

Hangzhou Declaration
**ENVISIONING AND DEVELOPING ENTREPRENEURSHIP EDUCATION:
ADDRESSING THE CHALLENGES OF THE FOURTH INDUSTRIAL
REVOLUTION**

Outcome Document of the
8th UNESCO-APEID Meeting on Entrepreneurship Education

We, the participants of the 8th UNESCO-APEID Meeting on Entrepreneurship Education, composed of 200 representatives from more than 30 countries, educational institutions, civil society, the private sector and international and regional organizations, gathered in Hangzhou, China on 9–11 October 2019, express our appreciation to UNESCO Asia-Pacific Regional Bureau for Education, the National Commission of the People's Republic of China for UNESCO, and Zhejiang University for hosting the conference.

Preamble

Reaffirming our commitment to the United Nations 2030 Agenda for Sustainable Development, we are dedicated to promoting forward-looking development concepts and appropriate policy measures. We believe that systematic collaboration and integration among ministries/departments of education, employment, economics, and labor, as well as industries, employers and other economic communities enhance innovative entrepreneurship, facilitate poverty reduction worldwide, provide equitable and quality education and training, stimulate inclusive and sustainable economic growth and decent employment, which help the member states achieve the sustainable development goals and build a peaceful and prosperous global community.

Recognizing the importance of Resolution 284 of the Seventy-first United Nations General Assembly, we affirm that innovation and entrepreneurship are essential for every country to sustainably develop its economic potential and develop a harmonious society. Furthermore, we believe that “Mass Entrepreneurship and Innovation” will provide new impetus to social and human development, economic growth and job creation of each country, and create new opportunities for all citizens of our shared society and that promoting innovation and entrepreneurship comprehensively advance the achievement of the United Nations 2030 sustainable development agenda and create a better future for humankind.

Taking note of the outcomes of the previous UNESCO-APEID meetings on entrepreneurial education, particularly the Trincomalee Declaration in 2018, and the “Shanghai Consensus” recommendations from the Third International Conference on Vocational and Technical Education and Training in 2012, we believe in the need to enhance the importance and strengthen entrepreneurial skills and mindsets, develop learners’ skills, and promote inclusive and sustainable economic and social development within the context of the knowledge-based economy and society.

We advocate a multi-stakeholder, including policymakers, researchers, practitioners, industries and employers in entrepreneurship, approach be at the forefront, to reflect and develop a vision of Entrepreneurial Education to address the challenges of Industry 4.0 and the UN 2030 Sustainable Development Goals.

Conformity with Industry 4.0 development trend

The vision for Entrepreneurship education should seize every opportunity and actively respond to challenges brought about by the development trend of the fourth industrial revolution (Industry 4.0). Industry 4.0, characterized by the integration of digital technologies with the physical, biological and socio-economic spaces of contemporary society and driven by cutting-edge technologies such as big data, cloud computing, artificial intelligence, biotechnology, and the Internet of Things, not only changes the socio-economic development trajectory, but transforms traditional modes of production, consumption and business models.

Given the wide application of artificial intelligence, restructuring of the production chain, transformation of different industries, and the breaking of boundaries of traditional enterprises, various factors including complex problem-solving skills, acquisition of appropriate technical and social skills are increasingly becoming a necessity for the labor force within the context of industry 4.0. Similarly, industry 4.0 advances the need for revolutionary changes in educational and training concepts, systems, deliveries and technologies that address knowledge production and application, entrepreneurial skills and attitudes to ensure the acquisition of relevant competencies and skills for current and future human resources and entrepreneurs.

Incorporating social value into innovation and entrepreneurship

It remains vital that innovation and entrepreneurship promote socio-economic development of human society incorporating the human and social dimension. Entrepreneurial education should raise awareness of the importance of entrepreneurship and promote sustainable development utilizing technological innovation to promote human and societal development.

Technological innovation is not only an important part of entrepreneurship, but also a major driving force for societal change. Science, technology and innovation have determined the trajectory of social progress, the evolution of human life, and has implications to the future of global society. Knowledge production, innovation and application, not limited to large scientific research, significantly impact societal change.

Entrepreneurship for future development

Entrepreneurship also needs to realize the transformation of ideas, build an ecosystem, and enhance cooperation with public and private stakeholders. This includes the transformation of values (from starting a business to full-scale entrepreneurship be it life-long entrepreneurship, social entrepreneurship, national, regional and global entrepreneurship); objectives (from enhancing employment to enhancing personal quality of life through entrepreneurship); orientation (from solving the urgent needs to long-term strategic schemes); and organization (from educational and training institutions to the construction of a holistic entrepreneurship ecosystem).

An open, coordinated, complementary, and symbiotic entrepreneurship ecosystem as an important foundation for the sustainable development of entrepreneurship. Efforts should be made to promote a globalized and innovative entrepreneurship ecosystem

characterized by improved innovative talent training mechanisms, overall integration of innovation and entrepreneurship education, enhanced interaction with the entrepreneurship and entrepreneurship education stakeholders and the community.

Establishing a global entrepreneurship community, which includes international organizations, governments, educational institutions, and the private sector, is of fundamental interest to all countries and conducive to the development of entrepreneurs worldwide. Universities, enterprises and industries, in particular, can play a more active role in the construction of a global innovation and entrepreneurship community devoted to promoting opportunities, resources, and standards for entrepreneurship with the broader objective of building and supporting sustainable development.

CALL FOR ACTION:

We recommend that UNESCO Member States and other entrepreneurship stakeholders consider the following actions to address the opportunities and challenges that industry 4.0 brings:

1. Establish the value of comprehensive entrepreneurship

Entrepreneurship should be targeted for all citizens, global and throughout one's lifetime. Entrepreneurship should not be confined to a certain group but open to all members of society. It is possible to provide diversified entrepreneurship education opportunities, such as business entrepreneurship, social entrepreneurship, technology entrepreneurship and art entrepreneurship, for all citizens.

Entrepreneurship education should be seen as a lifelong learning process. There is a need to start early and extend it to current and future entrepreneurs through resource and platforms for entrepreneurship.

2. Long-term planning for sustainable entrepreneurship

Strengthen overall coordination and development of a long-term action plan for the sustainable development of entrepreneurship. Aside from designing policies and institutional arrangement, entrepreneurship should be in line with long-term global, regional and national development trends and plans to strengthen the links among education and training, industries and economy, employment, social protection and welfare, and other sectors. The establishment of a comprehensive entrepreneurship development framework and long-term strategic plan will provide for the long-term vision, concept, goals and tasks for its medium and long-term development.

This long-term planning for the sustainable development of entrepreneurship should include: building a multi-party entrepreneurship ecosystem including industries and employers; improving the relevance of policies, measures, and implementation; ensuring quality and effectiveness; and strengthen regional and international cooperation and coordination in entrepreneurship. It also needs to be aligned with the national strategy for sustainable development in respective UNESCO Member States.

3. Build a multi-sectoral entrepreneurship ecosystem

Creating an entrepreneurship ecosystem which promotes coordinated development by governments, universities, international organizations, civil society, the private sector and other stakeholders enhances cooperation in various elements including curricula, projects, resources and policies in entrepreneurship. Furthermore, it enhances transparency, sharing of experiences, and joint development of solutions to various challenges. It is envisioned that this ecosystem will facilitate the establishment of regional technology transfer and community entrepreneurship development centers and other shared or joint facilities and resources such as community maker space and social enterprise incubators, and facilitate capacity building initiatives on entrepreneurship. Various stakeholders, including researchers, teachers, venture capitalists, entrepreneurs, government leaders, civil society, and students are to be encouraged to build local community support networks with private-public partnerships supporting its sustainable operations.

Given the importance of an entrepreneurial culture as a factor influencing ideology, values, attitudes, behaviors, mindsets, skills, competencies and outcomes of entrepreneurial activities, the ecosystem is envisioned as a platform to promote and sustain entrepreneurial culture within their respective localities, countries, regions and globally. Education and training institutions, enterprises, industries, governments, and other relevant parties can jointly create a community of entrepreneurial interests, and/or form a network of entrepreneurial collaborations forming sub-systems within the broader entrepreneurship ecosystem.

4. Improve the pertinence and relevance of policy measures

Policy frameworks and tools need to be updated, while inclusive education and training need to be incorporated within the long-term planning for sustainable entrepreneurship. This entails the improvement of the collection of quantitative and qualitative evidence to support the development of national policy agendas, particularly those related to identifying current and future labor market and industrial sector needs, and the fit and relevance of entrepreneurship to the rapidly changing labor market, economy and society. Special attention to socially disadvantaged groups, including marginalized groups (e.g. women, ethnic minorities, persons with disabilities, rural population, migrants, refugees and forcibly displaced persons), is needed and should be addressed by inclusive initiatives and support for youth and adult innovation and entrepreneurship initiatives to address unemployment and stimulate job creation and societal development.

5. Ensure the quality and effectiveness of entrepreneurship

Ensuring the quality, relevance and effectiveness of entrepreneurship may be undertaken by promoting its integrated development and accelerating the process of specialization. Flexibility, early introduction, and the complementary combination of entrepreneurship at all levels of education and training enhance the quality of learning entrepreneurial skills, attitudes and culture, while specialization of entrepreneurship potentially enhances its relevance and effectiveness by breaking barriers of traditional disciplines, occupations and professions. It is necessary to continuously improve its efficiency and scientific development including strengthening curriculum development, teaching and learning materials, teaching and training personnel, and building an effective quality assurance and assessment system for entrepreneurship. Furthermore,

utilizing the advantages brought about by technological advancements, particularly in digital technology, in the development and design of specialized entrepreneurship education and training further contributes to ensuring its quality, relevance and effectiveness.

6. Strengthen regional and international cooperation and coordination

Strengthening regional and international cooperation and coordination in the development of entrepreneurship and its various supporting initiatives and programs provides support and mobilize resources to help member states utilize entrepreneurship to achieve the UN 2030 Sustainable Development Goals, particularly those related to quality education, poverty alleviation, decent work and economic growth.

In particular, the leading role of UNESCO's laboratory of ideas and innovation function, UNESCO's Entrepreneurship and Entrepreneurship Education Chairs, and Entrepreneurship Education Partner Network (EE-Net) should be reinforced and strengthened. This is to facilitate the integration of resources and strengths of various governments, civil society organizations, regional and global partner organizations, industries and private sector stakeholders, and academic experts to enhance their role in entrepreneurship policy consulting and innovative development of entrepreneurship models. Furthermore, it also strengthens UNESCO's role as a platform for knowledge sharing, enhance cross-border and cross-cultural integration through various traditional and digital tools and events such as conferences, policy dialogues, online platforms, research and projects in entrepreneurship particularly for entrepreneurship education.