

Indonesia's Young Entrepreneurs 2011

Topic:

**How Social Entrepreneurs Could Contribute
to the Society**

Concept Note

Elaborated by:
PA CSR in Cooperation with its University Partners

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1. Background Information:

In Western countries, small-and-medium-enterprises (SME) are considered to be the backbone of the economies. SMEs are also in the spotlight as the solution for economies in emerging countries to overcome the situation of not having enough employment possibilities available. With the creation of new enterprises, new jobs will be created in various sectors.

Using SMEs in order to create a prosperous economic environment, skilled, well-trained and committed people are needed with fresh ideas as well as an enabling environment, created by the government. The Kofi Anan Business School (KABS) together with PA CSR wants to inspire young, talented Indonesian people to bring forward ideas and to come up with business concepts.

KABS and PA CSR will encourage Indonesian university students to consider themselves as entrepreneurs or advisors to entrepreneurs. KABS has its focus on the education of a new generation of innovative, socially responsible entrepreneurs and PA CSR focuses on the implementation of Corporate Social Responsibility (CSR) activities by following its emerging definition for CSR; "**Corporate Social Responsibility** starts where all existing laws and regulations

end; it is an organic link between enterprising, profit-making and social development that is conducted as a win-win solution in areas where a company requires something from society that cannot be bought and requires investment through a 'double' business plan." Thinking out of the box and having the tools aside will create innovative SMEs - anywhere by using the possibilities CSR provides.

'Indonesia's Young Entrepreneurs' will be organized as an annual students' conference within the academic year. Besides KABS and PA CSR, university partners of both institutions will join the organizing team on a rotating basis.

2. Objectives:

The overall objective is to create the awareness that students have the potentials to change the economic situation in the country while committing themselves and contributing actively to the economic development. The specific objectives are:

- To inspire students to develop their own business ideas to contribute to improve the economic situation by thinking out of the box and creating business ideas, which show a good implementation potential.
- To learn from stakeholders in the Indonesian economy how CSR could become a tool valuable for SME development and how to apply that tool in the day-to-day business of an entrepreneur.

3. Target Groups:

The target groups are students from Indonesian universities, interested in experiencing entrepreneurship. Students from non-Indonesian universities are encouraged to join.

4. Results:

The tangible result will be an annual students' conference on *'Indonesia's Young Entrepreneurs'* organised by an Indonesian partner university together with KABS and the PA CSR.

The intangible results should be seen:

- In the added value to students' studies by organising the platform *'Indonesia's Young Entrepreneurs'* where students will be able to present their project works to students and lecturers from other universities.
- In the enhanced opportunities to start their own businesses by exposing their business ideas for a first evaluation to a jury.
- In the participants a possibility to explore all fields linked to the subject of entrepreneurship.

5. Methodology:

KABS and PA CSR will elaborate the Guidelines for the annual *Indonesia's Young Entrepreneurs* Conference. These Guidelines together with the implementation schedule (Workplan) and the budget will be presented to the partner universities in a preparatory meeting. Follow-up meetings will be scheduled in order to overview the quality of students' work intended to be presented at the *Indonesia's Young Entrepreneurs Conference*.

KABS and PA CSR will elaborate the annual guidelines for the participating teams (student teams) how to approach to their project and how to present their project, which they have then to present in front of a jury.

The individual support for the participating teams provides the lecturer at the respective partner university.

The jury – evaluating student teams presentations - will be composed of partner university representatives as well as representatives from KABS and PA CSR. The

evaluation will benchmark students' performance and the project as such in accordance to the evaluation guidelines prepared by KABS – PA CSR. The best student team will receive the KABS – PA CSR award.

The implementation of the *'Indonesia's Young Entrepreneurs' Conference* will be organised by PA CSR together with a partner university. The costs for the participation at the conference will be shouldered by each university partner itself. Cost for travel and accommodation will be born by the participants individually or by the respective partner universities and will not be subject for the *'Indonesia's Young Entrepreneurs' Conference* organising team. The KABS, PA CSR and the university partners will jointly approach potential sponsors for the *'Indonesia's Young Entrepreneurs' Conference* in order to ease the burden for the organizers.

6. Project Partners:

In a first run partner universities from KABS and PA CSR in Indonesia will be invited. Potential university partners are:

1. Paramadina University (Jakarta)
2. Trisakti University (Jakarta)
3. Universitas Katolik Parahyangan (Bandung)
4. Mercu Buana University (Jakarta)
5. Prasetya Mulya Business School (Jakarta)
6. State Islamic University (Jakarta)
7. ...

7. Sustainability Considerations:

In the initial meeting with the university partners, a Memorandum of Understanding (MoU) for the 1st *'Indonesia's Young Entrepreneurs' Conference* will be discussed. It is seen as a pre-condition that all participating university partners will sign the MoU in order to demonstrate their commitment in the preparation of the students and

cooperation in the organization of the *'Indonesia's Young Entrepreneurs'* Conference. It is intended that:

- The *'Indonesia's Young Entrepreneurs'* Conference will become an annual event.
- The university partners will set up a university network in the field of entrepreneurship for joint activities besides the annual conference on *'Indonesia's Young Entrepreneurs'* in order to harmonise the training and education in this field.