



*UNESCO Entrepreneurship  
Education Network, Bangkok*



*Commission On Higher  
Education, Philippines*



*Miriam College  
Philippines*

## **6<sup>th</sup> UNESCO-APEID MEETING ON ENTREPRENEURSHIP EDUCATION**

### **Designing a Relevant and Innovative Entrepreneurship Education: Towards Mutual Recognition of Qualifications in ASEAN, East and South Asia**

**October 23-25, 2017, Manila, The Philippines**

#### ***Co-organized by***

*UNESCO Asia and Pacific Regional Bureau for Education, Bangkok, Thailand  
Commission on Higher Education, Philippines,  
Miriam College, Philippines*

#### ***With support from***

*3M Philippines  
One MERALCO Foundation, Philippines*

### **Concept Note**

The UNESCO Asia and Pacific Regional Bureau for Education in Bangkok, Thailand, established the UNESCO Entrepreneurship Education Network (EE-Net) in 2012 to enhance entrepreneurship education in the Asia-Pacific region. With an interest in a broad range of issues including an ecosystem to support entrepreneurship education, sustainable businesses and job generation through entrepreneurship, the EE-Net aims to create change in the education landscape to contribute to a vibrant and prosperous region.

The development and promotion of entrepreneurship education among the younger members of society today is attracting substantial attention in many countries. Seen to be an effective approach for economic growth, entrepreneurship – embodying creativity and innovativeness among other attributes – is rallying calls for greater commitment and investment from both the public and private sectors to increase the capacities of stakeholders in education to nurture young entrepreneurs.

The Sustainable Development Goal 4 or Education 2030 Agenda – *ensure inclusive and equitable quality education and promote lifelong learning opportunities for all* – has set a specific target for entrepreneurship:<sup>1</sup>

*Target 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.*

---

<sup>1</sup> UNESCO, 2015. Incheon Declaration. World Education Forum, Incheon, Republic of Korea. <http://en.unesco.org/world-education-forum-2015/incheon-declaration>; UN, 2016. The Transforming Our World: The 2030 Agenda for Sustainable Development <https://sustainabledevelopment.un.org/?menu=1300>

Meeting this target will require the collaboration of all actors, including UNESCO EE-Net members. Existing models for collaboration such as the ASEAN Economic Community Blueprint <sup>2</sup> promoting the free flow of goods, investment, and human capital, including skilled labor through mutual recognition of professional qualifications, are good sources to identify areas for joint efforts to strengthen and implement human resource development for the 21<sup>st</sup> century. In fact, collaboration among ASEAN Member States, and between ASEAN and other countries in the Asia-Pacific region and beyond, is ever more crucial given the extent of globalization in an increasingly interconnected world.

For the past 5 years, UNESCO EE-Net meetings provided rich information of best practices and lessons learned in response to calls for more relevant and effective entrepreneurship programmes at the tertiary level. There is high interest in creating a flexible and enriched entrepreneurship education curriculum that will be useful for ASEAN and other sub-regions in Asia and the Pacific, indicating that the time is right to discuss the “future of things” through a novel cross-border entrepreneurship education curriculum.

Co-organized by UNESCO Bangkok Office, the Commission on Higher Education and Miriam College of the Philippines, and with support from 3M Philippines and One MERALCO Foundation, Philippines, the 6<sup>th</sup> UNESCO-APEID EE-Net meeting aims to respond to this call for a common framework for entrepreneurship curricula and programs in the region. This is an ambitious goal but its achievement will multiply opportunities for harmonizing entrepreneurship education that is contextualized and aligned with national goals. Such an achievement will also help to empower the citizens of ASEAN and other Asia-Pacific countries to respond to global demands and contribute constructively to the Sustainable Development Goals.

The theme of this meeting, *Designing a Relevant and Innovative Entrepreneurship Education: Towards Mutual Recognition of Qualifications in ASEAN, East and South Asia*, sets the stage for an “Action Year” where clear outcomes, continuity and future sustainability will be of prime importance. The specific objectives of the meeting are to:

- Define a model of an “Entrepreneurship Program and Curriculum” within the domain of a ***Mutually Recognized Qualification/Agreement*** (MRQ/A) for ASEAN, East and South Asia as ***sub-regions in the Asia-Pacific region to achieve the SDG 4-Education Agenda 2030***, covering the following areas:
  - Curriculum standards, qualifications, foundation discipline, program outcomes, assessment;
  - Pedagogy, methodologies, approaches, materials;
  - Capacity building on professional training, education and development programs for educators, trainers and students;
  - Entrepreneurship research and assessment;
  - Emerging hybrids or specializations in the areas of social, youth, women, technology or creative industry entrepreneurship; and
  - Ecosystem of enabling centers or facilities from private or government initiatives.
- Develop specific, achievable and realistic factors and action plans in each of these six areas as important foundation input to the MRQ/A for ASEAN, East and South Asia;
- Establish a network or consortium for sharing, exchange and collaboration of ideas and expertise to support the ***Mutual Recognition of Qualifications and Standards for ASEAN, East, and South Asia*** at the tertiary education level.

---

<sup>2</sup> ASEAN Secretariat, 2015, ASEAN Economic Community Blueprint 2025.  
<http://www.asean.org/storage/images/2015/November/aec-page/AEC-Blueprint-2025-FINAL.pdf>.

## **Participants**

About 100 participants composed of policy makers, educators, entrepreneurs, professionals, and youth representatives, experts as resource persons from the Asia-Pacific region are expected to attend the meeting. The participants will be selected based on their commitment and contribution to the 6<sup>th</sup> UNESCO-APEID meeting's common vision and long-term goals.

The organizers in the Philippines will cover local costs – 4 nights' accommodation checking in on October 22 and checking out on October 26, 2017) and meals during the meeting. All participants have to cover their own travel costs and miscellaneous expenses.

Since space is limited, those interested in attending the meeting must submit an [Application form](#) by **Friday, August 18, 2017**.

Applicants from the Philippines should submit their applications to the following address:

UNESCO EE Net Philippine Chapter – Miriam College  
College of Business, Entrepreneurship, Accountancy  
Katipunan Ave., Loyola Heights, Quezon City, 1108  
Philippines  
Email: [unescoenetphilippines2017mc@gmail.com](mailto:unescoenetphilippines2017mc@gmail.com)

Applicants from other countries should submit their applications to:

EE-Net Secretariat  
UNESCO Bangkok  
Thailand  
Email: [eenet@unesco.org](mailto:eenet@unesco.org)  
EE-Net Portal: <http://www.unesco-eeenet.org/>

Selected participants will be notified by the organizers by Friday, August 28, 2017.

## **Venue**

Miriam College, Quezon City, Philippines

## **For more information:**

Ms. Lay-Cheng Tan, Programme Officer, UNESCO Bangkok, Thailand  
Tel: +662 3910577 ext. 211, Fax: +662 3910866, email: [lc.tan@unesco.org](mailto:lc.tan@unesco.org)

Dr. Antonio M. Lopez, Chair | Maria Luisa B. Gatchalian, Programme Officer  
6<sup>th</sup> UNESCO APEID Entrepreneurship Education Meeting, Philippines, 2017  
Miriam College – CBEA | Katipunan Avenue, Loyola Heights | Quezon City, 1101, Philippines  
Email: [unescoenetphilippines2017mc@gmail.com](mailto:unescoenetphilippines2017mc@gmail.com)

Secretary: Ms. Chrissel Santos | Angeli Adviento: CBEA Mobile: +63 927 358 4781  
Direct Land Line: (63 2) 433-5369 | Trunk line: (63 2) 5400 ext. 2129