

**International Workshop on  
Social Entrepreneurship in Asia (IWSEA)  
6 to 8 July 2006  
Asian Institute of Management (AIM)**

**Objectives:**

The International Workshop on Social Entrepreneurship in Asia has as main objective the promotion of dialogue between faculty of management schools and other institutions doing research and teaching social entrepreneurship with practitioners of social entrepreneurship in Asia. In particular, the international workshop has the following objectives:

1. To dialogue on issues and concerns being confronted by social entrepreneurs in Asia and the role that research/education institutions can play in helping find solutions.
2. To dialogue on tools and practices for measuring non-financial outcomes of social enterprises.
3. To explore the potentials and challenges of working with small and medium enterprises and the corporate sector in advancing social entrepreneurship in Asia.
4. To explore what a favorable policy environment means for nurturing social entrepreneurship in Asia

**Program**

**Day 1: July 6, 2006, SGV Case Room, 3<sup>rd</sup> Floor, AIM Main Building**

Registration

Opening Plenary

Opening Ritual	Ma. Carminia "Chin-chin" Gutierrez Social Entrepreneur-Artist
Introduction to IWSEA	Prof. Marie Lisa M. Dacanay Chairperson, IWSEA Organizing Committee
Welcome Address	Mr. Francis Estrada President, AIM
Keynote Address	Dr. Eduardo A Morato Jr. Guru in Social Entrepreneurship, AIM President, ABS-CBN Bayan Microfinance, Philippines
Open Forum	

Inspirational Talk: “Engaging Government and the Corporate Sector in Advancing Social Entrepreneurship”

Dr. Mechai Viravaidya  
Chairperson, Population and  
Community Development Association,  
Thailand

Open Forum

**Open Symposium I: Challenges Confronting Social Entrepreneurs and Social Entrepreneurship Resource Organizations in Asia**

Chair: Ms. Mai Anóñuevo  
Executive Director, Atikha, Philippines

Confronting the Challenge of Scaling Up Social Enterprise Impact:  
Lessons from Bangladesh

Mr. Safi Khan  
Executive Director, Jamil-Sarwar Trust  
Country Representative, Ashoka Innovators for the Public Trust,  
Bangladesh

Challenges and Prospects of Social Entrepreneurship in China

Ms. Grace Poi Chiew, Tan Ngion  
Chief Representative for China  
Badi Foundation, Beijing, China

Social Entrepreneurship and the Environment

Ms. Emma Sandrino-Lim  
Executive Director  
Foundation for Sustainable Society Inc (FSSI), Philippines

Challenges and Prospects in Promoting Social Entrepreneurship in Asia

Dr. Pamela Hartigan  
Executive Director  
The Schwab Foundation for Social Entrepreneurship

Open Forum

**Open Symposium II: Working with SMEs and the Corporate Sector in Social Entrepreneurship**

Chair: Prof. Bala Ramasamy  
China-Europe International Business School (CEIBS), Shanghai

Profitable Business Models and Market Creation in the Context of Deep  
Poverty: A Strategic View

Prof. Johanna Mair  
IESE, Barcelona

Advantages and Challenges of Working with the Corporate Sector  
Prof. Kai Hockerts  
Copenhagen Business School

Working with SMEs and the Subsector Approach  
Mr. Vijay Mahajan  
CEO, BASIX, India

Open Forum

**Open Symposium III: Tools for Measuring Social Enterprise Outcomes**

Chair: Prof. Ronald Chua  
Asian Institute of Management (AIM)

SROI, Performance Measurement for Social Entrepreneurs  
Mr. Peter Scholten  
Founder, European Network on SROI

Development Indexing in Social Entrepreneurship  
Prof. Marie Lisa M. Dacanay  
Program Director, Master in Entrepreneurship for Social and  
Development Entrepreneurs (MESODEV), AIM

Open Forum

Open Symposium Closing Remarks	Ms. Gloriosa Cabangon Executive Director Phil. Educational Theater Association Country Coordinator, CAFO-Philippines
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**Day 2: July 7, 2006, Ground Floor, AIM Conference Center-Manila (ACCM)**

Workshop:

Dialogue on Social Enterprise Practices in Measuring Non-Financial Outcomes and  
Exploring a Nurturing Policy Environment for Social Entrepreneurship in Asia

The workshop groups are divided according to general country contexts:  
developing market economies, developed or affluent market economies, and  
socialist countries in transition to market economies.

Guide Questions:

What are the issues and concerns confronted by social enterprises in your  
context? How do social enterprises in your context measure non-financial  
outcomes? How do social enterprises in your context work with SMEs and  
the corporate sector? How would you characterize the policy environment of  
social entrepreneurship in your respective countries/context? What would  
“creating a policy environment supportive to social entrepreneurship” mean

in your context? What would comprise a policy advocacy agenda for advancing social entrepreneurship in your context? How can social entrepreneurs and enterprises collaborate with research/education institutions in nurturing a more favorable policy environment for social entrepreneurship in Asia?

Briefing on Social Entrepreneurship Resource Organizations

Mr. Antonio La Vina, ASHOKA Global Academy for Social Entrepreneurship

Workshop Plenary: Reports from the Workshop Groups

Chair: Prof. Soledad Hernando

AIM

Closing Plenary: Partnership Agenda for Advancing Social Entrepreneurship in Asia

Chair: Prof. Ronald Chua

AIM

Closing Remarks

Dr. Francisco Roman

Associate Dean,

AIM-Asian Center for Entrepreneurship

### **Day 3: July 8, 2006**

Study Tour to a community-based eco-tourism enterprise system at Biak na Bato National Park, San Miguel, Bulacan in the outskirts of Metro Manila: Biak na Bato is a protected area featuring jaw-dropping rock formations and diverse fauna and flora. It also has great historical significance as it served as sanctuary to Filipino revolutionaries fighting against Spanish colonial rule in the late 19<sup>th</sup> century. The tour is organized by Fostering People's Education, Empowerment and Enterprise (FPE<sup>3</sup>), in cooperation with the local people's organizations and their community enterprises.