-Net National Chapter in China**
A two-week summer camp offers students an opportunity to visit several cities in Europe to cultivate high-level entrepreneurial talents, enhance students' competencies and skills to engage in international entrepreneurship, social entrepreneurship and cultural entrepreneurship. The camp includes competition, lectures and courses, field visits and culture experiences. The EE-Net National Chapter in China intends to recruit 20 undergraduates from China for this programme. For further information, please contact Weihui Mei, Associate Professor, Zhejiang University, ttuihui@163.com.
7. **8th Annual Conference of Academy of Innovation and Entrepreneurship, Ryerson University, 20–21 August 2015, Toronto, Canada**
Co-organized by Ryerson University, Tsinghua University and Oxford University, the conference convenes scholars, industry leaders and policymakers from around the world to present research and to stimulate discussions on critical research issues and new developments in Innovation and Entrepreneurship. The conference has an overarching theme that emphasizes the important role of entrepreneurship in a sustainable innovation ecosystem and the impact of diversity on entrepreneurial development and social innovation. For more information visit <http://www.ryerson.ca/tedrogersschool/conference/aie/>.

Past Events

1. **Regional Seminar on Women's Employment, Entrepreneurship and Empowerment, Asian Development Bank, 20-22 May 2015, Bangkok, Thailand**
The regional seminar shared evidence from research and operational good practices in promoting women's decent employment, entrepreneurship and empowerment. Presentations can be downloaded from <https://www.scribd.com/collections/14230311/Regional-Lateral-Learning-2015>.
2. **Seminar on the Pathway to Growth, 8 June 2015, Yangon, Myanmar**
Over 150 people, students, academics and representatives of the private sector were treated to a stimulating panel discussion on economic reform at the Yangon University of Economics organized by the Centre of Excellence for Business Skills Development (CEBSD). The keynote speaker, Charles Schneider, Senior Operations Officer World Bank Group, discussed the key issues and constraints of operating a business in Myanmar, including access to finance, land and electricity, and, significantly for education and training, access to skilled workers. The panellists concurred that the pathway to growth hinges on developing the small to medium enterprise sector, the main driver of economic growth. <http://www.unescobkk.org/news/article/centre-of-excellence-for-business-skills-development-hosts-seminar-on-the-pathway-to-growth-for-myan/>.

3. **Women Entrepreneurship Conference Bangkok, 22-24 June 2015, Thailand**

Bangkok University and Imperial College London, with the support from the British Council and the Thailand Research Fund, hosted the Women Entrepreneurship Conference in Bangkok. The conference analyzed the strengths, challenges and business models of female entrepreneurs as well as strategies to promote and support women entrepreneurship. For more information, contact Ulrike Guelich at ulrike.g@bu.ac.th.

Guest Entrepreneur – Simon Osborne

“We envisage a future where we can empower and educate individuals, regardless of academic status, to intern across ASEAN cost-effectively, and leverage the latest technology to share their experiences with others around the world.”



This is the mission of the Asia Internship Programme (AIP). Simon Osborne, Managing Director of AIP, graduated with a first class honours degree in Fraud and Criminal Justice from Visa Inc. Business School. He has over 10 years of retail banking experience and is a multi-award winning Visa Qualified Fraud Analyst. He initiated and developed the United Kingdom’s first electronic fraud declaration and Proactive, Asset, Recovery, and Strategy (PARS) which has helped UK banks to save millions in fraud losses.

Q: What inspired you to start Asia Internship Programme, and why Thailand?

A: We ran an internship programme for a company called Broadgate Financial and we listened to the interns that came on board there. We really heard what they were talking about, what they wanted to see, and hoped to experience during their internships. Because of the success of that programme, we created the AIP, (forming the practice part of our [student eco-system](#)) which is essentially creating positions for students in any kind of industry they want to go into, anywhere in Southeast Asia. Thailand is particularly popular for international internships and is a central hub, especially with ASEAN on the way. Plus, it’s still an emerging market in a way.

Q: What do you think of the entrepreneurship ecosystem in Thailand, compared to England?

A: It is continuously evolving. Thailand has presented itself to have the right economic climate for business start-ups. More graduates are wanting to become entrepreneurs and this is evidenced by the number of emerging start-ups and the numerous co-working spaces available. England on the other hand is more bureaucratic and the cost of setting up a business is more expensive than in Thailand. For instance our company AIPGlobal.co’s pre-seed incubator ADEPTO has invested in the first private tech incubator in Thailand, TechGrind as a testament to the number of students wanting to enter entrepreneurship.

Q: What is your strategy for entrepreneurial decision-making?

A: I see failure as an opportunity to keep on improving / challenging myself to do better for the consumer, my team and company. When it comes to strategy, we want to identify and seize every opportunity presented to us that represents an enhancement to the lives of our consumer no matter how small that maybe. What I can say is that as a company, it is a unified and collective decision. I would never make a decision without first consulting my team.

Featuring Coin⇒Back: An Enterprise for Public Good

Around 100 million tourists arrive in ASEAN every year and the number is still growing. According to the survey conducted at Suvarnabhumi airport in Bangkok, most of the tourists have leftover coins before leaving the country that most of the time goes unused. Although the average leftover coins per person is about US\$1, which is not a lot, if you combined all the travellers in the world, it can be

substantial. Social entrepreneurs act as the change agents for society, by seizing opportunities others miss in order to improve systems, inventing and disseminating new approaches that create social value. A social project, named **Coin⇒Back**, is coming into being, with the aim to promote social inclusion and sustainable development, by creating a personalized and transparent donation experience to raise funds for various organizations with different causes.

Donors, who want to get rid of their leftover coins before leaving the country, can find Coin⇒Back kiosks in the international airports, duty free shops, tourist attractions and other hubs for foreigners. After the machine counts up the amount, donors can choose the cause they want to donate to from different categories. Generally, there are four categories, namely education, culture, environment, and poverty. Lastly, donors may get the receipt and scan the QR code, by which they can track the donation, until it arrives to the beneficiary. Discount coupons are also designed to award those who donate at shops in the airport for the last minute shopping.

Offline crowd funding and online track platform make this idea possible to provide more personalized and engaging donation platform. By harnessing both technology and social media, Coin⇒Back believes that the travellers can see the impact of their contribution, and stay connected to that particular organization after making their donations. This important feature will motivate travellers to remain involved and interact with the projects that they feel strongly about.

Coin⇒Back is negotiating with international organizations/airports/duty-free shopping malls/hotels at this moment, and hopefully, we will see its launch in this October. If you are interested and looking for further information, please contact with CEO and co-founder, Naoe Miyata at nmiyata@gmail.com, or coin0back@gmail.com.

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