

Guideline on 2018 APEC Edutainment Exchange Program (AEEP)

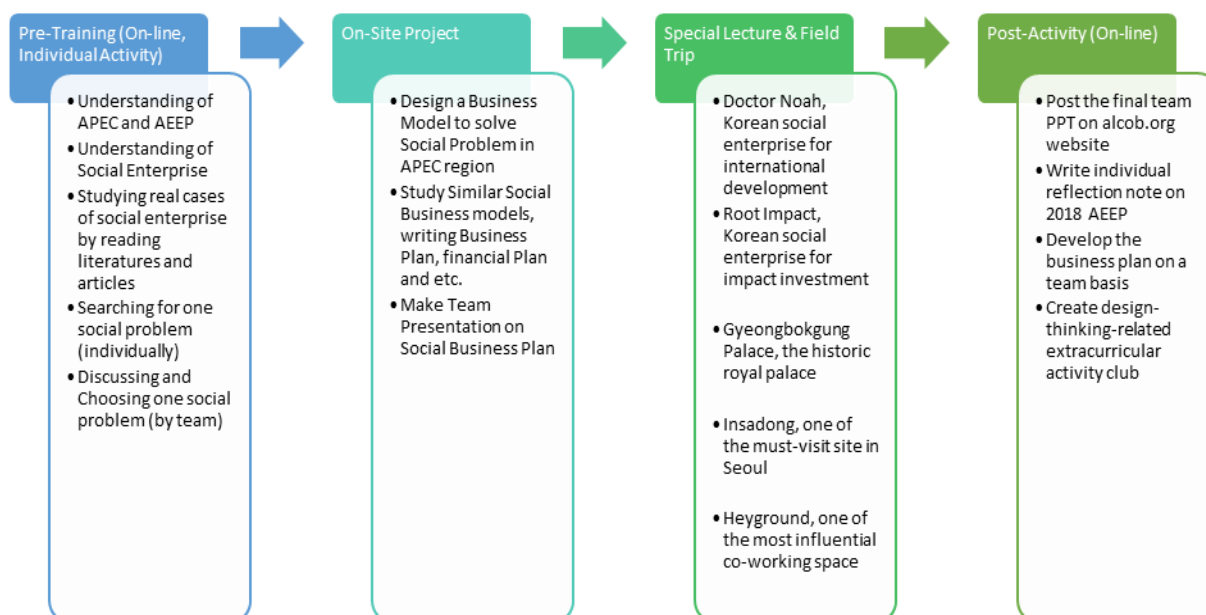
5-10 November 2018

Seoul, Korea

1. Overview of 2018 APEC Edutainment Exchange Program (AEEP)

Title	2018 APEC Edutainment Exchange Program (AEEP)
Theme	<i>“Social Enterprise as key problem solver for inclusive and sustainable growth in APEC Region”</i>
Date and Venue	Nov. 5 th (Mon.) - 10 th (Sat.), 2018 Seoul, Korea (<i>See Appendix 1.</i> for detailed schedule)
Host	Ministry of Education, Republic of Korea
Co-Host	National Economic University, Viet Nam
Organizer	Institute of APEC Collaborative Education (IACE)
Participants	48 college/university students recommended by Ministries of Education in APEC member economies (24 Korean Students, 24 International Students)
Main Program	Opening Ceremony / Team Projects for Business Plan Development / Experts Consulting / Cultural Exchange / Awarding & Closing Ceremony
Website	www.alcob.org

2. Introduction of 2018 APEC Edutainment Exchange Program (AEEP)



2-1. Introduction

Ever since its beginning in 2007, more than 2,000 participants from Asia-Pacific region have joined the AEEP and enjoyed blended learning opportunities conjoining school curriculum with experiential hands-on learning activities.

Themes are chosen annually, which are based on annual APEC theme and priority areas. First, AEEP participants are oriented about APEC and share its mission, roles and functions and further develop self-initiated projects and present on their chosen subject.

The purpose of AEEP is to nurture future APEC leaders with such capabilities as creativity and cooperation, providing future educational model in which participants are encouraged to define a problem and find a solution to it by utilizing various decision-making & problem-solving tools.

Through on- and off-line activities, the students would be able to cultivate global leadership, communication skills and knowledge required for development of APEC in the 21st century.

2-2. Objectives of the year

As of 2018, under the theme of “Social Enterprise as key problem solver for inclusive and sustainable growth in APEC region”, participants are encouraged to be interested in social problems around them and can have the opportunity to develop a social business plan by cooperating with others in the attempt to seek for a solution to a social problem they choose. (*Design Thinking Process*)







Participants can learn the concept of Social Enterprise and understand the difference between conventional enterprises – and their activities for societal contribution (e.g. Corporate Social Responsibility) – and social cooperatives through real cases.

2-3. Team Composition & matching

- 6 teams, 8 members in each team (4 from South Korea, 4 from APEC member economies): considering “interest” and “competence” items on the application form, those with common interests, and with a variety of capabilities will be grouped together.

2-4. Contents

Pre-program activities(Online)	On-site project	Cultural Visit (On-site)	Post-program activities(Online)
<ul style="list-style-type: none"> - Understanding of APEC, AEEP - Understanding of Social Enterprise by reading literatures and articles - Studying real cases by watching a documentary - Searching for one social problem (individual) - Discussing and Choosing one social problem (team) 	<ul style="list-style-type: none"> - Establishing a business model - Building financial plans - Excavating relevant social business cases - Listening to special lectures - Making presentation on the social business plan & evaluation 	<ul style="list-style-type: none"> - Gyeongbokgung Palace - Insadong - Jongmyo 	<ul style="list-style-type: none"> - Post the final team PPT on the website - individual reflection on 2018 AEEP - Create Design-thinking-related extracurricular activity club

	<p>◀ (Left) Discussion for Students' self-initiated Team Projects</p>		<p>◀ (Left) Presentation of Team Activities and Poster Exhibition</p>
	<p>◀ (Left) Heyground</p>		<p>◀ (Left) Gyeongbok- gung Palace</p>
	<p>◀ (Left) Jongmyo</p>		<p>◀ (Left) Insadong</p>
<p>Special guest lecturers from</p>		<p>Field trip</p>	
<p>- <u>Korea Social Enterprise Promotion Agency</u> : KoSEA is a government agency that contributes to educating with the concept of Social Enterprise and incubating supporting new and existing SEs certified by Ministry of Labor and Employment in Korea. http://www.socialenterprise.or.kr/eng/index.do</p> <p>- <u>Dr. Noah</u> : One of pioneering social enterprises for international development. It pursues financial independence of African people by assisting them to manufacture toothbrushes on their own with bamboo, which is affluent in the region. https://doctornoah.net/</p>		<p>- <u>Gyeongbokgung Palace</u> : One of the most historic palace built almost 620 years ago during Joseon Dynasty. Single building inside the Palace has distinctive characteristics, attracting visitors to the era of Joseon. http://www.royalpalace.go.kr:8080/html/eng_gbg/main/main.jsp</p> <p>- <u>Insadong</u> : One of the must-visit sites in Seoul, Korea. Everything happens for a reason. You can easily find why many tourists visit Insadong. From souvenir to Korea cuisine, Korea itself await you there.</p>	

3. Support for AEEP Participants

Covered Expenses	1. Accommodation	<p>Two participants will share a room during the program. For safety and teamwork, IACE provides them with a hotel, which is luxurious and accessible. Breakfast is NOT included.</p> <p>The hotel is as follows:</p> <ul style="list-style-type: none"> · Name: Tmark Hotel Myeongdong · Address: 15 Chungmu-ro, Chungmuro 3(sam)-ga, Jung-gu, Seoul · Telephone: +82-2-2098-2000 <p>For <u>international participants arriving a day earlier and departing a day later due to travel distance, extra nights will be provided.</u></p>
	2. Meals	<p>Breakfast will be NOT provided at the designated hostel, while lunch and dinner will be provided by IACE. Participants can cover their meals with budget allocated to each team for activities.</p> <p>For a participant who needs <u>a special diet</u> including vegetarian food, Halal food, please notify IACE in advance.</p>
	3. Activity-related Materials	<p>Materials required for AEEP such as workbook and stationary will be provided. However, electronic devices such as laptop, tablet PC, and etc. will not be provided. <u>Participants would need to bring laptop on their own.</u></p>
Excluded Expenses	1. Flight Tickets	<p>An economy class round-trip ticket from capital city of a participant's economy to Incheon International Airport will be purchased by participants</p> <p>The travel date may be flexible and ± 1 day to the event (5th-10th, November), based on the participant's travel distance.</p> <p>Any extra charge such as administrative fee from changing or cancelling flights shall be borne by the participant.</p>
	2. Living Expenses	<p>Transportation to/from airport, admissions fee to touristic places, phone bills, laundry, and <u>any other costs occurring other than what is included in the AEEP schedule will be personal expense.</u></p>
	3. Insurance	<p>The organizer will NOT purchase travel insurance for participants during the AEEP.</p> <p>In addition, if a participant requires a special medical attention such as physical/mental concerns, allergy, medication and chronic illness, s/he is responsible for the personal care and IACE will not be liable to such status.</p>

- Depending on what participants have for meals, what they purchase for sessions, financial responsibility that might occur, exceeding the budget allocated is shouldered by participants by themselves.

[Appendix 1] Detailed Schedule for 2018 AEEP

Date	Time	Contents	Note
Nov. 5th (Mon)	All-day long	Arrival of the inbound International Participants in Incheon, Korea	
Nov. 6th (Tue)	08:00-10:00	'120 <input type="checkbox"/> Breakfast & moving to the venue for activity	Venue: TBD
	10:00-11:05	'65 <input type="checkbox"/> Opening Ceremony of AEEP	
	11:10-12:00	'25 <input type="checkbox"/> Keynote Lecture - Lecturer: TBD - Theme: Concepts of Social Enterprise	
		'25 <input type="checkbox"/> Inspiration Lecture - Lecturer: Dr. Park, Geunwoo - Theme: Approaches that social entrepreneurs take to the underprivileged, to maintain the constructive relationship	
	12:00-13:30	'90 <input type="checkbox"/> Lunch	
	13:30-14:30	'60 <input type="checkbox"/> Expert Lecture - Lecturer: TBD - Theme: Inspiration and motivation of social entrepreneurs	Venue: TBD
	14:30-17:00	'150 <input type="checkbox"/> Team Activity I - Stakeholder analysis & Root cause - Value Proposition Canvas - Marketing strategies	
17:00-17:30	'30 <input type="checkbox"/> Presentation of Team Project Plan		
	17:30-	<input type="checkbox"/> Dinner	
Nov. 7th (Wed)	All-day long	Cultural Visit (Gyeongbokgung Palace, Jongmyo, Insadong)	
Nov. 8th (Thur)	08:00-09:30	'90 <input type="checkbox"/> Breakfast	Venue: TBD
	09:30-12:00	'150 <input type="checkbox"/> Team Activity II - Feedback and Advice on the business plan - Minimum Viable Product (MVP) - Feedback on MVP	
	12:00-13:30	'90 <input type="checkbox"/> Lunch	
	13:30-17:00	'210 <input type="checkbox"/> Team Activity III - Searching relevant case (case study) - Building plans for financial resources - Making team presentation slides	Team Paper & Slides submission

	17:00-20:00	'180	<input type="checkbox"/> Dinner	Venue: TBD
Nov. 9 th (Fri)	08:00-10:00	'120	<input type="checkbox"/> Breakfast	
	10:00-12:00	'120	<input type="checkbox"/> Team Activity & Rehearsing - finalizing activities - Preparing the team presentation	Venue: TBD
	12:00-13:30	'90	<input type="checkbox"/> Lunch	
	14:00-16:00	'120	<input type="checkbox"/> Team Presentation and Evaluation	20 minutes per team Judges: TBD
	16:00-17:00	'60	<input type="checkbox"/> Closing Ceremony of AEEP, AFEF	
	17:00-18:00	'60	<input type="checkbox"/> Dinner	
Nov. 10 th (Sat)	10:00-		Departure from Seoul, Korea: International Participants and Korean Participants	According to the Flight Schedule

- Note: The above schedule is planned as of August and **may be changed** due to local conditions and unexpected circumstances.

For more information, contact Mr. Myungsun Park (pms@alcob.org, +82-70-4640-1206)

It is our great pleasure and honor to invite you to the APEC education events.

For your own safety and comfort, we suggest that every participant follow the guidance of Korean Ministry of Education and Institute of APEC Collaborative Education (IACE).

As a representative of your economy, we expect you to hold yourself in high regard and act accordingly.

Thank you for your participation and cooperation.