



PROJECT NOTIFICATION

Ref. No.: 21-CL-09-GE-WSP-B-PN2100088-001

Date of Issue	13 October 2021
Project Code	21-CL-09-GE-WSP-B
Title	Workshop on Nurturing Social Enterprises
Timing and Duration	6–8 December 2021 (three days)
Hosting Country(ies)	APO Secretariat
Modality	Digital Multicountry
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	40
Local Participants	Not Applicable
Qualifications of Participants	Government officials, policymakers, managers, and specialists involved in social enterprise development and planning or SME support programs; and entrepreneurs, businesspeople, and investors in social enterprises.
Nomination of Participants	All nominations must be submitted through National Productivity Organizations of member countries
Closing Date for Nominations	19 November 2021

1. Objectives

- a. Promote social enterprises and social innovation in the service industry.
- b. Understand the key factors for developing social organizations.
- c. Gain insight into current social issues, how to devise solutions, and how to measure the impact of social enterprises.

2. Background

The World Economic Forum in 2018 reported that social entrepreneurs around the world have been unparalleled catalysts for change. They use market-driven strategies to tackle critical social issues in new ways. Decades before the UN SDGs were set, social entrepreneurs were promoting a broad range of solutions focused on sustainable development through nonprofit, for-profit, and hybrid enterprises.

According to an article published by Forbes in 2018, businesses today are embracing a new paradigm for management, which views a business not only as a “company” but also as an “institution” integrated into the social fabric. Sixty-five percent of companies surveyed by Forbes rated “inclusive growth” as one of their top three goals, eclipsing strategies like “growing market share” or “being the category leader.” “Citizenship and social impact” were rated as critical or important by 77% of the respondents, and this topic was rated the “least ready” issue among the executives surveyed.

A catalyst for the spread of social entrepreneurship globally was the “creating shared value” (CSV) concept developed by Harvard University Professor Michael Porter. His central idea is that companies aiming to improve society are more sustainable and profitable in the long term than those focused on creating profits for shareholders alone. An article in Nikkei Asia (2017) noted that there were signs that the CSV concept was spreading in Asia, albeit from a small base. Some 75 companies in the Asia-Pacific region responded to the Business Call to Action, a UN initiative launched in 2008 that challenged companies to develop inclusive business models. That global alliance has grown to more than 200 companies.

This is becoming the norm in the for-profit organization world. It is now more critical to identify social challenges and try to find solutions for them while improving stakeholders’ lives and benefits. Private companies and public organizations cannot prosper without considering the well-being of stakeholders. Consequently, entrepreneurs and businesspeople as well as policymakers need to take into account how their activities can help to address social issues in sustainable ways. The APO has been promoting social enterprises through e-learning courses such as the Self-learning e-Course on Development of Social Enterprises for Agribusiness in the belief that they can resolve issues while benefiting society as a whole as well as individual enterprises.

3. Scope, Methodology, and Certificate of Attendance

The duration of each day’s sessions will be around three hours comprising presentations by experts, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

Day 1:

- Business models for social entrepreneurship
- How a social enterprise sustains fishery in Indonesia
- Social enterprise example in Japan

Day 2:

- How a social enterprise bakery supports youth in Rwanda, East Africa
- Funding, organizational form, social impact, and challenges of social enterprises
- Example of a social enterprise in ASEAN: Recycling business in collaboration with government

Day 3:

- Solar cow project in Africa
- Criticism, challenges, and opportunities for social entrepreneurship

- Social enterprise example in Latin America: Microcredit system for women's empowerment

The detailed program and list of speakers will be provided two weeks prior to the sessions with announcement of the names of the selected participants.

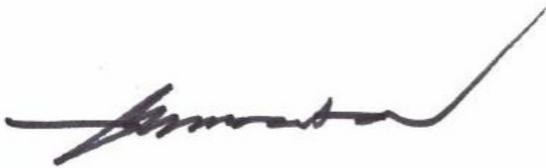
The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

4. Financial Arrangements

The APO will meet the assignment costs for overseas and local resource persons, and for a virtual site visit(s), either broadcast live or recorded as applicable.

5. Implementation Procedures

Please refer to the implementation procedures for APO digital multicountry projects circulated with this document.

A handwritten signature in black ink, appearing to read 'AKP Mochtan', with a long, sweeping flourish extending upwards and to the right.

Dr. AKP Mochtan
Secretary-General