



PROJECT NOTIFICATION

Reference No.: 272

Date of Issue	23 January 2024
Project Code	23-IP-04-GE-DLN-A
Title	APO e-Course on Innovative Entrepreneurship for the Youth
Timing	31 May 2024
Hosting Country(ies)	APO Secretariat
Venue City(ies)	Not Applicable
Modality	Digital Learning
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Open
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Closing Date	Not Applicable
Remarks	Timing is the target launch date of the e-course.

Objectives	Enhance young entrepreneurs' knowledge of innovative, creative industries and requirements for starting new businesses and present case studies of successful entrepreneurship ventures by the youth.
Rationale	Creating and promoting decent employment opportunities for the young have been top priorities of APO members, although more formal-sector jobs are needed to absorb young job-seekers in the region. Encouraging entrepreneurship is one approach to solving the issue of youth unemployment. Echoing the APO Vision 2025 goal of "inclusive, innovation-led productivity growth in the Asia-Pacific," this e-course offers an in-depth look at the entrepreneurial process focusing on innovation and creativity.
Background	<p>According to the ILO, the global youth unemployment rate was 15.6% in 2021, more than three times the adult rate. Promoting youth entrepreneurship, especially among the 18–34 age-group who are 1.6 times more inclined to start businesses than adults aged 35–64 years, is seen as a key solution. However, challenges persist, as 73% of youth-led businesses, particularly by those under 24, tend to be one-person ventures and less likely to be sustained beyond 3.5 years. Adults are 1.7 times more likely to manage mature businesses, according to the Global Entrepreneurship Monitor. The OECD identifies barriers such as limited role model influence, inadequate entrepreneurial education and training, lack of experience, financial constraints, insufficient business networks, and market biases against youth-owned enterprises.</p> <p>This course will guide learners through the process of developing an entrepreneurial mindset to execute business plans integrating creativity with digital technologies.</p>
Topics	Cultivating an entrepreneurial mindset; Defining the problems and developing solutions; Creating a business model; Implementing strategies; Attracting investment; and Building and leading teams.
Outcome	Enhanced awareness of entrepreneurship opportunities, strategies for launching a business and ensuring its growth, fund-raising techniques, the importance of team culture and leadership; and increased ability to identify problems, develop innovative solutions, and start new businesses to serve target customers.
Qualifications	Open to all participants in members and non-members.

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



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