



5th UNESCO-APEID Meeting on Entrepreneurship Education *Transforming Entrepreneurs for Sustainable Businesses and Job Generation*

26-29 September 2016
Jakarta and Bandung, Indonesia

Organized by
UNESCO Asia and Pacific Regional Bureau for Education, Bangkok, Thailand
UNESCO Office in Jakarta, Indonesia
BINUS UNIVERSITY, Jakarta, Indonesia
Universitas Padjadjaran, Bandung Indonesia

Concept Note

Asia and the Pacific region currently has the largest number of working-age population than any time in its history.¹ It is home to 60% of the world's 12-24 year-old cohort² – representing a substantial pool of human resources to be developed for economic growth. This demographic dividend cannot be taken lightly because many of the region's young people face “a rocky transition to adulthood, marred by a frustrating search for employment that does not exist, or for which they have been poorly prepared”, as noted in UNDP's 2016 Asia-Pacific Human Development Report.³

The challenges of finding decent jobs extend beyond Asia and the Pacific region. Globally, 197 million people were unemployed in 2015. The number of jobseekers is expected to increase by 4.8 million over the next two years, most of which will occur in emerging economies. There are increasing calls for better policies and actions to address “long-term unemployment, under-employment and working poverty”, including investment for sustainable enterprise expansion and job creation.⁴ In view of subdued forecasts of GDP growth in the short-term, governments are urged to make contingency plans in preparation for possible downside risks, even in Asia and the Pacific where growth is expected to remain strong.⁵

Recognizing that reliance on government plans and efforts alone is not enough, innovative and enterprising solutions to address the unemployment challenges are in great demand. Hopes are heightened by the success stories of modern-day entrepreneurs such as Steve Jobs, Mark Zuckerberg, Muhammad Yunus, Jack Ma and others, as well as the unicorns – start-up companies that are valued at over US\$ 1 billion each – represented by the likes of Uber, Grabtaxi, Xioami, Airbnb, Dropbox, Flipkart and so on. Such high-impact entrepreneurship can help to transform economies by creating a large number of jobs and generating significant wealth.⁶

Nonetheless, joining the unicorn club is not easy. Statistics from the United States indicated that among the tens of thousands of new companies formed each year, about 20% on average will fail within two years, and 50% will not make it past the five-year mark. Even those that managed to survive will remain as small businesses.⁷ This trend of high failure rates at the early stages and low employment growth of

¹ UNDP. 2016. *Asia-Pacific Human Development Report. Shaping The Future: How Changing Demographics Can Power Human Development*. New York.

² UNESCAP, 2015. *Switched On. Youth at the Heart of Sustainable Development in Asia and the Pacific*. Bangkok.

³ UNDP. 2016. *Asia-Pacific Human Development Report*, p. 22.

⁴ ILO. 2016. *World Employment and Social Outlook: Trends 2016*. Geneva.

⁵ IMF. 2016. *Regional Economic Outlook. Asia and the Pacific: Building on Asia's Strengths During Turbulent Times*. Washington D.C.

⁶ Rasuanto, S. 2013. Fostering Indonesia's high-impact entrepreneurs. *Point of View*, July-September, Vol. 3, No. 3.

⁷ Stangler, D. 2016. The looming entrepreneurial boom: How policymakers can renew startup growth. Ewing Marion Kauffman Foundation.

surviving companies is evident in other countries too.⁸ At the same time, venture capital financing and angel investing are apparently on the rise, buoyed by various mechanisms to support new entrepreneurs including business incubation, crowdfunding, micro-financing measures and so on.

Therefore, an important question to be asked is what else must be done to develop and support high-impact entrepreneurs so that they can establish sustainable businesses and generate jobs, particularly with reference to the large number of millennials in Asia and the Pacific region? While many people attribute a lack of financial resources as a key obstacle to success, other factors are equally critical: knowledge, skills, attitudes, creativity, passion, determination, adaptability, willingness to take risks and so on. It is true that some entrepreneurs possess innate traits that drive them to achieve their dreams, but to quote Peter Drucker again, “entrepreneurship is a discipline, and like any discipline, it can be learned.”⁹ In addition, external influences, such as mentorship, access to the right information at the right time and networks are also significant elements.

In 2013, UNESCO Bangkok set up the Entrepreneurship Education Network (EE-Net)¹⁰ to provide a platform to increase knowledge about entrepreneurship in general and entrepreneurship education in particular. One of EE-Net’s activities was a study of the ecosystem needed to support entrepreneurship education in universities in selected countries in Asia. The country reports highlighted some key points:

- Entrepreneurship education is gaining more interest but it is still in its infancy stage in most countries.
- All the countries noted the need for a holistic approach and comprehensive ecosystem to cover curriculum, teachers and teaching practices, on- and off-campus entrepreneurial activities, linkages to the industries, mentorship, career guidance and counselling, innovation and incubators centres, internship and practicum programmes, etc.
- Within the higher education setting, balancing academic demands and workloads against entrepreneurial activities outside the classrooms is challenging for both students and teachers.
- The preference for stable jobs, fear of failures and avoidance of risks are hindering many young people in pursuing entrepreneurial activities.

While these findings should not be taken to represent the situation in all Asian and Pacific countries equally, they provide a fair overview of the status of entrepreneurship education in the region. To support entrepreneurs in becoming the drivers of growth and creators of jobs, better understanding of the enabling factors and conditions will be necessary.

In response to this need, UNESCO, BINUS UNIVERSITY, and Universitas Padjadjaran are co-organizing the 5th UNESCO-APEID Meeting on Entrepreneurship Education, *Transforming Entrepreneurs: From Job Seekers to Job Givers*, on 26-29 September 2016 in Jakarta and Bandung, Indonesia. The outcomes of the meeting will be used to further collaboration among EE-Net members to enhance the quality of entrepreneurship education in their respective countries, emphasizing that entrepreneurship is a viable career path. The discussions will also be particularly relevant to the 2030 Sustainable Development Goals 4.4: By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.¹¹

⁸ Calvino, F., Criscuolo, C. and Menon, C. 2015. Cross-country evidence on start-up dynamics. *OECD Science, Technology, and Industry Working Papers*, 2015/06.

⁹ Drucker, P.F., 1985. *Innovation and Entrepreneurship*. Harper and Row, New York:

¹⁰UNESCO EE-Net Terms of Reference,

http://www.unescobkk.org/fileadmin/user_upload/apeid/Documents/entrepreneurship/EE-Net_Terms_of_Reference.pdf

¹¹ United Nations. 2015. *Transforming Our World: The 2030 Agenda for Sustainable Development*. New York.

Objectives of the meeting

The specific objectives of the meeting are to:

- Share and discuss key issues for transforming entrepreneurs to become job givers
- Conduct workshops on selected topics, e.g., collaborative research, innovative pedagogy, optimizing technology for networking
- Showcase selected student enterprises

Participants

About 100 participants to include policy makers, educators, entrepreneurs, professionals and youth are expected to attend the meeting. BINUS UNIVERSITY in Jakarta and Universitas Padjadjaran in Bandung will cover local costs – 4 nights' accommodation from Sunday to Thursday, meals for the duration of the meeting and transportation between Jakarta and Bandung. Participants are expected to cover their own travel costs and other expenses.

Since space is limited, those interested in attending the meeting must fill in an application form (<https://www.surveymonkey.com/r/5eenet16>) by **Friday, 12 August 2016**. Those selected to participate in the meeting will be notified by Friday, 26 August 2016.

Venue

- In Jakarta, participants will be staying in Century Atlet Senayan Hotel and the meeting will be held in Binus JWC and FX campuses, both within walking distance.
- In Bandung, the venue is Unpad Training Center, Jl. Dago No. 4, Bandung, which has both meeting and accommodation facilities.

BINUS UNIVERSITY and Universitas Padjadjaran will provide transport between Jakarta and Bandung.

For more information

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