

**Promoting a Fair Business Environment in ASEAN (“FairBiz”)
Sustaining and Upscaling a Fair Business Environment in ASEAN**

SESSION OUTLINE

Session 3: Youth and Entrepreneurship Engagement in Strengthening Accountability

24 November 2022 in Bangkok
14:00-15:00 (Bangkok Time)

Background

In 2018 UNDP Bangkok Regional Hub launched a regional project FairBiz – [Promoting a Fair Business Environment in ASEAN](#) to improve business integrity and transparency in public procurement. With the generous support of the UK Government ASEAN Economic Reform Program, the initiative partnered with governments, the private sector, and civil society in seven countries: Indonesia, Lao PDR, Malaysia, Myanmar¹, the Philippines, Thailand and Viet Nam focusing on four areas of intervention:

1. **Encourage partnerships** between the public and private sectors, as well as civil society and development partners at the regional level, to implement and monitor integrity policies in ASEAN
2. **Improve transparency in government contracts** and increase compliance with international procurement and trade standards
3. **Promote business integrity and sustainable practices** for private companies and state-owned enterprises
4. **Strengthen anti-corruption strategies**, policies and laws and improve redress mechanisms for companies, investors and the broader public.

Over the course of the project, FairBiz has demonstrated how sustained efforts to fight corruption can bring tangible benefits. For example, preventive anti-corruption measures were achieved in four countries: anti-corruption strategy adopted in Malaysia, corruption prevention indicators updated in Thailand, and anti-corruption law updated in Vietnam. During the project’s lifetime, over 4000 stakeholders in ASEAN were engaged in supporting the adoption of responsible business practices, including 300 companies and, indirectly, thousands of their employees. The absolute majority (96.83%) of FairBiz participants from the government, private and civil society sectors reported feeling more comfortable engaging in dialogues on integrity and transparency. And when it comes to tangible benefits to societies, Thailand’s government reported \$460 million in savings brought about by enhanced scrutiny and accountability in infrastructure procurement, supported by FairBiz and Construction Sector Transparency Initiative (COST).

Objectives of the event:

The closing event aims to achieve three objectives:

1. Demonstrate the project’s achievements and lessons learned.

¹ Following the coup of 1st February 2021, UNDP, guided by the statements of the UN Secretary General, the SG’s Special Envoy on Myanmar and the High Commissioner for Human Rights, UNDP put on hold all activities engaging with the Government and the military authorities. FairBiz activities were suspended in Myanmar, in agreement with the FCDO since February 2021.

2. Ensure sustainability of project interventions beyond project duration
3. Showcase innovation that is taking place in different countries with potential for replication to other countries

The closing event is organized by UNDP Bangkok Regional Hub through its FairBiz project in partnership with [OGP, OCP, COST]. The event will bring together governments and ASEAN representatives from the region along with private sector leaders and civil society representatives who contributed to the activities of FairBiz. The participants will also include representatives from the UK government, UNDP Country Offices in FairBiz countries, implementing partners and beneficiaries.

Session Description

An important priority of the SDGs is youth employment, and in particular, decent jobs for youth, whereby young women and men have access to decent and productive work. To achieve this, it is critical for young entrepreneurs to set up their businesses for the first time to get started on the right foot.

With the help of FairBiz, young entrepreneurs are encouraged to start their own businesses to operate with integrity from the outset. This will contribute to a fair business environment where young entrepreneurs and their companies will be more transparent and contribute to social and economic development.

The project, in collaboration with Youth Co:Lab, has developed the Business Integrity Toolkit for Young Entrepreneurs, a Knowledge Product which provides guidance for start-up companies to prevent, detect, and take action against unfair business practices. The Toolkit is user-friendly and has been one of the most downloaded publications on the UNDP Asia Pacific digital library.

The session will provide an overview of Toolkit's development with presentations from young entrepreneurs and partners, covering the period from the 2019 workshop in Bangkok to the latest updated online version. By sharing these achievements, our intention is to demonstrate how these innovations can inspire and guide the youth in ASEAN towards more inclusive and ethical business.

Session Objectives

The key objectives of this session are to:

- Present FairBiz approach to empowering young entrepreneurs in ASEAN to create and live by a fair business environment in which their companies will prosper and contribute to social and economic development.
- Promote the online version of the Business Integrity Toolkit for Young Entrepreneurs and encourage participants to share it among their networks.
- Discuss ways to make this work sustainable beyond FairBiz.

Format

The moderator Ms Ke Lin, UNDP Youth Entrepreneurship and Innovation Coordinator, will provide an overview of the Business Integrity Toolkit, covering the period from the 2019 inception workshop to the latest updated online version.

History and objectives of developing the Toolkit.

Question asked to Ben:

How did the discussion of developing the Toolkit come about?

Question asked to Laressa:

As a contributor to the Toolkit and young entrepreneur, how does the concept of integrity links with your business operations?

Making it digital.

Question asked to Diane:

As you were leading IdeaSpace and also brought the Toolkit to the national context, why do you think it's important to digitalize the Toolkit?

Question asked to Radhika:

The gender section is one of the major updates of this new Toolkit edition. Why do you think it's necessary to include that? And what is the general feedback you've received so far?

Question asked to Miya:

You had the opportunity to bring the youth's perspective to the digitization of the Toolkit. Why is it important for young people to know about it regardless of being an entrepreneur?

Sustaining and upscaling the work on the Toolkit

Question asked to Ben:

How can UNDP take the work on business integrity and youth further?

Question asked to Laressa:

How will you bring the Toolkit to your fellow entrepreneurs? How could UNDP further support your work in the future?

Question asked to Miya:

How do you see this Toolkit roll out more in the Movers community? How could UNDP further support your work in the future?

Speakers and Panellists

- Moderator – **Ke Lin**, Youth Social Entrepreneurship and Innovation Coordinator, UNDP Bangkok Regional Hub
- **Diane Eustaquio** – Startup Enabler
- **Radhika Behuria** – International Gender Expert
- **Laressa Amaly** – Co-founder & CEO, Minanga Natural
- **Beniam Gebrezghi** – UNDP Programme Specialist, Civil Society and Youth, Governance and Peace Building Team
- **Miya Manu Abraham** – Movers Ambassador

Detail Agenda

24 November 2022 14.00-15.00	Session 3: Youth and Entrepreneurship Engagement in strengthening accountability
50 min	<ul style="list-style-type: none">• History and objectives of developing the Toolkit for Young Entrepreneurs.• Developing the digital edition: presentation of the new interactive Toolkit with UNDP Youth Co:Lab• Sustaining and upscaling the work on the Toolkit.• Awarding Ceremony with the distribution of Certificates of Recognition with the MoversForBizIntegrity cohort
10 min	Q&A from the audience

Speakers Profiles

Ke Lin (“Linka”)



Linka joined the UNDP Bangkok Regional Hub on December 2016. Since then, she has been coordinating national youth entrepreneurship and innovation activities with more than 20 countries under Youth Co:Lab in Asia-Pacific region. Before joining UNDP, she worked as the business development manager for a social enterprise in Hong Kong called Inter Cultural Education for 2 years. She ran programmes such Social Innovation Trip and Asia Pacific Youth Exchange with young people from all over Asia. She has been playing an active role in grass-root led entrepreneur ecosystem in China and Thailand as the facilitator of Startup Weekend and Asia Pacific Youth Exchange.

She has a master degree in Interpreting and Translation in Hong Kong Polytechnic University (English and Chinese).

Beniam Gebrezghi



Beniam has 20 years of work in the field of international development cooperation. He provides advisory, policy and programme support to 36 countries in Asia-Pacific, in the areas of youth empowerment and civil society. In New York, he worked on developing partnerships and policies for UNDP focusing on Civil Society, Youth and Indigenous Peoples. Prior to that, he worked for Swedish Government (SIDA) and CSOs in South Africa and Sweden.

Radhika Behuria



Radhika is a sociologist by training and has 20 years of cross-sectoral experience working with the United Nations, the private sector and think tanks. She has worked as a gender expert with UNDP in various capacities for over 12 years, followed by a transition to the private sector in 2015. Radhika has spent the last six years building and managing a strong consulting client base. Her consulting clients include UNDP, UN Women, Asian Development Bank, Nike Inc. and Access Health International, among others. She has led the development of several key research and knowledge pieces on gender equality issues, including in the area of diversity, equity and inclusion, and has extensive country experience in the Asia Pacific region.

Laressa Amaly



Laressa is an entrepreneur and skincare formulator who previously worked in the finance industry, beauty company and digital marketing agency.

With 7 years of experience in digital marketing, management, branding, and natural skincare formulator, she embarked on her journey to start her own brand, Minanga Natural, to provide trusted natural skincare using local plants and help West Sumatra women and farmers to achieve equality and better welfare.

She works with UNDP Indonesia & UNDP Regional Asia to learn Business Integrity Toolkit that leads her business to do a successful crowd-funding campaign and conduct fair and clear procedures when dealing with stakeholders and business activities.

Diane Eustaquio



Diane's joy comes from enabling others, especially young entrepreneurs. She is the former Executive Director of IdeaSpace Foundation, an accelerator for tech startups. Recently retired from IdeaSpace, her time is dedicated to building a business process outsourcing service focused on climate action, advocacy on business integrity, and contributing to the Philippine innovation ecosystem and regenerative farming.

She actively participates in the UNDP Private Sector Advisory Group on Business Integrity for Youth and Entrepreneurship (supported by the UNDP Fair Business Initiative), by campaigning and training young entrepreneurs to operate with integrity from the outset. She also sits as a chair of the Department of Science and Technology (DOST) technical panel for the startup grant fund and other panels involving commercialization of research. Called "mother hen" by many startup founders; her free time is spent being mother hen to real mother hens, as she and her family have a free-range chicken business.

Miya Manu Abraham



Miya is a Student Social worker, a Social Gardner and an Engager. She volunteers as Ambassador at the Movers program by facilitating workshops on SDGs and 21st-century skills for young people across different countries. She is a part of YECAP (Youth Empowerment for Climate Action Platform) Cohort#2 as a youth fellow, and a now Team Co-lead, leading and organizing events like Climate Action Week, Unconference and Regional Dialogue across Asia-pacific. She also recently helped out as YPAT Fellow for Climate Change and Environmental Sustainability for UNICEF India.