



## SOUTH-SOUTH ENTREPRENEURSHIP ACADEMY

### *Building Global Citizenship and Harnessing Entrepreneurial Skills and Mindset Through South-South Cooperation “Sports and Entrepreneurship”*

*Date: 5-6 December 2020 (Training)*

*12 December 2020 (Business Plan Competition)*

*Venue: Online*

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### Concept Note

The event is organised by the United Nations Office for South-South Cooperation (UNOSSC) and Centre for Business/Social Sustainability and Innovations (BSSI) of Gratia Business School of Gratia Christian College with support from the Government of Hong Kong SAR (Cyberport), Youth Square, and UNESCO Hong Kong Association.

#### Background

A rapidly changing world offers many challenges and opportunities for the youth, particularly in the Global South countries. Among these challenges are high levels of unemployment resulting from massive economic and social transformation ushered in by globalisation, digitalisation, the internet economy and artificial intelligence. Furthermore, many young people are left isolated due to the pressure to keep up with educational demands and social integration. These together create a burden on the global efforts to achieve inclusive growth and sustainable development. Meanwhile, the youth population, due to their internet literacy and their bulging numbers in the work force, have an opportunity to play a critical role in contributing to such goals through entrepreneurship and innovation. Considering these, there is a need for investment in human capital and in the young population in particular to be equipped with the current qualities, skills, knowledge and know-how of global citizenship and entrepreneurship in order to achieve the sustainable development agenda that leaves no one behind.

In this context, a Hong-Kong based South-South Entrepreneurship Academy will be implemented with some interregional collaboration particularly with Africa. In Hong Kong SAR, several institutions are at the core of promoting a digital economy and entrepreneurship. In line with the business model of South-South Cooperation, the UN Office for South-South Cooperation (UNOSSC) is partnering with these

institutions; namely, Cyberport, Youth Square, Gratia Business School of Gratia Christian College and the United Nations Education Science and Cultural Organisation (UNESCO) Hong Kong Association to work with youth from Asia and the Pacific as well as other regions to enhance global citizenship and entrepreneurship. The project is targeted at supporting actions towards attainment of results towards SDG 8 Target 8.6 “By 2020, substantially reduce the proportion of youth not in employment, education or training”.

The event is organized under the Platform of the United Nations Office for South-South Cooperation (UNOSSC) - Youth for South as part of its activity for the Asia-Pacific Region. Previous piloting events were convened in 2018, 2019 and April 2020 by the same organisers. The guidelines for the South-South entrepreneurship academy include convening two events annually each with a specific theme.

## **Objectives**

The second cohort for 2020 to be convened in October will focus on Sports and Entrepreneurship. Sports are not only beneficial to our physical health; they also contribute to our mental health. Research has shown that physical activities can help prevent and manage mental health problems.<sup>1</sup> With the development of new technologies such as big data and artificial intelligence, the sports industry has opened new spaces for entrepreneurial initiatives. For example, wearable sensors for monitoring physical activity data, or for improving athlete performance. With the lasting impacts brought by COVID-19, new ways of doing sports are emerging. Some classes have moved online, and apps for self-practicing at home became increasingly popular. The changing circumstances require us to respond with agility and innovation. The objectives of the training in the second cohort of 2020 is to explore new possibilities of entrepreneurship in the sports industry, which will contribute to the attainment of SDG 3, Good Health and Wellbeing, and SDG 8, Decent Work and Economic Growth. The training will be led by entrepreneurs in the sector.

## **Expected outcomes**

- Understanding by youth of the sports industry;
- Understanding of transformation of the knowledge to entrepreneurship;
- Development of ideas for implementation on return to country;

## **Organisers**

*The UNOSSC* continually seeks to showcase and transfer forward-thinking Southern development solutions to development partners to meet the critical development challenges of today. Furthermore, UNOSSC seeks to work with specialised UN Agencies, governments and the private sector in the areas of their competency to strengthen development through South-South Cooperation.

*Cyberport* is the renowned center for entrepreneurship training led by the Government of Hong Kong. Entrepreneurs trained here have proceeded to grow their own companies. Holding the event at Cyberport will not only provide excellent facilities but will also encourage the youth to seek excellence as entrepreneurs and social entrepreneurs. Some of the presenters will include Cyberport Management and graduates (entrepreneurs).

*Gratia Christian College*, through its business school, and particularly, the Centre for Business and Social Sustainability and Innovations (BSSI), are focused on nurturing a generation of students that are enabled to reach their full potential by providing a high-quality education and cultivating a commitment to community

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<sup>1</sup> [https://www.fsem.ac.uk/position\\_statement/the-role-of-physical-activity-and-sport-in-mental-health/](https://www.fsem.ac.uk/position_statement/the-role-of-physical-activity-and-sport-in-mental-health/)

service. The College will provide a number of ad hoc training activities encompassing the ideals of entrepreneurship, youth wellness and global citizenship.

*Youth Square* is a project of the Hong Kong (SAR) Government for promoting social harmony and civic education among the youth of Hong Kong. The project is managed by a private sector company, “the New World Facilities Management Company”. They will provide training facilities to complement facilities provided by Cyberport.

*UNESCO (Hong Kong)* as the specialized UN Agency on education, science and Technology as well as culture is uniquely positioned to understand the challenges of the youth today. Besides its global outreach can help provide that global understanding of youth issues in Asia, Africa and other continents. UNESCO officials have stated that education should transform lives, help to build peace, eradicate poverty and drive sustainable development.

### **Participants**

The 2-day workshop is expected to consist of Youths of the ages of 20-32 from the People’s Republic of China (including Hong Kong SAR), Southeast Asia, East Asia, South Asia, the Pacific and Africa.

Invited speakers range from successful entrepreneurs and organisations with distinguished expertise in sports and entrepreneurship, and the concept of global citizenship. Representatives from the UNOSSC, Cyberport, Youth Square, Gratia Business School of Gratia Christian College and UNESCO Hong Kong Association will also serve as speakers.

The training will be conducted in English only and therefore trainees need to have a working level of English.

## Guidelines on Business Plan Competition

### Competition Methodology

Participants will form groups of 3 people. In cases where participants have not self-selected, the organizers will place people in groups. While geographically diverse groups are preferred, we are cognizant of logistics such as time differences for participants to work together. One of the key presentations will be on doing a presentation of a business plan. To ensure a consistent approach, the groups will each prepare a business plan, focusing on their idea for a business in the sports industry. The scope of business operation can be local, regional or global; similarly, we have no limit on the size of the business.

**Each group will have 10 minutes to present their business plan and 5 minutes for Q&A. Groups will be given numbers, and presentation sequence will be based on the drawing of numbers. The group can choose how to present the business plan; they can select one representative or split the presentation among the group members. Again, more diversity is preferred.**

Pre-requisites for joining the competition is full participation in the training webinars on 5-6 December 2020. And the final presentation will take place on **12 December 2020**.

The presentation should include but not limited to the following elements:

- Problems Identified/Opportunity
- Solution/Value Proposition
- Product/Business Model
- Competition Analysis
- Team
- Marketing Plan
- Fundraising and Financial Projection
- Social and Environmental Sustainability

### Scoring Criteria

<b>Originality of Idea</b>	<b>Practicality/ Feasibility of Product/Service</b>	<b>Measurement of Impacts (Social, Economic and Environmental Attributes)</b>	<b>Financial Plan</b>	<b>Team Structure/ Human Resources</b>	<b>Presentation Skills and Group Work</b>
<b><u>20 points</u></b>	<b><u>20 Points</u></b>	<b><u>20 Points</u></b>	<b><u>20 Points</u></b>	<b><u>10 Points</u></b>	<b><u>10 Points</u></b>

A Panel of five judges from academia, business and international organizations will use the above guide for scoring.

### Prizes

- **Winner:** 500 USD cash prize to each team member (with a maximum of 3 members per group)
- **First Runner-up:** 300 USD cash prize to each team member (with a maximum of 3 members per group)
- **Second Runner-up:** 100 USD cash prize to each team member (with a maximum of 3 members per group)

- All participants who commit fully to the programme (full participation in the training, group work and presentation) will receive a certificate from the United Nations Office for South-South Cooperation.