



Asia-Pacific Economic Cooperation

GENERAL INFORMATION CIRCULAR

*Promoting Green Jobs and Resilient Development by
Enhancing the Capacity Building of Sustainable
Entrepreneurs*

*16-17 July 2025
Beijing, China*

Organizer: *[PRC National Entrepreneurship Research Center, Tsinghua University]*

Event held under APEC Project: *[Promoting Green Jobs and Resilient Development by Enhancing the Capacity Building of Sustainable Entrepreneurs] ([HRDWG_203_2024A])*

Sponsoring Economy / Project Overseer: *[China] / [SU Qing]*

Co-sponsoring APEC economies: *[Chile; Hong Kong China; Indonesia; Korea; Malaysia; Peru; Philippines; Russia; Thailand]*

Funded by *[ASF: Cooperation on Combating Covid-19 and Economic Recovery(CCER)]*

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1. OBJECTIVES

The project aims to enhance sustainable entrepreneurship across APEC economies to foster green jobs, resilient development, and inclusive growth, aligning with global sustainability goals and post-COVID economic recovery.

Project Objectives

The project will:

1. **Raise Awareness:** Increase attention and support for sustainable entrepreneurs by highlighting their role in promoting green jobs and resilient development.
2. **Share Best Practices:** Facilitate the exchange of successful strategies and experiences in supporting sustainable entrepreneurship across APEC economies.
3. **Build Networks:** Establish a collaborative network among APEC members, engaging public and private sectors to strengthen capacity-building efforts for sustainable entrepreneurs.
4. **Address Challenges:** Jointly explore solutions to overcome barriers and identify pathways for enhancing sustainable entrepreneurship, ultimately generating more green employment opportunities.

Seminar Objectives

This 2-day event is to promote the capacity building of policymakers, researchers, incubators and entrepreneurs, including women, youth and individuals with disabilities through seminar and site-visits. Participants will explore jointly the ways to strength skills and knowledge that help foster business resilience and sustainable entrepreneurship with targeted discussion on the current challenges. We pay more attention to two types of sustainable entrepreneurs in the event: green-tech entrepreneurs who leverage innovative technologies to advance environmental sustainability, and inclusive entrepreneurs from underrepresented groups—particularly women, youth, and individuals with disabilities.

2. EVENT DATE

[16-17 July 2025]

3. VENUE

[Tuspark, Beijing, China]

Detailed Address: [No. 1 Zhongguancun East Road, Haidian District, Beijing, China]

Tel: [008613717680901]

[Insert weblink to venue if applicable]

4. PARTICIPANTS AND SPEAKERS

All 21 APEC member economies are welcome and invited to attend and actively participate in the Seminar.

Nominations for this event are being sought from [Human HRDWG] representatives.

Up to **two** active expert participants from each APEC travel-eligible economy will be funded by APEC. The APEC travel eligible economies are Chile, the People's Republic of China,

Indonesia, Malaysia, Mexico, Papua New Guinea, Philippines, Peru, the Russian Federation, Thailand, and Viet Nam. Representatives from non-travel eligible economies are very much encouraged to attend the Seminar on a self-funded basis.

Appropriate expert speakers may be nominated by HRDWG members for the Project Overseer's consideration.

Nominations of qualified female speakers and participants are particularly encouraged.

5. AGENDA

The tentative **agenda** of the Seminar is attached as **ANNEX I**.

6. METHODOLOGY

(6.1) Organization of Program

Target audiences of this project are:

APEC member economies' stakeholders engaged in fostering sustainable entrepreneurship, including policymakers, incubators, academic institutions specializing in sustainability and social inclusion, and entrepreneurs. We particularly welcome participants who directly support sustainable entrepreneurs—especially those working with green-tech startups, women-led enterprises, youth entrepreneurship initiatives, and programs for underrepresented groups. Representatives from entrepreneurship development agencies and inclusive business networks are encouraged to attend. Economies are strongly urged to nominate qualified participants with gender and diversity balance in mind, ensuring equitable opportunities for women and marginalized groups in the green economy.

(6.2) Evaluation

Participants are required to complete and return an Evaluation Form by the end of the Seminar. In this form, each participant is encouraged to share their views and advice on the Seminar's impact and efficiency as well as possible suggestions and policy implications for future APEC related cooperation programs and activities.

(6.3) Language

The Seminar will be conducted in [*English and Chinese*].

7. INSTITUTION

The Seminar will be organized by [*PRC Entrepreneurship Research Center, Tsinghua University*]

[*SU Qing*]

Project Overseer

[*PRC Entrepreneurship Research Center, Tsinghua University*]

Email: [*suqing@sem.tsinghua.edu.cn*]

Phone: +8618610265108

For all substantive and logistics matters including APEC-funded participants, please directly

contact the program overseer, [SU Qing].

APEC-funded participants should directly contact the APEC Secretariat for financial and related arrangements. Contacts are as follows

Primary contact:

Angeline Goh
Program Executive
APEC Secretariat
Email: agsm@apec.org

Harlena Harris
Program Director
APEC Secretariat
Email: hh@apec.org

8. APPLICATION PROCEDURES

Focal points of respective Governments of the APEC member economies in [HRDWG] will nominate their proposed speakers / expert participants to attend the Seminar through the following procedures:

- (1) APEC [HRDWG and SMEWG] focal points need to send copies of the Nomination Form (ANNEX II) to the contact indicated on the form with the details of the nominated speaker or expert participant applying to attend the Seminar through e-mail by the deadline. The deadlines for any nomination:
 - for speakers will be **[30. May. 2025]** and
 - for expert participants will be **[30.May. 2025]**
- (2) Speakers approved by the Project Overseer should submit their presentations to the **project manager via email** by **on or before [5.July. 2025] at the latest**

9. ALLOWANCE AND EXPENSES

(9.1) Allowance principles

According to the project budget the APEC Secretariat will provide APEC funding for speakers and participants invited by the Project Overseer on following principles:

Speakers: will be provided with round-trip airfares of restricted economy class (Y class or equivalent) and in the most direct route and per-diem (including accommodation fees). Subject to budget availability, speakers may be eligible for restricted business class air ticket if their flight time exceeds 12 hours.

Active participants from travel-eligible APEC member economies: Two participants from each APEC travel-eligible economy will be provided with round-trip airfares of restricted economy class and in the most direct route, and per-diem. Per diem allowance is intended to cover costs such as hotel bills, meals, transportation, transfers, travel insurance, visa and departure taxes.

(9.2) Signing of Undertakings for APEC funded speakers and participants

Once the APEC Secretariat receives the final list of participants and speakers from the organizers, the Secretariat's Program Executive will contact each APEC-funded participant and speaker regarding travel approvals (see Item 7 for contact).

Once the APEC Secretariat has approved your air-ticket and itinerary, they will send you a travel undertaking for your signature. The undertaking is a contract between you and the APEC Secretariat, in which you agree to perform the Terms of Reference and they commit to reimbursing you for your travel expenses. An undertaking must be signed by each APEC-funded traveler at least 10 working days before their travel commences.

The APEC Secretariat will not reimburse travel or any other expenses which are not supported by the signed undertaking. The undertaking will be based on the quotation of the most direct and economical return trip (including airport and airport taxes, if any) to attend the Seminar. This quotation should be obtained by the APEC-funded travelers from his or her local travel agent. The complete travel itinerary and quotation should be forwarded to the APEC Secretariat for approval before the traveler firms up their travel arrangements. The APEC Secretariat assesses received quotations through Internet searches of travel web-sites including, where possible, those in the traveler's home economy.

(9.3) Per-diem

The per diem amounts to [US\$237] per person per day to cover the participant's accommodation and daily expenses during their stay in [Beijing] for a maximum of [3.75] days (per diem for [3] days and 75% of one day's per diem to cover miscellaneous expenses). Actual reimbursement is also subject to actual itinerary approved / travelled.

(9.4) Reimbursement

Airfare and per diem allowance are normally provided on reimbursement basis which will take 20 working days after the Secretariat's receipt of the claim and necessary documents in good order from the APEC-funded travelers after the Seminar.

10. MISCELLANEOUS

(1) After confirmation of acceptance, all participants and speakers are required to arrive in [Beijing, China], **before [16, July, 2025]**;

(2) Participants and speakers funded by APEC will assume responsibility for any other expenses incurred during travel between their economies and [China]. They will also make their own arrangements for any other financial matters of a personal nature;

(3) APEC highly values collaboration with appropriate external stakeholders. Participation in all APEC events is governed by APEC's Guidelines for Managing Co-operation with Non-members, and attendance of nominees for this Seminar who are not government officials (or part of a government delegation), for instance from the private or academic sectors, may be subject to [HRDWG] approval as per the aforementioned Guidelines.

(4) Speakers and participants are required to strictly observe the Seminar schedule. Non-attendance of APEC funded travelers would result in financial and potentially other penalties;

(5) The presentations and other documents from the Seminar will be collated by the by the Project Overseer (or their delegate) who will send them to the APEC Secretariat within 2 weeks of the event. The presentations will be made publicly available shortly after through APEC's Meeting Document Database (unless they are indicated to be for restricted circulation only to EWG members). Presenters are reminded that all Seminar materials must comply with APEC Publication Guidelines. The Seminar deliberations also need to comply with the APEC Hosting Guidelines. In particular organisers, speakers and participants should ensure compliance with the following IMPORTANT APEC REQUIREMENTS contained in those Guidelines as required by APEC Senior Officials:

All attendees need to ensure while drafting any Seminar documents or making presentations at the meeting to please be mindful of APEC nomenclature. APEC is a grouping of economies. Therefore, it is inappropriate to use anything, such as flags or emblems, which may imply the "political status" of any member economy. Disputed maps should not be included in any presentations or materials distributed at an APEC event. Members of APEC should be referred to as "member economies" or "members" or "economies". Please do not use in reference to APEC member economies the words "country", "nation" or "national".

Please also be mindful to use the correct names of the APEC economies: Australia; Brunei Darussalam; Canada; Chile; the People's Republic of China (China also acceptable); Hong Kong, China; Indonesia; Japan; the Republic of Korea; Malaysia; Mexico; New Zealand; Papua New Guinea; Peru; the Republic of the Philippines (the Philippines also acceptable); the Russian Federation (Russia also acceptable); Singapore; Chinese Taipei; Thailand; the United States of America (the USA, the US or the United States also acceptable); Viet Nam.

11. DATA PRIVACY

The APEC Secretariat collects, uses and stores personal data from participants in APEC-funded projects to support our project administration and evaluation processes. APEC Project Overseers transfer participant personal data to the APEC Secretariat for these purposes. APEC Secretariat has in place a Personal Data Protection Policy and collects, uses, stores and disposes of personal data in accordance with Singapore's Personal Data Privacy Act 2012.

ANNEX I

AGENDA (DRAFT)

Promoting Green Jobs and Resilient Development by Enhancing the Capacity Building of Sustainable Entrepreneurs

Tentative Agenda

July 16–17, 2025

Beijing, China

Day 1 – July 16, 2025

- 09:00 – 09:30 Registration
- 09:30 – 09:50 Opening Remarks
- 09:50 – 10:30 Keynote Speeches
- 10:30 – 11:00 Research Report on Sustainable Entrepreneurship and Green Employment in APEC
- 11:00 – 12:20 Session 1: Creating More Green Jobs: Policies and Strategies for Scaling up Green Tech Startups
- 12:20 – 13:30 Lunch
- 13:30 – 15:30 Session 2: Skills Upgrading for Entrepreneurship and Employment in the Context of the Sustainable Development Goals (SDGs)
- 15:30 – 16:00 Tea Break
- 16:00 – 17:30 Session 3: Enhancing Resilience of Startups through Digital and Green Transition

Day 2 – July 17, 2025

- 09:30 – 11:00 Session 4: Challenges and Opportunities of Women, Youth, and People with Disabilities in Digital and Green Transformation
- 11:00 – 12:00 Wrap-up and Recommendations
- 12:00 – 13:30 Lunch
- 13:30 – 16:30 Site Visit to Sustainable Startups

ANNEX II

NOMINATION FORM

HRDWG_203_2024A - Promoting Green Jobs and Resilient Development by Enhancing the Capacity Building of Sustainable Entrepreneurs

Complete all fields and return to Nominations Focal Point below:

SU Qing

Project Overseer/ Project Manager, [PRC National Entrepreneurship Research Center, Tsinghua University]

Email: [suqing@sem.tsinghua.edu.cn], Tel: [+8618610265108+]

By completing and returning this form, I consent to the collection, use and disclosure of the personal data provided below to the APEC Secretariat, for the purposes of project administration and evaluation and to be handled in accordance with the APEC Secretariat Personal Data Protection Policy.

APEC MEMBER ECONOMY: THAILAND

NOMINEE 1

Name (CAPITALISE surname): [INSERT]

Title (Dr/Mr/Ms/Mrs): [INSERT]

Position:

Gender (M/F): [INSERT]

Organization: [INSERT]

Email: [INSERT]

Telephone: [INSERT]

Fax: [INSERT]

Nominated as an Expert Speaker:

Yes / No APEC-funded / Self-funded

Nominated as an Active Participant:

Yes / No APEC-funded / Self-funded

Government official:

Yes / No

NOMINEE 2

Name (CAPITALISE surname): [INSERT]

Title (Dr/Mr/Ms/Mrs): [INSERT]

Position:

Gender (M/F): [INSERT]

Organization: [INSERT]

Email: [INSERT]

Telephone: [INSERT]

Fax: [INSERT]

Nominated as an Expert Speaker:

Yes / No APEC-funded / Self-funded

Nominated as an Active Participant:

Yes / No APEC-funded / Self-funded

Government official:

Yes / No

Name of official making the above Nomination(s): Pongsakorn Rudravanija

Economy Representative for which APEC Fora: Human Resources Development Working Group

Title: Foreign Relations Officer

Organization: Ministry of Education

Email: pongsakorn.r@opse.moe.go.th

Telephone: +66 86 400 5252

Fax: +662 281 0953

Please complete all fields in this form and email it to the Nominations Focal Point given above, no later than:
[30. May, 2025] for both speaker and participant nominations

***** LATE NOMINATIONS MAY NOT BE ACCEPTED *****

Questionnaire on Enhancing the Capabilities of Sustainable Entrepreneurs in APEC Economies

* A. Basic Information

1. Your Economy:

* 2. The name of your institution , The name of your department
 , The main responsibility of your institution

* B. The current situation of sustainable entrepreneurship

1. In your economy, sustainable entrepreneurial activities are relatively common. (1-5 points, 1=Strongly disagree, 2=Somewhat disagree, 3=Neither agree nor disagree, 4=Somewhat agree, 5=Strongly agree)

Strongly disagree

Strongly agree

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* 2. In your economy, for which type of UNSDGs are sustainable entrepreneurs more likely to start businesses? (Single choice)

- ☐ A. Environmental protection and climate action
- ☐ B. Social equity and inclusive development
- ☐ C. Economic transformation and innovation
- ☐ D. Governance and partnerships

* 3. In your economy, in which industries do sustainable entrepreneurship mainly occur? (Please list the top three by importance)

* 4. In your economy, what are the main conditions conducive to sustainable entrepreneurship? (Multiple choices)[Multiple]

- ☐ A. Policy support
- ☐ B. Market demand
- ☐ C. Technological innovation
- ☐ D. Institutional constraints
- ☐ E. Social awareness
- ☐ F. International cooperation and competition
- ☐ G. Others (please specify) _____

* 5. In your economy, what are the main challenges faced by sustainable entrepreneurs? (Multiple choices)[Multiple]

- ☐ A. Insufficient funds
- ☐ B. Technical bottlenecks
- ☐ C. Incomplete policies and regulations
- ☐ D. Limited market demand
- ☐ E. Lack of professionals
- ☐ F. Others (please specify) _____

* 6. In your economy, sustainable entrepreneurship is of great significance to the current economic and social development of the economy. (1-5 points,

1=Strongly disagree, 2=Somewhat disagree, 3=Neither agree nor disagree, 4=Somewhat agree, 5=Strongly agree)

Strongly disagree

Strongly agree

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* 7. In the next five years, sustainable entrepreneurship will have great potential for development in your economy. (1-5 points, 1=Strongly disagree, 2=Somewhat disagree, 3=Neither agree nor disagree, 4=Somewhat agree, 5=Strongly agree)

Strongly disagree

Strongly agree

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* 8. In your economy, sustainable entrepreneurship has a significant driving effect on green employment. (1-5 points, 1=Strongly disagree, 2=Somewhat disagree, 3=Neither agree nor disagree, 4=Somewhat agree, 5=Strongly agree)

Strongly disagree

Strongly agree

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* 9. In your economy, what are the main ways for sustainable entrepreneurship to drive green employment? (Multiple choices)[Multiple]

- ☐ A. Creating direct employment opportunities
- ☐ B. Creating indirect employment opportunities (such as supply chain related jobs)
- ☐ C. Improving employment quality (Increase income, job stability, reduce working hours, etc.)
- ☐ D. Promoting skills improvement
- ☐ E. Expanding social protection
- ☐ F. Others (please specify) _____

- * 10. In your economy, sustainable entrepreneurship can significantly enhance economic resilience. (1-5 points, 1=Strongly disagree, 2=Somewhat disagree, 3=Neither agree nor disagree, 4=Somewhat agree, 5=Strongly agree)

Strongly disagree

Strongly agree

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- * 11. In your economy, what are the main ways for sustainable entrepreneurship to enhance economic resilience? (Multiple choices)[Multiple]

- ☐ A. Promoting economic diversification
- ☐ B. Enhancing the ability to resist risks
- ☐ C. Promoting technological innovation
- ☐ D. Promoting inclusive development
- ☐ E. Others (please specify) _____

* C. Capabilities of sustainable entrepreneurs and their training

1. In your economy, sustainable entrepreneurs have sufficient capacity to carry out sustainable entrepreneurial activities. (1-5 points, 1=Strongly disagree, 2=Somewhat disagree, 3=Neither agree nor disagree, 4=Somewhat agree, 5=Strongly agree)

Strongly disagree

Strongly agree

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- * 2. Which of the following aspects are the most important capabilities for sustainable entrepreneurs to succeed in starting a business? (Multiple choices)[Multiple]

- ☐ A. Technical capabilities
- ☐ B. Opportunity capabilities (identifying opportunities, creating opportunities, self-motivation, etc.)

- ☐ C. Management capabilities (team management, innovation, marketing, operation, etc.)
- ☐ D. Strategic capabilities (strategic thinking, strategic decision-making, strategic transformation, etc.)
- ☐ E. Relationship capabilities (relationship operation with stakeholders, inter-organizational cooperation, acquisition of platform resources, acquisition of government resources, social relations, etc.)
- ☐ F. Personal entrepreneurial characteristics (personality traits, knowledge accumulation, learning ability, etc.)
- ☐ G. Others (please specify) _____

*3. Is there a significant skills gap for sustainable entrepreneurs in your economy? If so, what are the main skill gaps? (Please list the top three by importance)

*4. In your economy, there are many skills training programs for sustainable entrepreneurs. (1-5 points, 1=Strongly disagree, 2=Somewhat disagree, 3=Neither agree nor disagree, 4=Somewhat agree, 5=Strongly agree)

Strongly disagree

Strongly agree

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*5. In your economy, which type of institutions mainly conduct skill training for sustainable entrepreneurs? (Multiple choices)[Multiple]

- ☐ A. Universities
- ☐ B. Public entrepreneurship training institutions
- ☐ C. Private entrepreneurship training institutions
- ☐ D. Large enterprises
- ☐ E. Small and medium-sized enterprises

☐ F. Others (please specify) _____

- * 6. In your economy, underrepresented groups such as women, disabled and ethnic minorities have the same opportunity to receive skill training for sustainable entrepreneurs. (1-5 points, 1=Strongly disagree, 2=Somewhat disagree, 3=Neither agree nor disagree, 4=Somewhat agree, 5=Strongly agree)

Strongly disagree

Strongly agree

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- * 7. In your economy, which type of the following skill training programs are the most important for sustainable entrepreneurs? (Multiple choices)[Multiple]

- ☐ A. Technology
- ☐ B. Business management skills
- ☐ C. Innovation methods
- ☐ D. Policy and regulatory information
- ☐ E. International experience
- ☐ F. Others (please specify) _____

- * 8. In your economy, what are the main obstacles to the skill training for sustainable entrepreneurs? (Multiple choices)[Multiple]

- ☐ A. Lack of funds
- ☐ B. Lack of trainers
- ☐ C. Lack of training institutions
- ☐ D. Poor quality of training
- ☐ E. Lack of enthusiasm among participants
- ☐ F. Others (please specify) _____

- * 9. Suggestions on skill training for sustainable entrepreneurs (e.g. supporting policies, training contents, training evaluations, incentive measures, etc.) :

* D. Support policies for sustainable entrepreneurs

1. In your economy, the government has introduced a number of policies to support sustainable entrepreneurs. (1-5 points, 1=Strongly disagree, 2=Somewhat disagree, 3=Neither agree nor disagree, 4=Somewhat agree, 5=Strongly agree)

Strongly disagree

Strongly agree

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- * 2. If you have relevant policies (or strategies, initiatives, plans, programs) on supporting sustainable entrepreneurs, please list the name, issuing department and the release time of the policies. (Please list the top three by importance)

- * 3. In your economy, policies for sustainable entrepreneurship are effective and successful. (1-5 points, 1=Strongly disagree, 2=Somewhat disagree, 3=Neither agree nor disagree, 4=Somewhat agree, 5=Strongly agree)

Strongly disagree

Strongly agree

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*4. Which of the following policies have the best supporting effect on sustainable entrepreneurship? (Multiple choices)[Multiple]

- ☐ A. Financial support (subsidies, loans, investments, etc.)
- ☐ B. Tax incentives
- ☐ C. Government purchases
- ☐ D. Incubation and acceleration programs
- ☐ E. Education and training
- ☐ F. Research and development transfer
- ☐ G. Market openness
- ☐ H. Commercial and professional infrastructure
- ☐ I. Physical and services infrastructure
- ☐ J. Cultural and social norms
- ☐ K. Others (please specify) _____

*5. What are the main obstacles for policies not achieving the expected results for sustainable entrepreneurship? (Multiple choices)[Multiple]

- ☐ A. Incomplete policy formulation
- ☐ B. Inadequate policy implementation
- ☐ C. Insufficient policy promotion
- ☐ D. Insufficient funds
- ☐ E. Lack of coordination mechanism
- ☐ F. Others (please specify) _____

*6. Suggestions on optimizing and improving the supporting policies for sustainable entrepreneurs (e.g. support directions, support intensity, policy implementation, policy evaluation etc.)

* E. The international cooperation for sustainable entrepreneurship

1. The APEC mechanism currently plays an important role in enhancing the capacity building of sustainable entrepreneurs (1-5 points, 1=Strongly disagree, 2=Somewhat disagree, 3=Neither agree nor disagree, 4=Somewhat agree, 5=Strongly agree)

Strongly disagree

Strongly agree

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* 2. What measures has the APEC international cooperation mechanism taken to promote sustainable entrepreneurship (e.g. Visions, Action plans, fundings, programs, etc.) :

* 3. How should the APEC mechanism empower sustainable entrepreneurs?
(Multiple choices)[Multiple]

- ☐ A. Mutual learning of policies and practices
- ☐ B. Technology transfer
- ☐ C. Market openness
- ☐ D. Standard unification
- ☐ E. Data sharing
- ☐ F. Platform building
- ☐ G. Industrial cooperation

☐ H. Others (please specify) _____

*4. What are the challenges of the APEC mechanism in promoting sustainable entrepreneurship? (Multiple choices)[Multiple]

☐ A. Difficulties in policy coordination

☐ B. Poor policy effectiveness

☐ C. barriers to technology transfer

☐ D. Obstacles to market access

☐ E. Others (please specify) _____

*5. Suggestions on how APEC international cooperation mechanism can enhance the capacity building of sustainable entrepreneurs (e.g. Visions, Action plans, fundings, programs, etc.) :

Submit