
i-genius publications

i-genius Asia Summit on Social Entrepreneurship

i-genius

Is Asia up to the challenge?

Bangkok, Thailand - March 1st-2nd 2012

About us

background to i-genius

background



i-genius is a world community of social entrepreneurs (people passionate about social and environmental change) with members in over 200 countries.

Established in 2007, it provides a popular community website, media profile, i-genius Academy training and events (workshops, university Masters Level courses, conferences, seminars, study tours) and i-genius Promotions - a social business marketing and strategic consultancy agency with direct market access.

Asia Summit Background:

i-genius Asia Summit on social entrepreneurship examined the potential for social innovation in the fastest growing region in the world and explored how it can be raised to an even higher level over the coming decade. Professor Kriengsak Chareonwongsak opened the Summit with a lecture on 'What the future holds for Asia' and participants then addressed seven challenges over the two days.

Challenge 1: Swot Asia - identifying regional strengths, weaknesses, opportunities, threats

Challenge 2: Customers First! Expanding markets for sustainable growth

Challenge 3: Skills and Knowhow - making training and development relevant

Challenge 4: Finance and Investment - getting the cash to flow

Challenge 5: Designing a Legal and Regulatory Framework for Governments

Challenge 6: Developing Networks, Partnerships and Engaging Stakeholders

Challenge 7: Good Communications - awareness raising and generating media profile



Sponsored by the British Council

Innovation in the city of Angels

Crossing borders and
connecting Asia...



Is Asia up to the challenge?

Yes, it is! This was the theme and question posed by the i-genius Asia Summit on Social Entrepreneurship in the City of Angels (Bangkok). With over 70 participants from across Asia, the two-day interactive summit connected individuals, businesses, academics, media, organisations, and government personnel together for what proved to be an intimate and inspiring gathering.

On the first day of the Asia Summit i-genius released the results of its pan-Asia survey, which discovered that universities need to improve (not just in Asia, but globally) in order to adapt to the changing social and business markets. There were also inspiring case studies on relevant topics such as eco-entrepreneurship. The format was round-table conversation style with minimal formal presentations thereby giving participants a real opportunity to dig deep and contribute to the topics.

Over the two days each participant tackled the 7 challenges with innovative thought and passion, whilst working together with their fellow Asian professionals. The ideas and partnerships created crossed borders and even developed into a new East Asian Social Enterprise Network, of which i-genius is proud to be the catalyst.

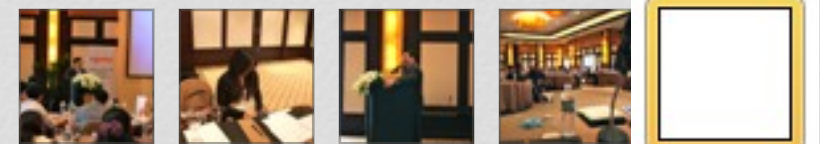
Our gratitude to the British Council for their sponsorship. We are also most grateful to the following partners Qi, Driving Innovation Culture, Synergy Social Ventures, Global Social Venture Competition, ChangeFusion, SEDPI, FYSE, Liverpool Hope University, and the Center for Sustainable Enterprise.

i-genius Asia Summit on Social Entrepreneurship

Film



i-genius Asia Summit on Social Entrepreneurship



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Asia Survey

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A new generation of social
entrepreneurs has
emerged...

Universities need to improve says social entrepreneur survey

Universities came under the spotlight in i-genius' exclusive survey of social entrepreneurs across Asia with only 19% of respondents saying university courses on social enterprise were of high quality (42% said they were poor with the remainder unsure).

The results of the survey formed the backdrop to the i-genius Asia Summit in Bangkok, 1st - 2nd March, which sees social entrepreneurs meeting government officials, business leaders, NGOs and academics. The two-day gathering aims to explore how to improve the practical and policy framework for social entrepreneurship throughout the region.

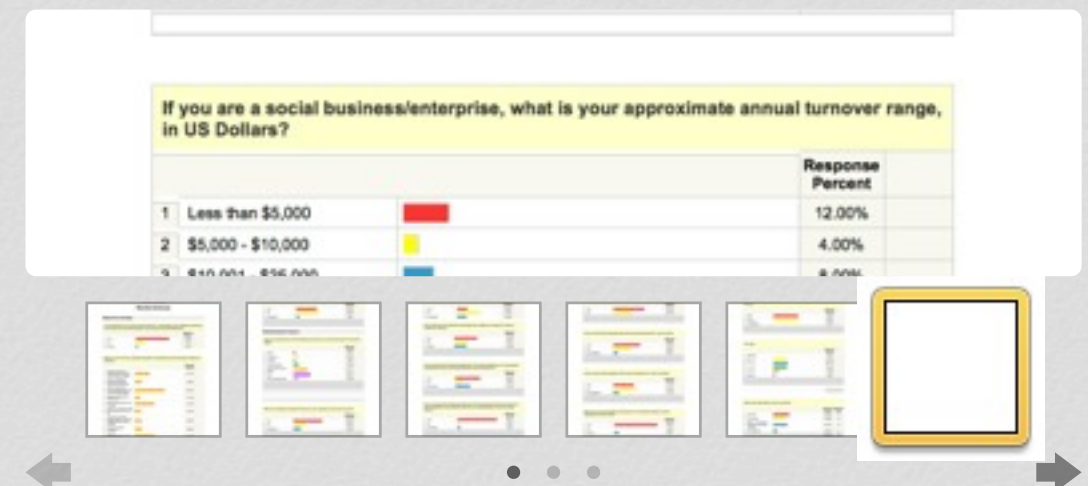
Key findings of the survey:

- 70% said universities were slow to provide courses on social entrepreneurship or social businesses
- Less than one-in-ten (9%) felt universities were offering sufficient number of courses
- Courses which do exist tend to be too academic
- Two thirds of social businesses expect to increase the number of employees in the next 12 months

- Sourcing finance and marketing skills featured highest in skills social entrepreneurs most needed
- 59% expect to seek investment finance over the next two years
- Whilst more felt governments were supportive than those who did not, 52% felt their governments did not grasp the significant benefits social entrepreneurship can bring to sustainable growth, job creation and community cohesion

i-genius founder, Tommy Hutchinson said *'A new generation of social entrepreneurs has emerged and universities have been slow to respond to their needs. Many feel university courses do not provide them with the practical skills they need to grow their business.'*

Asia Survey Full Report



Sherpa's Report

Asia Summit Summary
Report...

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Sherpa's Report

Asia Summit Summary Report

The Summit was presented with three case studies:

- Roberto Cristostomo, Seed Core, Philippines
- Huang Ke, V-Roof, China
- Orapin Sinamonvech, Koko Board, Thailand

All accompanied by Peredur Evans, British Council Thailand and Ari Sutanti, British Council Indonesia.

Participants attended a reception on the first evening at the stunning Latitude Lounge bar overlooking Bangkok and a final evening dinner at Cabbages & Condoms restaurant.

Sherpa report was compiled by Jon Comola, USA, and Amarit Charoenphan, Thailand.

i-genius would like to thank all participants for their enthusiasm and excellent contributions.

Special thanks to British Council for their sponsorship and to partner organisations: SEDPI, Change Fusion, Global Social Venture, Your Story, Synergy Social Ventures, Centre for Sustainable Enterprise, Qi Global, FYSE, Social Innovation Park.



Delegate List

i-genius Asia Summit
attendees...

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Names and faces at the i-genius Asia Summit



Delegate list

Over 70 participants from 16 countries across Asia



i-genius Asia Summit on Social Entrepreneurship Delegate List

Alan Johnson	Symbiont Consulting	UK
Amarit Charoenphan	Ascendex Holdings	Thailand
Anna Fu	Ministry of Communication Youth and Sports	Singapore
Anthony Lefort	www.imahollywoodstar.com	USA
Arch "Boom" Wongchindawest	MySocialMotion	Thailand
Ari Sutanti	British Council	Indonesia
Arif Nugroho	Idea Champion	Indonesia
Barry Crisp	i-genius	UK
Carissa Monina Ramirez	CARD MRI	Philippines
Chris Gibson	British Council	Myanmar
Đào Thị Huệ Chi	Center for Social Initiatives Promotion	Viet Nam
Desmond Kok	Social Innovation Park	Singapore
Dr. Kriengsak Chareonwongsak	Social Entrepreneurship Institute	Thailand
Ed Rubesch	Thammasat Business School	Thailand



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Websites

Community website: www.i-genius.org

Training website: www.i-geniusacademy.com

Marketing website: www.i-geniuspromotions.com

Social Media



Facebook: <http://www.facebook.com/igeniussocialentrepreneurs>

Twitter: <http://twitter.com/igenius>

LinkedIn: <http://www.linkedin.com/groups?home=&gid=2132284&trk=ane...>

YouTube: <http://www.youtube.com/igeniuschannel>

Weibo: <http://www.weibo.com/igeniusse>

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