YOUTH CO:LAB

GEM Global Entrepreneurship Monitor

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Youth Entrepreneurship in Asia and the Pacific 2019

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ASIA AND THE PACIFIC

The Asia and Pacific region varies in area depending on which context, but it typically includes much of East Asia, South Asia, Southeast Asia, and Oceania.

The term 'Asia and the Pacific' used in this report comprises nine countries: from South Asia, India; from Southeast Asia, Indonesia, Malaysia, Philippines, Thailand and Viet Nam; from East Asia, China and the Republic of Korea; and from Oceania, Australia. These countries were selected by Youth Co:Lab and GEM as they cover a broad range of the region's nations, and have datasets that are available as part of the GEM process.

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ABOUT YOUTH CO:LAB

Project Co-Leads

Co-created in 2017 by the United Nations Development Programme (UNDP) and the Citi Foundation, Youth Co:Lab aims to establish a common agenda for Asia-Pacific countries to empower youth and accelerate the implementation of the Sustainable Development Goals (SDGs) through youth leadership, social innovation and entrepreneurship. By developing 21st century skills, catalyzing and sustaining youth-led start-ups and social enterprises across the region, Youth Co:Lab aims to position young people front and center in order to solve the region's most pressing challenges. In addition to supporting youth entrepreneurship, Youth Co:Lab also works closely with multiple stakeholders across the region, including governments, civil society and the private sector, to strengthen the entrepreneurship ecosystem in order to better enable young people to take the lead on new solutions that will help meet the SDGs.

This Youth Co:Lab's research initiative is co-led by UNDP (USA) and Citi Foundation (USA).

ABOUT UNDP

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in nearly 170 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

ABOUT GEM

GLOBAL ENTREPRENEURSHIP MONITOR

The Global Entrepreneurship Monitor (GEM) is a collaborative effort of research teams in more than 100 economies across the globe to study entrepreneurial phenomena worldwide. GEM partners with various international organizations to help leverage its publicly available knowledge, in order to equip policy makers with information that helps them to stimulate entrepreneurship for a better world.

GEM is supported by Babson College (USA), *Universidad del Desarrollo* (Chile), *Universiti Tun Abdul Razak* (Malaysia), the Korean Entrepreneurship Foundation (Republic of Korea), and *Tecnólogico de Monterrey* (Mexico).

ABOUT THE AUTHORS



Ulrike Guelich is an Assistant Professor at the Bangkok University School of Entrepreneurship and Management. Her 25 years of entrepreneurship experience include working in her family-owned manufacturing business and leading an IT start-up as a supplier to the automotive industry. Ulrike's research interests revolve around women's entrepreneurship, the use of entrepreneurial networks and their influence on innovation in entrepreneurial activities.

Ulrike joined the GEM Thailand team in 2012 and is currently its team leader. She has contributed to several national and international reports on entrepreneurial activities, attitudes and aspirations. She is also a member of the Board of Directors with the Global Entrepreneurship Research Association (GERA) the umbrella organization that hosts GEM.

BANGKOK UNIVERSITY
THE CREATIVE UNIVERSITY



Niels Bosma is an Associate Professor with the Utrecht University School of Economics and is particularly interested in the entrepreneurial and innovative behaviour of individuals in regional and social contexts. He is the co-founder and coordinator of the Utrecht University Social Entrepreneurship Initiative and a member of GECES, an expert group advising the European Commission on activities related to the Social Business Initiative.

Niels is currently Chair of the Board of Directors with GERA, the umbrella organization that hosts the Global Entrepreneurship Monitor (GEM). He has also been GEM's research director and has co-authored various GEM Global Reports between 2006 and 2013.

Utrecht University

LIST OF ABBREVIATIONS

APS	Adult Population Survey
EFC	Entrepreneurial Framework Conditions
ISCED	International Standard Classification of Education System
GEM	Global Entrepreneurship Monitor
MENA	Middle East and North Africa
MSME	Micro, Small and Medium-sized Enterprises
NEET	Not in Education, Employment or Training
NES	National Expert Survey
SME	Small and Medium-sized Enterprise
SDG	Sustainable Development Goals
TEA	Total Early-stage Entrepreneurial Activity
UN	United Nations
UNCDF	United Nations Capital Development Fund
UNCTAD	United Nations Conference on Trade and Development
UNDESA	United Nations Department of Economic and Social Affairs
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organisation

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EXECUTIVE SUMMARY





The Asia-Pacific region includes some of the wealthiest as well as some of the least developed countries in the world. Despite its wealth, there are growing disparities that have implications for achieving the United Nations 2030 Agenda for Sustainable Development, including efforts to promote social cohesion and the overarching pledge to "leave no one behind" (UNDP, 2017). This is especially important as the region hosts the largest generation of youth in history, who carry the burden of sustaining, if not improving, the socio-economic growth that the region has experienced in the past few decades.

The rise of globalization and digitalization, paired with the societal challenges of our time, builds the case for supporting the development of entrepreneurial skills. This is because entrepreneurship can generate employment, as well as help prepare individuals for a challenging and ever-changing job market.

With its focus on youth entrepreneurs aged between 18 and 34, this joint Global Entrepreneurship Monitor (GEM) and Youth Co:Lab report provides a snapshot of current youth entrepreneurship and entrepreneurial ecosystems in 10 economies in the Asia-Pacific region. Particular attention has been paid to entrepreneurial ventures aimed at social and environmental goals. The key findings of the report are summarized below.

Youth Policies

Entrepreneurial activities among youth vary across the region. Policies need to respond to this and specifically target businesses that have younger owners. These entrepreneurs are significantly more likely to be growing their enterprises than older entrepreneurs, creating jobs and focusing on innovation, exporting and using social media. To nurture youth entrepreneurship in the long term, governments need to rethink their existing education systems from primary through to tertiary educational levels, existing pedagogies, curricula and other educational services or activities. The findings of this report suggest that access to higher education leads to higher entrepreneurial attitudes and greater entrepreneurial intentions, perception of skills, and perception of entrepreneurial opportunities.

Innovation

Innovation is a core driver of economic and business growth and job creation and must be one of the main areas for new policy on youth entrepreneurship in Asia and the Pacific. Youth entrepreneurs with stronger innovation skills, greater use of e-commerce and exports, will be significantly more likely to grow and create jobs in the future.

Support Systems for Start-ups

A major concern in the region is that social entrepreneurs cannot sustain their companies from the start-up phase through to the operational phase, and a larger-than-usual proportion experience business failure while still young. This high number of unsustainable youth social enterprises might further limit access to formal financial resources. In many cases, being young is the main constraint for access to finance, along with informal structures and a lack of financial literacy, which is further complicated by a lack of credit history.

Entrepreneurial Ecosystem

The 10 countries assessed in this report also exhibit salient differences in terms of the conditions that make up the entrepreneurial ecosystem. Entrepreneurial ecosystems need to be established that not only catalyze the creation of new ventures by young individuals, but also enable the best ideas to flourish and provide jobs or other benefits for the marginalized communities. The information provided in this report will allow policy makers to gain insights into the strengths and weaknesses of the entrepreneurial ecosystem. By linking these insights to observed levels of youth entrepreneurship, evidence-based policies can be developed.

Youth Entrepreneurship

Total Early-stage Entrepreneurial Activity (TEA)[1] for youth varies from 2.8 percent of working-age adults in Malaysia to 18.9 percent in Indonesia. In most countries, TEA is higher for youth than for older entrepreneurs (aged 35 to 64), highlighting the dynamism of youth entrepreneurship. On average, the gender gap is less pronounced for youth TEA than it is for the older age group. Gender-related differences exist across much of the data, with women tending to know fewer entrepreneurs, having lower skill-perceptions and higher fear of failure rates.

Youth do not differ from older individuals in Asia and the Pacific in their perceptions of having the right skillset to start and run a business, or in their fear of failure. Throughout the region, higher educational levels lead to higher entrepreneurial attitudes and activities, regardless of age.

1 See 1.1 for definitions of enterprise life cycle terms.

Youth Social Entrepreneurship

GEM uses a relatively broad definition of a social entrepreneurship, considering a social entrepreneur as any individual "starting or currently leading any kind of activity, organization or initiative that has a particularly social, environmental or community objective" (Bosma et al., 2016). With this in mind, this survey presents a relatively high figure of 8.4 percent of the youth population between the ages of 18 and 34 in Asia and the Pacific as social entrepreneurs of some sort. Despite this, it also found that young entrepreneurs are 1.8 times more likely to start a traditional business than a social business.

A somewhat preoccupying factor is that in comparison to older entrepreneurs, fewer youth manage to reach the operational phase of their social enterprises (transitioning from the early nascent phase of getting the business up and running to becoming more established as a new business). In contrast, youth in traditional enterprises are 3.4 times more represented in the operational phase than older groups.

Social entrepreneurs are also more likely to have been involved in multiple start-up efforts, with youth entrepreneurs over-represented in this group. Of the current youth social entrepreneurs surveyed, 13.8 percent had already exited a different business venture within the previous 12 months.

Social Entrepreneurship Activity (SEA) rates are also higher among entrepreneurs with a tertiary education, which suggests that education might create opportunities or mindsets that better equip youth to pursue social or environmental aims. This is true for both men and women in equal measure. The female-to-male ratio is higher for social entrepreneurship than for commercial entrepreneurship, and overall, in the Asia-Pacific region this gender gap is smaller than the global average. The female-to-male ratio is narrow for social enterprises compared to traditional enterprises. For youth aged 18 to 24, the gender gap nearly disappears, with 9.7 women starting up for every 10 men.

Despite a somewhat average financial context for entrepreneurship in Asia and the Pacific, entrepreneurship-specific sources, such as informal investors, business angels, venture capitalists, initial public offerings (IPOs) and crowd funding have emerged and are thriving in the region.





Innovation and Technology

Small businesses in Asia and the Pacific with younger owners are significantly more likely to be growing than those owned by older entrepreneurs. They are creating jobs and focusing on innovation, exporting, using social media and undertaking training (CPA Australia, 2016). More than 90 percent of younger entrepreneurs use social media for their business purposes.

Thirty percent of the youth entrepreneurs in the region expect to introduce a new product, service or process that they perceive as unique to their market or the world, and 50 percent intend to grow their e-commerce presence. Seventy percent of youth claim to use the very latest technology in Asia and the Pacific regardless of age. However, only one percent of youth define their businesses as hi-tech or medium-tech enterprises, forty five percent lower than their older counterparts.

Female youth entrepreneurs are more likely to offer products and services that are new to the market than older female entrepreneurs.

The Entrepreneurial Ecosystem in Asia and the Pacific

The entrepreneurial ecosystem in Asia and the Pacific is strongest in the efficiency-driven[2] countries of China, Indonesia, Malaysia and Thailand due to a combination of different conditions influencing the context in which entrepreneurs and their businesses can thrive, such as finance, government policies and programmes as well as education and training. Cultural and social norms promote and buoy entrepreneurship in the region, as do the region's internal market dynamics and higher-than-average GDP growth rates.

The Asia-Pacific region provides a slightly better entrepreneurial ecosystem for social entrepreneurship than the GEM global average. However, the region ranks less favourably in the following framework conditions: entrepreneurial education at school stage, R&D (research and development) transfer to businesses, government entrepreneurship programmes, government policies (tax and regulations), internal market burdens or entry regulations and entrepreneurial finance.

External stakeholders, such as entrepreneurs' associations or groups, which could challenge existing regulations that negatively impact social enterprises and entrepreneurs or enhance activities in social or environmental responsibility in Asia and the Pacific, are either highly insufficient or somewhat average.

Certified Practising Accountant (CPA) Australia also highlights that consumers in the region tend to put more pressure on businesses to address social and environmental needs than in other regions. The higher-than-average media attention on social enterprises also affords higher visibility for their methods and products.

2 See p51 for the country categories used in this report.



CHAPTER 1:
About The Global Entrepreneurship Monitor





The Global Entrepreneurship Research Association (GERA) is the research consortium that conducts the Global Entrepreneurship Monitor (GEM) on an annual basis, thereby contributing to in-depth knowledge and understanding of national and regional differences in entrepreneurial activities, attitudes and aspirations of individuals (both entrepreneurs and non-entrepreneurs). GEM is the largest study of its kind focusing on entrepreneurship, uncovering factors that determine the nature and levels of entrepreneurial activity, and identifying policy implications for enhancing entrepreneurship within an economy.

One of the distinguishing features of the GEM research project is to identify and characterize entrepreneurs from the phase of opportunity recognition to the phase of owning and managing an established business. The GEM survey consists of two different annual surveys that are undertaken in each country: the Adult Population Survey (APS) and the National Expert Survey (NES).

Since GEM data are collected in the same time frame and under the same research conditions each year, countries can be compared against each other and thus deliver a distinct picture of the entrepreneur. In this report, we strive to analyze the individual youth entrepreneur within the entrepreneurial framework of their country in Asia and the Pacific, utilizing GEM data from the 2015 survey cycle and including data from the two special topic studies Social Entrepreneurship and Entrepreneurial Finance.

1.1 The GEM Theoretical Model and Data Sources

GEM takes a comprehensive socio-economic approach and considers the degree of entrepreneurial activity within a country, identifying different types and phases of entrepreneurship and documenting how entrepreneurship is affected by national conditions. With a special focus on the individual entrepreneur, differences in entrepreneurial activities as well as attitudes and aspirations can be detected (Bosma et al, 2012).

Components of entrepreneurship are tracked using the APS, which generates a variety of relevant primary information on different aspects, such as individuals' attributes and their activities in different phases of a business venture (from nascent to start-up, established businesses and discontinuation). The NES provides quantitative and qualitative information on the state of several entrepreneurial framework conditions (EFCs) whose evaluation is not measured by the objective and quantitative variables of the APS. For additional contextual variables, objective information is drawn from the most reputed sources offering it, such as the World Bank, the United Nations, the Organization for Economic Co-operation and Development and the World Economic Forum.

Figure 1: The GEM Conceptual Framework

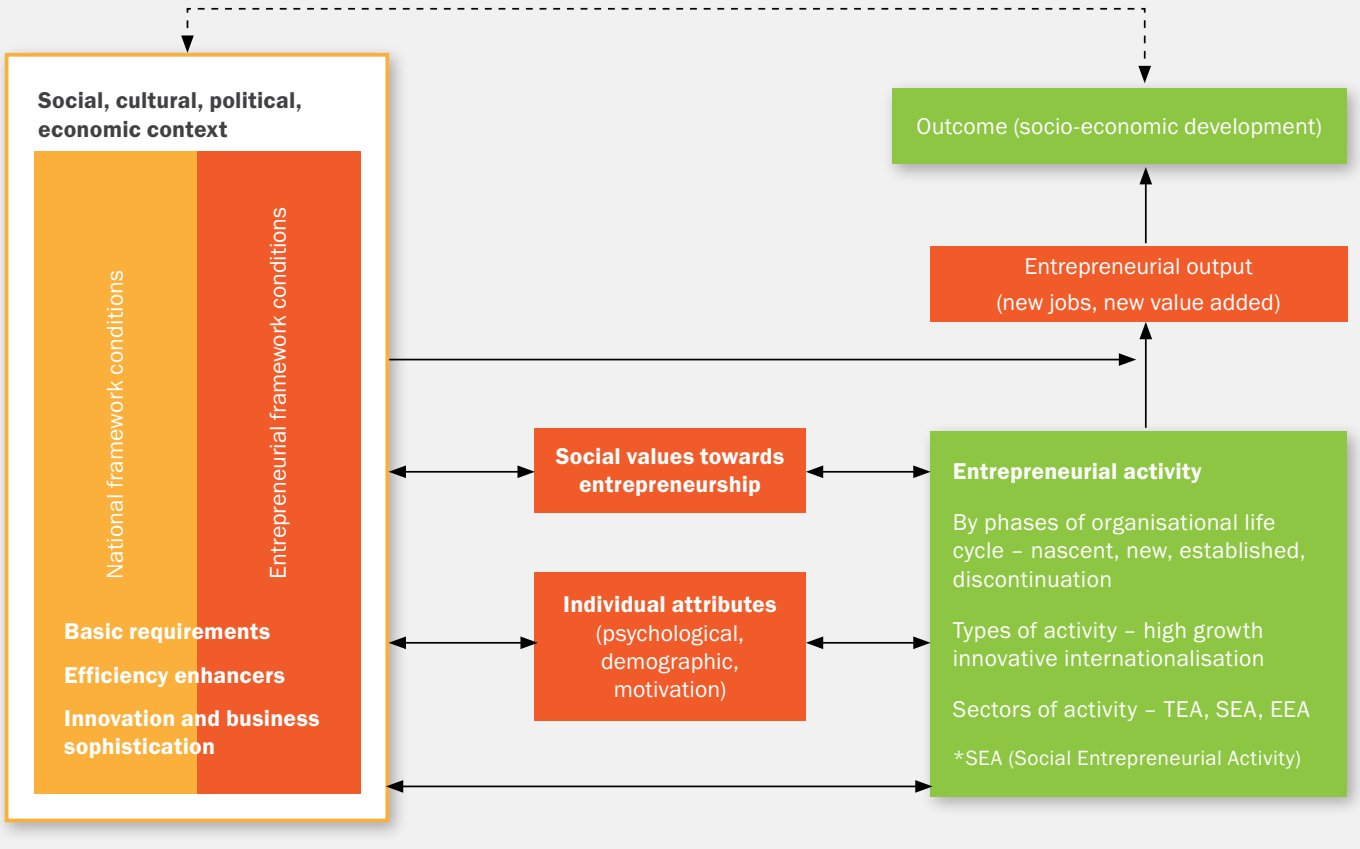


Figure 1 shows the GEM conceptual model. It sets out key elements of the relationship between entrepreneurship and economic growth and the way in which these elements interact. As its starting point it takes a set of nine EFCs, which among others, draw on the Global Competitiveness Index (GCI), created annually by the World Economic Forum (Schwab et al, 2018).

As indicated in **Figure 1**, the GEM conceptual framework recognizes that entrepreneurship is part of a complex feedback system — it showcases the relationship between social values, personal attributes and various forms of entrepreneurial activity. It also recognizes that entrepreneurship can mediate the effect of the EFCs on new job creation and new economic or social value creation. Entrepreneurial activity is thus an output of the interaction between an individual's perception of an opportunity and capacity (motivation and skills) to act upon this, and the distinct conditions of the respective environment in which the individual is located. In addition, while entrepreneurial activity is influenced by the framework conditions in the particular environment in which it takes place, this activity ultimately benefits its environment as well, through social value and economic development.

DEFINITIONS

TEA (Total Early-stage Entrepreneurial Activity):
Includes start-ups that are in the active start-up phase (operating between 0 to 3 months) and young businesses (operating between 3 to 42 months).

SEA (Social Entrepreneurship Activity):
In the global GEM study, a social entrepreneur is defined as "any individual who is starting or currently leading any kind of activity, organization or initiative that has a particularly social, environmental or community objective"

EEA (Entrepreneurial Employee Activity):
GEM defines entrepreneurial employee activity as "employees developing new activities for their main employer, such as developing or launching new goods or services, or setting up a new business unit, a new establishment or subsidiary".

- **Social values toward entrepreneurship:**
This includes aspects such as the extent to which society values entrepreneurship as a good career choice, whether entrepreneurs have high societal status, and the extent to which media attention on entrepreneurship is contributing to the development of an encouraging entrepreneurial culture.

- **Individual attributes:**
This includes different demographic factors (such as gender, age and geographic location), psychological factors (including perceived capabilities, perceived opportunities and fear of failure), and motivational aspects (necessity versus opportunity-based ventures and improvement-driven ventures).

- **Entrepreneurship activity:**
This is defined according to the phases that make up the life cycle of an entrepreneurial venture (nascent, new business, established business, discontinuation), according to impact (high growth, innovation, internationalization), and by type (Total Early-stage Entrepreneurship Activity–TEA, Social Entrepreneurship Activity–SEA, Employee Entrepreneurship Activity–EEA).

1.2 Adult Population Survey

The APS requires a representative national sample of at least 2,000 adults per country within the age range of 18 to 65. All geographic regions of the country, including urban and rural areas, are covered. The survey itself includes socio-demographic factors, such as gender, age, educational attainment, main employment status or working situation, annual household income, household size and city and/or region of respondent. Specific questions to those who are entrepreneurs cover entrepreneurial activities and aspirations, job growth expectations, internationalization and innovativeness, as well as questions about their type of business and business sector. The data are harmonized and weights are applied to be able to conduct cross-country comparisons. The APS survey delivers both quantitative and qualitative data, with an emphasis on quantitative data.

WHAT DO WE MEAN BY "YOUTH"?

This report defines "youth" as adult youth in the age groups of 18 to 24 years and 25 to 34 years.

The United Nations, for statistical consistency across regions, defines "youth" as those persons between the ages of 15 and 24 years.

The samples of the 2015 APS in the nine countries Malaysia, Australia, Indonesia, Philippines, Thailand, Republic of Korea, Viet Nam, China and India consist of 27,089 adult respondents aged 18 to 64. Of those respondents, 16.1 percent were aged 18 to 24, and 24.9 percent were aged 25 to 34. On average 14.6 percent of the youth aged between 18 and 24 (N=391) and 25.8 percent of the youth aged between 25 and 34 years (N=1,071), were involved in entrepreneurial activities.

1.3 National Expert Survey

Whereas the APS focuses on entrepreneurship across multiple phases of entrepreneurial activity, and assesses characteristics, motivations and ambitions of entrepreneurs, the NES — complementing the APS — gathers in-depth opinions from selected national experts about the factors that have an impact on the entrepreneurship ecosystem in each economy. Entrepreneurial activity is shaped and influenced by a distinct set of factors, referred to as Entrepreneurial Framework Conditions (EFCs) in the NES.

Experts are asked to express their views about the most important conditions that can either foster or constrain entrepreneurial activity and development in their country.

Table 1: The GEM Entrepreneurial Framework Conditions (EFCs)

1	Entrepreneurial Finance The availability of financial resources, equity, and debt, for new and growing firms, including grants and subsidies.
2	Government Policy The extent to which government policies, such as taxes or regulations, are either size-neutral or encourage new and growing firms.
3	Government Entrepreneurship Programmes The extent to which taxes or regulations are either size-neutral or encourage new and growing firms.
4	Entrepreneurial Education The extent to which training in creating/ managing new, small or growing business entities is incorporated within the education and training system at all levels. There are two sub-divisions: primary and secondary school entrepreneurship education and training; and post-school entrepreneurship education and training.
5	R&D (Research and Development) Transfer The extent to which national research and development will lead to new commercial opportunities, and whether or not these are available for new, small and growing firms.
6	Commercial and Legal Infrastructure The presence of commercial, accounting and other legal services and institutions that allow or promote the emergence of small, new and growing business entities.
7	Entry Regulations There are two sub-divisions; market dynamics, i.e. the extent to which markets change dramatically from year to year; and market openness, i.e. the extent to which new firms are free to enter existing markets.
8	Physical Infrastructure Ease of access to available physical resources (communication, utilities, transportation, land or space) at a price that does not discriminate against new, small or growing firms.
9	Cultural and Social Norms The extent to which existing social and cultural norms encourage, or do not encourage, individual actions that might lead to new ways of conducting business or economic activities which might, in turn, lead to greater dispersion in personal wealth and income.

Source: Global Entrepreneurship Monitor, National Expert Survey, 2018

Differing from the APS, but similar to other surveys that capture expert judgments to evaluate specific national conditions, this is assessed on a Likert scale. The factors include infrastructure and education, institutions and their programmes, as well as underlying and stimulating factors like innovation, labour market efficiencies, higher education and training, and technological readiness.

The NES delivers important information about the state of conditions in each country, based upon the informed judgment of national experts on a broad set of items summarized in the EFCs. It provides insights into ways in which these entrepreneurial framework conditions either foster or constrain the entrepreneurial climate, entrepreneurial activity and development in a particular country.

Through the EFCs, the NES captures a critical part of the GEM theoretical model in the process of understanding business creation. The state of these conditions directly influences the existence of entrepreneurial opportunities and entrepreneurial capacity, which in turn influence business dynamics. Each country identifies a representative national sample of at least 36 experts with four experts per field of expertise, including at least one entrepreneur per category. NES experts are selected based on their experience and specialization in the framework (**Table 1**). The NES survey is different from the APS and its objective is to receive qualified opinions.

The entrepreneurial process takes place in a very complex context and is influenced by many other variables. The NES is a complementary tool designed to cover a wide number of contextual aspects that are not provided by other sources. Therefore, despite a certain degree of subjectivity, this survey is a unique provider of complementary information of the context and is therefore a valuable tool for policy recommendations.

1.4 Potential Gaps in the Research Study

This study relies mainly on GEM data with limitations in the numbers of observed youth entrepreneurs. Despite a high number of total respondents, only a smaller number of enterprises in the 9 surveyed economies account for youth entrepreneurs. Country comparisons are partly limited due to the split into only 9 different countries. Some findings therefore have been considered from a regional Asia and the Pacific perspective rather than per country despite existing country-related differences. The 9 countries can only deliver a snapshot, as there is a wide range of countries in the region that were not included in the GEM study.

GEM delivers insight into the entrepreneurial processes, aspirations and activities on an individual basis for both genders. Data gathered through GEM's NES, the World Bank, International Monetary Fund and World Economic Forum are more general and deliver an understanding of the framework conditions. Potential information gaps and pieces of missing information might require additional input from qualitative surveys with individual youth entrepreneurs in Asia and the Pacific.



CHAPTER 2: The State of Youth Entrepreneurship in Asia and the Pacific





2.1 Youth Population Trends

The world youth population (aged 15 to 24) is projected to rise to 1.4 billion in 2050 from 1.2 billion today, but the youth share of the world population will decrease from 16 percent to 14 percent (Population Reference Bureau, 2017). Twenty-four percent of Asia's population are under the age of 15, of which 49 percent live in urban and 51 percent in rural areas (World Economic Forum, 2014). In the last 20 years between 1997 and 2017, the youth population has grown by 139 million people, while at the same time the youth labour force has decreased by 34.9 million people (International Labour Organization, 2017). By 2030, 77 percent of the youth labour force aged 15 to 24 will be in the developing countries of Africa, Asia and the Pacific.

Asia is in the middle of substantial changes in youth population size. After a rapid growth rate in the second half of the last century, the number of youth aged 15 to 24 in Asia and the Pacific is projected to decline from 718 million in 2015 to 711 million in 2030 and 619 million in 2060 (United Nations Department of Economic and Social Affairs, 2015). Despite this decline, Asia will still be home to more youth than any other region (**Figure 2**). Projections by the United Nations see Africa's youth population surpassing Asia's only in 2080, due to declining birth rates in the region.

The Asia-Pacific region is home to 52 percent (or approximately 285 million) of the global economically active youth population of 542 million. However, 30.4 million of the region's 15-to-24-year-olds are unemployed. Divided into sub-regions, this means that there are 10.2 million unemployed (10.5 percent) young people in East Asia, 7.3 million (12.2 percent) in Southeast Asia and the Pacific **and** 13.9 million (10.9 percent) in South Asia (International Labour Organization, 2017).

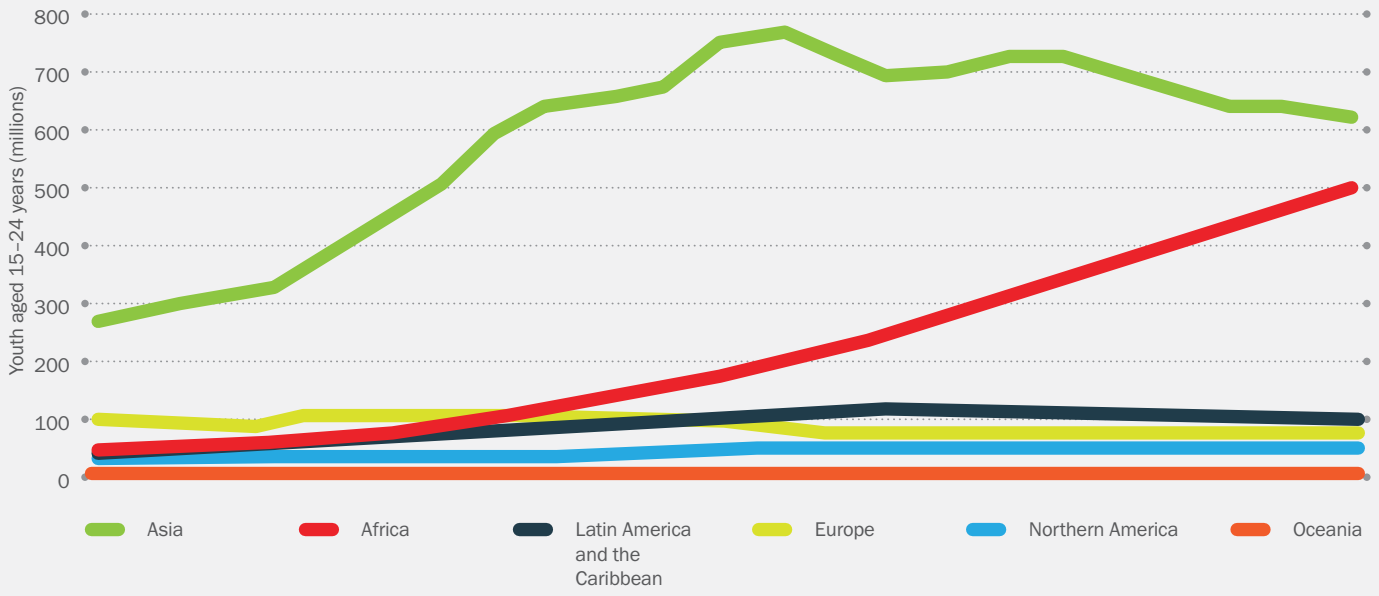
From a broader perspective, many young people are neither in employment, nor in education or training (NEET). The NEET rate captures the share of youth who are inactive for other reasons education or skills development, as well as young people who are without work and looking for work. NEET rates in South Asia equal 28.6 percent, with the female rate as high as 53.3 percent- nine out of ten young NEETs in South Asia are young women. NEET rates in Eastern Asia are low (3.7 percent), while the NEET rate in Southeast Asia and the Pacific is 18 percent (International Labour Organization, 2017).

Moreover, youth who are employed tend to have very low incomes. South Asia hosts as many as 60.9 million youth working under extreme or moderate poverty (less than US$ PPP 3.10 a day). This is a staggering 53.2 percent of the youth labour force in the region- only Sub-Saharan Africa is worse in this regard. The rates for Southeast Asia and the Pacific and for East Asia are 26.2 percent and 11.3 percent respectively (International Labour Organization, 2017).

As the largest generation of youth in history, Asia's young people carry the burden of sustaining, if not improving, the socio-economic growth that this region has experienced in the past few decades. Even though Asia accounts for half of the world's unemployed youth (ADB, 2014), young people in Asia are also more likely to get employment than their peers around the world (JA Worldwide, 2014). However, well-paid work opportunities for youth of legal working age are rare, and child labour continues to be prevalent. Economic growth has been uneven, with wealth gaps getting worse in most of the region. This leaves a significant task for social entrepreneurs and others to improve the quality of growth.

The nine surveyed countries in Asia and the Pacific are situated in South Asia (India), Southeast Asia (Indonesia,

Figure 2: Youth aged 15-24 years, by region, 1950–2060



Source: United Nations (2013) World Population Prospects: The 2012 Revision

Malaysia, Philippines, Thailand, and Viet Nam), East Asia (China, Republic of Korea) and Oceania (Australia). With the exception of Australia and the Philippines, the youth population (aged 15 to 24) is predicted to decrease by 2050 (**Table 2**).

2.2 Youth Entrepreneurship

Table 2: Current and future youth population in Asia and the Pacific

	Youth aged 15 – 24, in millions	
	mid 2017's	mid 2050's
Australia	3.1	3.9
China	165.8	129.9
India	246.9	229.4
Indonesia	44.8	44.2
Malaysia	5.9	5.3
Philippines	20.1	23.9
Republic of Korea	6.5	4.5
Thailand	9.1	6
Viet Nam	14.5	12.4

Source: Population Reference Bureau, 2017

GEM defines entrepreneurship as "any attempt at new business or new venture creation, such as self-employment, a new business organization, or the expansion of an existing business, by an individual, a team of individuals, or an established business" (Bosma et al, 2012). Entrepreneurship is viewed as a process stretching across several phases, from intending to start up, to just starting, to running new and established enterprises. Entrepreneurship is an effective form of economic empowerment where entrepreneurs and their talents drive economic growth and societal well-being through their investments, innovation and job creation. Many of these talents in this ecosystem are young people and the majority of start-up activities take place in the age range between 18 and 34 years. However, very often this opportunity is not leveraged or supported by targeted policies.

As the GEM Report on *Future Potential - A GEM perspective on youth entrepreneurship 2015* reveals, young people are three times more likely than adults to be unemployed (Schøtt et al, 2016). Employed youths are often working in informal, temporary or unpaid jobs, or in family businesses. Compared to other regions, young entrepreneurs in South and East Asia have the highest percentage of businesses creating between one to four jobs, and roughly half of the youth businesses providing no additional jobs. This differs starkly with the majority of youth entrepreneurs in Latin America, Europe and South Saharan Africa, where job creation by youth entrepreneurs is less prevalent. Furthermore, a survey of small businesses in the Asia-Pacific region found that entrepreneurs under the age of 40 were significantly more likely to report that their businesses were growing than entrepreneurs aged 50 or over (CPA Australia, 2016).

Lack of Entrepreneurship Education

Given this challenging socio-economic context, young people need to be creating employment for themselves, through small and medium scale or high growth enterprises that employ others. Young entrepreneurs face significant barriers in creating start-ups, as they lack mentors as well as business and management skills, while financial constraints, funding and access to markets are also lacking (Lim & Grant, 2014).

Solving for the lack of entrepreneurial skills and capabilities of youth will require greater cooperation among governments, education providers, leaders from finance, and other entrepreneurs, who will be needed to act as mentors. Creating more opportunities for youth to enter the labour market as entrepreneurs will result in future job creation, as 70 percent of all jobs are created by micro, small and medium-sized enterprises (World Bank, 2018).

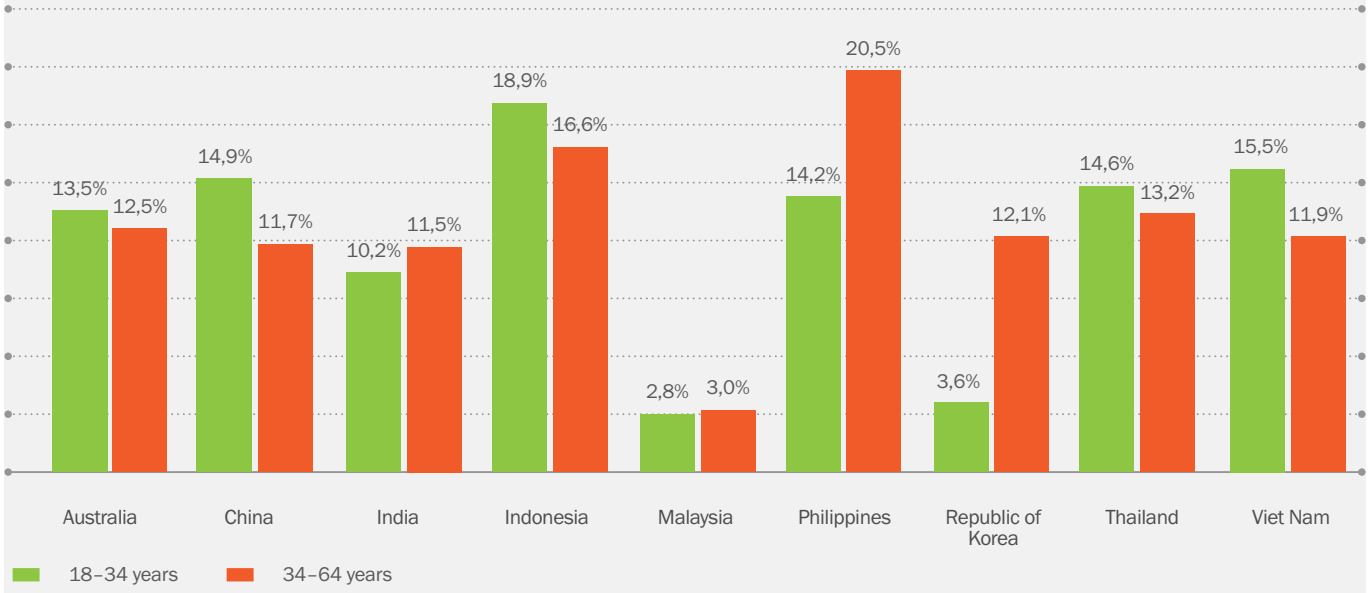
2.3 Activities and Aspirations of Youth Entrepreneurs in Asia and the Pacific

The annual GEM assessment monitors each economy's proportion of individuals who are either in the process of starting a business (nascent entrepreneurs) or owner-managers of businesses who are further separated into owner-managers of new or of established businesses. 'Total Early-stage Entrepreneurial Activity' (TEA) comprises both nascent and young businesses that have been in operation for up to 42 months.

In Asia and the Pacific, TEA differs widely by country, and for 18 to 34 year-old entrepreneurs it ranges from 2.8 percent in Malaysia, to 18.9 percent in Indonesia (**Figure 3**). In most economies, TEA is higher for the younger age group (aged 18 to 34) than for the older group (aged 35 to 64). However, a different picture is prevalent in the Republic of Korea, where older individuals are 3.4 times more prevalent as early-stage entrepreneurs than youth. In the Philippines, older entrepreneurs are 44.4 percent more represented than youth entrepreneurs. Malaysia and India show slightly higher rates for older entrepreneurs.

The extent to which individuals perceive opportunities for starting a business in the local area, have entrepreneurial intentions (those who expect to start a business within the next 12 months)

Figure 3: 'Total early-stage entrepreneurial activity' in Asia and the Pacific, (percentage, by age group)

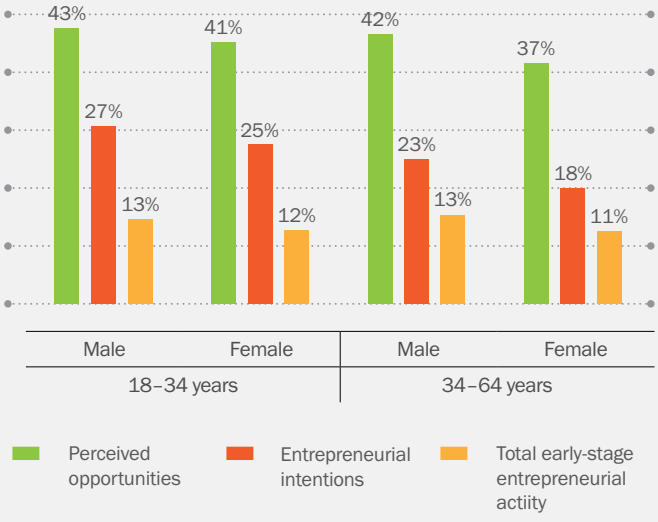


Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

and report early-stage entrepreneurial activities does not differ much between youth and older entrepreneurs in Asia and the Pacific (**Figure 4**). Young women positively perceive opportunities resulting in entrepreneurial intentions and move on to finally start up activities at a greater rate than their older counterparts. Overall, the gender gap is lower for youth than it is for the older age group. In the Philippines and Thailand, TEA rates are higher for female youth (17 percent of the female youth population) than for male youth (12 percent of the male youth population). On the contrary, the Republic of Korea counts twice as many male youth with entrepreneurial intentions (8 percent male versus 4 percent female) and with early-stage entrepreneurial activities (5 percent male versus 3 percent female) with a relatively small gender gap in the extent to which opportunities for starting a business are perceived (12 percent male versus 10 percent female).

An influencing factor on entrepreneurship is whether an entrepreneur has access to tangible resources such as finance, and to intangible resources like knowledge, which is often retrieved through contact with other entrepreneurs. Using networks generally increases the probability of survival and growth for young start-ups and new businesses, but is less important in the actual start-up phase where entrepreneurs tend to rely more on extended family and social ties (Brüderl & Preisendörfer, 1998; Greve & Salaff, 2003; Klyver & Hindle, 2007; Larson & Starr, 1993). For entrepreneurs in their young business phase, knowing an entrepreneur becomes increasingly important again. (Hite & Hesterly, 2001; Klyver & Hindle, 2007; Larson & Starr, 1993). These findings imply that potential and young entrepreneurs should especially make use of informal networks such as family, friends, and other entrepreneurs to search for information and filter opportunities. Since some individuals who intend to start up a business have entrepreneurs in their networks, and others do not, and

Figure 4: Perceived opportunities, entrepreneurial intentions (self-assessment) and total early-stage entrepreneurial activity, percentage by age group



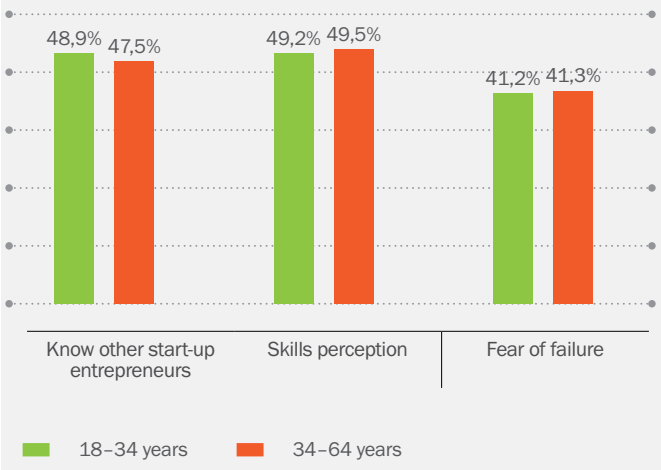
Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

since knowing an entrepreneur increases the probability of becoming an entrepreneur, entrepreneurial networks in general and those who include entrepreneurs themselves specifically, are of high relevance in searching for information and advice. Women entrepreneurs in general are less likely to know other entrepreneurs than men (Kelley et al., 2013).

One might assume that entrepreneurial networks could be less accessible for youth than for older entrepreneurs.



Figure 5: Entrepreneurial networks, skills perceptions and fear of failure, by age group

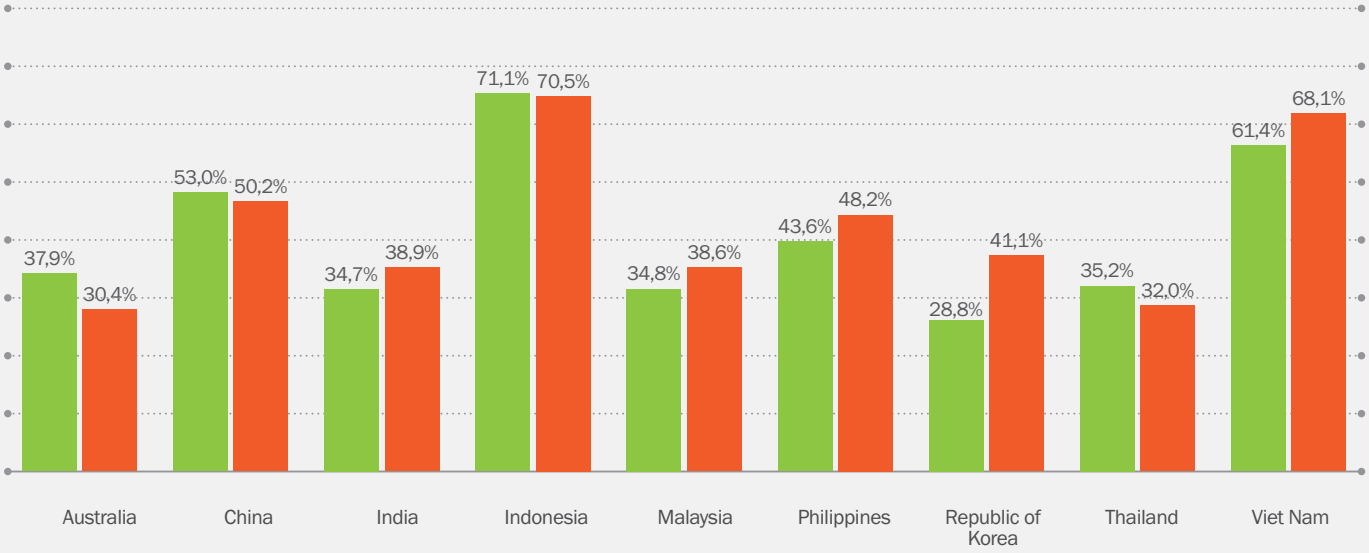


Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

However, this is not the case in Asia and the Pacific (**Figure 5**). Overall, there is no difference in the perception of having the right skillset to start and run a business, and the fear of failure is the same for both age groups. Although gender-related differences exist with women generally knowing fewer entrepreneurs, having a lower self-perception of their skill and a higher fear of failure, this also does not differ for female youth versus female older entrepreneurs.

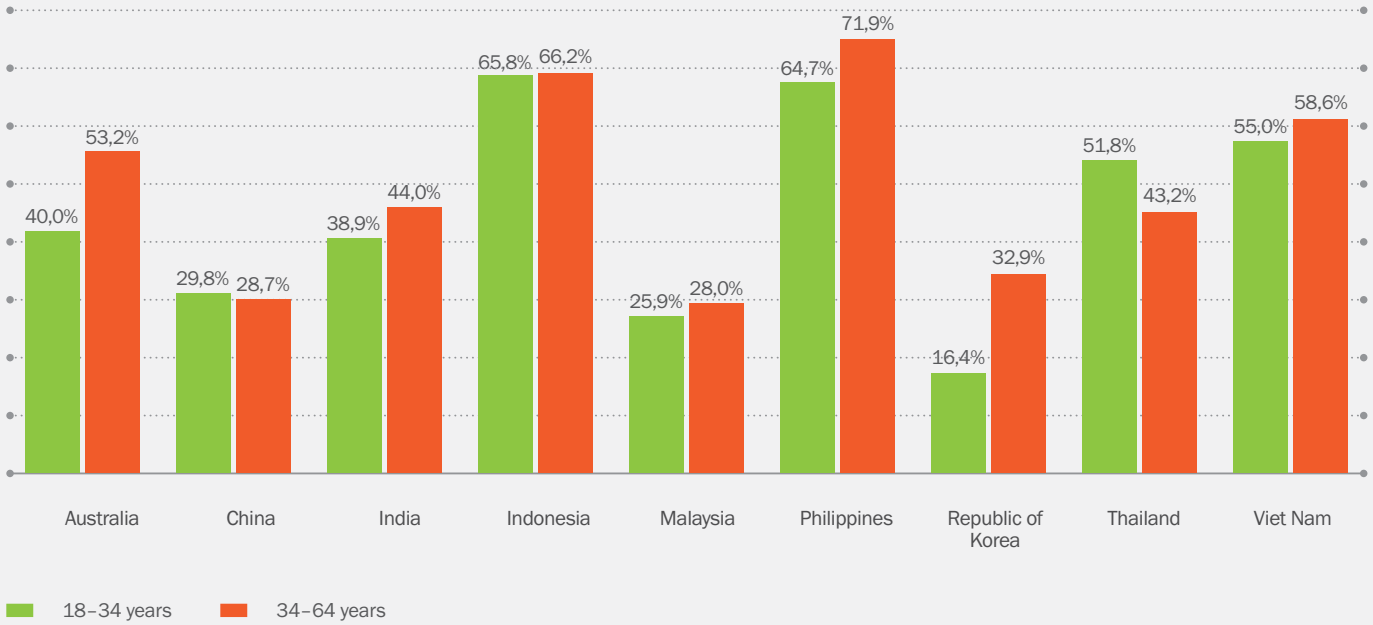
Some of the surveyed countries display clear differences between the age groups when it comes to access to entrepreneurial networks (**Figure 6**), perception of own entrepreneurial skills (**Figure 7**) and fear of failure (**Figure 8**). In the Republic of Korea, for instance, youth are less likely to have access to entrepreneurial networks and have a 50 percent lower perception of their own entrepreneurial skills than older groups, but also experience less fear of failure than the latter. Thailand's youth have a lower fear of failure and a higher perception of their own skills, which directly contrasts with youth in Australia.

Figure 6: Entrepreneurial networks of youth, percentage knowing other start-up entrepreneurs, by age group.



Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

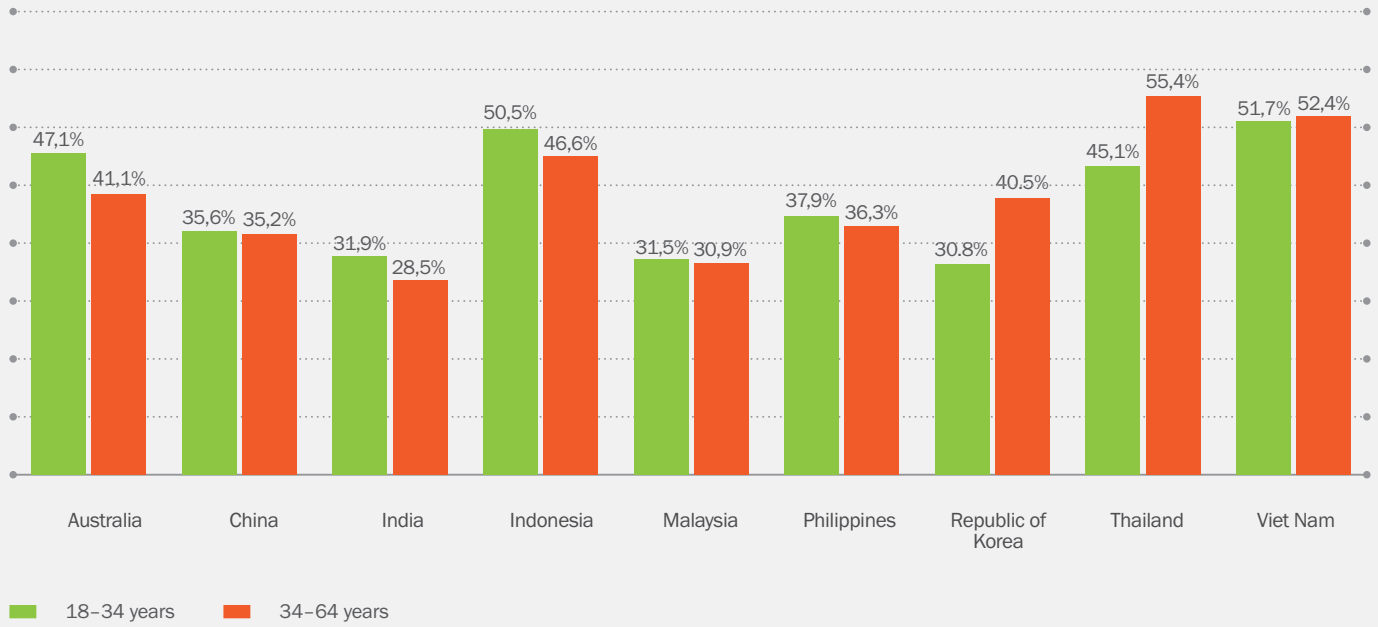
Figure 7: Skill perceptions of youth, percentage by age group (self-assessed)



Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

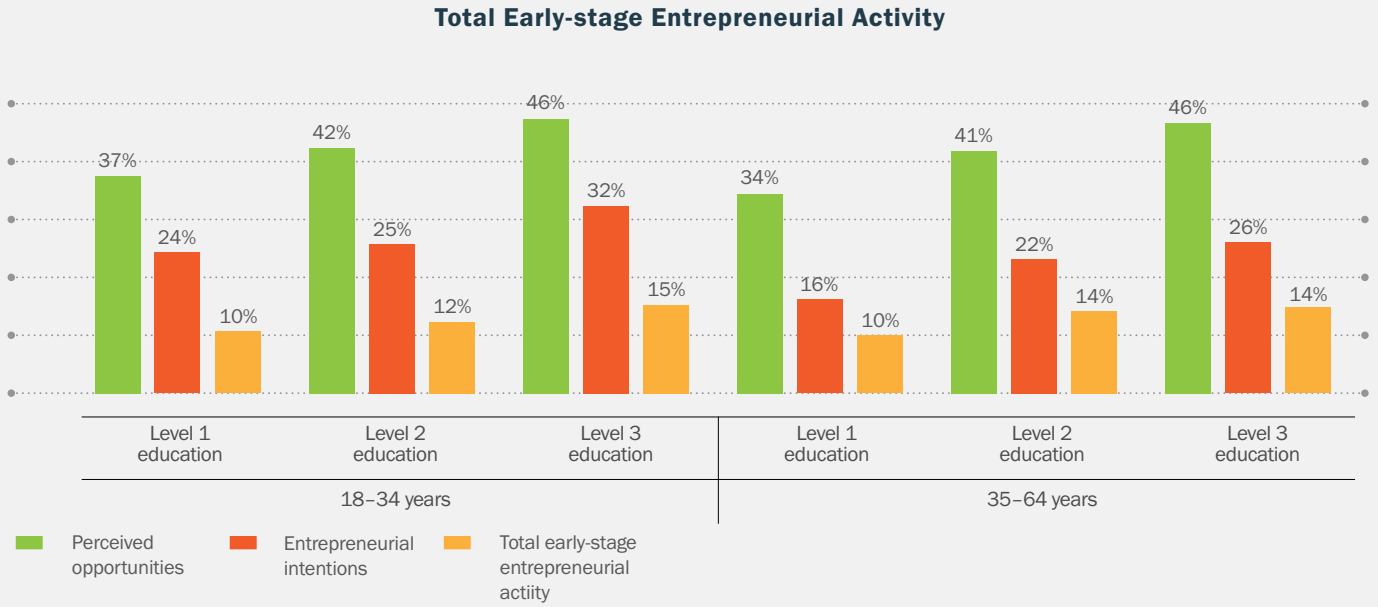
* respondents are asked if they perceive themselves as having the right skill or experience to start a business

Figure 8: Fear of failure rates of youth, by age group (self-assessed)



Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

Figure 9: Perceived opportunities, entrepreneurial intentions and total early-stage entrepreneurial activity by educational level (averages across the region).



Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

Educational Stages and Entrepreneurship in Asia and the Pacific

In order to be able to conduct cross-country comparisons, GEM utilizes the United Nations Educational, Scientific and Cultural Organization's (UNESCO) 1997 classification, that recognizes six levels of education in its International Standard Classification of Education (ISCED) system (UNESCO 2012).

For the comparison of youth to older entrepreneurs, the educational stages are defined as follows:

- Level 1 or lowest level of education:
  UNESCO stages 0, 1 or 2: pre-primary education, primary education or first stage of basic education, lower secondary or second stage of basic education.
- Level 2 or medium level of education:
  UNESCO stages 3 or 4: (upper) secondary education, post-secondary non-tertiary education.
- Level 3 or high level of education:
  UNESCO stages 5 or 6: first stage of tertiary education, secondary stage of tertiary education.

The overall pattern in **Figure 9** shows that the higher the educational level, higher the entrepreneurial attitudes and activities, regardless of age. Large country differences with respect to educational levels prevail between attitudes, intentions and total early-stage entrepreneurial activities.

Innovation and New Products and Markets in Asia and the Pacific

An often overlooked feature of entrepreneurship is the innovation-orientation of entrepreneurs, which is necessary to be successful in the long term. Innovation is needed to foster new business models by defining new or improved services, products or processes, and is crucial to social advancement approaches. Entrepreneurship, on the other hand, is about value creation, and an entrepreneur can create value with more or less innovation and can therefore either be distinguished as an "innovator" or as a "reproducer" (Aldrich & Kenworthy, 1999). Innovators enter the market with significantly different routines and competencies from reproducers, who add little or no new innovative knowledge to existing markets.

Innovation in terms of introducing new products, services or processes that are unique to a market or the world, is a key driver of business growth and job creation, and youth entrepreneurs from Asia are much more likely to undertake this. The CPA Australia Asia-Pacific Small Business Survey 2016 shows that, regardless of market, small businesses with younger owners are significantly more likely to be growing their enterprises, creating jobs and focusing on innovation, exporting, social media and training (**Table 3**).

In a global comparison, innovation levels in Asia and the Pacific rank behind North America and Europe and

Table 3: Comparison of growth aspirations and innovative activities of younger and older small business owners, average percentage across the region (CPA, 2016)

	Percentage of respondents aged under 40 (n=1502)	Percentage of respondents aged 40 or over (n=1469)
Reported growth in the past 12 months	78.8%	54.3%
Expect to grow in the next 12 months	80.3%	60.0%
Definitely expect to introduce a new product, service or process unique to their market or the world	29.9%	12.3%
Intend to grow their e-commerce presence to a large extent	46.5%	20.6%
Expect revenue from overseas markets to grow strongly	23.0%	8.6%
Did not use social media for business purposes	9.8%	31.0%
Expect to increase their focus on training	49.3%	24.7%

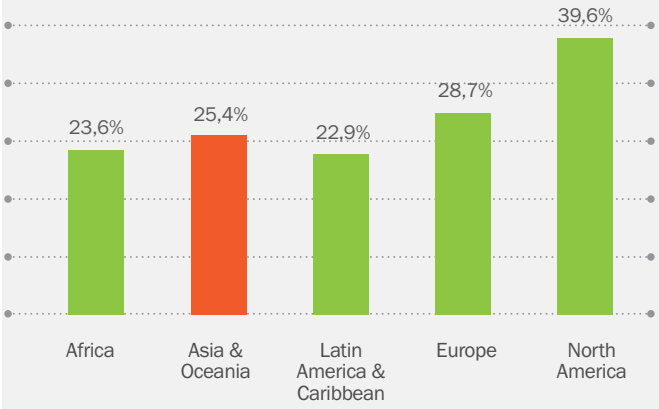
Source: The CPA Australia Asia and the Pacific Small Business Survey 2016

ahead of Africa and Latin America and the Caribbean (**Figure 10**). 25.4 percent of TEA in Asia and the Pacific regard their products or services as new to all or some customers *and* perceive few or no competitors with the same product on offer.

Many entrepreneurs in Asia and the Pacific in general attempt to reproduce products and services in their entrepreneurial activities. On a scale from 1 (strongly disagree) to 5 (strongly agree), youth entrepreneurs scored their levels of innovation slightly above average. Young female entrepreneurs are more likely than older female entrepreneurs to offer products and services that are new to the market, whereas older male entrepreneurs tend to be the most innovative group on an overall average innovation

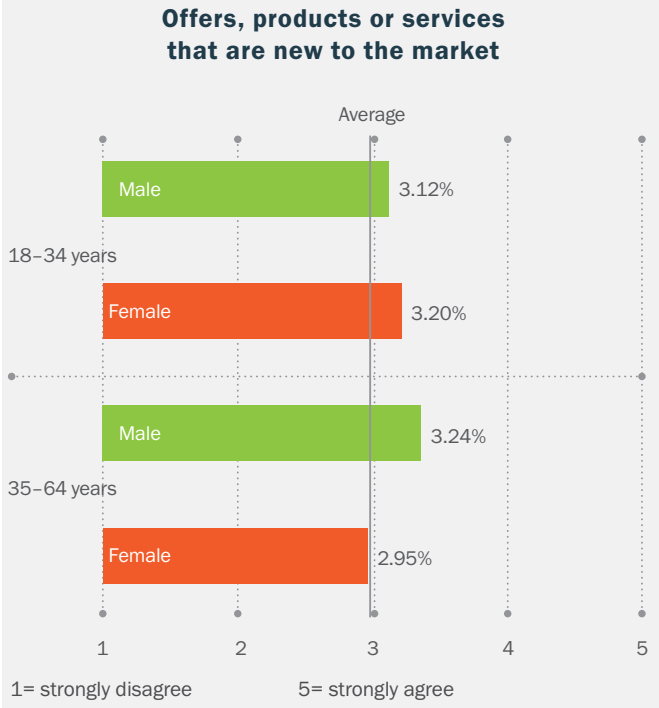
range (**Figure 11**). Bhide (2000) reports that 88 percent of the world's entrepreneurs succeed through the "exceptional execution of an ordinary idea", meaning that they will transfer something existing and execute it exceptionally well. However, the other 12 percent succeed by executing "an unusual or extraordinary idea", which usually is their own.

Figure 10: Innovation levels of TEA, by region (percentage of TEA who regard their products or services as new to all or some customers *and* perceive few or no competitors with the same product on offer)



Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

Figure 11: Innovation levels of entrepreneurs in Asia and the Pacific, by age group



Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

In this latter case, entire new industries might be created. These often disruptive new ideas create change and fuel economic growth (Yu & Si, 2012).

Innovation from the GEM perspective is considered from two angles:

1) being innovative in products and services and,
2) being innovative in entering new markets.

Figure 12 shows that in Malaysia and the Philippines, youth TEA entrepreneurs are more innovative when entering new markets, whereas in all other countries in Asia and the Pacific older TEA entrepreneurs are more likely to enter new markets. There is an especially large gap between age groups in the Republic of Korea, Viet Nam, and India.

For small businesses in the Asia-Pacific region, being oriented towards innovation and e-commerce indicates expectations about business growth (CPA Australia, 2016):

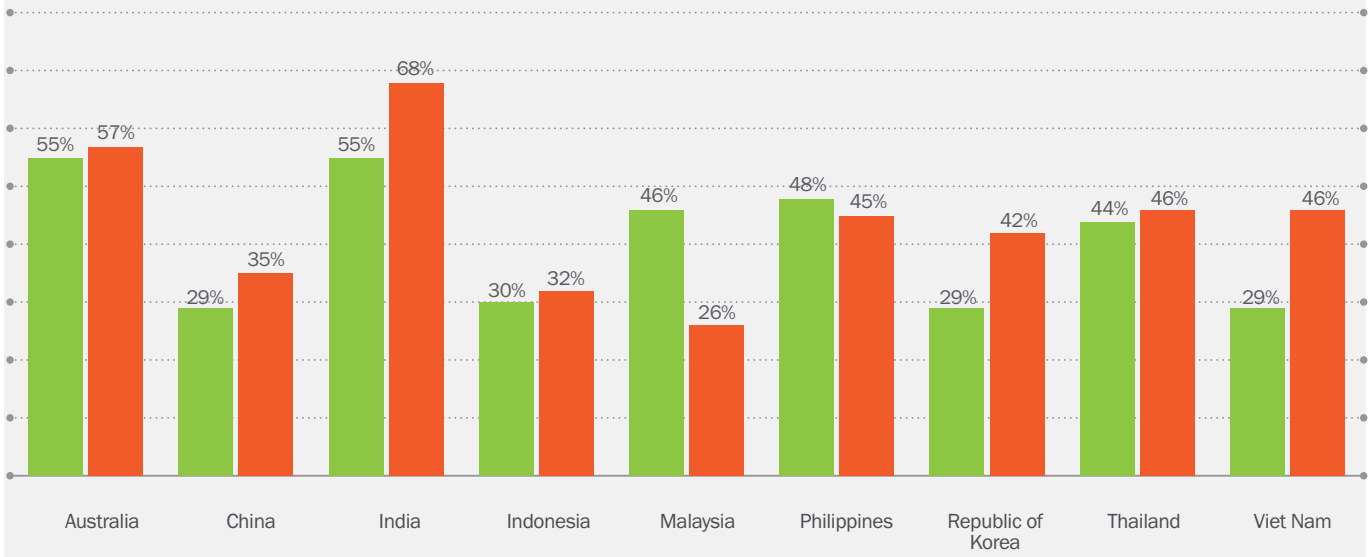
- 93 percent of small businesses that definitely expect to introduce a new product, service or process unique to their market or the world, expect their business to grow.
- 50 percent of small businesses who do not expect to introduce a new product, service or process unique to their market or the world, expect growth in their businesses.
- 90.5 percent of small businesses that intend to grow their e-commerce presence largely, also expect their business to grow.
- 45.3 percent of small businesses that do not expect to grow their e-commerce presence, expect their business to grow.
- 74.9 percent of businesses that definitely expect to innovate, intend to increase employee numbers.
- 15.4 percent of businesses that do not expect to innovate intend to increase employee numbers.
- 51.8 percent of businesses that definitely expect to innovate, expect to grow strongly.
- 8.5 percent of businesses that do **not** expect to innovate, expect to grow strongly.

These findings show a clear interdependence between new products and services, innovation and e-commerce on the one hand and business growth on the other hand for young entrepreneurs in small and medium-sized enterprises. This suggests that future policies that intend to support the growth of youth-led businesses and provide targeted training for youth in innovation and e-commerce skills can help to stimulate business growth at the same time.

Innovation and Technology

Innovation is often measured by examining R&D investment, intellectual property generation, and STEM (science, technology, engineering, and mathematics) education. The GEM survey adopts both a self-assessment (compared to local competition) and a classification based on the industry

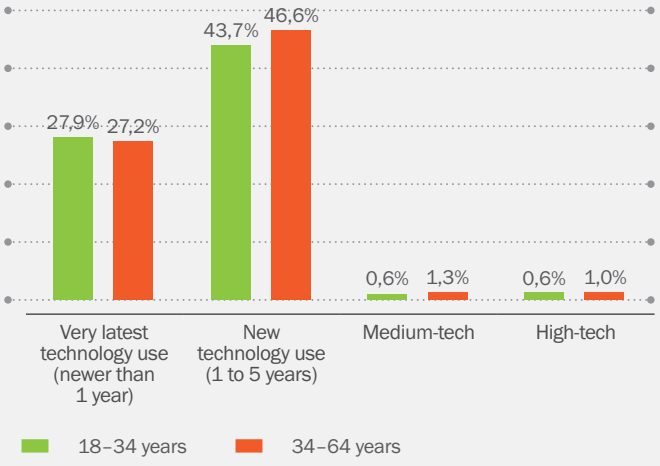
Figure 12: Innovation levels (new markets) of TEA in Asia and the Pacific, by country and age groups (self-assessed)



Source: Global Entrepreneurship Monitor 2015, Adult Population Survey



Figure 13: Technology use* and technology level of businesses** in Asia and the Pacific, by age group



* information on technology use is self-reported

**information on medium-tech and high-tech relates to OECD classification of industries[3]

Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

the entrepreneurs are active in. In Asia and the Pacific, most entrepreneurs, both youth and older, operate their businesses in sectors that use no, or only low technologies (**Figure 13**). Around 1 percent of youth entrepreneurs operate in sectors that are classified by the OECD as high-tech or medium-tech enterprise, and are 50 percent less represented in medium-tech and 40 percent less in high-tech than their older counterparts. 70 percent of all entrepreneurs, regardless of age, report to use very latest technology or newer technology (available up to 5 years in the market).

One distinction between younger (below age 40) and older entrepreneurs in Asia and the Pacific is the use of social media. 90.2 percent of the younger entrepreneurs use social media for business purposes versus only 69.0 percent of those aged 40 and older. CPA Australia (2016) found that those small businesses owners who use social media for business purposes and who earn revenue from online sales are also more likely to grow their businesses.

3 See https://www.oecd.org/sti/ind/48350231.pdf



CHAPTER 3:
Youth Entrepreneurs and Social Entrepreneurship





The 2030 Agenda for Sustainable Development recognizes the important role of youth in achieving the Sustainable Development Goals (SDGs or Global Goals) and calls for action against the challenges faced by young people that limits their economic, social and political inclusion. While millions of young people are not in education, training or employment, many young people are also left out of the decision-making process, further contributing to their marginalization.

Although previous research has aimed to define the concept of social entrepreneurship, there is still no commonly used definition. In the global GEM study, a social entrepreneur is defined as an individual who *is starting or currently leading any kind of activity, organization or initiative that has a particularly social, environmental or community objective* (Bosma et al. 2016). This is a very broad definition of social entrepreneurship and is generally consistent with other definitions in academia (Austin, Stevenson and Wei-Skillern, 2006; Mair and Marti, 2006; Martin and Osberg, 2007; Short, Todd and Lumpkin, 2009; Zahra, Gedajlovic, Neubaum and Shulman, 2009).

Almost all of the different concepts about social entrepreneurship have three things in common: social entrepreneurs focus not only on economic profit but also on social value and environmental outcomes, the importance of innovation, and lastly performance-driven activities with respect to scaling (Austin et al., 2006; Lepoutre et al., 2013). It is important to understand that social entrepreneurship is not defined by a legal form, as it can be pursued in different ways and occurs through multiple and varied organizational forms including profit and non-profit. Various studies indicate that the biggest difference between a social enterprise and a commercial enterprise is the difference in purpose: where commercial entrepreneurs focus on creating economic value, social entrepreneurs focus on creating social value (Levie & Hart, 2011; Vega & Kidwell, 2007; Lepoutre et al., 2013).

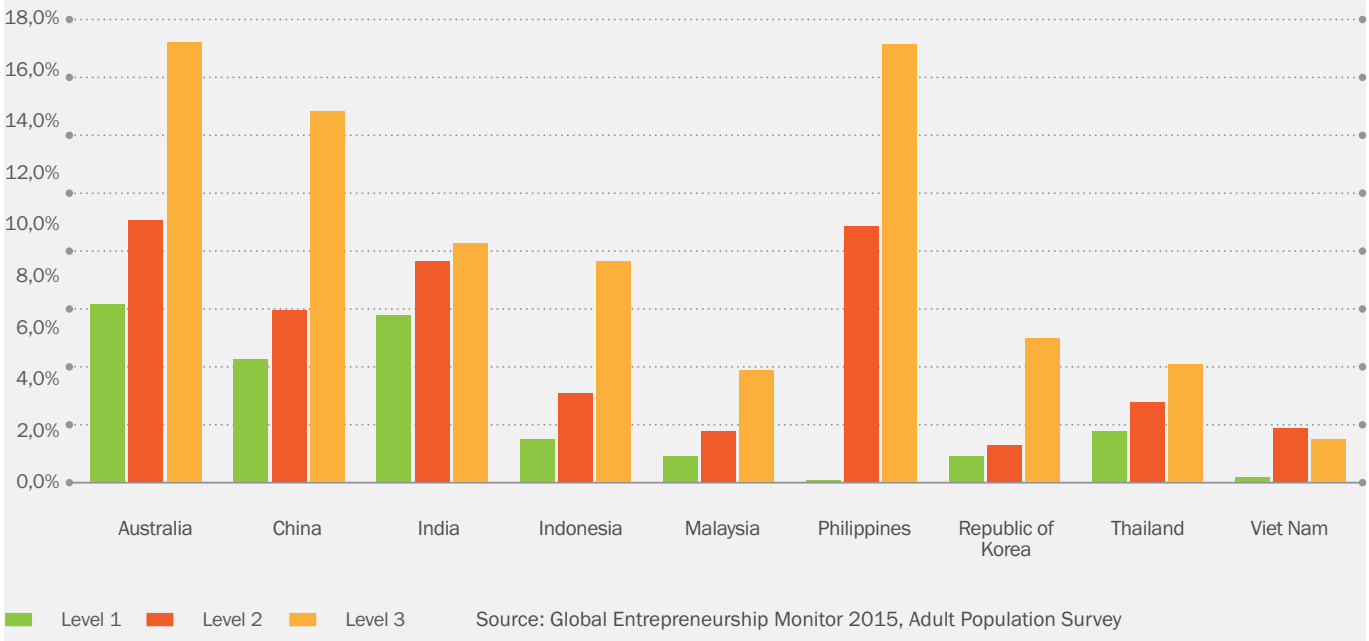
According to the GEM *Special Topic Report on Social Entrepreneurship* and using GEM's extended definition of social entrepreneurship (Bosma et al, 2016), early-stage social entrepreneurial activity, measured by the percentage of adults between the ages of 18 and 64 who are currently trying to start a social enterprise, is at a global average of 3.2 percent – ranging from 0.3 percent in the Republic of Korea to 10.1 percent in Peru. By comparison, the start-up rate of commercial enterprises in the same regions averages 7.6 percent, ranging from 13.7 percent in Viet Nam to 22.2 percent in Peru. Of the world's social entrepreneurs, an estimated 55 percent are male and 45 percent are female – a gender gap that is much less pronounced than in commercial entrepreneurship. The gender gap in commercial entrepreneurship is globally 2:1, which implies that women are half as likely to start a commercial business as men (Terjesen et al, 2016).

The regions with the highest social entrepreneurial activity (both in the start-up phase and the operational phase) are the US and Australia, where 11 percent of the adult population are social entrepreneurs, followed by Sub-Saharan Africa, where the figure is at 9 percent. Southeast Asia is the region with the lowest percentage of social entrepreneurs, at just 3.8 percent of the working-age population.



On a global scale, social entrepreneurs' education levels differ substantially across regions (Bosma et al, 2016). The US and Australia report notably higher proportions of operational social entrepreneurs with the highest level of education (62 percent at UNESCO level 3), while in MENA, Eastern Europe and Western Europe around half of operational social entrepreneurs are highly educated. Education level may be a key factor in explaining the number of social enterprises, as suggested in Estrin et al. (2016). However, demonstrating this relationship more clearly is not the task of this report.

Figure 14: Educational level of social entrepreneurs in Asia and the Pacific



Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

Similarly, in most countries in Asia and the Pacific, the Social Entrepreneurship Activity (SEA) rates are the highest for entrepreneurs with level 3 or tertiary education, with the exception of India and Viet Nam (**Figure 14**), where level 2 or secondary education also leads to the development of a high number of social start-ups. In the Asia and the Pacific region, a majority of older social entrepreneurs have secondary and tertiary education. No gender gap exists in terms of social start-up rates and level 3 or tertiary education.

Although most of the world's social entrepreneurs use personal funds, the average rate of their own investment (*'expected own investment as a share of total required investment'*) differs widely. Social entrepreneurs starting in South and East Asia and in Middle East and North Africa (MENA) commit the highest levels of their own funds in a global comparison of 58 GEM countries (estimated over 60 percent). More than one third of the world's social entrepreneurial ventures rely on government funding, with family and banks also being important sources of funding.

There is no 'one-size-fits-all' blueprint for institutions to enhance social entrepreneurship. Some studies favour the institutional void perspective (e.g. Mair & Marti, 2006) that promotes the idea that with an absence of institutional support, motivation for social entrepreneurship increases. A countervailing perspective is 'institutional support', which suggests that governments that are more active are the most able to reinforce social entrepreneurship (Stephan et al., 2015). Although most studies tend to agree on the importance of some sort of role for governments, both of these stands are important to keep in mind due to their policy implications.

Figure 15: Social entrepreneurship rates, broad measure, by country

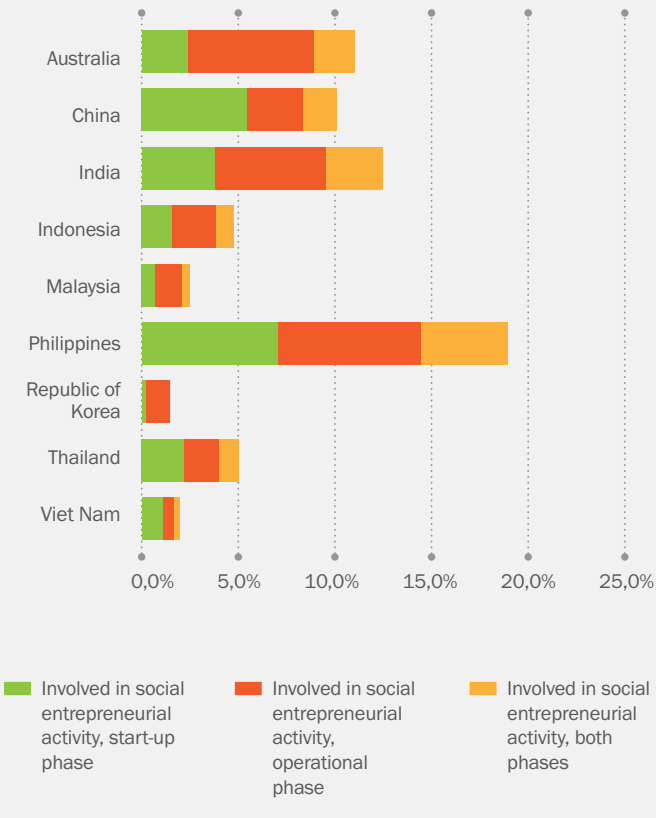
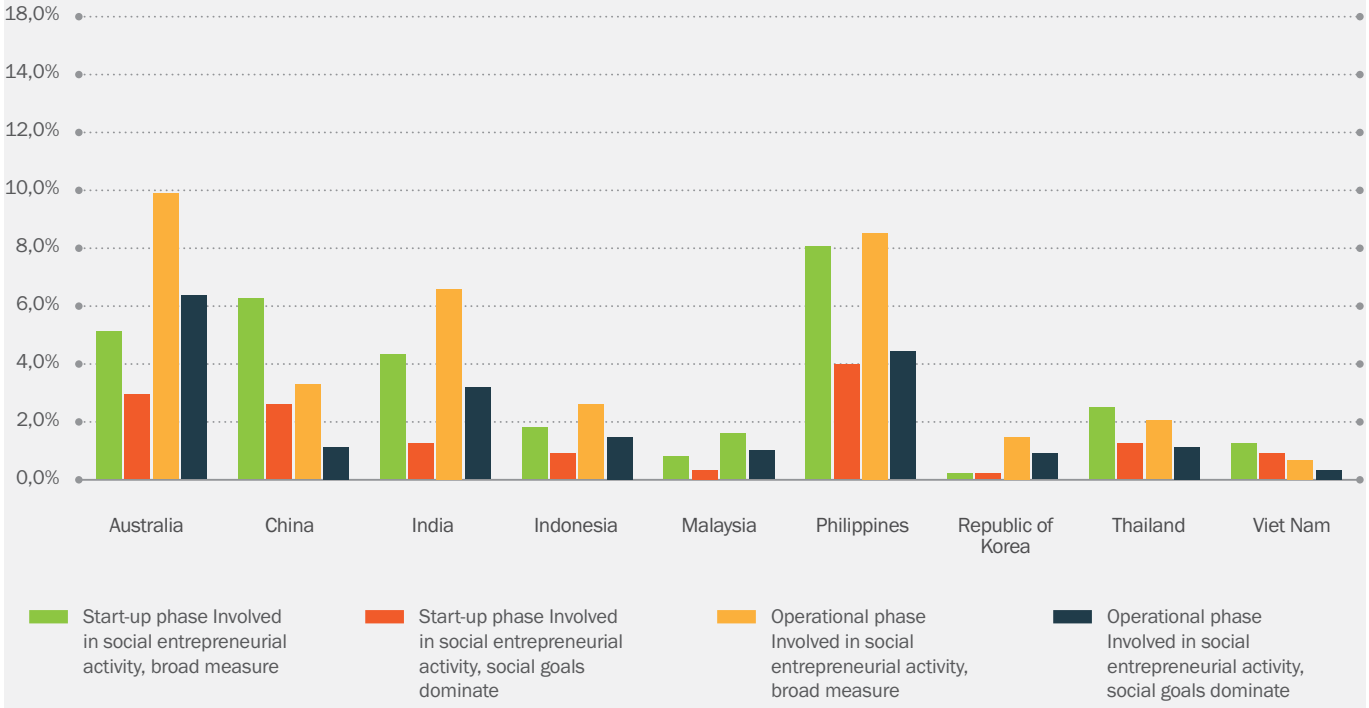


Figure 16: Social entrepreneurship rates, comparison of broad and narrow measures[4], by country

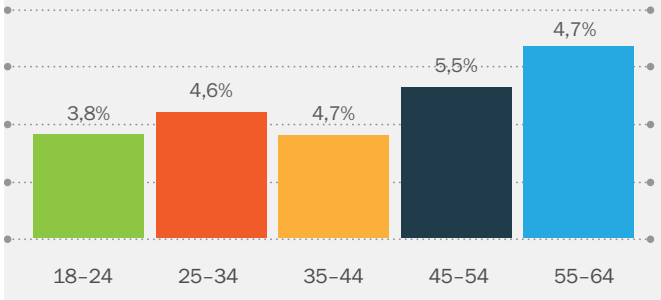


Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

Note: Start-up phase represents current start-up attempts, while operational phase encompasses entrepreneurial activities that have generated income. In the narrow measure of social entrepreneurship, entrepreneurs indicate that social goals (value creation for society) prevail over financial goals (value capture for the organisation)

The prevalence of social entrepreneurs in the adult population, including those in start-ups and businesses in the operating phase (or both) range from 1.4 percent in Viet Nam to 11.1 percent in Australia (**Figure 15**). Entrepreneurs in Viet Nam, the Republic of Korea and Malaysia are less active in social entrepreneurial activity, whereas Australia and the Philippines show relatively high levels. Out of these social entrepreneurs, defined rather broadly, entrepreneurs specifically focusing on a social goal in their start-up phase range from 0.2 percent in the Republic of Korea to 3.5 percent in the Philippines. Furthermore, operational entrepreneurs with a social goal range from 0.3 percent in Viet Nam to 5.6 percent in Australia (**Figure 16**). Narrowing down the definition of social entrepreneurship makes a considerable difference to the prevalence of social entrepreneurial activity. In terms of the narrow definition, organizations must be driven by social value creation rather than value capture, and be market rather than non-market-based (Chapter 3.2).

Figure 17: Start-up rates of social enterprises in Asia and the Pacific, by age group (percentage of adult population)

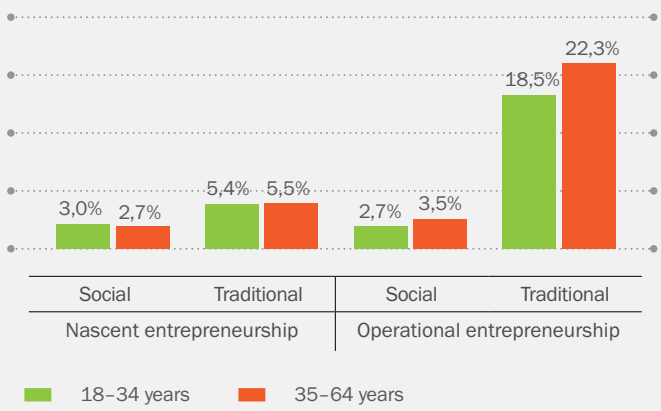


Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

Note: Start-up phase represents current start-up attempts, while operational phase encompasses entrepreneurial activities that have generated income. In the narrow measure of social entrepreneurship, entrepreneurs indicate that social goals (value creation for society) prevail over financial goals (value capture for the organization)

4 For a definition of broad and narrow measures, please see 3.2 on the next page

Figure 18: Nascent versus operational social enterprises in Asia and the Pacific, percentage of each age group



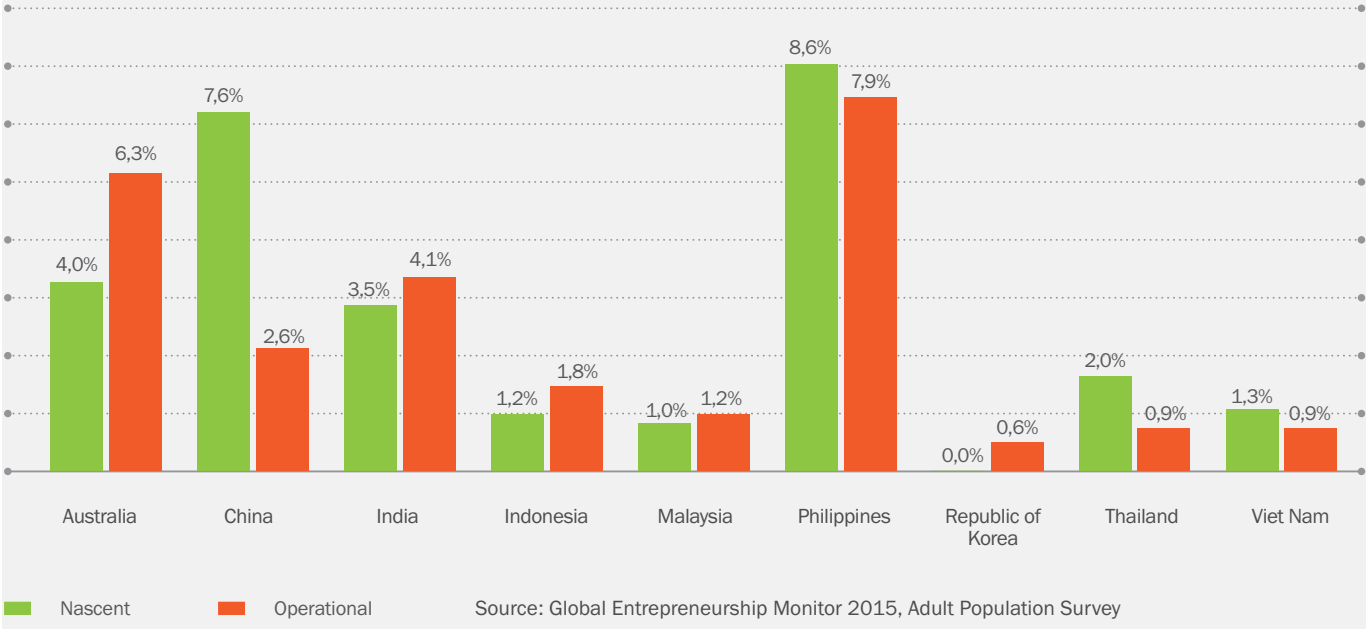
Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

In Asia and the Pacific, 8.4 percent of the youth population aged 18 to 34 are social entrepreneurs and – either alone or with others – are trying to start and/or currently leading any kind of activity, organization or initiative that has a particularly social, environmental or community objective. The highest level of social entrepreneurial activity at the start-up phase takes place between the ages of 45 and 54, and the lowest level takes place between the ages of 18 and 24 (**Figure 17**). This lower prevalence for youth is in line with earlier GEM findings as well as other sources (e.g. Hulsink & Koek, 2014; Herrington & Kew, 2016) indicating that youth entrepreneurs face greater constraints such as finding necessary financial resources. The complexity of dealing with social and financial goals at the same time (Doherty et al. 2014) as something that calls for an even richer set of resources and skills, may further drive the average age of individuals pursuing new social entrepreneurship activities upwards.

In total, only a small percentage of youth entrepreneurs start and operate enterprises, whether social or traditional. Comparing youth social enterprises to traditional youth enterprises helps to highlight the points where challenges can be converted to opportunities by choosing the right policy support. Regarding nascent entrepreneurship, young entrepreneurs are 1.8 times more likely to start a traditional business than a social business. This result is slightly higher for the older age group, who is twice as likely to start a traditional business.

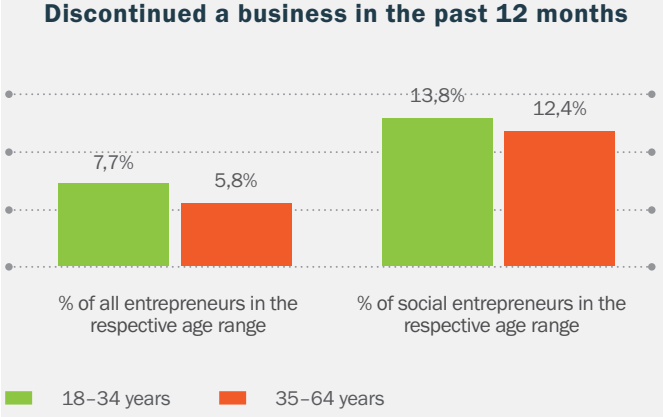
A remarkable factor regarding social enterprises in Asia and the Pacific is the low rate of operational activity relative to the start-up activity, suggesting a limited degree of (financial) sustainability of social enterprises. There are also slightly fewer operational enterprises among 18-to-34-year-olds, in comparison to the older age group (**Figure 18**). The reverse is the case for the start-up (nascent) phase. These results may suggest a greater uptake of social entrepreneurship among youth, as well as a real challenge in making the transition to an operational enterprise.

Figure 19: Nascent versus operational youth social enterprises in Asia and the Pacific, percentage of businesses by country



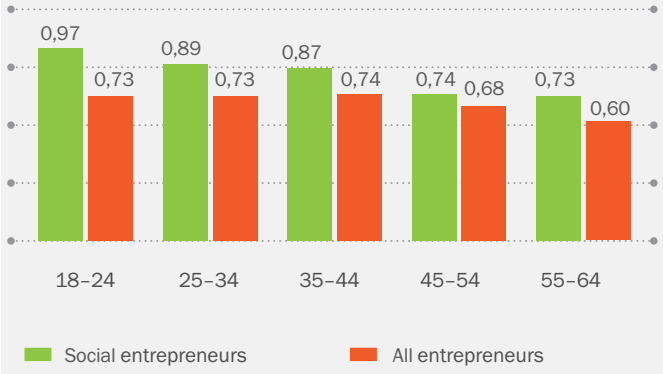
Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

Figure 20: Discontinuation of businesses in Asia and the Pacific, social entrepreneurs versus all entrepreneurs, by age group



Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

Figure 21: Female to male ratio of social versus all start-ups in Asia and the Pacific, by age group



Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

Again here, there is a wide variety of results among different countries in the Asia-Pacific region. Countries like Australia, India, Indonesia, and Malaysia show higher proportions in the operational phase of social enterprise than in the nascent phase (**Figure 19**), whereas China, the Philippines, Thailand and Viet Nam display higher rates in the nascent phase. In China, social entrepreneurs face the highest difficulty in turning their start-up into an operational business. While 7.6 percent of the youth social enterprises are in the nascent phase, only 2.6 percent are active in the operational phase. In Australia, 4 percent of nascent entrepreneurs are faced with over 50 percent operational entrepreneurs.

Individuals who are currently operating social enterprises are more likely to have exited a business they were previously running, or to have exited before reaching the operational phase. A business might maintain operations or close out operations for different reasons. **Figure 20** suggests that twice as many currently active youth social entrepreneurs already had exited a business in the previous 12 months compared to all entrepreneurs on average. The business they exited was either another social enterprise or a traditional enterprise. The high exit rates of social entrepreneurs may be caused by a relatively higher stability of commercial entrepreneurship, leading to a higher number of established businesses.

3.1 Youth Social Entrepreneurship and Gender

In its research framework, GEM recognizes belief and attitudes as the dynamic interactive components of entrepreneurial activity. Societal and individual attitudes influence a number of activities in the entrepreneurial pipeline. Entrepreneurial intentions are the earliest form of potential entrepreneurship activities and are highly influenced by the existing social values towards entrepreneurship in each respective country (Linan, 2008; Xavier et al., 2016). The prevalence of entrepreneurial intentions also highlights whether a country has any gender disparities among entrepreneurs. However, an even proportion of men and women entrepreneurs in a given country does not automatically imply overall gender equality in this country. The Asia-Pacific region displays high levels of women's participation in entrepreneurial activities, especially in start-ups, compared to in other regions across the globe.

The female-to-male ratio narrows considerably for social enterprises in Asia and the Pacific compared to traditional enterprises. Across all age groups, the female-to-male ratio is more equal for social entrepreneurs than for commercial entrepreneurs. In Asia and the Pacific, where 55 percent of social entrepreneurs were male compared to 45 percent female, this gender gap is significantly smaller than the average global gender gap of 2:1 in commercial entrepreneurial activity (Kelley et al. 2012). The gap nearly disappears for the youngest age group, from 18 to 24 years of age, with 9.7 women building start-ups for every 10 men (**Figure 21**). Regardless of the type of entrepreneurship, female involvement in entrepreneurship is highest in South and East Asia, as well as in Latin America and the Caribbean. The greatest difference in female involvement in social entrepreneurship compared to commercial entrepreneurship exists in North Africa and the Middle East (Bosma et al., 2016).

3.2 Comparison of Broad and Narrow Definitions of Social Entrepreneurship

Social entrepreneurship in a broad measure considers individuals who are starting or currently leading *any kind of activity, organization or initiative that has a particularly social, environmental or community objective*. A narrow measure imposes the following restrictions: that this activity, organization or initiative (1) prioritizes social and environmental value over financial value; and (2) operates in the market by producing goods and services.

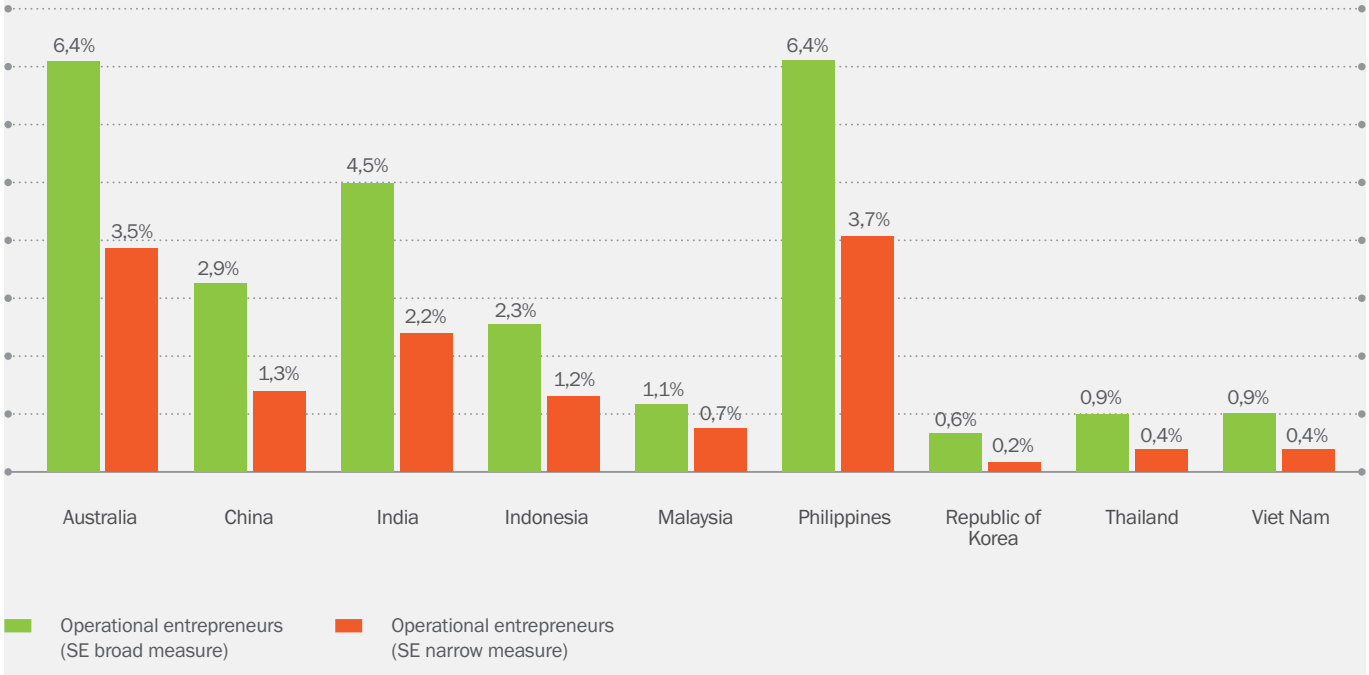
With this definition, “social-value creation” refers to the social side, whereas “market-based” refers to the entrepreneurial part of the operations.

On average in Asia and the Pacific, 2.6 percent of the adult population are operational social entrepreneurs on the broad market-based measure and 1.3 percent on the narrow social-value creationmeasure. (**Figure 22**)

About half of the social entrepreneurs, according to the broad measure, give priority to social goals over financial goals. However, this differs markedly across countries (both percentages in the adult population as proportion with priority to social goals), as seen in **Figure 23**. Utilizing the social entrepreneurship broad measure, Australia, the Philippines and India have the most dynamic sectors. The same holds true when using the narrow measure, however the results show a considerably lower level.

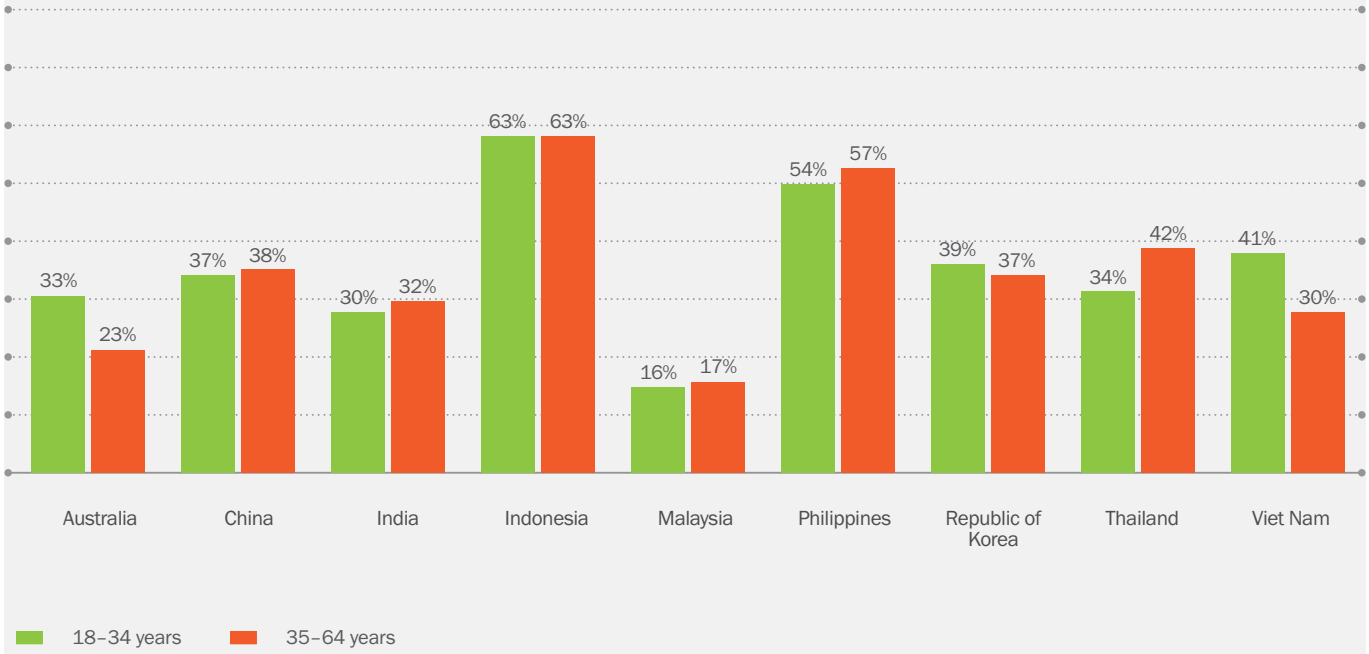


Figure 22: Social entrepreneurial activity broad vs. narrow measure in Asia and the Pacific, by country, percentage of adult population



Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

Figure 23: Visibility of social entrepreneurs in Asia and the Pacific, by age groups



Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

3.3 Visibility of Social Entrepreneurship in Asia and the Pacific

Visibility or public awareness of social enterprises is increasing, with annual awards hosted by the World Economic Forum, Ernst & Young, UNDP and others. At a regional or country level, many smaller initiatives might become more visible as they target local problems, such as plastic pollution or the improvement of educational approaches for underprivileged groups.

There are significant variations across the region. Youth social entrepreneurs have more visibility in Australia and in Viet Nam, whereas in the other countries generally very little difference exists between age groups (**Figure 23**). This result is striking since Australia accounts for a higher percentage of social entrepreneurs in the older age group (12.9 percent older versus 8.2 percent youth), which suggests that youth social entrepreneurs in Australia are significantly more visible than older entrepreneurs. On the other hand, youth social entrepreneurs in Viet Nam are considerably more active than the older age group, which may also explain their higher visibility.

In general, the visibility of social enterprises is surprisingly high given their actual low prevalence compared to traditional enterprises. This is true particularly in Indonesia and the Philippines, whereas in contrast it seems that social entrepreneurs in Malaysia struggle for recognition. This is not surprising since Malaysia also shows one of the lowest rates of social entrepreneurial activity. It is salient, however, that Indonesian social entrepreneurs



are extremely visible while the social entrepreneurship rate is only 3 percent and relatively low compared to other countries in Asia and the Pacific, such as Australia (11.1 percent) and the Philippines (10.1 percent).



CHAPTER 4:
Youth Entrepreneurs and Financial Support





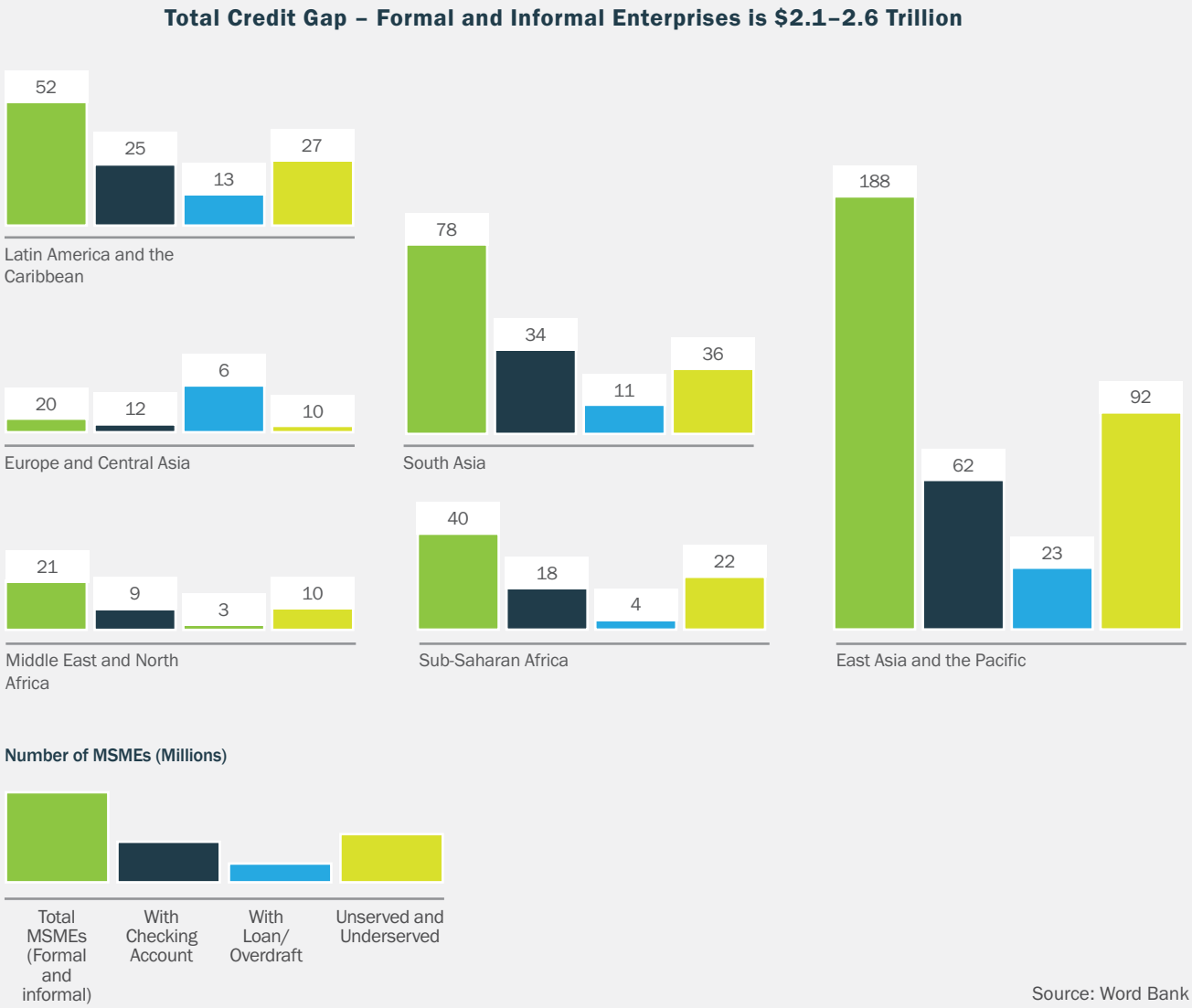
Small and medium-sized enterprises (SMEs) are generally less likely to obtain bank loans than larger firms. Instead, all too often they rely on their own funding or support from family and friends to start up and operate their enterprises. About half of the formal SMEs do not have access to formal credit with a widening financing gap when micro and informal enterprises are included (World Bank, 2018). Overall, approximately 70 percent of all micro, small and medium-sized enterprises (MSMEs) in emerging markets lack access to credit. While the gap varies considerably from region to region (**Figure 24**), it is particularly wide in Africa and Asia. The current credit gap for formal SMEs is estimated to be US$1.2 trillion and the total credit gap for both formal and informal SMEs adds up to US$2.6 trillion.

4.1 Sources of funding for youth social entrepreneurs in Asia and the Pacific

Typically, all entrepreneurs require funding to start their businesses. In commercial businesses, the majority of start-ups rely both on funding by family and friends as well as on their own funds. Some pursue bank and investor funding, generally during more mature stages. Alternative sources of funding such as crowd funding have emerged and hold potential, especially for youth social entrepreneurs.

Various studies have shown that access to finance is a key constraint for social enterprises mainly because financial institutions are often unfamiliar with social approaches to business

Figure 24: Total credit gap of formal and informal enterprises



Source: Word Bank

(e.g. McCracken et al., 2015). Therefore, the existence of social impact bonds and social investors are potential avenues for enabling social enterprises to flourish in a more meaningful way.

Between 60 percent (Thailand) and 100 percent (Indonesia and the Republic of Korea) (**Table 4**) of youth social start-up entrepreneurs aged 18 to 34 years from the GEM sample in Asia and the Pacific required financing to start their firms. Between 43 percent of youth social start-ups in Australia and up to 100 percent in Indonesia and in the Republic of Korea invested their own money. The average rate of investment and the amount of own investment as a share of total required investment, ranges widely by country.



Table 4: Funding required social for start-up youth entrepreneurs in Asia and the Pacific, by country

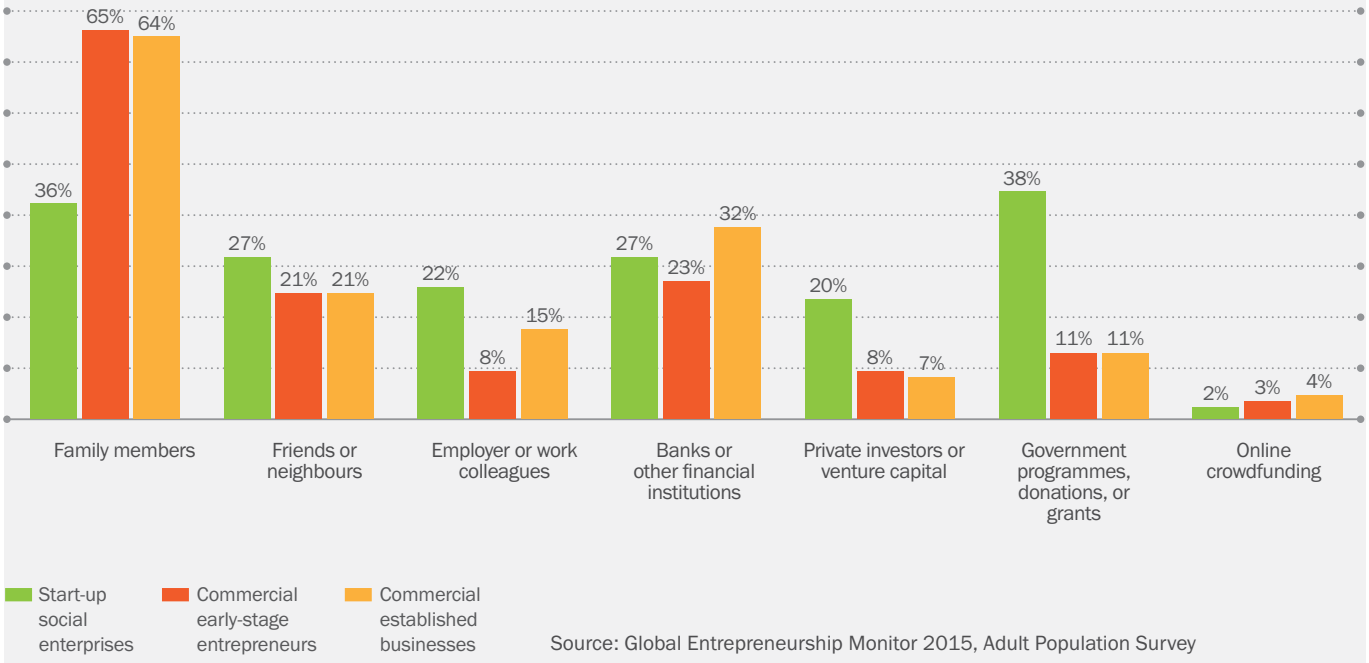
	Requires external funding to start	Uses personal resources to start a business	Rate own investment
Australia	96%	43%	0.42
China	70%	61%	0.47
India	67%	50%	0.35
Indonesia	100%	100%	1.00
Malaysia	n.a.	n.a.	n.a.
Philippines	77%	70%	0.41
Republic of Korea	100%	100%	0.22
Thailand	60%	60%	0.53
Viet Nam	90%	80%	1.00

Source: Global Entrepreneurship Monitor 2015, Adult Population Survey

Besides family and friends, a variety of funding sources are available from the financial markets, such as banks, private investors, venture capital, government, donations or online crowdfunding. However, to obtain funds from these sources seems to be the most difficult constraint for any entrepreneur.

Globally, the most frequent source of funding is an entrepreneur's own investment, followed by government programmes, donations or grants (Bosma et al., 2016). Similar to the global picture, where 38 percent were funded through government programmes, donations or grants, social entrepreneurs across all age groups in Asia and the Pacific also relied by up to 38 percent on this financial source, versus only 11 percent of commercial start-ups and established businesses. This was followed by family members (36 percent), friends or neighbours and banks or other financial institutions (20 percent each). Venture capital or private investors are very active in Asia and the Pacific, particularly in the social sector, funding 20 percent of social start-ups, whereas only 8 percent of commercial start-ups are able to access this funding source. Crowd funding is less available as a funding source for social enterprises than for commercial start-ups. **Figure 25** displays the percentage of businesses that used each type of funding, with many businesses utilizing funding from more than one source to start up.

Figure 25: Comparison of funding sources for social start-ups, commercial early-stage and commercial established businesses in Asia and the Pacific (percentage of businesses who used this funding source)



Source: Global Entrepreneurship Monitor 2015, Adult Population Survey



CHAPTER 5: The Entrepreneurial Ecosystem in Asia and the Pacific





Governments, businesses and individuals are experiencing high levels of uncertainty as new technology and dynamic geopolitical forces reshape the economic and political order, often compounding the perception that current economic approaches are not serving broader social challenges. This is prompting calls for new models of human-centric economic progress (Schwab & Sala-i-Martin, 2017), while balancing future economic growth and wellbeing of societies through both creative and inclusive solutions.

The combined GDP of the nine economies ($3,323.7 billion) in this study adds up to 15.1 percent of the world's total GDP (PPP). **Table 5** highlights that this equates to an average GDP per capita of $13,097, varying from $1,723 in India to the 30 times higher GDP per capita in Australia at $51,850 (Schwab & Sala-i-Martin, 2017).

The annual World Economic Forum Global Competitiveness Index 2017–2018 rankings cover 137 economies and measure factors that drive long-term growth and prosperity as part of an analysis of the competitiveness of economies. This provides background to the entrepreneurial ecosystem in which all entrepreneurs operate.



Table 5: Key indicators of the economic profile in the targeted Asia and the Pacific economies, 2017

	Population (millions)	Population (millions) as share (%) of world total	GDP (USD billions)	GDP per capita (USD)	GDP (PPP) as share (%) of world total
Australia	24.3	0.32	1,259.0	51,850.3	683.14
China	1,382.7	18.22	11,218.3	8,113.3	106.89
India	1,309.3	17.25	2,256.4	1,723.3	22.70
Indonesia	258.7	3.41	932.4	3,604.3	47.49
Malaysia	31.7	0.42	296.4	9,360.5	123.33
Philippines	104.2	1.37	304.7	2,924.3	38.53
Republic of Korea	51.2	0.67	1,411.2	27,538.8	362.83
Thailand	69.0	0.91	406.9	5,899.4	77.73
Viet Nam	92.6	1.22	201.3	2,173.3	28.63
Total	3,323.7	43.79	18,286.60	13,096.67 (average)	165.70 (average)

Source: International Monetary Fund; World Economic Outlook Database (April 2017)

Table 6: Global Competitiveness Index 2017-2018 Rankings (out of 137 economies)

Rank	Economy	Score*	Prev. Rank**
21	Australia	5.19	22
23	Malaysia	5.17	25
26	Rep. of Korea	5.07	26
27	China	5.00	28
32	Thailand	4.72	34
36	Indonesia	4.68	41
40	India	4.59	39
55	Viet Nam	4.36	60
56	Philippines	4.35	57

* Scales range from 1 to 7

** 2016-2017 rank out of 138 economies

Source: Global Competitiveness Report 2017-2018. World Economic Forum



This analysis reveals strong contrasts between the countries in Asia and the Pacific. In 2017, six out of the ten countries in the region feature in the top 30 percent of the rankings with either improvements or same rank compared to the previous year (**Table 6**): Australia (+1), Malaysia (+2), Republic of Korea (+/- 0), China (+1), (Thailand (+2), and Indonesia (+5). India fell one place, whereas the remaining countries saw improvements, especially Viet Nam (+5). Altogether, the nine surveyed countries are in the top 50 percent of the global competitiveness rankings with improvements revealing stability in their global competitive position.

The nine Asia and the Pacific countries represent all stages of economic development as per the World Economic Forum Global Competitiveness Index Report's classification for economic development levels: factor-driven (India, Philippines, Viet Nam), efficiency-driven (China, Indonesia, Malaysia, Thailand) and innovation-driven (Australia, Republic of Korea). They also represent some of the largest economies in terms of market size on a global scale. **(Table 7**). As a result, profiles of entrepreneurship will differ by economy, especially when further broken down to youth entrepreneurs.

The World Economic Forum, which has been measuring competitiveness among countries since 1979, defines it economic competitiveness as "the set of institutions, policies and factors that determine the level of productivity of a country" (WEF, 2018). Productivity has been found to be the main factor driving growth and income levels with income levels also closely linked to human welfare. Competitiveness is an influencing factor for entrepreneurship and affects all entrepreneurs. Social youth entrepreneurs are affected by additional factors, some of which have been discussed earlier in this report.

5.1 The Entrepreneurship Ecosystem in Asia and the Pacific

An entrepreneurship ecosystem represents a combination of different conditions that influence the context in which entrepreneurs and their businesses operate. GEM assesses nine framework conditions within this: finance, government policies, taxes and bureaucracy, government programmes, school-level entrepreneurship education and training, post-school entrepreneurship education and training, R&D transfer, access to commercial and professional infrastructure, internal market dynamics, internal market burdens, access to physical and services infrastructure, and social and cultural norms.

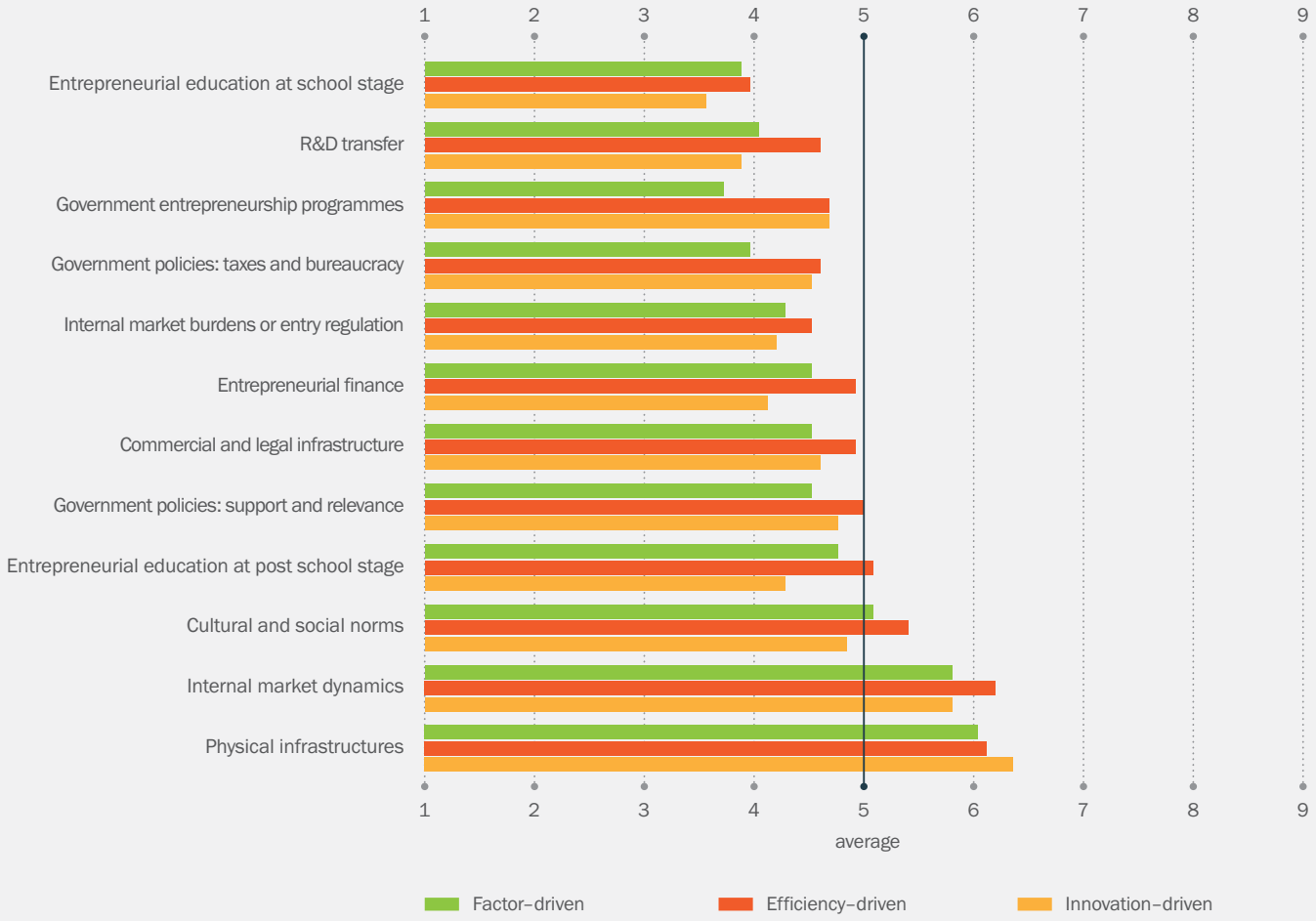
The NES provides information on these framework conditions on a Likert scale from 1 (highly insufficient) to 9 (highly sufficient). In Asia and the Pacific, similar to most countries surveyed in GEM, physical infrastructures ranks highest with scores above 6.0, whereas lowest scores are found in entrepreneurial education at school level.

Table 7: Global Competitiveness Index: Rankings out of 137 countries, 2017-2018

	Australia	China	India	Indonesia	Republic of Korea	Malaysia	Philippines	Thailand	Viet Nam
I. Basic requirements	21	31	63	46	16	24	67	41	75
Institutions	18	41	39	47	58	27	94	78	79
Infrastructure	28	46	66	52	8	22	97	43	79
Macroeconomic environment	27	17	80	26	2	34	22	9	77
Health and Primary education	11	40	91	94	28	30	82	90	67
II. Efficiency enhancers	13	28	42	41	26	24	61	35	62
Higher education and training	9	47	75	64	25	45	55	57	84
Goods market efficiency	28	46	56	43	24	20	103	33	91
Labour market efficiency	28	38	75	96	73	26	84	65	57
Financial market development	6	48	42	37	74	16	52	40	71
Technological readiness	27	73	107	80	29	46	83	61	79
Market size	22	1	3	9	13	24	27	18	31
III. Innovation and sophistication factors	27	29	30	31	23	21	61	47	84
Business sophistication	28	33	39	32	26	20	58	42	100
Innovation	27	28	29	31	18	22	65	50	71

Source: Global Competitiveness Report 2017-2018. World Economic Forum

Figure 26: Development phase averages for the entrepreneurship ecosystem in nine countries in Asia and the Pacific (Weighted average of experts' scores: 1= highly insufficient, 9= highly sufficient)



Source: Global Entrepreneurship Monitor 2015, National Expert Survey

The entrepreneurial ecosystem in Asia and the Pacific is strongest in the efficiency-driven countries of China, Indonesia, Malaysia and Thailand. Only on physical infrastructure, innovation-driven countries in the region score higher than the efficiency-driven economies. Factor-driven economies in the region also score relatively well compared to their innovation-driven counterparts. Cultural and social norms influence entrepreneurship in Asia and the Pacific as do internal market dynamics. Current economic development in the region, with higher than average GDP growth rates and governments striving to support economic growth, creates a generally favourable context for entrepreneurship to grow.

The largest differences between economies are found in government entrepreneurship programmes where factor-driven economies (3.2) lag 1.4 points behind both efficiency- and innovation-driven economies (both 4.6). This is followed by entrepreneurial finance and entrepreneurship education at post-school stage, where innovation-driven economies rank one point lower (3.6) than efficiency-driven economies (4.6). However, all economies in Asia and the Pacific rank below the average score of 5.0 (**Figure 26** and **Table 8**).

Among the individual economies, Malaysia is above average in eight of the 12 conditions, followed by India and the Philippines (7 out of 12), and Indonesia and The Republic of Korea (5 out of 12). Lower scores of below 3.0 are only found for entrepreneurial education at school level in the Republic of Korea (2.8).

Table 8: Development phase averages for entrepreneurship ecosystem in nine countries in Asia and the Pacific[5]

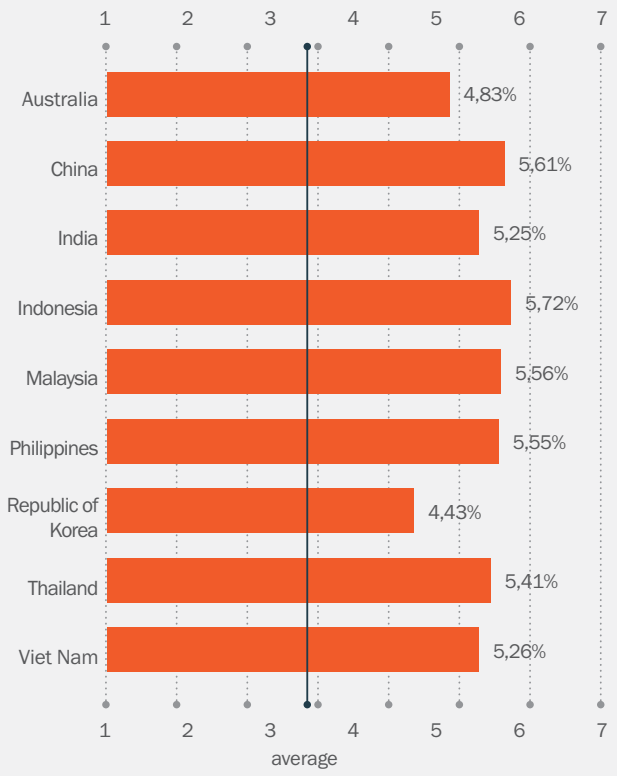
Economy	Factor-driven (India, Philippines, Viet Nam)	Efficiency-driven (China, Indonesia, Malaysia, Thailand)	Innovation-driven (Australia, Republic of Korea)	Asia and the Pacific average
Entrepreneurial Finance	4.4	4.9	3.9	4.5
Government Policies: Support and Relevance	4.4	5.0	4.7	4.7
Government Policies: Taxes and Bureaucracy	3.7	4.5	4.4	4.1
Government Entrepreneurship Programmes	3.4	4.6	4.6	4.1
Entrepreneurial Education at School Stage	3.6	3.7	3.2	3.6
Entrepreneurial Education at Post School Stage	4.7	5.1	4.1	4.7
R&D Transfer	3.8	4.5	3.6	4.0
Commercial and Legal Infrastructure	4.4	4.9	4.5	4.6
Internal Market Dynamics	6.0	6.5	6.0	6.2
Internal Market Burdens or Entry Regulation	4.1	4.4	4.0	4.2
Physical Infrastructures	6.3	6.4	6.7	6.4
Cultural and Social Norms	5.1	5.5	4.8	5.2

Weighted average of experts' scores: 1= highly insufficient, 9= highly sufficient

Source: Global Entrepreneurship Monitor 2015, National Expert Survey

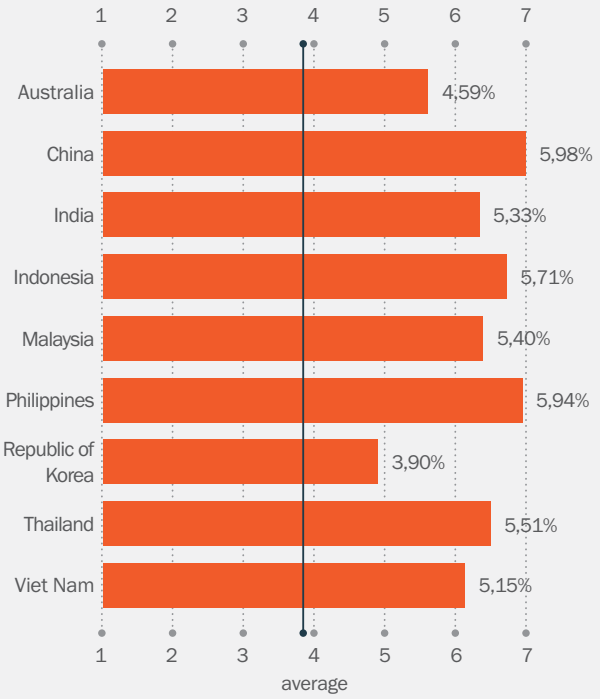
5 The average scores for the different entrepreneurial framework conditions by country are displayed in Appendix 3 Data Tables.

Figure 27: Environment for social entrepreneurship in Asia and the Pacific



Weighted average of experts' scores:
1= highly insufficient, 9= highly sufficient
Source: Global Entrepreneurship Monitor 2015, National Expert Survey

Figure 28: Businesses as providers of social basic needs, facing regulations with negative environmental/social impact in Asia and the Pacific



Weighted average of experts' scores:
1= highly insufficient, 9= highly sufficient
Source: Global Entrepreneurship Monitor 2015, National Expert Survey

5.2 The Ecosystem for Youth Social Entrepreneurship in Asia and the Pacific

Youth entrepreneurs can only make a difference and create their own opportunities in an enabling ecosystem that mobilizes them, their peers and communities. The environment for social entrepreneurship is rated average for eight of the nine countries, with the exception of the Republic of Korea, which is slightly lagging (**Figure 27**). Compared to the global average of 4.6 (58 countries in GEM), the Asia and Pacific region shows an overall stronger performance in the environment for social entrepreneurship.

With respect to those businesses that provide products or services serving basic environmental or social needs, it could be argued that the entrepreneurial framework conditions in Asia and the Pacific are more likely to hinder social entrepreneurs than to support them. This is especially the case in the Republic of Korea and Australia (**Figure 28**). None of the surveyed countries has an outstanding support system in place for social entrepreneurs.

In addition, external stakeholders, such as entrepreneurs' associations or groups, who could challenge existing regulations or enhance activities in social or environmental responsibility in Asia and the Pacific, are either insufficient or average (**Figure 29**).

The experts' ratings on the entrepreneurial framework conditions for social entrepreneurship shows that the Asia and Pacific region provides a slightly better entrepreneurial ecosystem for social entrepreneurship than GEM's global average (62 countries). **Figure 30** shows that consumers apparently put more pressure on businesses to address social and environmental needs than is the case on a global scale. It would seem that the higher-than-average media attention on social entrepreneurship influences the higher visibility of social enterprises, despite the fact they are fewer in number compared to other parts of the world.



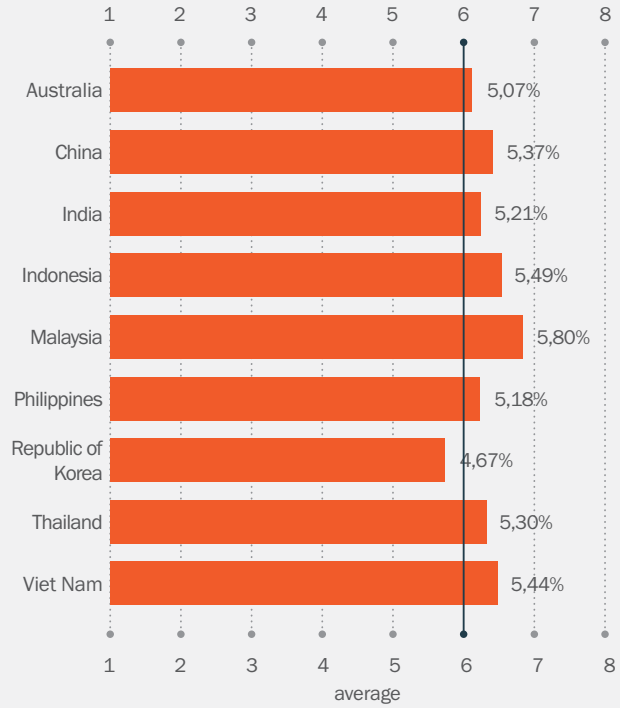
WHAT ARE THE NES MEASURES IN SOCIAL ENTREPRENEURSHIP?

The NES provides in-depth information on the ecosystem for social entrepreneurship for each country, for example by surveying:

- If people who live in poverty can rely on the government or civil society organisations.
- If many businesses in a given country provide people with basic needs that are covered by governments and civil society organisations in other countries.
- If social, environmental and community problems are generally solved more effectively by businesses than by the government and civil society organisations.
- If entrepreneurs' associations or groups challenge existing regulations that negatively impact particular groups in society or the environment.
- If the government in a given country is able to bring together potential entrepreneurs, businesses and civil society organisations around specific social, environmental or community projects.
- If consumers are putting pressure on businesses to address social and environmental needs
- If there are sufficient private and public funds available for new and growing firms that aim to solve social and environmental problems
- If there is a lot of media attention on new and growing firms that combine profits with positive social and environmental impact.

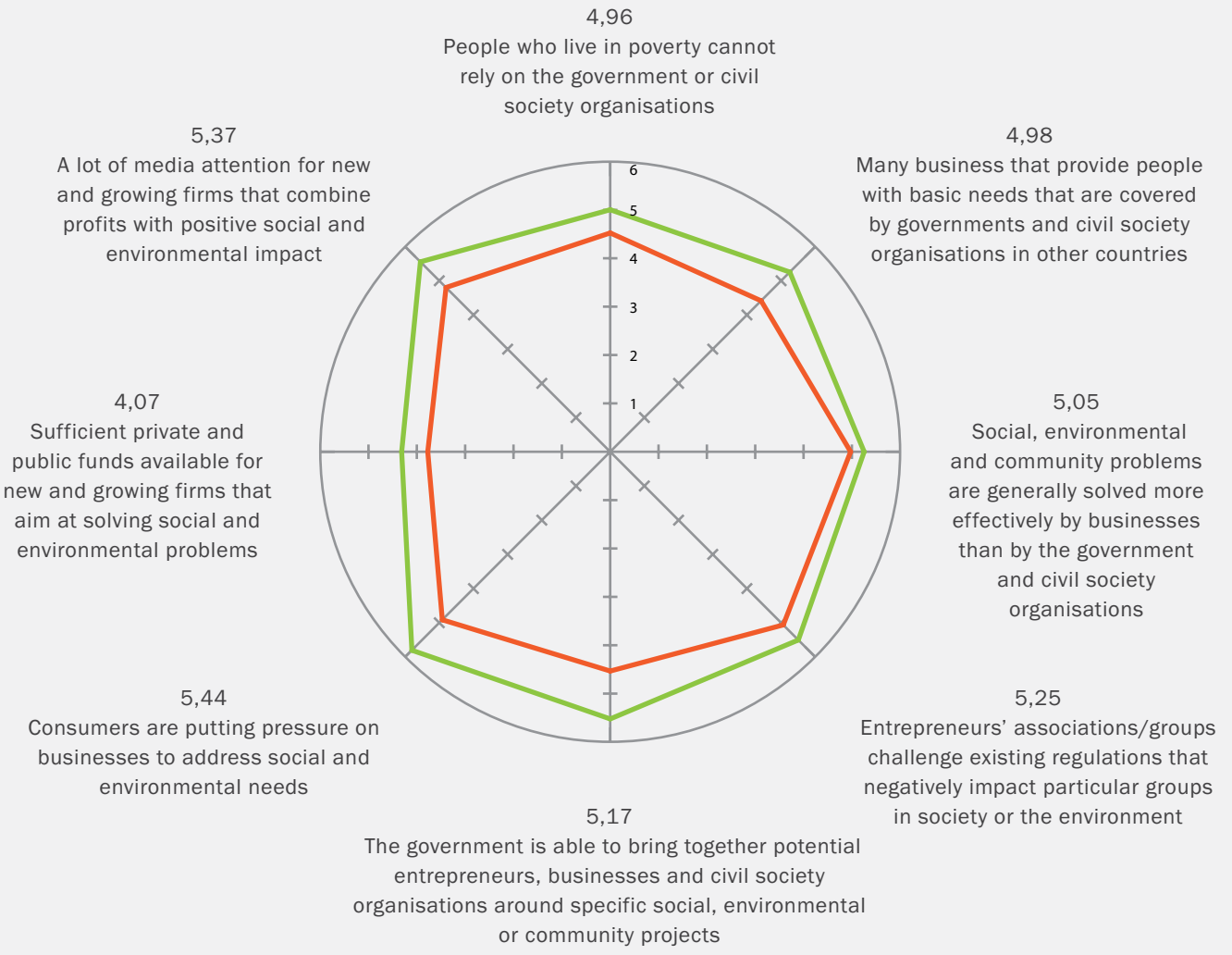
Figure 29: Impact of external stakeholders on social responsibility of businesses and entrepreneurs

Consumers, government and media ask for and push social responsibility to and from businesses and entrepreneurs



Weighted average of experts' scores:
1= highly insufficient, 9= highly sufficient
Source: Global Entrepreneurship Monitor 2015, National Expert Survey

Figure 30: Experts' ratings on framework conditions for social entrepreneurship in Asia and the Pacific, compared to other GEM countries



Weighted average of experts' scores:
1= highly insufficient, 9= highly sufficient
Source: Global Entrepreneurship Monitor 2015, National Expert Survey

5.3 The Ecosystem for Financial Support for Youth Entrepreneurship in Asia and the Pacific

Adequate financial education of youth is a major economic development challenge internationally and is increasingly receiving attention from policy makers and the private sector. It is critically important that young people develop their financial literacy to be better prepared for decision-making in a complex financial market (Bernanke, 2008). Financial education is a capacity building process developed over an individual's lifetime. A positive relationship between financial development and per capita income and economic growth across Asian countries is notable (Yoshino et al., 2015).

Policies that address financial literacy and financial education have heterogeneous coverage across Asia and the Pacific. However, various governments are tackling this issue. For example, Indonesia's financial education programme is particularly well developed, with recent administrations having implemented financial education as a pillar in the Indonesian National Strategy for Financial Inclusion, organized by the Central Bank of Indonesia, and the Ministry of Finance with the My Saving programme in 2010. In India, the Financial Stability and Development Council launched the National Strategy on Financial education in 2012 (Yoshino et al., 2015). The Philippines Central Bank (*Bangko Sentral ng Pilipinas*) has the Economic and Financial Learning Programme to Promote Public Awareness of Economic and Financial Issues.

WORLD BANK KEY PRIORITIES FOR YOUTH ENTREPRENEURSHIP

The World Bank in Asia and the Pacific Region has identified two main issues as key priorities for governments in Asia and the Pacific region and its own work with youth (World Bank, 2018).

- Youth unemployment rates may be up to four times the adult rate in some countries. Often a primary reason is that, while many youth in the region may have access to primary education, there is little access to secondary or tertiary education, resulting in inadequate skills. Even those youth who can benefit from higher education may find their skills to be irrelevant, as the education system may not be geared toward meeting the demands of the labour market. The need to reform education systems in the region is additionally affected by the decrease in spending on education over recent years.
- Conflict and instability have also affected youth prospects because of the effect on the economy, interruption of education, government failure to provide basic services, and youth who may play a key role in the instability, whether fighting for independence in Timor-Leste, protesting government repression in Indonesia, or engaging in criminal activities as part of street gangs in Papua New Guinea.

In addressing these problems faced by young people, the World Bank has developed a mix of programmes to work with youth in the East Asia and Pacific region:

Grants:
World Bank offices in some countries provide grants focused on youth. In Cambodia, for example, NGOs that engage youth may apply to receive grants from the Small Grants Programme. Viet Nam Innovation Day 2006 and the Papua New Guinea Development Marketplace 2006 also gave grants to organisations with the most innovative ideas dealing with youth-focused development challenges.

Training:
Some offices also engage in training programmes for youth. In China, for example, the World Bank is involved in peer education programmes for HIV/AIDS prevention, and in training young women in rural areas to increase their employability.

Dialogues:
Bank offices throughout the region engage youth in dialogue about development at the local level, for example, through the Public Information Centres, information-sharing workshops, and internships, and also by connecting youth across countries through the Global Distance Learning Network.

YOUTH SOCIAL ENTERPRISE INITIATIVE (YSEI)

Youth Social Enterprise Initiative(YSEI) is a high-engagement social venture programme for emerging young social entrepreneurs in developing countries in Asia. YSEI was founded in 2005 as a multi-stakeholder partnership and receives support from the Swiss Agency for Development and Cooperation, UNESCO, and the Canadian International Development Agency.

YSEI's programme principles are to:

- build and maintain multi-stakeholder partnerships with academia, civil society, government, and the private sector that are critical to building strong support networks for young social entrepreneurs;
- reach out to, and work with disadvantaged youth, as well as marginalised and underrepresented groups in society;
- promote gender equality and human rights by ending discrimination.

Through the Emergence Fellowship, YSEI invests in young visionaries who have big ideas and who need crucial start-up support to turn their ideas into action. The start-up support includes financing of up to US$15,000, development knowledge and tools on social entrepreneurship, technical consulting through mentorship, and access to diverse networks.

The Bank of Thailand has a general financial education programme and the government provides a ‘debt doctor’ programme. In China, the China Banking and Insurance Regulatory Commission provides a webpage for public financial education and requests financial institutions to provide clients and the public with basic financial knowledge. These programmes are emergent, and in-depth scholarship of their success has not taken place.

Most financial education programmes in Asia tend to be small-scale and only relatively few programmes address the needs of SMEs. As GEM findings show in global comparisons, access to finance is a key constraint for any entrepreneur in nearly every country across the globe, and even more for aspiring young entrepreneurs starting their businesses. Formal lending institutions such as banks often view investments into young peoples’ businesses as risky because many youth typically lack bank accounts, have no credit history or work experience, and generally have insufficient collateral or guarantees to secure loans or lines of credit. Accessing formal finance is also typically more difficult for youth with lower levels of education (Skyes et al, 2016). If these aspiring young entrepreneurs are carrying student debts, they tend to face greater difficulties when trying to secure financing (UNCTAD, 2015).

Finally, youth are 33 percent less likely to have a savings account than adults and 44 percent less likely to save in a formal institution (UNCDF, 2013).

Young entrepreneurs face opportunities and challenges in the current rapidly changing economic environment, where changes in information and communication technologies are empowering new start-ups in multiple sectors at an increasingly fast pace. In Asia and the Pacific, young people starting up businesses today have the opportunity to drive rapid development in more innovative and sustainable ways. Enabling these young people to grow and develop their enterprises will be an important factor for rapid growth in the region, since younger entrepreneurs (below the age of 40, as surveyed by CPA Australia) are driving growth in their businesses by significantly higher rates than older entrepreneurs.

Access to finance in Asia and the Pacific has become more challenging in all markets for youth entrepreneurs, especially in Malaysia, Hong Kong (SAR, China) and Viet Nam (CPA Australia, 2017). Therefore, policy makers have to ensure that not only policies and infrastructure, but also financing sources meet the needs of these young entrepreneurs. Some initiatives are already in the pipeline. For example, the UN Capital Development Fund, in partnership with the MasterCard Foundation, launched "YouthStart", a $12.2 million programme aimed at increasing access to financial and non-financial services for low-income youth with a specific emphasis on savings (UNCDF, 2013). UNICEF promotes curricula that support youth to build their understanding of social responsibility and financial literacy. The Child and Youth Finance Movement, a collaborative effort of over 500 organizations and individuals, including national authorities, financial institutions and networks, academics, NGOs and educators, aims to ensure responsible and sustainable financial services for youth.

Formal finance in Asia and the Pacific is especially important for business growth and purchasing assets. Another reason for sourcing this type of finance is for business survival, that can generally only be sourced externally, after improvements in cash flow and after generated by internal finance first (CPA Australia, 2016). On average, younger entrepreneurs (under the age of 50) required external finance to a higher extent than older entrepreneurs in Asia and the Pacific.

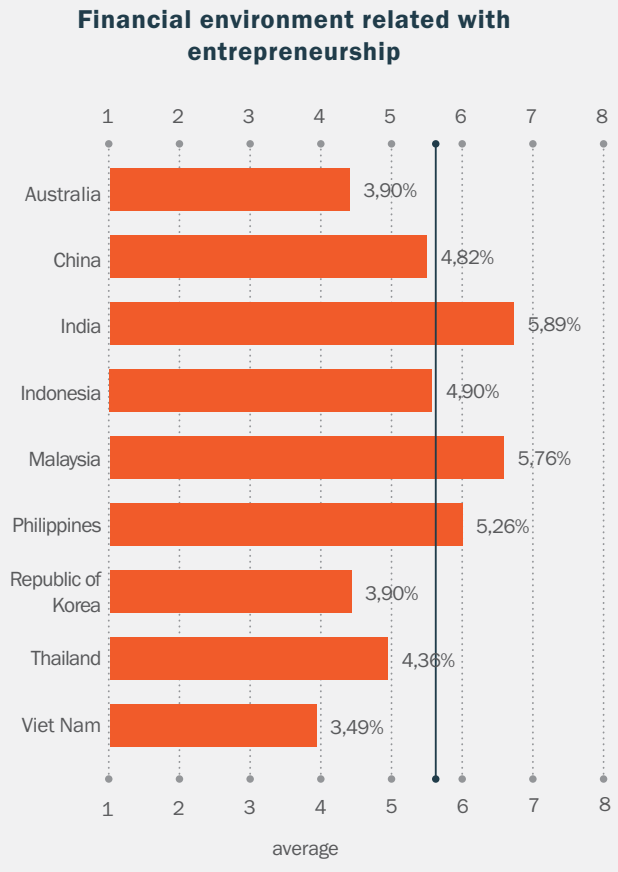
Findings from the NES show that the financial environment in Asia and the Pacific is not outstanding, but ranges on average between >3 and <6, with only three countries ranked slightly higher (India, Malaysia and the Philippines). On the other hand, Australia, the Republic of Korea and Viet Nam are ranked very much below the average of 5.0 (**Figure 31**).

In comparison to the average of the 62 participating GEM countries, however, the region has higher levels of financial support through informal investors, business angels, venture capitalists, IPOs and crowd funding (**Figure 32**) with similar values awarded to the more traditional funding possibilities such as debt funding, equity funding and government subsidies.

THAILAND
FUNDING OPPORTUNITIES FOR YOUTH ENTREPRENEURS

In Thailand, the Ministry of Digital Economy and Society (MDES) set up a 20 billion THB (570 million USD) start-up fund for youth start-ups with university background. 10 billion THB (285 million USD) are provided as part of a Digital Economy Fund by the Ministry of ICT, specifically for tech start-ups. Another 10 billion THB fund was set up by the Ministry of Finance for a broader group of start-ups in healthcare, finance, agriculture, tourism and digital technology. After the launch of the Digital Economy Fund in 2016, 40 universities across Thailand founded tech start-up clubs in their universities to foster these students' enteprises, supported by these government funds.

Figure 31: Financial environment in Asia and the Pacific



Weighted average of experts' scores:
1= highly insufficient, 9= highly sufficient
Source: Global Entrepreneurship Monitor 2015, National Expert Survey

WHAT ARE THE NES MEASURES IN FINANCE?

The NES provides in-depth information on the ecosystem of finance on:

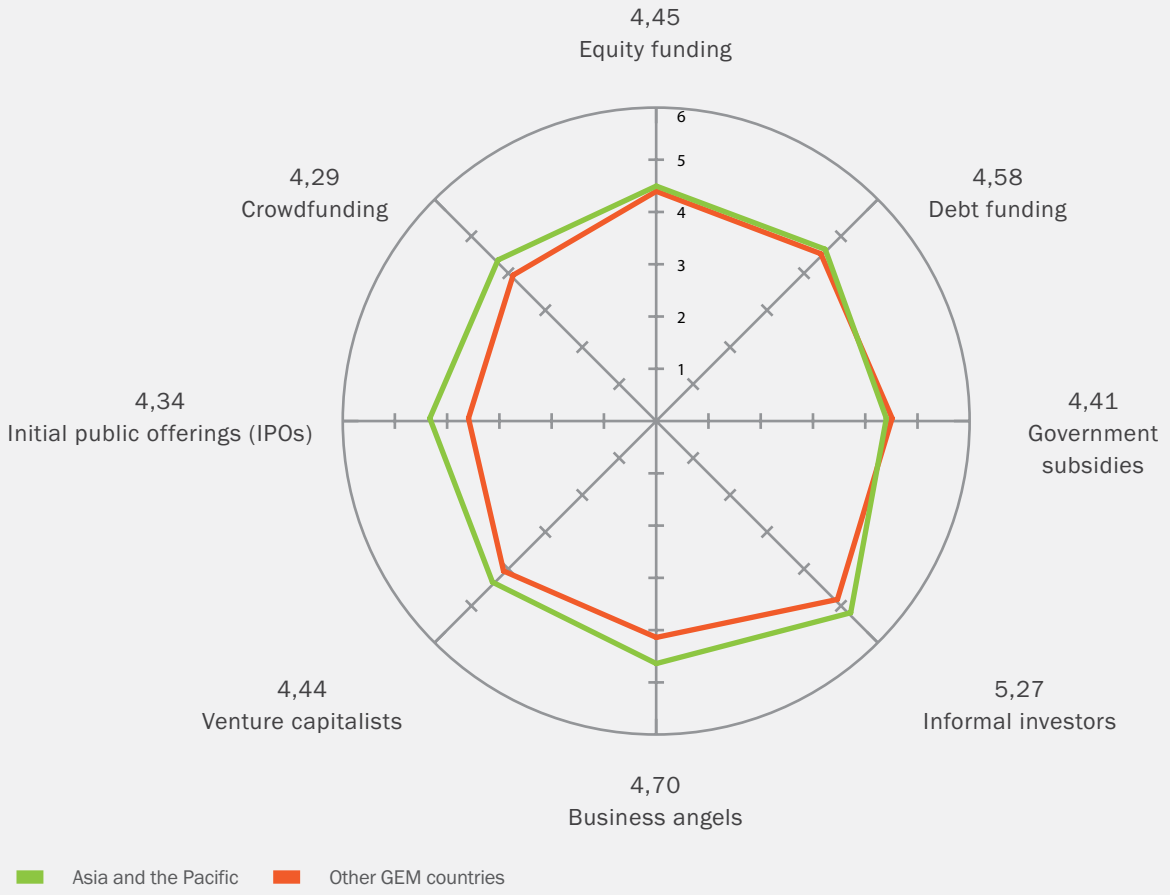
- Availability of equity funding
- Availability of debt funding
- Availability of government subsidies
- Availability of funding from informal investors (family, friends and colleagues) who are private individuals (other than founders)
- Availability of funding from professional business angels
- Availability of venture capitalist funding
- Availability of funding through initial public offerings (IPOs)
- Availability of private lenders' funding / crowdfunding
- Availability of finance and access to it are some of the main constraints for all entrepreneurs across the globe

MALAYSIA
FUNDING OPPORTUNITIES FOR YOUTH ENTREPRENEURS

In April 2018, the Malaysian government announced a new RM25 million (S$8.5 million) fund to help young Chinese entrepreneurs in Malaysia with an E-commerce Micro Credit scheme that is accessible to any Chinese Malaysian between the ages of 18 and 45 who wants to participate in the digital transformation journey. Chinese-Malaysian youth with small and medium-sized enterprises (SMEs) are urged to take this opportunity to make their own successful digital transformation in the context of the Transformasi Nasional 2050 agenda, to be among the Top 20 in the world by 2050.

Key areas include nurturing "techno-preneurship" among young people and improving their income and quality of life and transforming traditional SMEs into more competitive and relevant businesses, helping Malaysia's rural products go global.

Figure 32: Experts' rating of availability of funding resources in Asia and the Pacific, compared to GEM



Weighted average of experts' scores:
1= highly insufficient, 9= highly sufficient
Source: Global Entrepreneurship Monitor 2015, National Expert Survey



CHAPTER 6: Governments and Youth Entrepreneurs – Recommendations for Policy





Data presented in this report does not provide conclusive evidence for targeted tools for youth entrepreneurship or youth social entrepreneurship; but it does provide some clues to some key avenues that governments from the region could explore.

Government interventions can influence quality youth entrepreneurship, not only by providing targeted programmes but also through broader economic and institutional variables. At the same time, government policies and regulations have to be seen in a broader context, in which additional actors such as businesses and other organizations influence and shape the interactions between governments and youth entrepreneurs.

Putting social building blocks in place for youth entrepreneurship through government policy can shape an enabling environment in which youth entrepreneurs start and develop their businesses. This ranges from equal access to education at all levels to provision of training courses in the skills youth entrepreneurs lack most. The value of access to education and especially to entrepreneurship education is indicated by this report, showing that youth entrepreneurs with higher educational levels have higher entrepreneurial intentions, opportunities and skill perceptions.

Promoting innovation is another area in which governments can influence youth entrepreneurship. Improving research and development transfer to youth businesses, removing barriers to developing innovative products, services and practices will affect youth's capacities to innovate, grow and sustain their businesses over the long term.

As the experts' ratings reveal, the worst framework conditions in Asia and the Pacific are entrepreneurship education at the school and post-school stages, R&D transfer, government entrepreneurship programmes, government policies and entrepreneurial finance. These factors constrain the largest number of youth in history that are situated in this region.

Government policies and their implementation for entrepreneurship are largely inadequate for small-scale enterprises. Other problems for youth wanting to start a business include various complicated, costly and time-consuming procedures or inconsistencies and coordination between government ministries and agencies.

6.1 Entrepreneurship Education

Being an entrepreneur means more than just knowing how to start up a business. Entrepreneurship education is about developing and cultivating the entrepreneurial spirit – creativeness, innovativeness, curiosity, adaptability, resourcefulness, etc. This is backed by Park's findings (2017) that youth entrepreneurs are more successful in their start-up activities if they have an entrepreneurial spirit and determination, and are supported by networks and general leadership skills.



Confident and educated young entrepreneurs are significantly more likely to undertake activities that will help them grow over the long term. For governments, creating the right environment that supports higher levels of business confidence through education should contribute to more innovative, entrepreneurial and outward-looking youth entrepreneurs with potential for growth. Helping youth entrepreneurs build their management capacity and technology expertise should also positively influence business growth and job creation.

While many youth in the region may have access to primary education, there is inadequate access to secondary or tertiary education in many places, resulting in inadequate entrepreneurship-ready skills. Even youth who benefit from higher education may find their skills to be irrelevant. Nevertheless, entrepreneurship education has to begin at the school level and a critical stage in translating education into decent and productive employment and entrepreneurship is the school-to-work transition. As the findings in Chapter 2 suggest, access to higher education leads to higher entrepreneurial attitudes and activities such as entrepreneurial intentions, own skills perception and opportunity perception. Since large country differences with respect to education levels are prevalent in Asia and the Pacific, it is crucial to address these issues on a country level and tailor higher education to as many youth in the region as possible.

Some initiatives to promote entrepreneurship education and training are taking place in the region, for example in ASEAN with the ASEAN Common Curriculum for Entrepreneurship (2012). This approach follows a consultation-based learning

methodology, involving students, academics and SMEs. The syllabus consists of 60 percent common content and 40 percent localized material, recognising that entrepreneurs need to integrate particular constraints they face in a nation or region, and in other locations they'll sell into or operate in. Core subjects include: entrepreneurial leadership, business planning, business policy and strategy, operations management, human resource management, marketing management and strategies, business creativity, commercial law, communications, financing, environmental studies, business start-up and IT management (UNESCAP, 2017).

To nurture youth entrepreneurship in the long term, governments need to rethink their existing education systems from primary to tertiary educational levels, existing pedagogies, curricula and other educational services or activities. A useful tool for governments is the OECD Scoreboard on Financing SMEs and Entrepreneurs with its 13 indicators to monitor government policies on entrepreneurs' access to finance. Another valuable regional tool for monitoring purposes is the ASEAN SME Policy Index.

Training in Innovation

Innovation-orientation is necessary for entrepreneurs to be successful in the long term, in particular to foster new business models by defining new or improved services, products or processes, many of which are crucial for social advancement. In Asia and the Pacific, clear relationships exist between introducing innovative products, services or processes and expected business growth, between innovation and future job creation, and between innovation and business growth.

Innovation is therefore a core driver of economic growth, business growth and job creation. Since many entrepreneurs in Asia and the Pacific in general tend to reproduce products and services, youth entrepreneurs should be the drivers of innovation in the region. Youth entrepreneurs with stronger innovation skills, with more e-commerce and exports will be significantly more likely to create jobs in the future.

Governments across the Asia-Pacific region, as well as youth organizations need to target support policies for innovation, especially training youth entrepreneurs on innovative ways of improving existing services, products and processes.

Training in Social Media and E-Commerce

The majority of youth enterprises in the region operate their businesses in no- or low-tech sectors, despite 70 percent of youth using the very latest technology or newer technologies. Since young entrepreneurs tend to use social media for business purposes, their businesses are significantly more likely to grow. In addition to this, customers are increasingly likely to communicate and transact with businesses via social media and to use social media as commercial relay points. Inactive social media greatly impacts an entrepreneur's ability to attract and retain customers, with this having a significant impact on their brand and their ability to grow their business.

In Asia and the Pacific, a clear relationship exists between e-commerce and expected business growth, with twice as many young business owners aiming to use e-commerce than those intending not to. Youth entrepreneurs with online sales are significantly more likely to be growing and creating jobs and should therefore consider investing in e-commerce tools and strategies.

Governments across the Asia-Pacific region need to enable, encourage, support and train youth entrepreneurs to use social media for sustainable business growth. To enable this growth, governments in the region need to provide an ecosystem to facilitate any technology-based or technology-enabled business: for example, reliable internet connections, shipping logistics, access to qualified labour or service providers. Governments across the Asia-Pacific region need to encourage and support youth to develop and enhance their e-commerce presence in order to gain from the large regional market base while also for some, internationalizing their enterprises.

6.2 Social Entrepreneurship Education and Financial Inclusion

The Asia-Pacific region has one of the lowest rates of social entrepreneurs compared to other regions across the globe. Young entrepreneurs are 1.8 times more likely to start a traditional business than a social business. Only between 0.2 percent of youth start a social enterprise in Korea and up to 7.1 percent in the Philippines.

A major concern in the region is that social entrepreneurs cannot sustain their businesses into the operational phase, and a larger-than-usual number already experienced business failure while still a youth. Social entrepreneurs including start-ups and young businesses in the operating phase only range from 1.4 percent (Viet Nam) to 11.1 percent (Australia), whereas youth with traditional business models manage the transition into the next phase to a greater extent.

Governments and civil organizations across the region need to encourage and support new models of inclusion for youth to develop social business ideas. Inequality in Asia and the Pacific is on the rise and this is exacerbated by environmental degradation. Business growth alone is not sufficient to deliver a prosperous, sustainable future for all. Policies can harness youth as the new generation for decreasing inequalities by nurturing their potential.

Financial Inclusion

As discussed, youth social entrepreneurs face more constraints in finding necessary external financial resources than traditional entrepreneurs do. In most cases, being



young is the main constraint, with a dire lack of bank accounts for youth in some regions, informality of their businesses and illiteracy not only in entrepreneurship but also in finance in general, is complicated by a lack of credit history. Family members are also less supportive in extending private finance to youth social entrepreneurs than to youth who run traditional enterprises, further limiting options. Crowd funding as a newer funding option is less available for social enterprises than for commercial start-ups, whereas grants and government funding are the major accessible finance sources for youth social entrepreneurs.

The high number of unsustainable youth social enterprises might further limit access to formal financial resources. If entrepreneurship education is made possible and youth are better able to sustain and grow their social enterprises, financing options might become more accessible.

Governments and civil society organizations across the region must provide more grants and guarantees that specifically focus on youth and social enterprises, while training programmes are also crucial to teach general financial literacy and management. Relevant youth-specific crowd funding platforms should support youth and their social enterprises, to increase the financing options that will help youth to unleash their dynamism and tech-savvy approaches for social goals.

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APPENDIX 1: Organisations and Programmes in Asia and the Pacific with a Focus on Youth Entrepreneurship





Many organisations in Asia and the Pacific region operate with a specific focus on youth entrepreneurs. Some leading examples include:

Asia and the Pacific:

a) **Asia-Pacific Youth Employment Network, by the International Labour Organization.**

This platform contains a mapping of youth employment initiatives and organizations in the region, for example:

The Young Entrepreneurs' Group of Asia-Pacific in the Philippines was created by the Confederation of Asia Pacific Chambers of Commerce and Industry to carry out an agenda and plan of action for the purpose of encouraging more entrepreneurs from around the region to take an active role in various sectors of society, including the government, business and socio-economic sectors. The group aims to achieve this by promoting social dialogue, enterprise development and providing SME support services. (http://www.apyouthnet.ilo.org/network/young-entrepreneurs-group-of-asia-pacific-yegap)

Enterprise Asia – Asia-Pacific Youth Entrepreneurship Programs is a non-governmental organization in Malaysia, Hong Kong SAR, China and Singapore, striving to develop entrepreneurship and promote fair and equal opportunities for emerging entrepreneurs across the region. Founded by entrepreneurs for entrepreneurs, the organization is supported by a panel of prominent industry and government leaders. (http://www.apyouthnet.ilo.org/network/enterprise-asia-asia-pacific-youth-entrepreneurship-programs)

b) The Economic and Social Commission for Asia and the Pacific's resolution **Committing to the implementation of the 2030 Agenda for Sustainable Development in Asia and the Pacific** aims to "strengthen support to member states in their efforts to implement the 2030 Agenda in an integrated approach, inter alia, with analytical products, technical services and capacity-building initiatives through knowledge-sharing products and platforms, and to enhance data and statistical capacities". The 2030 Agenda provides an opportunity to more effectively address multi-sectoral challenges and also includes the topic of Youth and the 2030 Agenda. (http://www.unescap.org/events/escap-sdg-week)



c) Child and Youth Finance International

Child and Youth Finance International has been one of the pioneering movements towards promoting and advancing financial inclusion and economic citizenship education for children and youth in Asia and the Pacific since 2012. More than half of the world's young people – some 650 million between the ages of 10 and 24 – live in Asia and the Pacific. In some parts of the region, young people make up nearly 20 percent of the population. Yet there remain about 12.8 million unemployed young people in East Asia, 8.3 million in Southeast Asia and the Pacific, and 15.3 million in South Asia. These figures present clear opportunities to improve lives within the region through the advancement of economic citizenship. Child and Youth Finance International aims to address this and more aspects of development by increasing financial inclusion, financial literacy, and entrepreneurship among young people throughout Asia and the Pacific. (https://childfinanceinternational.org/global-network/asia-and-the-pacific.html)

ASEAN:

ASEAN Youth Leadership Development Programme

The Association of South-East Asian Nations (ASEAN) conducts an ASEAN Youth Leadership Development Programme to promote the concept of youth leadership, policy formulation, and youth volunteers in the ten member countries Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam (www.aseansec.org).

Singapore-ASEAN Youth Fund

The Singapore-ASEAN Youth Fund was launched in 2007 and is administered by the National Youth Council of Singapore. It is an initiative of Singapore's Ministry of Foreign Affairs and Ministry of Community Development, Youth, and Sports, with the main aim of promoting greater interaction among youth in the ASEAN member countries. The fund supports partnerships among ASEAN youth and youth sector organizations, thus contributing to greater understanding and closer ties within the ASEAN community. It aims to foster unity in ASEAN youth and promote greater awareness of ASEAN internationally. Among others, the fund supports projects that meet at least one of the following four focus areas: Building a Community of Caring Societies, Managing the Social Impact of Economic Integration, Promoting Environmental Sustainability, Promoting an ASEAN identity. The fund is open to youth organizations and national youth focal points from ASEAN member countries (www.nyc.pa.gov.sg).

Hong Kong, SAR China:

Young Entrepreneurs

Young Entrepreneurs (YE) aims to foster entrepreneurship globally and to connect entrepreneurs with global markets, in business, capital, education and services. In addition, young entrepreneurs are encouraged to become engaged in initiatives to foster their innovativeness, their business opportunities, gender equality, environment sustainability and social inclusiveness. YE is active in pursuing the SDGs as one of their major initiatives. Another example of involvement in local sustainability is YE's partnership with FIJE (*Jovem Protagonista*) on 'Youth Protagonist' projects for the Asia-Pacific region. These projects work with young entrepreneurs to promote leading roles for youth in local communities, a concern raised by Pope Francis in a meeting with the FIJE President. (https://www.connectyet.org/)

China:

Asia-Pacific Youth Entrepreneurship Foundation

The Asia-Pacific Youth Entrepreneurship Foundation was registered with the Canadian Federal Government as a non-profit in 2016 and aims to establish an international platform and cross-border start-up ecosystem for young entrepreneurs to connect, communicate and collaborate. Currently, 40 international partnerships are launched between mainly Canada, United States and China. (https://www.apyef.org/)

Pakistan:

EQUIP-Pakistan

EQUIP-Pakistan is a non-profit organization to empower youth through quality education, innovation and productivity. Pakistan is currently experiencing a youth bulge in its population, meaning the share of those aged 15 to 24 is peaking. Some 60 percent of Pakistan's population are in the youth age bracket. According to the 2008 census, 36 million were in the age group of 20 to 24 years and 58 million were below the age of 15. Out of 50 million youth aged 18 to 29, 55 percent lived in urban areas. As of 2012, the literacy rate of Pakistan's youth was 58 percent, being 79 percent for males and 62 percent for females. This indicates that 32 percent of youth in Pakistan are illiterate. In addition, 8.2 percent of youth are unemployed and have no vocational and technical skills. EQUIP's endeavor is to create a culture of collaboration and cooperation among the student body inculcating in them true leadership abilities. For this purpose EQUIP-Pakistan facilitates students at school level to learn data driven problem solving techniques. This is done by Students Quality Circles through case studies in which they put into practice the techniques they have learnt. (http://equippakistan.org/)

Philippines:

Youth Entrepreneurship Programme (YEP)

YEP is a nationwide programme by the National Youth Commission to help young Filipinos develop their entrepreneurial skills. YEP's official tagline is "Harnessing Our Own Resources for the Advancement of the Youth!" (Hooray!) and supports the government's growth agenda of doubling the number of entrepreneurs in the country by 2022. Also, the Youth Entrepreneurship and Cooperativism in Schools Programme (YECS) is run by the Department of Education and enriches the work education and skills training programme in the curriculum. It aims to establish the entrepreneurial and cooperative environment as well as core transferable skills and competencies

Indonesia:

Indonesian Green Entrepreneurship Programme by the International Labour Organization

The youth unemployment rate in Indonesia of 19.3 per cent in 2015 was more than three times higher than the overall unemployment rate. Entrepreneurship was first identified by the Government as a means to reducing unemployment in 1995 with the National Entrepreneurship Programme. Environmental issues are also a key concern in Indonesia, as the world's third largest producer of carbon dioxide emissions brought about by palm oil production and deforestation. In recognition of this issue, Indonesia committed to reducing CO2 emissions by 26 percent using its own initiatives and up to 41 percent through international cooperation by the year 2020. Seeking to address employment and environmental issues in Indonesia, the ILO, in partnership with local institutions, launched the Indonesian Green Entrepreneurship Programme. The main objective of the programme is to encourage and develop opportunities for green entrepreneurship in the country, particularly for young women and men. Urban and rural areas are both included in the programme and the focus is on six economic sectors: food and agriculture, renewable energy, tourism, waste management, transportation and the creative industry. (http://www.ilo.org/jakarta/whatwedo/eventsandmeetings/WCMS_366139/lang--en/index.htm)





APPENDIX 2: Country Profiles





AUSTRALIA



Population: 24.8 million (2017)

GDP growth (2017, annual % change): 2.2%

GDP PER CAPITA (2017; PPP, INTERNATIONAL $): 50.4 thous.

WORLD BANK EASE OF DOING BUSINESS RATING (2018): 80.13/100; **RANK:** 18/190

WORLD BANK STARTING A BUSINESS RATING (2018): 96.47/100; **RANK:** 7/190

WORLD ECONOMIC FORUM GLOBAL COMPETITIVENESS RANK (2018): 14/140

WORLD ECONOMIC FORUM INCOME GROUP AVERAGE (2018): High

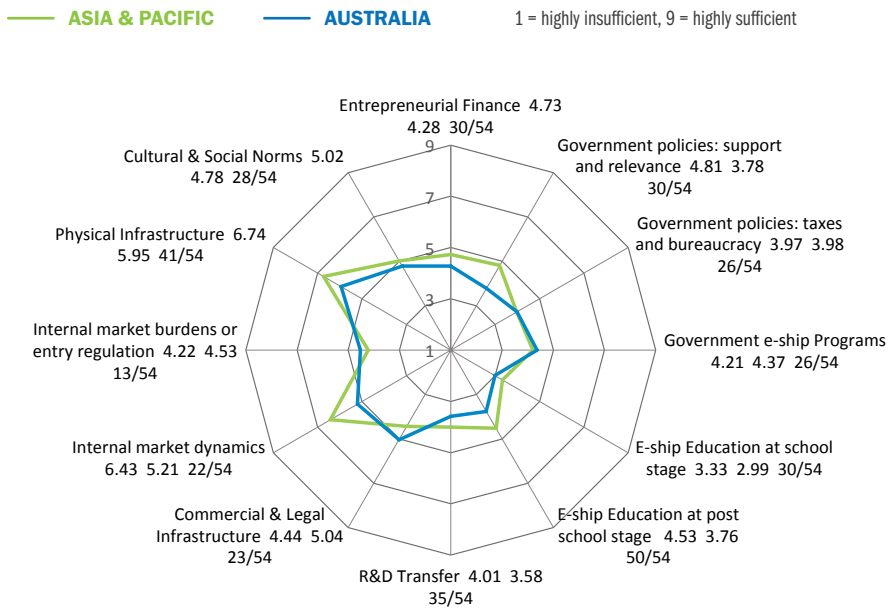
Youth Population (Percentage of youth aged 18 -24 and 25 -34 years of the adult population)	Value%
18-24 years old	14,8
25-34 years old	19,3

Self-Perceptions About Entrepreneurship	Value%
Perceived capabilities 18-34 years old	40,0
Fear of failure 18-34 years old	47,1

Activity	Value%
Total Early-stage Entrepreneurial Activity (TEA) 18-34 years old	13,3
Established business ownership rate 18-24 years old	4,4
Established business ownership rate 25-34 years old	9,3

Motivational index	Value%
Involved in social entrepreneurial activity, start-up phase, broad measure (SEA-SU-BRD)	4,5
Involved in social entrepreneurial activity, operational phase, broad measure (SEA-OP-BRD)	8,7
Involved in social entrepreneurial activity, as nascent OR operational leader, broad measure (SEA-OP)	11,1
Involved in social goal social entrepreneurial activity, start-up phase	2,6
Involved in social goal social entrepreneurial activity, operational phase	5,6

Expert ratings of the national entrepreneurial framework conditions



CHINA



Population (2018): 1,395.4 million

GDP growth (2017, annual % change): 6.8%

GDP PER CAPITA (2017; PPP, INTERNATIONAL $): 16.7 thous.

WORLD BANK EASE OF DOING BUSINESS RATING (2018): 73.64/100; **RANK:** 46/190

WORLD BANK STARTING A BUSINESS RATING (2018): 93.52/100; **RANK:** 28/190

WORLD ECONOMIC FORUM GLOBAL COMPETITIVENESS RANK (2018): 28/140

WORLD ECONOMIC FORUM INCOME GROUP AVERAGE (2018): Upper Middle

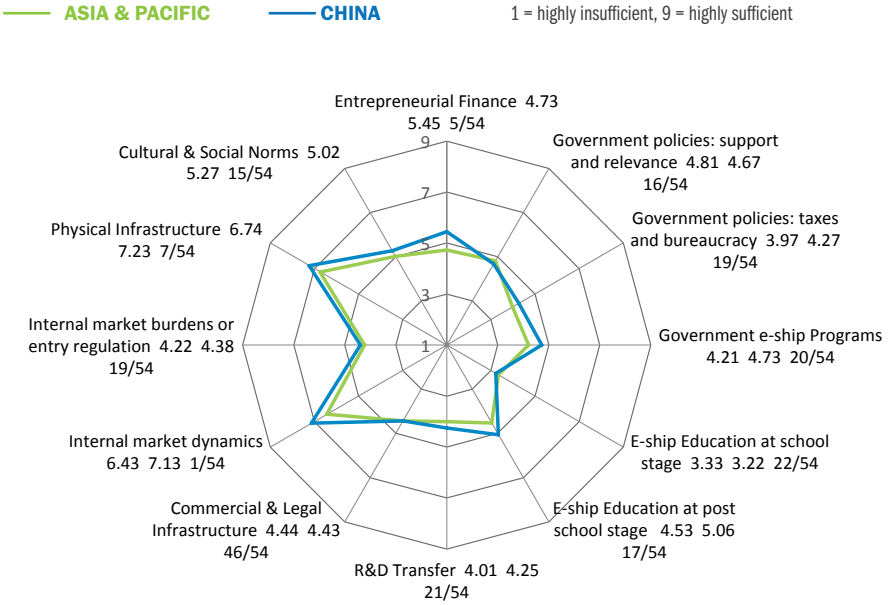
Youth Population (Percentage of youth aged 18 -24 and 25 -34 years of the adult population)	Value%
18-24 years old	14,5
25-34 years old	19,8

Self-Perceptions About Entrepreneurship	Value%
Perceived capabilities 18-34 years old	29,8
Fear of failure 18-34 years old	35,6

Activity	Value%
Total Early-stage Entrepreneurial Activity (TEA) 18-34 years old	14,9
Established business ownership rate 18-24 years old	4,9
Established business ownership rate 25-34 years old	11,9

Motivational index	Value%
Involved in social entrepreneurial activity, start-up phase, broad measure (SEA-SU-BRD)	5,5
Involved in social entrepreneurial activity, operational phase, broad measure (SEA-OP-BRD)	2,9
Involved in social entrepreneurial activity, as nascent OR operational leader, broad measure (SEA-OP)	6,6
Involved in social goal social entrepreneurial activity, start-up phase	2,3
Involved in social goal social entrepreneurial activity, operational phase	1,0

Expert ratings of the national entrepreneurial framework conditions



INDIA



Population (2018): 1,316.9 million

GDP growth (2017, annual % change): 6.7%

GDP PER CAPITA (2017; PPP, INTERNATIONAL $): 7.2 THOUS.

WORLD BANK EASE OF DOING BUSINESS RATING (2018): 67.23/100; **RANK:** 77/190

WORLD BANK STARTING A BUSINESS RATING (2018): 80.96/100; RANK: 137/190

WORLD ECONOMIC FORUM GLOBAL COMPETITIVENESS RANK (2018): 58/140

WORLD ECONOMIC FORUM INCOME GROUP AVERAGE (2018): Lower Middle

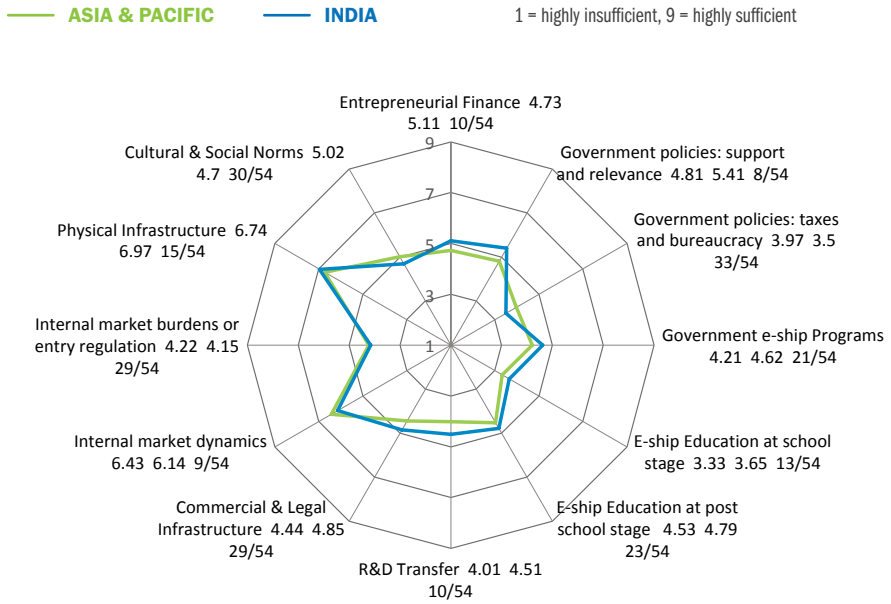
Youth Population (Percentage of youth aged 18 -24 and 25 -34 years of the adult population)	Value%
18-24 years old	10,2
25-34 years old	11,5

Self-Perceptions About Entrepreneurship	Value%
Perceived capabilities 18-34 years old	38,9
Fear of failure 18-34 years old	31,9

Activity	Value%
Total Early-stage Entrepreneurial Activity (TEA) 18-34 years old	10,2
Established business ownership rate 18-24 years old	4,5
Established business ownership rate 25-34 years old	9,2

Motivational index	Value%
Involved in social entrepreneurial activity, start-up phase, broad measure (SEA-SU-BRD)	3,8
Involved in social entrepreneurial activity, operational phase, broad measure (SEA-OP-BRD)	5,8
Involved in social entrepreneurial activity, as nascent OR operational leader, broad measure (SEA-OP)	6,6
Involved in social goal social entrepreneurial activity, start-up phase	1,1
Involved in social goal social entrepreneurial activity, operational phase	2,8

Expert ratings of the national entrepreneurial framework conditions



INDONESIA

Population (2018): 262.0 million

GDP growth (2017, annual % change): 5.1%

GDP PER CAPITA (2017; PPP, INTERNATIONAL $): 12.4 thous.

WORLD BANK EASE OF DOING BUSINESS RATING (2018): 67.96/100; **RANK:** 73/190

WORLD BANK STARTING A BUSINESS RATING (2018): 81.22/100; **RANK:** 134/190

WORLD ECONOMIC FORUM GLOBAL COMPETITIVENESS RANK (2018): 45/140

WORLD ECONOMIC FORUM INCOME GROUP AVERAGE (2018): Lower Middle

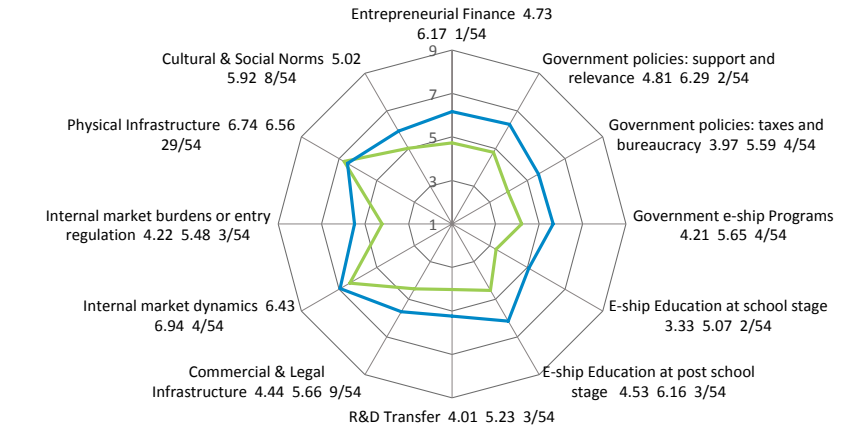
Youth Population (Percentage of youth aged 18 -24 and 25 -34 years of the adult population)	Value%
18-24 years old	17,2
25-34 years old	29,3

Self-Perceptions About Entrepreneurship	Value%
Perceived capabilities 18-34 years old	65,8
Fear of failure 18-34 years old	50,5

Activity	Value%
Total Early-stage Entrepreneurial Activity (TEA) 18-34 years old	18,9
Established business ownership rate 18-24 years old	17,6
Established business ownership rate 25-34 years old	29

Motivational index	Value%
Involved in social entrepreneurial activity, start-up phase, broad measure (SEA-SU-BRD)	1,6
Involved in social entrepreneurial activity, operational phase, broad measure (SEA-OP-BRD)	2,3
Involved in social entrepreneurial activity, as nascent OR operational leader, broad measure (SEA-OP)	3,0
Involved in social goal social entrepreneurial activity, start-up phase	0,8
Involved in social goal social entrepreneurial activity, operational phase	1,3

Expert ratings of the national entrepreneurial framework conditions



REPUBLIC OF KOREA



Population (2018): 51.5 million

GDP growth (2017, annual % change): 3.1%

GDP PER CAPITA (2017; PPP, INTERNATIONAL $): 39.6 thous.

WORLD BANK EASE OF DOING BUSINESS RATING (2018): 84.14/100; **RANK:** 5/190

WORLD BANK STARTING A BUSINESS RATING (2018): 95.83/100; **RANK:** 11/190

WORLD ECONOMIC FORUM GLOBAL COMPETITIVENESS RANK (2018): 15/140

WORLD ECONOMIC FORUM INCOME GROUP AVERAGE (2018): High

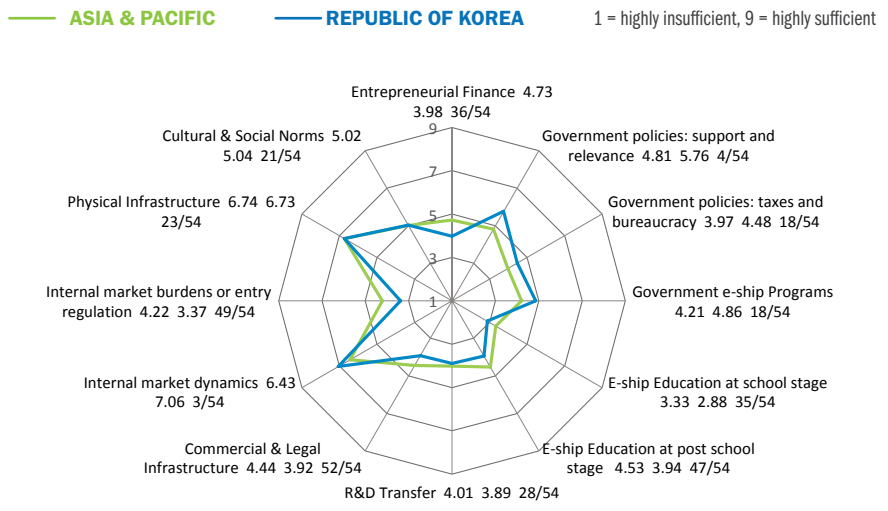
Youth Population (Percentage of youth aged 18 -24 and 25 -34 years of the adult population)	Value%
18-24 years old	13,9
25-34 years old	19,7

Self-Perceptions About Entrepreneurship	Value%
Perceived capabilities 18-34 years old	16,4
Fear of failure 18-34 years old	30,8

Activity	Value%
Total Early-stage Entrepreneurial Activity (TEA) 18-34 years old	3,6
Established business ownership rate 18-24 years old	0,7
Established business ownership rate 25-34 years old	3,8

Motivational index	Value%
Involved in social entrepreneurial activity, start-up phase, broad measure (SEA-SU-BRD)	0,2
Involved in social entrepreneurial activity, operational phase, broad measure (SEA-OP-BRD)	1,3
Involved in social entrepreneurial activity, as nascent OR operational leader, broad measure (SEA-OP)	1,5
Involved in social goal social entrepreneurial activity, start-up phase	0,2
Involved in social goal social entrepreneurial activity, operational phase	0,8

Expert ratings of the national entrepreneurial framework conditions



MALAYSIA



Population (2018): 32.1 million

GDP growth (2017, annual % change): 5.9%

GDP PER CAPITA (2017; PPP, INTERNATIONAL $): 29.1 thous.

WORLD BANK EASE OF DOING BUSINESS RATING (2018): 80.6/100; **RANK:** 15/190

WORLD BANK STARTING A BUSINESS RATING (2018): 82.78/100; **RANK:** 122/190

WORLD ECONOMIC FORUM GLOBAL COMPETITIVENESS RANK (2018): 25/140

WORLD ECONOMIC FORUM INCOME GROUP AVERAGE (2018): Upper Middle

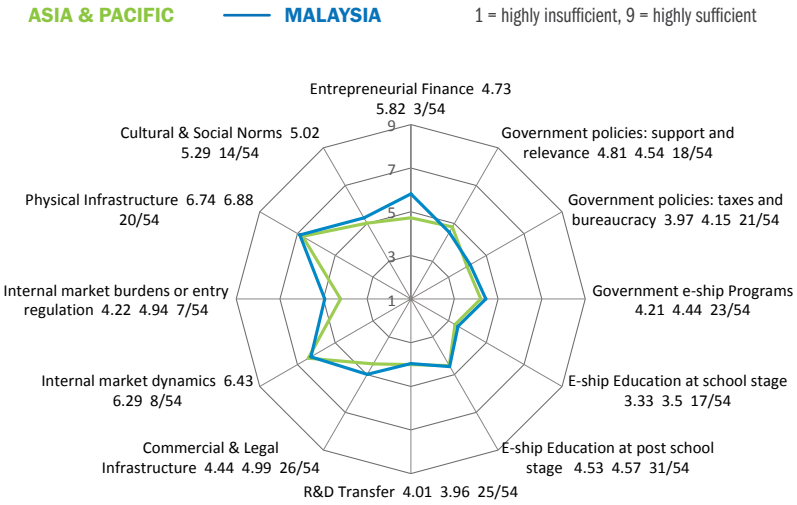
Youth Population (Percentage of youth aged 18 -24 and 25 -34 years of the adult population)	Value%
18-24 years old	18,9
25-34 years old	28,1

Self-Perceptions About Entrepreneurship	Value%
Perceived capabilities 18-34 years old	25,9
Fear of failure 18-34 years old	31,5

Activity	Value%
Total Early-stage Entrepreneurial Activity (TEA) 18-34 years old	2,8
Established business ownership rate 18-24 years old	2,5
Established business ownership rate 25-34 years old	7

Motivational index	Value%
Involved in social entrepreneurial activity, start-up phase, broad measure (SEA-SU-BRD)	0,7
Involved in social entrepreneurial activity, operational phase, broad measure (SEA-OP-BRD)	1,4
Involved in social entrepreneurial activity, as nascent OR operational leader, broad measure (SEA-OP)	1,7
Involved in social goal social entrepreneurial activity, start-up phase	0,3
Involved in social goal social entrepreneurial activity, operational phase	0,9

Expert ratings of the national entrepreneurial framework conditions



PHILIPPINES



Population (2018): 107.19 million (projected)

GDP growth (2017, annual % change): 6.7%

GDP PER CAPITA (2017; PPP, INTERNATIONAL $): 8.4 thous/7.6 thous.

WORLD BANK EASE OF DOING BUSINESS RATING (2018): 57.68/100; **RANK:** 124/190

WORLD BANK STARTING A BUSINESS RATING (2018): 71.97/100; **RANK:** 166/190

WORLD ECONOMIC FORUM GLOBAL COMPETITIVENESS RANK (2018): 56/140

WORLD ECONOMIC FORUM INCOME GROUP AVERAGE (2018): Lower Middle

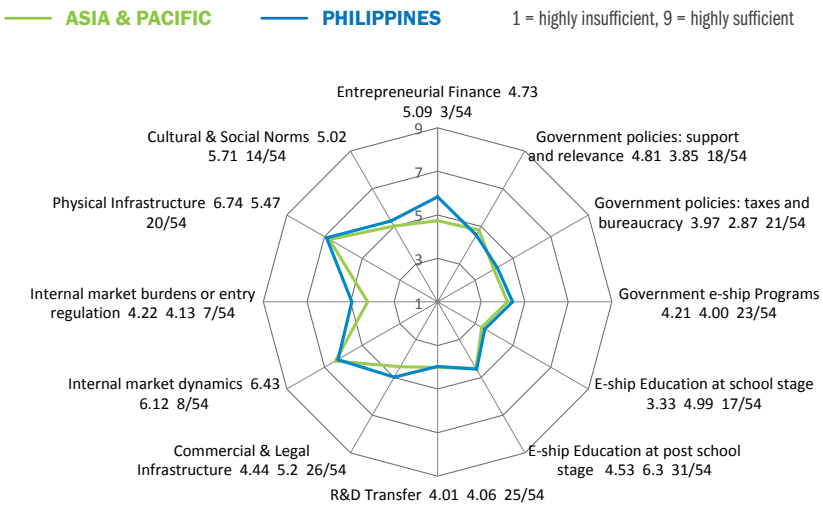
Youth Population (Percentage of youth aged 18 -24 and 25 -34 years of the adult population)	Value%
18-24 years old	18,7
25-34 years old	25,6

Self-Perceptions About Entrepreneurship	Value%
Perceived capabilities 18-34 years old	64,7
Fear of failure 18-34 years old	37,8

Activity	Value%
Total Early-stage Entrepreneurial Activity (TEA) 18-34 years old	14,2
Established business ownership rate 18-24 years old	10,2
Established business ownership rate 25-34 years old	16,5

Motivational index	Value%
Involved in social entrepreneurial activity, start-up phase, broad measure (SEA-SU-BRD)	7,1
Involved in social entrepreneurial activity, operational phase, broad measure (SEA-OP-BRD)	7,5
Involved in social entrepreneurial activity, as nascent OR operational leader, broad measure (SEA-OP)	10,1
Involved in social goal social entrepreneurial activity, start-up phase	3,5
Involved in social goal social entrepreneurial activity, operational phase	3,9

Expert ratings of the national entrepreneurial framework conditions



THAILAND



Population (2018): 69.1 million

GDP growth (2017, annual % change): 3.9%

GDP PER CAPITA (2017; PPP, INTERNATIONAL $): 17.9 thous.

WORLD BANK EASE OF DOING BUSINESS RATING (2018): 78.45/100; **RANK:** 27/190

WORLD BANK STARTING A BUSINESS RATING (2018): 92.72/100; **RANK:** 39/190

WORLD ECONOMIC FORUM GLOBAL COMPETITIVENESS RANK (2018): 38/140

WORLD ECONOMIC FORUM INCOME GROUP AVERAGE (2018): Upper Middle

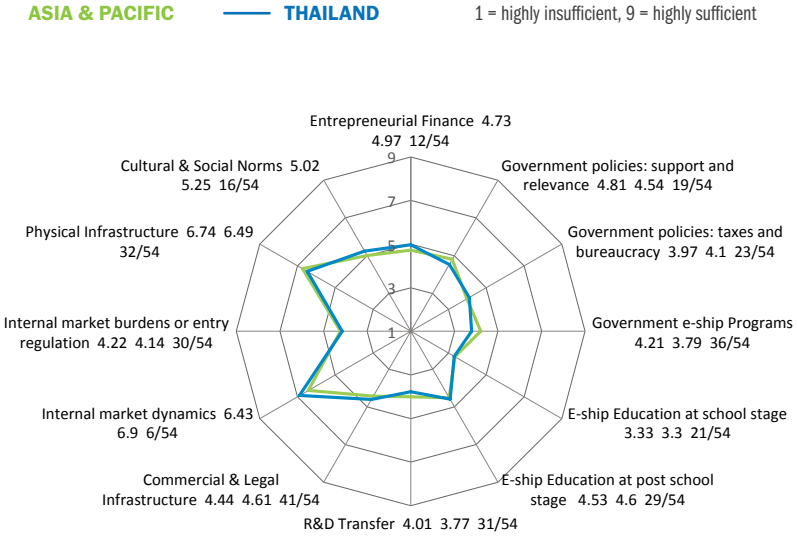
Youth Population (Percentage of youth aged 18 -24 and 25 -34 years of the adult population)	Value%
18-24 years old	14,8
25-34 years old	19,3

Self-Perceptions About Entrepreneurship	Value%
Perceived capabilities 18-34 years old	40,0
Fear of failure 18-34 years old	47,1

Activity	Value%
Total Early-stage Entrepreneurial Activity (TEA) 18-34 years old	13,3
Established business ownership rate 18-24 years old	4,4
Established business ownership rate 25-34 years old	9,3

Motivational index	Value%
Involved in social entrepreneurial activity, start-up phase, broad measure (SEA-SU-BRD)	4,5
Involved in social entrepreneurial activity, operational phase, broad measure (SEA-OP-BRD)	8,7
Involved in social entrepreneurial activity, as nascent OR operational leader, broad measure (SEA-OP)	11,1
Involved in social goal social entrepreneurial activity, start-up phase	2,6
Involved in social goal social entrepreneurial activity, operational phase	5,6

Expert ratings of the national entrepreneurial framework conditions



VIET NAM



Population (2018): 93.6 million

GDP growth (2017, annual % change): 6.8%

GDP PER CAPITA (2017; PPP, INTERNATIONAL $): 6.9 thous.

WORLD BANK EASE OF DOING BUSINESS RATING (2018): 68.36/100; **RANK:** 69/190

WORLD BANK STARTING A BUSINESS RATING (2018): 84.82/100; **RANK:** 104/190

WORLD ECONOMIC FORUM GLOBAL COMPETITIVENESS RANK (2018): 77/140

WORLD ECONOMIC FORUM INCOME GROUP AVERAGE (2018): Lower Middle

Youth Population (Percentage of youth aged 18 -24 and 25 -34 years of the adult population)	Value%
18-24 years old	23,1
25-34 years old	25,4

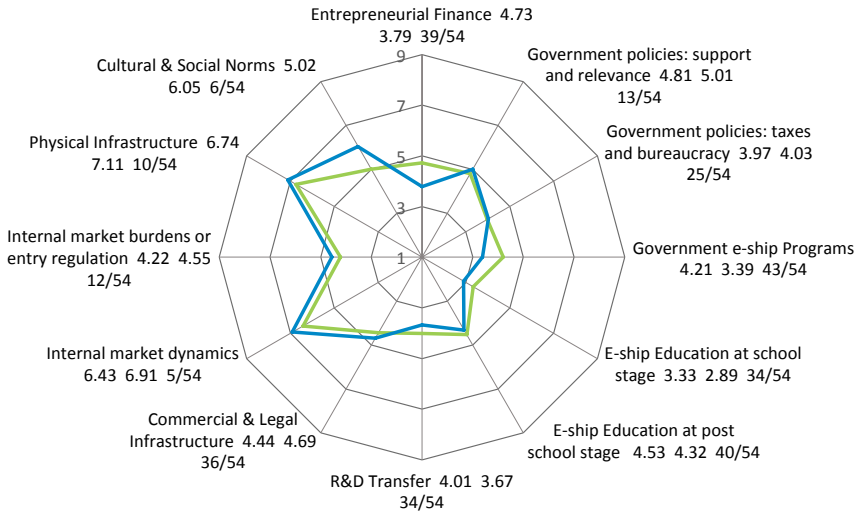
Self-Perceptions About Entrepreneurship	Value%
Perceived capabilities 18-34 years old	55,0
Fear of failure 18-34 years old	51,7

Activity	Value%
Total Early-stage Entrepreneurial Activity (TEA) 18-34 years old	15,5
Established business ownership rate 18-24 years old	14,7
Established business ownership rate 25-34 years old	33

Motivational index	Value%
Involved in social entrepreneurial activity, start-up phase, broad measure (SEA-SU-BRD)	1,1
Involved in social entrepreneurial activity, operational phase, broad measure (SEA-OP-BRD)	0,6
Involved in social entrepreneurial activity, as nascent OR operational leader, broad measure (SEA-OP)	1,4
Involved in social goal social entrepreneurial activity, start-up phase	0,8
Involved in social goal social entrepreneurial activity, operational phase	0,3

Expert ratings of the national entrepreneurial framework conditions

ASIA & PACIFIC — VIET NAM — 1 = highly insufficient, 9 = highly sufficient



APPENDIX 3: Data Table Entrepreneurial Ecosystem in Asia and the Pacific

Entrepreneurial ecosystem averages in Asia and the Pacific, by country.

	Australia	China	India	Indonesia	Malaysia	Philippines	Republic of Korea	Thailand	Viet Nam	Asia and the Pacific average
Entrepreneurial Finance	4	4,9	5,7	4,9	5,8	5,1	3,9	4,2	3,5	**4,7**
Government Policies: Support and Relevance	3,7	5,8	5,5	5,1	5,2	3,9	5,8	4	4,3	**4,8**
Government Policies: Taxes and Bureaucracy	4,2	4,4	3,9	4,4	5,2	2,9	4,6	4	4,6	**4,2**
Government Entrepreneurship Programmes	4,2	4,4	4,5	4,8	5,6	3,6	5	3,7	3,5	**4,3**
Entrepreneurial Education at School Stage	3,7	2,6	4,1	4,4	4,1	5	2,8	3,6	2,5	**3,6**
Entrepreneurial Education at Post School Stage	4,2	5	5,1	5,9	5,2	6,3	4	4,3	4,2	**4,9**
R&D Transfer	3,7	4,1	4,3	4,9	4,9	4,1	3,6	3,9	3,9	**4,2**
Commercial and Legal Infrastructure	5,1	4,3	5	4,8	5,6	5,2	4	4,8	4,7	**4,8**
Internal Market Dynamics	4,7	7,2	5,7	6,2	6,1	6,1	7,3	6,4	6,1	**6,2**
Internal Market Burdens or Entry Regulation	4,7	4,3	4,8	4,6	4,7	4,1	3,3	4,1	4,2	**4,3**
Physical Infrastructures	6,5	6,9	6,2	5,2	7,2	5,5	7	6,4	6,9	**6,4**
Cultural and Social Norms	4,8	5	5,5	5,8	5,8	5,7	4,9	5,5	5,4	**5,4**

Weighted average of experts' scores: 1= highly insufficient, 9= highly sufficient

* The average scores for the different entrepreneurial framework conditions by country are displayed in Appendix 3 Data Tables.

Source: Global Entrepreneurship Monitor 2015, National Expert Survey

APPENDIX 4: National Teams

National Team	Institutions	National Team Members	Funders	APS Vendor	Contact
Australia	Queensland University of Technology	Per Davidsson Paul Steffens Paul Reynolds	Department of Industry, Innovationand Science, QUT Business School	Q&A Market Research Pty Ltd	paul.steffens@adelaide.edu.au
China	Tsinghua University	Gao Jian Cheng Yuan Rui Mu Lin Li Hongbo Chen Hongmei Yang	2017: Tuspark 2015: School of Economics and Management at Tsinghua University	2017: Horizon Research Consultancy Group 2015: SINOTRUST	mur@sem.tsinghua.edu.cn
India	Entrepreneurship Development Institute of India (EDII), Ahmedabad	Sunil Shukla Pankaj Bharti Amit Kumar Dwivedi Shri N. S. Chatwal MI Parray	Centre for Research in Entrepreneurship Education and Development (CREED)	IMRB International	sunilshukla@ediindia.org
Indonesia	UNPAR - Parahyangan Catholic University, Bandung, Indonesia	Gandhi Pawitan Catharina Badra Nawangpalupi Agus Gunawan Maria Widyarini Triyana Iskandarsyah	UNPAR - Universitas Katolik Parahyangan, Indonesia 2015-2017: Higher Education Directorate General, Republic of Indonesia 2015: International Development Research Centre (IDRC)	PT Idekami Indonesia	gandhip08@gmail.co

National Team	Institutions	National Team Members	Funders	APS Vendor	Contact
Malaysia	Universiti Tun Abdul Razak	Siri Roland Xavier Mohar bin Yusof Leilanie binti Mohd Nor Samsinar Md. Sidi	Universiti Tun Abdul Ras	2017: Metrix 2015: Rehanstat	roland@uniRazak.edu.my
Philippines	De La Salle University	Aida Licaros Velasco Emilina Sarreal Brian Gozun Junette Perez Gerardo Largoza Mitzie Conchada Paulynne Castillo	2015: International Development Research Centre (IDRC)	TNS Philippines	aida.velasco@dlsu.edu.ph

National Team	Institutions	National Team Members	Funders	APS Vendor	Contact
Republic of Korea	Korea Insitute of Startup and Entrepreneurship Development, Korea Entrepreneurship Foundation	Siwoo Kang Miae Kim Hyeram Kim Chaewon Lee Dohyeon Kim Byungheon Lee Choonwoo Lee Sunghyun Cho MoonSun Kim	2017: Ministry of SMEs and Startups 2015: Korea Institute of Startup and Entrepreneurship Development; Korea Entrepreneurship Foundation	2017: Korea Gallup 2015: Polarixpartner Korea	good88i@kised.or.kr
Thailand	Bangkok University School of Entrepreneurship and Management (BUSEM)	Ulrike Guelich	2015-17: Bangkok University 2015: OSMEP (Organisation for Small and Medium Enterprise Development)	2017: Intage (Thailand) Co. Ltd. 2015: TNS Research Thailand International	ulrike.g@bu.ac.th
Viet Nam	Viet Nam Chamber of Commerce and Industry	Luong Minh Huan Pham Thi Thu Hang Doan Thuy Nga Doan Thi Quyen Do Vu Phuong Anh	2017: Viet Nam Chamber of Commerce and Industry 2015: International Development Research Centre (IDRC)	Viet Nam Chamber of Commerce and Industry	huanlm@vcci.com.vn