



PROJECT NOTIFICATION

Reference No.: 415

Date of Issue	4 July 2024
Project Code	24-CP-20-GE-TRC-A
Title	Training Course on Social Entrepreneurship
Timing	12 August 2024–15 August 2024
Hosting Country(ies)	Bangladesh
Venue City(ies)	Not Applicable
Modality	Online
Implementing Organization(s)	National Productivity Organisation, Bangladesh and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Closing Date	28 July 2024
Remarks	Not Applicable

Objectives	Develop an understanding of social entrepreneurship and its relationships with innovation, productivity, and social impacts; learn about strategies and practices nurturing social entrepreneurship; and impart knowledge of tools and methods that can help social enterprises create social impacts.
Rationale	The APO Vision 2025 highlights the importance of resilience, inclusiveness, and innovation. This training course aims to familiarize APO members with concepts and examples of social entrepreneurship to demonstrate how innovation can contribute to both economic benefits and social impact and that cultivating them in social enterprises can contribute to sustainable socioeconomic development.
Background	<p>Social enterprises refer to businesses that prioritize purpose over profit in operational and strategic decisions. They exist to solve social and/or environmental problems and reinvest to achieve their goals. Despite varying definitions in different countries, social enterprises are commonly understood as economic entities standing at the intersection of business and social good, spearheading innovative solutions that generate economic value as well as drive social and environmental impacts. Nurturing social entrepreneurship has become a pivotal strategy for social innovation and sustainable, inclusive socioeconomic growth.</p> <p>According to a 2024 WEF report, social enterprises globally generate around USD2 trillion in annual revenue and create nearly 200 million jobs. However, the significance of social entrepreneurship is often unrecognized, hindering the potential contributions of social enterprises. It is thus necessary to raise awareness of social entrepreneurship and develop a nurturing environment for it.</p>
Topics	Purpose before profit: Social enterprises and social entrepreneurship; The ecosystem for social entrepreneurship; Good practices and business models of social enterprises; and Strategies to nurture social entrepreneurship.
Outcome	Raised awareness of social enterprises and social entrepreneurship, strategies for an enabling ecosystem for social entrepreneurship identified; and more innovative activities undertaken to create social impact.
Qualifications	Government officials and policy researchers involved in social and environmental innovation and entrepreneurship policies and programs and representatives of social enterprises, national productivity organizations, related associations, networks, and institutes focusing on social innovation.

Please refer to the implementation procedures circulated with this document for further details.



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