



Social Entrepreneurship on Human Mobility in Urban Settings among Young People in South and Southeast Asia

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Highway Hills, 1554 Mandaluyong City, Philippines

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COLLECTIVE+

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Foreword

AS INHERENTLY mobile creatures, humans have always explored and traveled to new lands to satisfy their curiosity or search for better opportunities. In doing so, they have contributed significantly to the development of their communities through new skills, networks, and resources. Many others have been less fortunate and had to flee conflicts or disasters. These diverse experiences are captured by the term human mobility, i.e., migration and displacement, both within and across borders. Today, human mobility is increasingly shaped by the negative impacts of climate change, especially in the countries most exposed to such events, including Pakistan, the Philippines, and Viet Nam.

In these three countries, internal human mobility has substantially influenced the growth of urban centers in recent decades. Indeed, Karachi, Manila, and Ho Chi Minh City represent some of the largest metropolitan areas in the world today. While urban growth and development have benefitted many, including migrants, it has also put pressure on public services and infrastructure, such as housing, health, and education. Sprawling poor urban settlements, mainly on the outskirts of big cities, symbolize such challenges, where many migrants, displaced people, and marginalized host communities live, often youth. In fact, globally, most young people in cities reside in informal urban settlements.

At the same time, young people are also among the most active in responding to the challenges faced by their communities. Thanks to their innovative and entrepreneurial spirit, the youth have come up with tailored solutions to the diverse and dynamic problems confronting migrants, refugees, internally displaced people, and host communities in urban areas. In doing so, many have turned to social enterprises to tackle cross-cutting objectives that involve providing livelihoods, education, and other key services or improving social cohesion between communities.

I hope that the voices and analysis of young social entrepreneurs captured in this knowledge product will inspire other youth to follow their example while encouraging relevant stakeholders to strengthen the enabling environment and support for young people. This entails defying gender norms and breaking down intersectional forms of inequality and discrimination, including of LGBTQIA+ communities. It is only then that the full potential of young people to engage in finding solutions to the most pressing societal challenges of our time can be fully utilized.

By working together across generations and genders, we can ensure that no one is left behind in the world we want.



DR. SELVA RAMACHANDRAN
Resident Representative
UNDP Philippines



Acknowledgments

Youth Co:Lab, an initiative co-led by the United Nations Development Programme (UNDP) and Citi Foundation, and UNDP's regional Recovery Solutions and Human Mobility team would like to thank the following individuals and organizations for their support in the development of this knowledge product: Collective Plus Business Consultancy, especially the lead authors Miguel Luis Arias, Ian Salvaña and Reymond Pepito and their research assistants Carmen Le and Dania Malik. The social entrepreneurs who served as key informants to this study, i.e., Maria Rosiana Sedjahtera (Refutera), Naqibah Azman (Borneo Komrad), Navya Khanna (The Peacebuilding Project), Rodelon Ramos (RADIC – Project Kanlong), Tamara Soerijo (Liberty Society) and Thomas Da Jose (Macy Consultants – WashEd). The youth development actors who contributed to the focus group discussions, namely Datu Raid (Bangsamoro Youth Commission), Jal Mustari (Aretes Style), Linh Dao (2030 Youth Force Viet Nam), Samia Afridi (School of Leadership Foundation), Selahuddin Yu Hashim (The Moropreneur Inc.), Settie Ivy Ampatuan (Bangsamoro Youth Commission) and Shahina Qurban (Hashoo Foundation). UNDP's coordinators and contributors in the Bangkok Regional Hub, Pakistan, the Philippines, and Viet Nam, namely Adriel Sacueza, April Cummings, Camille Soriano, Dishnika Perera, Fatima Ahmed, Jezreel Punzalan, Johanna Erroba, Kate Garcia, Ke Lin, Ngoc Vuong Hong, Pham Thu Trang, Savinda Ranathunga, Sebastian Boll and Yumna Usmani.

Thanks to these bright minds, we are able to highlight and strengthen the important role of social entrepreneurial solutions in addressing challenges related to human mobility in the South and South-east Asia region.

We would also like to thank SIDA for their generous financial support, without which this knowledge product would not have been possible.



ABOUT YOUTH CO:LAB

Co-created in 2017 by the United Nations Development Programme (UNDP) and Citi Foundation, Youth Co:Lab aims to establish a common agenda for countries in the Asia-Pacific region to empower and invest in youth, so that they can accelerate the implementation of the Sustainable Development Goals (SDGs) through leadership, social innovation and entrepreneurship.



ABOUT UNDP

UNDP is the leading United Nations organization fighting to end the injustice of poverty, inequality, and climate change. Working with our broad network of experts and partners in 170 countries, we help nations to build integrated, lasting solutions for people and planet.

Citi Foundation



ABOUT CITI FOUNDATION

The Citi Foundation works to promote economic progress and improve the lives of people in low-income communities around the world. We invest in efforts that increase financial inclusion, catalyse job opportunities for youth and reimagine approaches to building economically vibrant communities. The Citi Foundation's "More than Philanthropy" approach leverages the enormous expertise of Citi and its people to fulfil our mission and drive thought leadership and innovation.



ABOUT COLLECTIVE+

Collective Plus Business Consultancy, a homegrown Philippines-based consultancy firm providing communications, research, and business development services to both public and private institutions, as well as fostering good working relationships with local government leaders and key players in different sectors for different projects. The firm is composed of young and visionary independent consultants from different industries with 15-year combined work experiences in the Philippines, the Asia-Pacific, and Europe.

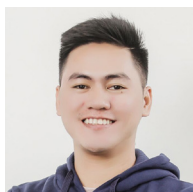
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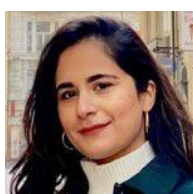


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BARMM	Bangsamoro Autonomous Region in Muslim Mindanao	MOLISA	Ministry of Labor, Invalids and Social Affairs (Viet Nam)
BYC	Bangsamoro Youth Commission	MSME	micro, small and medium enterprises
BYTPA	Bangsamoro Youth Transition Priority Agenda	NEDA	National Economic and Development Authority (Philippines)
CAP	Climate Action Program	NGO	non-governmental organization
CSO	civil society organization	NYC	National Youth Commission (Philippines)
DepEd	Department of Education (Philippines)	OECD	Organization for Economic Co-operation and Development
DMW	Department of Migrant Workers (Philippines)	PDP	Philippine Development Plan
FACES	Formation, Awareness and Community Empowerment Society	PSA	Philippine Statistics Authority
FATA	Federally Administered Tribal Areas	PSSE	Philippine Society of Sanitary Engineers
FCDO	Foreign, Commonwealth and Development Office	PWDs	persons with disabilities
FGD	focus group discussion	PYDP	Philippine Youth Development Plan
FIT	Funds for Innovative Training	RADIC	Radical Architecture and Design Innovation Collaborative
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit	RSHM	Recovery Solutions and Human Mobility
GRID	Global Report on Internal Displacement	SAARC	South Asian Association for Regional Cooperation
ICMC	International Catholic Migration Commission	SAARCYP	South Asian Association for Regional Cooperation Youth Platform
IDM	International Dialogue on Migration	SDGs	Sustainable Development Goals
IDMC	Internal Displacement Monitoring Centre	SDSN	Sustainable Development Solutions Network
IDPs	internally displaced persons	SEF	Sindh Education Foundation
IEI	Inclusive Education Initiative	SoLF	School of Leadership Foundation
ILO	International Labour Organization	SMART	specific, measurable, attainable, realistic and time-bound
IP	indigenous people	SMC	Scalabrini Migration Center
IOM	International Organization for Migration	SOBI	Sosial Bisnis Indonesia
KII	key informant interview	TMI	The Moropreneur Inc.
KP	Khyber-Pakhtunkhwa	TVET	technical and vocational education and training
MFA	Migrant Forum Asia	UN	United Nations
MGCY	Major Group for Children and Youth	UNDESA	United Nations Department of Economic and Social Affairs
MJF	Manusher Jonno Foundation	UNDP	United Nations Development Programme
MOHA	Ministry of Home Affairs (Viet Nam)		

UNESCAP	United Nations Economic and Social Commission for Asia and the Pacific
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNFPA	United Nations Population Fund
UNFCCC	United Nations Framework Convention on Climate Change
UNGA	United Nations General Assembly
UNHCR	United Nations High Commissioner for Refugees
UNICEF	United Nations Children's Fund
WASH	water, sanitation and hygiene
WashEd	Water, Sanitation and Hygiene Education
WinS	Water, Sanitation and Hygiene in Schools
YAN	Youth Advocacy Network Pakistan
YEEEP	Youth Education Employment and Empowerment Project
YPP	Youth Parliament of Pakistan

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Highlights

THE STATE OF HUMAN MOBILITY IN URBAN SETTINGS AMONG YOUNG PEOPLE IN SOUTH AND SOUTHEAST ASIA

- **Human mobility in South and Southeast Asia** is **shaped by dynamic, diverse, and complex social, political, economic, and environmental factors**. Common to urban communities, many people migrate in search of livelihoods, whereas others are displaced as a result of conflicts or disasters.
- A significant proportion of **youth populations** in many countries in the region are engaged in **urban migration**, with many moving due to complex factors but with climate change increasingly exacerbating urban migration.
 - In the **Philippines**, insufficient domestic employment opportunities remain a common factor for migration, especially among the youth, many choose to migrate for work internationally but often end up in precarious labor conditions abroad. Internally, apart from labor migration, human mobility in the Philippines is also driven by climate change and conflict, with young people, particularly women and girls, experiencing gender-based violence amid fleeing homes due to climate- and conflict-induced forced displacement.
 - In **Viet Nam**, the majority of internal migrants in cities are young people. Their movement fuels rapid urbanization largely due to non-climatic factors like seeking jobs as well as climatic issues like floods and droughts, such as in the Mekong Delta. Some, however, are faced with challenges in their new places of residence, including housing problems or being unable to find jobs and access to socio-economic services. These challenges leave them—many of whom are women—vulnerable to economic exploitation and gender-based violence.
 - In **Pakistan**, internal mobility is very prominent, where movement predominantly involves short distances from rural to urban areas. Movement is higher among young people as they seek better jobs and education opportunities amid a dire state of public service delivery in the country. The lack of access to social services like education, health, transport, and clean drinking water

renders the success of their social integration a serious challenge.

- Despite limited channels to participate meaningfully in decisions that affect their lives, **young people** have **found varied ways** (mainstream and non-traditional approaches) **to respond to the challenges related to human mobility that affect them and their communities**. In Pakistan, for example, young people participate in domestic and regional affairs through dedicated fora, engage in policy- and decision-making through their youth parliament, and advocate for policies through advocacy networks.
- Given the strategic position and important role of the youth in responding to challenges related to human mobility, **the presence of an enabling environment is essential to harness their potential in developing inclusive, effective and sustainable solutions**. In the Philippines, the youth have different institutionalized governance platforms that ensure representation at the national and sub-national levels through the National Youth Commission, Bangsamoro Youth Commission and *Sangguninang Kabataan* (youth councils present at the barangay or community level).
- **A variety of actors**, such as national governments, international development organizations, the private sector, and civil society organizations, **play different roles and contribute to addressing the challenges related to human mobility faced by the youth**. In Viet Nam, the national government has passed a youth law and created a development strategy for the youth. These frameworks are accompanied by support from international development actors like IOM, UNDP, and the Asia Foundation in enhancing migration governance, strengthening the ecosystem for youth entrepreneurship and innovation, and developing innovative programs for migrant workers, respectively.

SOCIAL ENTREPRENEURSHIP AND HUMAN MOBILITY

- Across South and Southeast Asia, **social entrepreneurial initiatives by young people** navigate the narrowing of civic spaces and limited safe channels for meaningful participation due to **democratic regression**. Such challenges might faze young people in the face of other significant development issues. However, the **dynamism possessed by the youth** is apparent, wide-ranging, and contextually strategic when it comes to intervening in discourses and developing solutions to issues directly affecting them.
- Particularly in these countries, **social enterprises take up unique roles** towards helping develop **sustainable solutions** to challenges of welfare provision, such as employment, education, and other basic services, across and within different societal contexts.
- Many social enterprises that are youth-led and/or working on issues involving young people accommodate **cross-cutting goals**, sometimes working on two or more areas, albeit usually primarily concerned with livelihood provision.

GUIDING THE YOUTH IN EXPLORING SOCIAL ENTREPRENEURIAL OPPORTUNITIES IN THE CONTEXT OF HUMAN MOBILITY

- **Nine factors** were identified by young social entrepreneurs (see Table 1) **to consider in starting a social enterprise in the context of human mobility**:
 - A cause that will serve as a constant source of motivation
 - Effectivity of the solution
 - Knowledge of prevalent political and academic discourse on human mobility

- Multifaceted approach to address the issue(s) of concern
 - Collaboration with other relevant players
 - Scalability
 - Capacity
 - Business model
 - Understanding of financing
- Young social entrepreneurs see the **importance of retaining the relevance and sustainability of their social enterprise** and have identified ways to do this by:
 - Tackling a unique problem
 - Adapting to the specific needs of the population(s) of concern
 - Establishing and sustaining strong contacts, communication, and trust with the community of concern
 - Ensuring community ownership
 - Analyzing market needs
 - Developing a detailed and viable marketing plan
 - Building long-term relationships with clients
 - Collaborating with the right partners
 - Seeking and securing sustainable streams of financing
- **Ensuring the financial stability** of their social enterprise **emerged as the biggest challenge for young social entrepreneurs.** To overcome this challenge, young social entrepreneurs have:
 - Thoroughly examined their business model
 - Been on the lookout for funding opportunities
 - Developed an action plan for financial sustainability
 - Built the reputation of their social enterprise
 - Looked for passionate volunteers
 - Innovated with partners
- Young social entrepreneurs note that those **intending to replicate similar entrepreneurial solutions should not only look at commonalities but also consider the local, complex, diverse, and dynamic realities of their community of concern** to ensure that their social enterprise is responsive to the real challenges that affect their community.
- For young social entrepreneurs, the following **five key defining factors make a social enterprise successful and enable them to be successful in the context of human mobility:**
 - Mentors
 - Inclusive solutions that bring a positive impact on society
 - Right team
 - SMART targets
 - Businesses set up with a mission to have a social impact
- **Intermediaries** have the potential to **contribute to the success of social enterprises:**
 - Conversations with **young social entrepreneurs have pointed to the roles played by intermediaries**, including local communities, government offices, other social enterprises, foundations, networks, and professional and international organizations. **These actors can be potential partners** for (aspiring) young social entrepreneurs; **can lay the policy framework** that will **enable the youth to participate in meaningful ways in their immediate community and community of concern; can help in gaining the trust of the community being served; can be a source of valuable institutional knowledge in the social innovation space;** and **can be a source of funding and technical support.**

- Yet, **young people** still **face obstacles that hinder them from fully realizing the benefits of partnering with these intermediaries**. These include the sensitivities of addressing issues that concern migrant and refugee populations and the bureaucracy and costs that impede young social entrepreneurs from starting and expanding their social enterprises.

to human mobility across the thematic areas of jobs and livelihoods, access to key services, social cohesion, and climate change adaptation and disaster risk reduction, given the observed dearth of such initiatives

RECOMMENDATIONS

- 1 Improve data, needs assessments, and policy frameworks and mechanisms
 - a Think tanks, academia, development actors, and governments to **address knowledge gaps on the nexus of social entrepreneurship, human mobility, youth, and urban areas**
- 2 Respond to gaps in social entrepreneurial initiatives addressing challenges related to human mobility
 - a Think tanks, academia, development actors and governments to **develop a comprehensive mapping of typical cases of social enterprises** working on challenges related to human mobility, young people, and cities across South and Southeast Asia
 - b Aspiring young social entrepreneurs from South and Southeast Asia to **explore developing social entrepreneurial solutions that cut across the nexus of human mobility and urban areas, especially among the youth**
 - c Aspiring young social entrepreneurs from Pakistan, the Philippines, and Viet Nam as well as the sub-regions of Southeast Asia and South Asia, to **explore developing social entrepreneurial solutions that address particular challenges related**
- 3 Create an enabling environment for youth engagement
 - a Policymakers to **create an enabling environment for youth participation** to harness their potential in developing inclusive, effective, and sustainable entrepreneurial solutions that address challenges related to human mobility
- 4 Create space for learning exchanges among young social entrepreneurs
 - Development actors and governments to **create a digital community of practice for (aspiring) young social entrepreneurs to collaborate and share good and best practices** in developing and implementing entrepreneurial solutions to challenges related to human mobility
- 5 Cultivate conditions for social enterprises of young people to grow and thrive
 - a Organizers of innovation programs (such as hackathons, incubators, and accelerators) in the startup space to **mainstream the sustainability of participants' entrepreneurial solutions** in their **program design**
 - b Development actors and governments to **make funding and financing solutions accessible**

- 6 Expand support through intermediaries for young people to realize their social entrepreneurial potential
 - a Intermediaries such as local communities, government offices, other social enterprises, foundations, networks, and professional and international organizations to explore ways to **strengthen the support** they provide **to young people** for the youth to realize their potential in developing meaningful and impactful social entrepreneurial solutions to challenges related to human mobility

Introduction

HUMAN MOBILITY in the South and Southeast Asia, i.e. migration and displacement within and across borders, is shaped by dynamic, diverse, and complex social, political, economic, environmental, individual, and other factors. Many people migrate in search of livelihoods, whereas others are displaced as a result of conflicts or disasters, commonly to cities. Often, people move for a combination of factors, with environmental stressors and climate change increasingly contributing to the mix. This section outlines the scope and purpose of the study.

Co-created by the United Nations Development Programme (UNDP) and Citi Foundation, Youth Co:Lab, a regional initiative implemented across the Asia-Pacific region, aims to solve the region's most pressing issues, such as the challenges faced by migrants and displaced people in cities in the context of climate change, through youth leadership, innovation, and entrepreneurship. In 2021, UNDP through Youth Co:Lab, along with UNDP's regional Recovery Solutions and Human Mobility (RSHM) team, Collective Plus, and SIDA implemented an initiative on human mobility and climate action specific to the context of urban communities, particularly countries—Pakistan, Philippines, and Viet Nam, where growth in urban centres has been substantial. This initiative had two components: an Innovation Challenge on Youth and Human Mobility and this study.

Considered a “threat multiplier” (UNGA, 2009), climate change induces slow-onset and rapid-onset weather events that affect the scale and patterns of human mobility, especially in Southeast Asia, South Asia, and the Pacific that are among the most vulnerable areas to the effects of climate change in the world.

Given the large youth populations in many countries in the South and Southeast Asia region, many of whom are engaged in migration (urban/rural, internal/cross-border, temporary/permanent), Youth Co:Lab and the RSHM team have positioned young people front and center of innovative solutions to the challenges faced by young migrants and displaced persons.

Furthermore, with a growing majority of the world's population living in urban areas, it is paramount to do so through area-based approaches in marginalized (peri-)urban settings, where many migrants and displaced people live together with broader urban poor populations.

One strategy to provide young people with opportunities to participate in discussions on human mobility in urban settings in the context of climate change is by asking them how they navigate such experiences themselves and how they deal with associated challenges. This includes any experiences they may have in developing social entrepreneurial initiatives that attempt to generate positive impacts for people like them in cities across South and Southeast Asia.

This research explores these themes by looking at the state of human mobility in urban settings in the context of climate change in South and Southeast Asia, with a focus on Pakistan, the Philippines, and Viet Nam. These countries have been selected because of a shared experience of significant climate events, human mobility patterns, and urbanization trends and because they are the focus countries of UNDP RSHM's regional Development Approaches to Migration and Development (DMD) project, which this report is part of.

Against this background, this research seeks to answer the following questions:

- 1 What is the current state of human mobility in South and Southeast Asia, particularly Pakistan, the Philippines, and Viet Nam?
 - What are the challenges and pain points related to human mobility, particularly in urban communities affected by slow and rapid onset climate events?
 - How are young people affected by these challenges?
 - How have young people responded to these challenges?
 - What/Who are the key players, their contributions, and their roles in addressing these challenges?
- 2 What are the notable social entrepreneurial initiatives that have improved the lives of migrants, displaced people, and

marginalized host communities in urban contexts?

- 3 How can these initiatives (especially their commonalities and particularities) provide guidance to those interested in exploring social entrepreneurial opportunities in similar contexts?

In identifying and introducing social entrepreneurial initiatives, priority is given to those that target the following areas (see Fig. 1):

- 1 Generating jobs and income, particularly in ways that protect natural resources and avoid environmental damage, for migrants, displaced people, and marginalized host communities;
- 2 Improving relations between migrants, displaced people, their host communities, and local authorities;
- 3 Preventing or lessening the impact of disasters and climate change for migrants, displaced people, and marginalized host communities; and
- 4 Enhancing health and other essential

Figure 1. Important thematic areas in the domain of human mobility

services for migrants, displaced people, and marginalized host communities.



Methodology

TOWARDS ADDRESSING the objectives of this research, the authors employed a participatory, discursive, and theory and concept-based approach. First, the research is participatory in that its conduct, particularly the development of methods, analysis, and policy recommendations, is actor-centered, considering the most affected populations as equal participants towards developing solutions to the issues at hand. Second, it is discursive in that data gathered from affected communities, specifically narratives and stories of young migrants and displaced people in urban contexts in South and Southeast Asia, drive meaning-making processes. Lastly, it is theory and concept-based, in that it considers human mobility as adaptation, displacement, and planned relocation, drawing on the UNFCCC Adaptation Framework.

A research design consisting of desk research, in-depth interviews, focus group discussions, and analysis was utilized to address the different needs arising from each research question. For question 1 and its sub-questions, which cover Chapter 1, the researchers employed largely secondary data gathering by reviewing the academic literature on the nexus of human mobility, climate change, youth social entrepreneurship, and cities, and integrating discussions, findings, and/or results from the Youth Co:Lab's and RSHM's Youth Innovation for Human Mobility initiative and other available Youth Co:Lab reports. For question 2, which covers Chapter 2, desk research and comparative case analysis were conducted to map a provisional list of social enterprises in Pakistan, the Philippines, and Viet Nam addressing challenges related to human mobility. This involved engaging with the youth leading such enterprises and generating direct benefits for young migrants and displaced people in (peri-)urban settings. Beyond the focus countries, the researchers also looked at other social entrepreneurial initiatives in the Asia-Pacific, specifically Southeast Asia and South Asia, where the three countries are located, to comparatively look at the different contexts of social entrepreneurship and human mobility among young people in

Table 1. Summary profile of key informants

<i>Name of informant</i>	<i>Date of interview</i>	<i>Organization</i>	<i>Nature of social enterprise (description)*</i>	<i>Country</i>
Navya Khanna	05 Jul 2022	The Peacebuilding Project	The Peacebuilding Project aims to build the capacity and self-reliance of Afghan female refugees (age 13 and above) in Delhi, India, to produce eco-friendly reusable sanitary pads and products, which would generate income, livelihood and greater access to sustainable menstrual health support.	India
Naqibah Azman	08 Jul 2022	Borneo Komrad	Borneo Komrad cultivates agricultural and entrepreneurial skills within the environment of a commune. They use profits made by the sales of agricultural products to sustain a school for stateless children in Kampung Bangau-Bangau in Malaysia.	Malaysia
Maria Rosiana Sedjahtera	03 Aug 2022	Refutera	Their solution is providing a platform for refugees, asylum seekers, and also urban poor to learn, create and sell handcrafted goods in local and international markets aiming to tackle the main economic problem which is causing major issues in the lives of refugees and asylum seekers due to no access to work, formal education, and healthcare in Indonesia.	Indonesia
Tamara Soerijo	04 Aug 2022	Liberty Society	They aim to give purpose and dignity through skills-based training and access to market for women refugees in Jakarta and surrounding areas. Liberty Society is a fashion social enterprise that empowers refugee women through upskilling opportunities, a community of support, and access to livelihood.	Indonesia
Rodelon Ramos	22 Aug 2022	RADIC – Project Kanlong	Project Kanlong aims to provide micro-mobile housing units for homeless, extremely poor populations in Tondo, Manila. The units are well-designed and upgraded habitation spaces that will provide transitional shelter and an improved space for livelihood for the users.	Philippines
Thomas Da Jose	23 Aug 2022	Masy Consultants – WashEd	WASH Education (or "WASH-Ed" for short) is an innovative suite of services created by Masy Consultants, aimed at transforming community WASH behaviours, one module at a time. WASHEd is developed in partnership with the Philippines Society of Sanitary Engineers, Inc. (PSSE) and has been endorsed by the Department of Education (DepEd) for integration into its WASH in Schools (WinS) program. WASHEd is designed for schools, communities and WASH advocacy organizations.	Australia/ Philippines

Note: *Descriptions are taken from the Youth Co:Lab website or respective websites of the social enterprises.

cities across these sub-regions. From the review, 11 typical cases emerged whose work could pave the way forward for other present, emerging, new, and similar initiatives in the region. The chapter then discusses the surveyed social enterprises in detail, with a focus on the four main thematic areas (see Figure 1) identified for this research. The term “social enterprise” is nuanced and may have different definitions depending on the environmental context. This report uses a broad qualifier for the term and applies the principle that social enterprises are organizations who, “to some extent use earned-income strategies to pursue social impact goals” as advanced by Edward Skloot and others during the 1980s. For question 3, which covers Chapter 3, the researchers conducted a series of key informant interviews (KIIs) and focus group discussions (FGDs) from 05 July to 23 August 2022 to gather insights from young social entrepreneurs and other youth and human mobility actors. Six

KIIs were conducted with the winners and participants of the Youth Co:Lab’s and RSHM’s Human Mobility Innovation Challenge. Table 1 below shows the summary profile of the key informants. Meanwhile, two FGDs were conducted with representatives of youth and human mobility actors from the public and private sectors in Pakistan, the Philippines, and Viet Nam. Meanwhile, two FGDs were conducted with representatives of youth and human mobility actors from the public and private sectors in Pakistan, the Philippines, and Viet Nam. UNDP country offices were requested to refer relevant actors for the FGDs and interviews, as well as to nominate social entrepreneurs to be featured. Table 2 below shows the list of FGD participants. Consent forms and a list of guiding questions were disseminated to participants in advance. All KIIs and FGDs were video- and audio-recorded with the consent of the participants.

Table 2. List of FGD participants

<i>Name of participant</i>	<i>Organization</i>	<i>Country</i>
Linh Dao	2030 Youth Force Viet Nam	Vietnam
Datu Raid	Bangsamoro Youth Commission	Philippines
Settie Ivy Ampatuan	Bangsamoro Youth Commission	Philippines
Selahuddin Yu Hashim	The Moropreneur Inc. (TMI)	Philippines
Jal Mustari	Aretes Style	Philippines
Samia Afridi	School of Leadership Foundation	Pakistan
Shahina Qurban	Hashoo Foundation	Pakistan

Limitations

It is worth noting that the selection of participants of the interviews and FGDs were purposive and deliberate, and they are not representative of any specific population. Other important actors or organizations may have been missed during the selection of participants as they were referred through UNDP channels only. This is, however, an opportunity for further study especially in

areas with displacement and migration are a challenge. There were also limited resources and literature relevant to the intersection between human mobility and youth entrepreneurship. Some segments of this report include insights not necessarily on migration rather opportunities for youth to contribute as changemakers in solving challenges in their communities which may or may not include issues on human mobility.

The state of human mobility in urban settings among young people in South and Southeast Asia

HUMAN MOBILITY AND YOUNG PEOPLE

Around 60 percent of the world's youth population, totaling 750 million people aged 15-24 years, live in the Asia-Pacific, benefitting from the region's socio-economic dynamism over the years (UN, 2010; UN, n.d.). Significant gains in educational attainment and employment levels have exemplified this dynamism in the region's macro-outlook, but large disparities remain across different states (UNESCAP, 2012). Such disparities mainly cover challenges facing different communities of young people in the region, especially those from South and Southeast Asia, in terms of school-to-work transitions, access to key services like health care, and proportionate participation in youth-centered policy development (UN, n.d.).

Within these subregions, Pakistan, the Philippines, and Viet Nam bolster some of the highest populations of young people, accruing a combined number of more than 100 million. Young people aged 15-30 years in the Philippines, around 31.4 million, comprise about 28.9 percent of its household population in 2020 (PSA, 2022a)¹, while Viet Nam's share of youth aged 16-30 years is slightly less, with 23 million young people comprising 25 percent of the latter's population (MOHA and UNFPA, 2020). Pakistan, on the other hand, has 61 million young people aged 10-24 years, comprising 32 percent of its population (Population Council, 2015).

Human mobility drivers among these three countries are diverse. Owing to the complex nexus of migration shaped by multiple and diverse social, economic, political, and environmental stresses spread across the region, a significant number of young people in Pakistan, the Philippines, and Viet Nam who are on the move, either

¹ The Filipino youth are defined as "those with ages 15 to 30" under Republic Act 8044, also known as the Youth in Nation-Building Act of 1995, but the Bangsamoro Autonomous Region of Muslim Mindanao (BARMM) through the Bangsamoro Autonomous Act No. 10 expands the youth definition to 40 years of age.

internally or internationally, navigate different migration contexts, the factors underlying migration as well as the vulnerabilities people on the move experience (see UNESCAP, 2017). Taking Pakistan, the Philippines, and Viet Nam as case studies (see Fig. 2), this research looks into human mobility challenges concerning jobs/livelihoods, key services, social cohesion, climate change, and disaster risk and response, in setting up an enabling environment for youth engagement and in recognizing other key players and their roles and contributions in the field of human mobility.

The Philippines

Labor migration, both internal and cross-border, is a key defining characteristic of the Philippine economy. Internal migrants have, over the years, contributed to rapid urbanization in the country, with the urban population having increased at an annual average of 3.3 percent during the period of 2000-2010. This increase continues to this day, making the Philippines one of the fastest urbanizing countries in the Asia-Pacific, with 58.93 million people, or 54 percent of the country's population living in urban areas in 2020 (PSA, 2022b). Benefitting from such migration patterns, cities now account for over 70 percent of the country's GDP (World Bank, 2017). As a result, housing, infrastructure, and basic services in major cities are under stress due to the large number of migrants moving to urban areas, with the number of informal settlers climbing from 4.1 percent of the total urban population in 2003 to 5.4 percent or around 2.2 million people in 2012, of which 1.3 million lived in Metro Manila alone (World Bank, 2017; UNESCO et al., n.d.a). The labor market in urban areas has struggled to absorb the increasing number of people seeking jobs in

the country, leading many to migrate abroad to look for better opportunities.

Internationally, around 10 million overseas Filipinos covering around 10 percent of the country's population, are engaged in different forms of migration, regular or otherwise, with permanent migration at its highest rates in recent years (OECD and SMC, 2017). Such migration trends, along with varying estimates of temporary migrants, produce economic remittances amounting to approximately 10 percent of the national GDP and contributing positively to development in the country (Pernia, 2011; Baggio, 2014). Amid these, however, the potential of migration as a driver of development is yet to be explored further in public policy and governance. The lack of adequate domestic employment opportunities remains a common factor for emigration, especially among the youth, who accounted for 48.2 percent of the total unemployed in 2016 (PSA, 2016). Apart from unemployment, the Philippines' youth population also shares the brunt of underemployment as well as income and multidimensional poverty, which are closely linked to challenges around accessing social services like health and education, water, sanitation, and secure shelter, among others (OECD and SMC, 2017; see NEDA, 2014).

Because of dire labor market conditions in the domestic economy, young Filipinos choose to migrate for work internationally as an alternative (Asis and Battistella, 2013). However, they often end up in precarious labor conditions abroad, taking up blue-collar work, largely in production or services, that are not aligned with their skills and experience levels (Asis and Battistella, 2013; Battistella and Liao, 2013). Young migrant workers also suffer from deception or abuse during the recruitment process and from neglect of their

labor and other rights in many receiving states (see Vandenberg, 2015). Over the years, given these challenges, the Philippine government has institutionalized frameworks and mechanisms to improve recruitment and protection for Filipinos seeking to migrate, especially for work (OECD and SMC, 2017; see Vandenberg, 2015) – the latest being the creation of the Department of Migrant Workers (DMW) in December 2021 to protect the rights and promote the welfare of overseas Filipino workers (OFW) and their families (Patinio, 2022). Albeit not perfect, these mechanisms foreground the aim of labor export as a sustainable development strategy benefiting the country.

Apart from economic migration, human mobility in the Philippines is also driven by climate change and conflict. The Philippines is known as one of the most vulnerable regions to climate change globally, owing to its geographical location as a tropical archipelago in the western Pacific Rim (Germanwatch, 2018). Various slow and sudden onset climatic and weather changes produce multi-hazard effects, like the destruction of ecosystems, livelihoods, and communities, that serve as a threat multiplier aggravating socio-economic issues like food security, health, and education, among others (Salvaña, 2022; Weinreb et al., 2020; GIZ 2020; IOM, 2021a). Around 80 percent of the country's population live within 50km of coastal areas, exposing them to climate-induced displacement alongside varying socio-economic and political challenges that affect their resilience and other adaptive capacities (Board, 2020; Wisner, 2013). Additionally, around 4 million internally displaced persons (IDPs) were recorded in the Philippines in 2021 by the Global Report on Internal Displacement (GRID) (IDMC, 2021).

In the same report, the country also tallied around 100,000 IDPs due to violent conflicts (IDMC, 2021) who sought shelter in evacuation centers, typically outside of their home communities.²

Although a far smaller number than the stock of climate-induced displaced people, the youth, particularly women and girls, often experience gender-based violence amid fleeing homes due to conflict. Additionally, in cases where climate change and conflict intersect, climate change tends to aggravate the socioeconomic challenges of communities vulnerable to conflict or residing in areas with a history of conflict (Zingg, 2021). Climate change may also exacerbate conflicts, such as in the case of central Mindanao in the southern Philippines, where conflicts fueled by climate-related events, like increased rainfall, flooding, drought, and crop loss, led to the seasonal rise of rebel group recruitment (Chandra et al., 2017; IOM, 2021b).

Viet Nam

According to the National Internal Migration Survey conducted in 2015, 13.6 percent of the Vietnamese population are internal migrants. The urban population amounts to 19.7 percent of the country's total population, while the rural population stands at only 13.4 percent (UNESCO Bangkok Office et al., n.d.b). From 2010 to 2015, 36.2 percent of migration was rural-to-urban, which fuelled rapid urbanization, with an increase in the urban population of 3.4 percent per year. Migration decisions are informed, among other reasons, by the climate crisis affecting vulnerable areas of the country. For instance, nearly 90 percent of households in the Mekong Delta reported that changing rainfall patterns negatively affect their household economy, leading thousands of people to relocate (Warner, et al., 2012). Furthermore, 85 percent of migrants in the country are young, aged 15 to 39 years old (UNESCO Bangkok Office et al., n.d.b), and often move to urban centers, such as Ho Chi Minh City or Hanoi, in pursuit of professional or educational opportunities. Viet Nam has a history of significant

² A glaring case of recent conflict-induced internal displacement is the impacts of the Marawi siege in 2017, which displaced around 360,000 urban settlers, who took evacuation centers as their homes for months (and even years for some) in cities like Iligan, Cagayan de Oro and even Davao, among other places. See Bermudez, Temprosa and Benson (2018).

youth migration: from 1994-1999, more than half of Viet Nam's 4 million internal migrants at the time were under 25 years old (World Bank, 2006).

However, approximately 30 percent of migrants have found themselves facing difficulties in their new place of residence, including housing problems, being unable to find jobs, and struggling to adapt to a new environment (UNESCO Bangkok Office et al., n.d.b). This is in part due to *ho khau* registration laws³ in Viet Nam that shape a citizen's access to employment, key social services, and public housing based on their place of residence, which can significantly complicate life for temporarily registered or non-registered internal migrants in the country (Duong, Linh and Thao, 2010). During the 1980s, Viet Nam launched a reform process known as *Doi Moi* to introduce a liberal market economy that welcomed foreign direct investment and international trade and led to policies for eased internal and cross-border migration (Tuan, 2009). Despite significant patterns of rural-to-urban migration for better economic opportunities and livelihoods (Vo, 2021), temporary migrants who approach enterprises in the formal sector are often rejected because of the absence of *ho khau* in the city. Moreover, employers are known to give local workers priority in employment over migrants from elsewhere in the country (Duong, Linh and Thao, 2010). Although the *ho khau* registration system is not strictly enforced, some migrants in Viet Nam still face obstacles in accessing key services (UNESCO Bangkok Office et al., n.d.b). Many temporary migrants experience poor housing, limited access to affordable health services, and challenges in enrolling children in the public school system due to the absence of their *ho khau* (Duong, Linh and Thao, 2010). Moreover, despite the Vietnamese government's success in reducing poverty through their *Doi*

Moi economic reform process, more needs to be done in order to address the widening gap of social cohesion in the country (OECD, n.d.a). Due to the informal and unstable nature of their employment, many migrants are far less likely to have high work mobility (Thanh, et al., 2013). This precarity also leaves young migrants—many of whom are women—vulnerable to economic exploitation and gender-based violence (OECD, n.d.b).

The issues faced by young people go beyond migration. Even though the youth account for 49.5 percent of the country's workforce, Viet Nam continues to face challenges concerning school-to-work transition. In 2014, only one-third of Vietnamese youth continued education past the lower secondary level. Marginalized groups such as ethnic groups, PWDs, and girls still have difficulties accessing education. Youth coming from minorities and households with the lowest economic status are those with the lowest literacy rates in the country (OECD, n.d.b).

Young people who enter the labor force are faced with a saturated job market, with the country struggling to produce enough decent jobs and to provide the youth with the necessary skills for employment in the country's growing service and manufacturing sectors (OECD, n.d.b). On top of that, young people are likely to experience significant income disparities and feel that pursuing higher education pales in the face of advances and advantages enjoyed by the rich. Even for those youth migrants who do pursue higher education, their status can prevent them from accessing decent employment opportunities (Yoshikawa, et al., 2019).

Despite these challenges, youth migrants still engage with politics by voting with their feet.

3 The *ho khau* system is Viet Nam's household registration system that allows the national government to monitor and control movement and employment within the country's borders. Currently, the head of each household has a physical booklet that contains the names of each resident, and the document is required to apply for jobs, schools, marriage, and a variety of other state-regulated activities. Viet Nam is currently planning on replacing the system with an online database by 2023 in order to ease pressures on both residents and the bureaucracy (Tuoi Tre News, 2017).

The movement of young people—and especially young women—within Viet Nam contributes significantly to urbanization, shifting power from rural areas to cities (OECD, n.d.b).

Pakistan

Internal mobility is very prominent in Pakistan, where movement is predominantly local or only involves short distances (Irfan, 1986). Only 19 percent of internal migrants cross provincial boundaries, and 29 percent of the flow is from rural to urban areas. In Pakistan, urban-to-rural migration is very insignificant due to poor socio-economic conditions in rural areas, while rural-to-urban migration has flourished since the country's industrialization. With the advent of the industrial era, which occurred around urban centers, urbanization began owing to the increasing demand for labor. Improved employment opportunities with higher wages and better working conditions in cities – compared to the agricultural sector in rural areas – resulted in laborers moving from rural to urban centers (see Ahmed and Sirageldin, 1993).

Another reason for rural-to-urban migration is the oppression through feudalism (Rajan, 2017). Feudalism is very significant in rural areas of Pakistan, particularly in southern Punjab. People move from rural to urban centers to free themselves and their children from oppression and subjugation as a function of feudalism. Feudals are often against the education of children in rural areas of the country, which results in parents migrating to educate their children. Moreover, human mobility from smaller cities to larger and more developed cities in Pakistan is partially due to better educational facilities in the latter, especially for girls and women, as rural areas and smaller towns lack higher educational facilities for girls and women. Families who migrate to urban areas for educational facilities are mostly from middle-income backgrounds and, hence, can afford homes. Meanwhile, many people who migrate in search of employment opportunities and livelihoods settle in informal

urban settlements, often on the periphery of cities (Ahmed and Sirageldin, 1993).

Migration rates in Pakistan are higher among the youth than other age groups as they seek better job and educational opportunities. However, they face various challenges in destination contexts, including those related to their social integration, security, access to justice, and key services, including, education, health, transport, and clean water (Global Migration Group, 2014).

Many informal urban settlements in Pakistan, which house high numbers of youth migrants, remain invisible and excluded from urban planning and development processes and don't receive attention and support from the local media and non-governmental organizations (NGOs) (International Alert, 2015). This invisibility is a serious challenge for migrants' social integration.

Apart from this, another serious challenge is the lack of detailed and up-to-date data on migration among young people, which undermines policymakers' and other relevant stakeholders' ability to develop targeted programmes and policies in support of youth migrants. The lack of such data is in part due to migrants' invisibility, putting them off the radar of policymakers. However, data on migration and migrants is paramount to ensure the social and economic integration of migrant communities and to address the issues and challenges that they face in destination contexts.

RESPONSES FROM THE YOUTH

South and Southeast Asia has recently seen a narrowing of civic freedoms and the space necessary to exercise these freedoms. In the recent CIVICUS Monitor ratings, Taiwan is the only country in the Asia-Pacific rated with an 'open' civic space (CIVICUS, 2021). This means that young people have limited safe channels to participate meaningfully in decisions that affect their lives (UNICEF, 2022). Yet, young people continuously find ways to be heard and engage in issues they value. The youth-led protests in Southeast Asia in 2020 and 2021 are just some of the examples of young people creating and demanding space for their advocacies (Farrelly, 2021).

Similarly, young people have found ways to respond to the challenges related to human mobility that affect them, their communities, and communities of concern in varied ways. Some have resorted to traditional and mainstream approaches, such as working with or volunteering for organizations that address such challenges or advocate for policy measures that can make a difference in the lives of their target populations. Others have started non-profit organizations or social enterprises at the grassroots in their immediate communities.

Given advances in technology, non-traditional approaches through the use of digital technologies and social media have proved to be instrumental in increased awareness and responses from the youth on social issues surrounding them. Social media channels such as YouTube, Twitter, and TikTok serve as platforms for advocating causes that concern them. Solutions that leverage digital technologies prove accessible and convenient to digitally savvy youth. The vast audience reach of platforms such as Twitter and TikTok is a vital

opportunity used by the youth to mobilize causes that transcend borders and territories, ensuring that their voice is heard despite the limitations of an environment that fully enables their engagement and participation.

Many of the documented concrete responses from the youth in South and Southeast Asia are in the form of enterprises or start-ups. These are well covered in publications such as those produced by or in collaboration with the Youth Co:Lab initiative co-led by UNDP and Citi Foundation, including Youth Entrepreneurship in Asia and the Pacific 2019 by the Global Entrepreneurship Monitor⁴, Youth Solutions Report 2020 of the Sustainable Development Solutions Network – Youth,⁵ and other country-specific reports on youth entrepreneurship⁶. Social entrepreneurial initiatives will be discussed in detail in Chapter 2.

PRESENCE OF AN ENABLING ENVIRONMENT FOR YOUTH ENGAGEMENT

Equipped with openness, willingness to take risks, and creativity to develop innovative ideas, the youth are strategically positioned to respond to challenges related to human mobility, especially given their lived experiences and exposure to contemporary societal issues. Yet, an enabling environment is crucial to harness the potential of the youth in developing inclusive, effective, and sustainable solutions.

Meaningful youth participation in policy debates and programmes is essential in harnessing youth-led solutions to challenges related to human mobility that affect them (UNDESA, 2016). This was emphasized in the 2019 International Dialogue on Migration (IDM), an IOM-led multistakeholder

4 Youth Entrepreneurship in Asia and the Pacific 2019. UNDP. (2019). <https://www.youthcolab.org/publications-3/Youth-Entrepreneurship-in-Asia-and-Pacific-2019>.

5 Youth Solutions Report 2020. SDSN Youth. (2020). <https://www.undp.org/publications/youth-solutions-report-2020>.

6 More research and other publications on youth entrepreneurship are available on the Youth Co:Lab website: <https://www.youthcolab.org/publications>.

BOX 1. Engagement platforms used by young people from South and Southeast Asia and Pakistan

At the global level, the youth draw upon platforms for engagement on sustainable development through the processes of the UN. For one, they use the Major Group for Children and Youth (MGCY) to work on issues at the global, regional, national, and grassroots levels that cut across the domain of human mobility, including human rights, sustainable development, peace and security, resilience and humanitarian action (MGCY, n.d.). The MGCY has several Constituencies/Working Groups led by Global Focal Points that directly facilitate formal engagement and participation in UN processes, such as the Global Youth Migration Caucus, the Global Youth Humanitarian Caucus, and the UNHCR Global Youth Advisory Council. It also has Regional Caucuses that engage member entities in a specific region. In the Asia-Pacific, several Regional Caucus Coordinators coordinate work in more particular sub-regions, such as Southeast Asia and South Asia.

Despite the absence of documented responses in Pakistan (i.e., lack of available data), thorough desk research has shown that Pakistani youth have found ways to be involved in matters that affect them including issues surrounding human mobility. They participate in regional affairs through the South Asian Association for Regional Cooperation (SAARC) Youth Platform (SAARCYP, n.d.), engage in domestic affairs through the National Alliance of Youth Associations in Pakistan, contribute to policy- and decision-making through the Youth Parliament of Pakistan (YPP, n.d.), and volunteer to advocate for youth policies related to the Sustainable Development Goals (SDGs) through the Youth Advocacy Network Pakistan (YAN, n.d.).

forum for migration policy dialogue and governance (IOM, 2019). Held in Geneva and New York, the Dialogue fostered exchanges on (1) global strategies and partnerships on youth on the move; (2) involvement of young people, especially youth migrants, in migration policy- and decision-making processes at global, national, and local levels; (3) adaptation and resilience among youth migrants; (4) the youth as agents of integration and social cohesion; (5) young members as actors of development, promoting their contribution to empowering communities in countries of origin and destination; (6) enabling youth to overcome environmental challenges; (7) youth migration in the context of the new era of technology; and (8) the future of work. The sessions engaged youths, experts, businesses, scholars, diaspora groups, and relevant other international, regional, and national actors. Participants emphasized the need to unlock the youth's potential and enable them to respond to the challenges and opportunities of migration.

The subsequent report⁷ on the 2019 IDM noted that a fundamental challenge that surfaced in the discussions was the lack of data and evidence on youth migration (IOM, 2019). The report emphasized that a solid evidence base is necessary to identify youth migrants, understand their situation and circumstances, and develop policies that are responsive to their needs. It further stressed that good data would not only increase awareness of the situation of youth migrants but would also aid the development of political commitments and associated financing measures.

On meaningful participation, the report highlighted that one of the participants from Asia pointed to the importance of building trust (IOM, 2019). They stressed that a whole-of-society approach required accountability, engagement, and commitment from all stakeholders. Fostering such a landscape for the youth enabled them to participate in developing solutions to challenges

7 See report of the IDM 2019 Youth and migration: <https://publications.iom.int/system/files/pdf/idm-29.pdf>

that affect their lives, in the knowledge that they are not alone and have potential allies they can rely on to make their ideas come to fruition.

The report also noted that the inclusion of the youth as partners in policy- and decision-making processes on migration was deemed crucial. Interestingly, it highlighted how local NGO networks in Korea and Taiwan managed to ensure that the youth were systematically included in such processes in their countries (IOM, 2019). Indeed, relevant policy frameworks provided young people with a legal basis for claiming their right to participate in different levels of migration governance.

KEY PLAYERS, THEIR ROLES AND CONTRIBUTIONS

Actors such as national government agencies, international development organizations, the private sector, and civil society organizations (CSOs) play different roles and contribute in different ways to addressing the challenges related to human mobility faced by the youth.

Government agencies, for one, take on the role of laying the policy frameworks and governance mechanisms. International development organizations provide technical and financial assistance to states in strengthening these frameworks and mechanisms, offer external assessments of the current state of the youth and human mobility in countries, and spearhead ways to exchange good practices and learn from the experiences of different actors. The private sector plays a crucial role as it can provide financial support to relevant initiatives because, through its own actions, it greatly influences the lives of youth migrants and displaced people as an employer or via its operations in communities.

Meanwhile, CSOs, with their presence at the grassroots, provide an on-ground picture of the state of human mobility and the youth that is often not captured by traditional governance players operating at the macro level. The roles, relevance, shortcomings, and potential of different intermediaries as perceived by young social entrepreneurs can be found in Chapter 3.

BOX 2. Presence of an enabling environment for youth engagement in the Philippines

In the Philippines, an array of institutionalized governance platforms is available for the youth that ensures their representation. Filipino youth are democratically represented through Sangguniang Kabataan, or youth councils present at the most local level of state governance in the Philippines (i.e., barangays). These youth councils are instrumental in leading youth programs that may include initiatives addressing challenges related to human mobility. Aside from this, the youth are also represented at the national level through the National Youth Commission (NYC). NYC is the sole policymaking coordinating body of all youth-related institutions, programs, projects, and activities of the Philippine government (NYC, n.d.). In pursuit of its mandate, NYC has developed and continues to develop a comprehensive medium-term national policy on youth known as the Philippine Youth Development Plan (PYDP). The PYDP requires all state duty bearers at the national and local levels to maximize the participation of the youth in nation-building as responsible and proactive citizens and informs NYC's development partners of the social, economic, and ethical benefits of fully engaging the youth in their respective programs (NYC, 2022).

Similarly, a government agency concerned with youth affairs in Muslim Mindanao was created in 1997, then known as Coordinating and Development Office Bangsamoro Youth Affairs. Today, it is called Bangsamoro Youth Commission (BYC) (BYC, n.d.) and is the primary policymaking and coordinating body of the Bangsamoro Government in all matters affecting the youth (BYC, n.d.). In 2020, BYC developed a similar plan to that of the PYDP known as the Bangsamoro Youth Transition Priority Agenda (BYTPA) 2020-2022. BYTPA is the Bangsamoro government's youth development agenda that addresses the peculiar social context of the region as well as the pertinent needs and challenges confronting the Bangsamoro youth (Bangsamoro Information Office, 2020).

The Filipino youth's actions, though are not solely expressed in these formal mechanisms. Young people also explore ways to push for their agendas and advocacies through informal channels that provide them more flexibility and freedom than the above-mentioned platforms as can be seen in Chapter 2.

BOX 3. Key players, their roles and contributions in Viet Nam

The 14th National Assembly of the Vietnamese government passed the Youth Law in 2005, which lays down the responsibilities, rights, and obligations of the youth along with the state policies, organizations, and institutions that contribute towards the development of the youth (Vietnam Law & Legal Forum, 2020). Based on this law, the Youth Development Strategy 2011-2020 was developed, which was centered on the holistic formation and development of the Vietnamese youth to become functional members of society. The strategy was recently updated with the Youth Development Strategy 2021-2030, which encompasses efforts to offer fair access to educational opportunities, improve vocational training quality, create sustainable jobs, and uphold the youths' role in socio-economic development, to name a few (Vietnam Plus, 2021). In addition, the Vietnamese government has introduced several programs specific to youth migration as it relates to livelihoods (UNFPA, 2012):

- strengthening communication and information on the labor market and employment opportunities for young people through the Ministry of Labor, Invalids and Social Affairs;
- renovating vocational orientation and training for young people through the Ministry of Labor, Invalids and Social Affairs; and
- developing mechanisms and policies to attract young people who are studying and living overseas to return to Viet Nam, and to support them in contributing to the development of Viet Nam through the Ministry of Foreign Affairs.

Presently, two international organizations have been supporting the Vietnamese youth in addressing challenges related to human mobility that affect them. First, IOM in Viet Nam implements, among others, programs to facilitate more accessible migration schemes or processes; to strengthen migrant protection; to enhance labor mobility and human development; and to improve migrants' health, (IOM, n.d.). Second, UNDP, through the Youth Co:Lab Viet Nam, leverages public, private, academic and youth organizations to strengthen the country's youth entrepreneurship and innovation ecosystem in support of youth migrants. The Youth Co:Lab supports young entrepreneurs in Viet Nam to design, test and grow ideas and business models for sustainable social impact in their communities (UNDP Viet Nam, n.d.).

Further, despite making up 53 percent of the domestic workforce (World Bank, 2022), legal frameworks and policies on youth migrants remain insufficient to protect them from certain risks and vulnerabilities, such as unemployment and inability to access housing. Together with the Asia Foundation, Vietnamese civil society has helped develop innovative programs to support migrant workers in Ho Chi Minh City and Hanoi. These include health and education service models, information centers, counseling and training, and medical assistance (Taylor, 2011).

2

Social entrepreneurship and human mobility

SOCIAL ENTERPRISES and startup businesses are well-documented, concrete youth responses to the pressing societal issues currently being experienced by young people around the world. Especially across different parts of South and Southeast Asia, social entrepreneurial initiatives by the youth tackles the narrowing of civic spaces and the limited safe channels for meaningful participation due to democratic regression. Indeed, young people's dynamism is apparent, wide-ranging, and contextually strategic when it comes to intervening in discourses on and developing solutions to issues that directly affect them. As explored in this chapter, this is especially evident in the variety of notable, present, and emerging youth-led social enterprises, along with different forms of intermediary support, working in the areas of (a) jobs and livelihoods, (b) access to key services, (c) social cohesion, and (d) climate change adaptation and disaster risk reduction as related to human mobility in South and Southeast Asia.

SOCIAL ENTREPRENEURSHIP IN THE PHILIPPINES, VIET NAM, AND PAKISTAN

Social entrepreneurship exists in different forms, with businesses employing different models, conducting various initiatives, and engaging with different kinds of stakeholders and audiences toward addressing pressing social, economic, environmental, and cultural issues. Particularly in the Philippines, Viet Nam and Pakistan, social enterprises take up unique roles towards helping develop sustainable solutions to developmental challenges, such as employment, education, and other basic services, across and within different societal contexts.

In the Philippines, social enterprises make up about 17 percent, or more than 150,000, of the total registered businesses in the country, and 71 percent of these are micro, small and medium-sized social enterprises (British Council, 2015). Their small sizes are mostly due to a lack of capital despite their significance in national development

strategies, like the Philippine Development Plan 2017-2022 (Ito and Shahnaz, 2019). Indeed, even though social enterprises are seen to contribute to reducing inequality in the Philippines, they still do not receive targeted support, save for the country's existing MSME program coverage, and their potential is yet to be fully unlocked through financing mechanisms, technical assistance, and knowledge initiatives. Supported in this way, social enterprises may be able to reach the most disadvantaged groups and address urgent socio-economic and environmental issues in the Philippines, including those related to human mobility, which only a small number of enterprises work on (Ito and Shahnaz, 2019).

Meanwhile, in Viet Nam, social enterprises have worked to provide marginalized populations with help that the national government cannot provide. This is especially true for internal migrants, some of whom have been displaced by the increasingly urgent climate crisis, who face barriers to accessing essential services and employment opportunities due to *ho khau* laws restricting where they can live, work and receive services (UNESCO Bangkok Office et al., n.d.b). Further, economic restructuring in Viet Nam has led to increased socio-economic inequality that young people feel the most, so social enterprises - over half of which are run by people below the age of 44 years (British Council, 2019) - focus on connecting vulnerable youth with resources to help them thrive.

In Pakistan, migrants have greatly contributed to vibrant urban areas by, among others, setting up businesses, filling jobs, and purchasing goods and services. However, the scale of human mobility to cities, coupled with a lack of adequate urban planning and development, has also put a burden on infrastructure, healthcare, education, and other public systems and services. Although relatively new to Pakistan, social entrepreneurship initiatives have stepped in and developed solutions in such sectors where the state struggles, including education, health, and other social services. Indeed, around half of all social enterprises in Pakistan work in the

field of education, with 30 percent investing in health and social care, 11 percent in agriculture and fisheries, 9 percent in energy and clean technology, 3 percent in forestry, and 2 percent in transport (Ali and Darko, 2015). They are focused on benefitting society and acting as agents of change through an embedded social purpose of helping reduce poverty and contribute to development in the country.

SOCIAL ENTERPRISES WORKING ON HUMAN MOBILITY AND YOUNG PEOPLE IN URBAN SETTINGS

A preliminary mapping for this research was conducted to identify notable social entrepreneurial initiatives across the Asia-Pacific, specifically Southeast Asia and South Asia, where the three focus countries in UNDP's regional DMD program, Pakistan, the Philippines, and Viet Nam, are located. Although not intended to be representative and comprehensive, this loose scanning of social enterprises working on the themes of human mobility and young people in the urban space may serve as a starting point for innovation and learning among different stakeholders, from those experiencing similar challenges to those trying to address such issues including their overlaps. The social enterprises discussed in this chapter work on different themes related to human mobility and, along the way, benefit different segments of society, among them young people living in urban and peri-urban settings. The vast array of work that these social enterprises engage in reflects the varying contexts in which human mobility is manifested and contributes to a better understanding of the scope and breadth of the nexus of human mobility, young people, and the urban space. The objective is to inspire and support new, emerging social enterprises addressing similar issues across South and Southeast Asia and beyond.

As illustrated in Table 3, all four social enterprises in the Philippines focus on providing key services and addressing issues of social cohesion, mostly with the aim of helping communities be more

Table 3. Some social enterprises working on human mobility-related issues in Pakistan, the Philippines, and Viet Nam.

Social enterprise	Key issues of human mobility				Some beneficiaries	Youth engagement		Presence in urban settings
	Jobs and livelihood	Key services	Social cohesion	Climate change		Youth-led	Youth impact	
The Philippines								
Aretes Style	●	●	●		Internally-displaced people, women artisans, mothers	Yes	Indirect	Yes
Masy Consultants-WashEd		●	●		Youth, schools, communities	Yes	Direct	Yes
RADIC-Project Kanlong		●	●		Informal settlers	Yes	Indirect	Yes
The Moropreneur Inc.	●	●	●		Bangsamoro, indigenous people, settler communities	No	Indirect	Yes
Viet Nam								
2030 Youth Force Vietnam			●	●	Youth, human trafficking victims	Yes	Direct	Yes
Huong Hoa Cassava Starch	●			●	Farmers, supermarkets, schools	No	Indirect	No
Lead the Change	●	●			Youth, disadvantaged communities, organizations, and initiatives	Yes	Direct	Yes
Trang An Ecotourism	●		●	●	Peri-urban residents, long-time farmers, not a lot of attention to youth	No	Indirect	Yes*
VieSIBLE	●	●			Migrants, informal laborers	Yes	Indirect	Yes
VRAT Company			●	●	Farmers, supermarkets, schools	No	Indirect	No
Pakistan								
Hamdard Group		●		●	Young girls	No	Direct	Yes
Pharmagen Water		●			Peri-urban residents, irregular settlers in urban areas, people from low economic class	No	Indirect	No

Note: *Presence in peri-urban settings.

integrated. Aretes Style and The Moropreneur, Inc. work in Bangsamoro communities that have experienced protracted violent conflict, which hampers access to social services. Their work, which also covers the provision of jobs and livelihoods, benefits internally displaced persons (IDPs), including Moro women artisans and mothers, as well as indigenous people and Christian settler communities living in urban areas such as Marawi and Iligan. While Aretes Style is youth-led and The Moropreneur Inc. is not, both indirectly provide positive impacts for the youth, mostly through support from family members.

Meanwhile, Masy Consultants' WashEd and RADIC's Project Kanlong, which work in the areas of key services and social cohesion in Metro Manila, are both youth-led. WashEd works with the youth, schools and communities, and has a direct impact on young people, specifically in urban areas where water, sanitation and hygiene (WASH) facilities are inadequate. Project Kanlong provides services for the benefit of informal settlers in Tondo, including young people and migrants or displaced people.

Despite not working on climate change themselves, all four social entrepreneurs stated that climate change is a critical issue for human mobility, given the current scale of climate-induced displacement in the Philippines and the country's projected future exposure to the effects of climate change. Yet, there seem to be very few, if any at all, social enterprises exploring this nexus area. This is a challenge and opportunity for present, emerging, and new entrepreneurial initiatives tackling other issues related to human mobility, as climate change is a threat multiplier to risks confronting migrants and displaced people.

In Viet Nam, the most notable social enterprises include environmentally focused groups like Trang An Ecotourism, an organization aiming to revitalize and make sustainable green tourism in peri-urban areas. Additionally, VRAT Company and Huong Hoa Cassava Starch are aiming to fill a market gap for organic and ethically

sourced produce within Viet Nam. Youth Force 2030 Vietnam is a branch of a larger youth-led coalition aiming to bring young people's voices to discussions about climate action within Southeast Asia as well as the international community. This attention toward the environment is especially salient as Viet Nam is one of the countries hardest hit by the ongoing climate crisis, with thousands of people already displaced from their communities due to climate events. Other social enterprises focus on addressing the needs of disadvantaged people, such as migrants and informal urban communities. Lead the Change and VieSIBLE, for example, specifically assist marginalized people in their job search by job search by imparting skills and connecting them to networks that may allow them to earn a decent living.

Among these six social enterprises that work on key issues related to human mobility in Viet Nam, providing labor opportunities as well as addressing climate change, mostly through adaptation, seem to be particular focus areas. There are commonalities between them, like Trang An Ecotourism, VRAT Company, and 2030 Youth Force Vietnam engaging on both social cohesion and climate change, with Trang An Ecotourism additionally working on jobs and livelihoods. Lead the Change and VieSIBLE work on jobs and livelihoods as well as various key services, whereas Huong Hoa Cassava Starch works on jobs and livelihoods as well as climate change. Most beneficiaries of these social enterprises come from disadvantaged communities, like informal laborers and migrants in the case of VieSIBLE, trafficked persons for 2030 Youth Force Vietnam, and marginalized, peri-urban residents for Trang An Ecotourism. Huong Hoa Cassava Starch, VRAT Company, and Trang An Ecotourism also work with farmers, with the first two benefiting schools as well. Unlike Trang An Ecotourism, which does not have a specific youth focus, 2030 Youth Force Vietnam and Lead the Change prioritize young people as their main beneficiaries. In fact, both these social enterprises are youth-led and have a direct impact on the youth. While VieSIBLE is youth-

led, the rest of the above social enterprises in Viet Nam only have an indirect impact on youth, usually through the support of family members. As for their urban presence, all social enterprises except Huong Hoa and VRAT Company work in cities, with Trang An Ecotourism also covering peri-urban areas.

Meanwhile, in Pakistan, the concept of social entrepreneurship is relatively new but gaining popularity. Still, there are a few noticeable social enterprises operating in the country. One such social enterprise is Hamdard Group, which has extended its work to the area of education through an initiative called Hamdard Education Society. This initiative has a direct impact on youth as it aims to educate and empower young girls. More broadly, Hamdard works in the areas of education, environment, and health in the urban and rural areas of Pakistan. Another example is Pharmagen Water, which also has its presence in urban settings. It benefits the peri-urban residents, irregular settlers in urban areas, and people from low-economic communities in Lahore by providing them with affordable clean drinking water. Overall, there is a lack of social enterprises operating in the area of human mobility in Pakistan. The lack of guidance, opportunities, research, and awareness on issues related to human mobility are important factors for this gap. Moreover, youth-led initiatives in Pakistan are few compared to the Philippines and Vietnam, a major reason being the lack of financial and regulatory support available for social enterprises in the country. Despite these challenges, young entrepreneurs in Pakistan are emerging with startup ideas in the areas of education, health, and environment.

Across the Asia-Pacific, specifically in Southeast Asia and South Asia, as illustrated in Table 4, social entrepreneurs mostly work in the areas of jobs and livelihoods, while very few touch upon climate change. In Southeast Asia, all social enterprises reviewed work on jobs and livelihoods, and most also engage in key services and social cohesion. Borneo Komrad (Malaysia), Liberty Society, and Refutera (both from Indonesia) work

across all these three issues related to human mobility for the benefit of stateless children, women refugees, asylum seekers, and host communities, including the urban poor. All three social enterprises are youth-led and have a direct impact among young people, with both social enterprises from Indonesia doing work in urban areas. Similarly, most other social enterprises covered in Southeast Asia also seek to benefit urban migrants, refugees, and asylum seekers, like Borderless 360 (Singapore), EarthHeir and Fugeelah (both from Malaysia), and Urban Scent (Myanmar) - two being youth-led (EarthHeir and Urban Scent) and all having a direct impact on youth and a presence in urban areas (and peri-urban areas in EarthHeir's case).

In South Asia, on the other hand, an equal number of social enterprises surveyed work in the areas of jobs and livelihoods, and key services, while little work appears to have been done to date on social cohesion and climate change. Like in Southeast Asia, most of the social enterprises work to benefit migrants, refugees, and asylum seekers. These include Colombo Social (Sri Lanka), Seefar (Afghanistan), and Shraman and The Peacebuilding Project (both from India). All have a presence in urban areas; three (except Shraman) have a direct impact on youth, and two (Shraman and The Peacebuilding Project) are youth-led. Apart from these four, TransEnd (Bangladesh), which works to benefit the local hijra (transgender youth), is also worth mentioning, as it is youth-led, has a direct impact on youth, and operates in urban settings.

Among all the social enterprises surveyed, nine appear to form what can be a preliminary set of typical cases of social enterprises working on the nexus of human mobility, young people, and the urban space. From the three focus countries, only one from the Philippines (Masy Consultants' WashEd) and two from Viet Nam (2030 Youth Force Vietnam and Lead the Change) work on at least one issue related to human mobility, are youth-led, have a direct impact on youth and a presence in urban areas. Across Southeast Asia, EarthHeir (Malaysia), Liberty Society and

Table 4. Some social enterprises working on human mobility-related issues in South and Southeast Asia.

Social enterprise	Key issues of human mobility				Some beneficiaries	Youth engagement		Presence in urban settings
	Jobs and livelihood	Key services	Social cohesion	Climate change		Youth-led	Youth impact	
Southeast Asia								
Borderless 360 (Singapore)	●		●		Refugee children and youth	No	Direct	Yes
Borneo Komrad (Malaysia)	●	●	●		Stateless children, a school, host communities	Yes	Direct	
EarthHeir (Malaysia)	●			●	Displaced refugee artisans	Yes	Direct	Yes*
Fugeelah (Malaysia)	●				Refugees settled in Malaysia		Direct	Yes
Liberty Society (Indonesia)	●	●	●		Women refugees	Yes	Direct	Yes
Mae Fah Luang Foundation (Thailand)	●		●		Impoverished working-class communities	No	Indirect	
Mith Samlanh (Cambodia)	●	●	●		Former street youth	No	Direct	Yes
Refutera (Indonesia)	●	●	●		Refugees, asylum seekers, urban poor	Yes	Direct	Yes
Urban Secret (Myanmar)	●	●		●	Hunger-stricken communities, poor urban migrants, sustainable farming consumers	Yes	Direct	Yes
South Asia								
Colombo Social (Sri Lanka)	●	●			Refugees and asylum seekers	No	Direct	Yes
Khushi Kantha (Bangladesh)	●			●	Bangladeshi women and their children	No	Indirect	Yes*
Seefar (Afghanistan)	●	●	●		Young refugees/ Afghan youth		Direct	Yes
SELCO Foundation (India)		●			Informal urban communities	No	Indirect	Yes
Shraman (India)	●	●			Migrants working in informal sectors	Yes	Indirect	Yes
The Peacebuilding Project (India)	●		●	●	Female Afghan refugees	Yes	Direct	Yes
TransEnd (Bangladesh)		●	●		Hijra/transgender youth	Yes	Direct	Yes

Note: Due to lack of data, some items covering Youth engagement and Presence in urban settings are left empty.

*Presence in peri-urban settings

Refutera (both from Indonesia), and Urban Scent (Myanmar) fulfill these criteria, while only The Peacebuilding Project (India) and TransEnd (Bangladesh) do so in South Asia.

Among these nine typical cases, all except EarthHeir and Lead the Change are supported by the Youth Co:Lab initiative of UNDP and Citi Foundation. Considering all the social enterprises covered in this chapter, a total of 11 are supported by the Youth Co:Lab, including Aretes Style, RADIC's WashEd, VieSIBLE, and Borneo Komrad from Southeast Asia as well as Shraman from South Asia.

All the social enterprises discussed in this chapter, along with some intermediaries working on similar causes, are enumerated in more detail in the next section on notable social entrepreneurial initiatives.

Notable social entrepreneurial initiatives in South and Southeast Asia

This section highlights different social enterprises that address human mobility challenges.

JOBS AND LIVELIHOODS

Across South Asia and Southeast Asia, many social enterprises that are youth-led and/or working on issues involving young people accommodate cross-cutting goals, sometimes working on two or more areas, although they are primarily concerned with the provision of livelihoods.

In the Philippines, coping with low living standards and increased expenditures is considered one of the biggest challenges facing young migrants, displaced people, and marginalized host communities, which hinders them from unlocking their full development potential. Amid this, there are youth organizations and social enterprises that actively conduct initiatives helping marginalized people, such as empowering women and improving their well-being. One such case is Aretes Style, a social enterprise promoting social cohesion and providing livelihood opportunities to Meranaw women artisans, particularly single mothers, who have experienced internal displacement due to the 2017 Marawi terrorist siege. A Youth Co:Lab-supported enterprise, Aretes Style has partnered with different communities in Lanao del Sur to weave langkit, a cultural tradition of the Meranaw (an indigenous group in Mindanao), and to incorporate it along with other materials in producing and selling fashion accessories like earrings and scarves. Social enterprises like Aretes Style have benefited from the support of international development organizations like UNDP, the International Labour Organization (ILO), and the United Nations Population Fund (UNFPA) through partnerships and seed funding and government agencies like the BYC.

In Viet Nam, the Doi Moi reforms stimulated the country's economy, but the results often came at the expense of the environment. Unlike traditional businesses, many social enterprises operate at the intersection of environmental preservation and economic growth. For instance, Trang An Ecotourism adapts to climate variability by creating jobs through ecotourism while preserving the natural environment

from deforestation. Despite their efforts, concerns remain about how much local communities benefit from green income as larger corporations wield disproportionate power over local employees and residents. Trang An Ecotourism has also received criticism for not sufficiently looking into the future and lacking youth perspectives and job training for the next generation.

Based on the focus group discussions conducted for the research, this reflects the larger picture in Viet Nam, where young people are often found to lack soft skills, like communication, teamwork, and problem-solving skills in the workplace, affecting their personal and career development, including their income generation potential. Lead the Change is a social enterprise that helps address these challenges through mentorship programs on personal development, learning sessions on emotional intelligence, and training on design thinking and talent development among Vietnamese youth, among others. Lead the Change also funds organizations and initiatives through its Give It Back program to boost youth engagement and create awareness of disadvantaged communities in the country. Additionally, VieSIBLE is an initiative that provides training and job-matching services as well as help in accessing social services, including mental health support to migrant workers. Many migrant workers work in informal sectors and are deeply impacted by the economic and social ramifications of the COVID-19 pandemic, so VieSIBLE works to reduce inequalities and contribute to the security and well-being of migrants, while also being a financially sustainable social enterprise.

Similar to VieSIBLE, Shraman is a social enterprise focused on connecting with migrants working in informal sectors in India. It helps vulnerable workers find decent and equitable work and provides resources about the various government welfare schemes available to them. To that end, Shraman has designed a human-centric and accessible digital phone platform to establish more equal and inclusive employer-employee relationships.

Social enterprises such as VieSIBLE and Shraman also exist in Pakistan, but the phenomenon of social entrepreneurship is very new in the country. However, social entrepreneurial activities are crucial to address the current social issues in countries like Pakistan (Asif et al., 2018). Therefore, to promote a culture of innovation and entrepreneurship in the country, there are a few incubation centers and agencies which are working to support social entrepreneurs by providing them with necessary technical support, infrastructure, access to investors, and networking. One such example is SEED Incubation Centre, which is an incubation facility that supports startups and young entrepreneurs to initiate their business activities. The mentors of SEED Incubation Centre provide guidance and technical support to young entrepreneurs and fresh graduates. Another such example is the German Agency for International Cooperation, known as GIZ, which has been playing a very crucial role in promoting a culture of innovation and social entrepreneurship in Pakistan. Through its initiatives, Funds for Innovative Training (FIT) and Green Skills Initiative, GIZ has supported innovative approaches to skills development in the context of the Technical and Vocational Education and Training (TVET) reform in Pakistan.

Meanwhile, other social entrepreneurial initiatives from South and Southeast Asia that joined UNDP's Youth Innovation Challenge for Human Mobility in 2021 continue to work on providing jobs and livelihood opportunities to refugees, asylum seekers, and stateless people. In Delhi, India, The Peacebuilding Project aims to increase the skills and independence of female Afghan refugees (aged 13 and over) by teaching them how to make environmentally friendly, reusable sanitary products. The products generate money for the involved Afghan women and result in their improved access to sustainable menstrual health support. Elsewhere, Borneo Komrad in Malaysia fosters entrepreneurial and agricultural skills among various groups and uses the proceeds from the sale of agricultural products to support a school for stateless children in Kampung Bangau-Bangau, Sabah. Lastly,

Liberty Society from Indonesia, through skills training and market access, seeks to use fashion to give purpose and dignity to women refugees in and around Jakarta, while Refutera, also from Indonesia, assists refugees, asylum seekers, and the urban poor in making an income from creating and selling handcrafted goods.

Apart from the social entrepreneurial initiatives discussed above, there are other cases across the region with notable impacts on improving migrants' lives. One such example is Seefar, a social enterprise operating in countries like Afghanistan with the aim of providing a sustainable future to marginalized people in society. Seefar extends services for regular migration pathways to those who are considering migrating irregularly and helps refugees to find livelihood opportunities for their socioeconomic integration and well-being. As part of this work, Seefar implemented a skills training initiative in Afghanistan in 2020 and 2021 with the help of the World Bank, through which more than 400 Afghan youth were provided with soft skills training (Seefar, n.d.).

Further, EarthHeir is a Malaysian social enterprise that connects artisan craftspeople to distribute their goods and helps them earn a dignified living, with a special focus on marginalized and refugee populations. Malaysia has nearly 200,000 refugees and asylum seekers within its borders, many of whom are Rohingya people from Myanmar, who often struggle to find formal work. EarthHeir has partnered with the UN Refugee Agency through the MADE51 initiative that connects consumers with refugee-made goods such as jewelry and bags. Additionally, their work has a positive impact on the environment as all materials and processes are sustainable, and the company has pledged its profits to plant trees as well as uplift marginalized communities (Joanne, 2018).

In addition, Khushi Kantha, Fugeelah, and Colombo Social are also worth mentioning. Khushi Kantha provides livelihood opportunities for Bangladeshi artisan mothers and preserves the environment through recycling and

upcycling deadstock cotton fabric from the garment industry to make and sell blankets. Meanwhile, Fugeelah, which works in the areas of job opportunities and educational services, is a women-led jewelry brand that provides access to education, skills development, and enterprise work for refugee children and youth in Kuala Lumpur, Malaysia. Lastly, Colombo Social is a social enterprise kitchen that serves Sri Lankan food and drinks, provides meals to asylum seekers for every guest ordering their special menu, and occasionally grants asylum seekers employment and training opportunities.

ACCESS TO KEY SERVICES

Issues like sustainable urban living as well as WASH, health, and education are widely tackled by social enterprises with significant youth involvement across South and Southeast Asia. For many social enterprises and startups, providing access to key social services is at the heart of achieving different sustainable development goals like reducing inequalities, developing sustainable cities and communities, and ensuring people's overall well-being, especially for those most marginalized in society.

In terms of sustainable urban living, two Youth Co:Lab startups have been working to provide infrastructure solutions and housing units in the Philippines and India. While RADIC's Project Kanlong attempts to support the homeless and extremely poor, often migrants and displaced people, in Tondo, Manila, through well-designed micro-mobile housing units that serve as transitional shelters with interlinked social services, Space Era helps the vulnerable and displaced via sustainable, multi-purpose and versatile space configurations like refugee shelters, flood shelters and quarantine shelters in New Delhi.

In the health and well-being sector, the Hamdard Group in Pakistan produces and distributes affordable pharmaceuticals through socially conscious innovations from universities and several laboratories. Hamdard, which was

founded in pre-partition India in 1906, is a social enterprise that also plays a crucial role in Pakistan's broader economic development. The Group is supporting girls' education through initiatives such as Hamdard Education Society and Business Employment Bureau. The aim is to enable marginalized sections of society, such as Pakistani women, to attain sustainable employment opportunities. Hamdard Group works in the areas of education, environment, and health, and recognizes that health and education are primary factors for human development and preconditions for promoting social good and economic progress in the country.

Masy Consultants have developed WASH Education (WASHed) to transform WASH behaviors through education in the Philippines. With support from the Philippines Society of Sanitary Engineers, Inc. (PSSE) and the country's Department of Education (DepEd), Masy Consultants work with schools, communities, government agencies, non-profits, and businesses to transform WASH education and improve its outcomes in the country.

Other social entrepreneurial initiatives work in the education sector, mostly with the goal of equipping young beneficiaries with the capabilities needed to find decent work. In Bangladesh, Youth Co:Lab startup TransEnd supports the country's transgender community (locally known as hijra) through education, training, healthcare, and access to employment opportunities. Meanwhile, in Singapore, Borderless360, through its Inclusive Education Initiative (IEI), assists refugees and others in similar circumstances with access to quality education and meaningful inclusion in education systems. With a commitment to reinvest at least half of its net profits into its social mission, Borderless360 conducts initiatives like IEI via non-traditional approaches and bottom-up communication while also building better public understanding of and action for refugees' rights and needs.

In terms of intermediary support, there are foundations working with different organizations to provide similar services to those outlined above, including in support of social enterprises. In Pakistan, the School of Leadership Foundation (SoLF) and Hashoo Foundation are worth noting. Three of the causes SoLF works on are access to quality education, health, and livelihoods. On education, SoLF supports education institutions in developing student-friendly and student-centered learning environments where students can thrive through collaboration, innovation, and critical thinking. SoLF also provides leadership and life skills services anchored on citizenship education and character building. Finally, SoLF's arts programs also support students' creativity, individuality, and expressiveness. On health and livelihoods, SoLF provides training and capacity-building programs as well as entrepreneurial opportunities to young people facing different issues, including physical and mental challenges, to instill a sense of entrepreneurship and to empower communities towards developing sustainable initiatives in society.

Hashoo Foundation works in the areas of economic empowerment, social development, as well as climate change and the environment. Programmes on economic empowerment have been designed to uplift the economic conditions of the community. Through the Hashoo Entrepreneurship Development Programme and Hashoo Hunar/Skills Development Programme, skills training courses have been provided to approximately 145 refugees, including in motorbike/mobile repair, home textile production, beautician and honeybee farming, which have supported their livelihoods (Global Focus, 2020).

SOCIAL COHESION

Issues related to peace and conflict greatly affect social cohesion, or the extent to which different actors of society are willing to come together with a shared vision and collectively take action. Such is the case between displaced and marginalized host communities. In different parts of South

Asia and Southeast Asia, especially those with histories of protracted conflict, many social entrepreneurship initiatives strive to innovate sustainable, long-term solutions to support young migrants, internally displaced people, refugees, and host communities.

In the Philippines' BARMM, which has experienced setbacks in human development due to protracted conflict, The Moropreneur Inc. helps develop peaceful and socio-economically resilient communities through solutions that provide the Bangsamoro indigenous people and settler communities capacity-building, community-based micro-entrepreneurial as well as networking opportunities towards attaining peace and development in the region. It also holds consultations, conducts research, and engages in policy development as well as advocacy and strategic communication on a variety of issues that include poverty reduction, hunger, and social injustices. Apart from these, TMI also covers humanitarian issues related to conflict, disaster, and other emergencies needing quick response initiatives.

In India, a startup supported by Youth Co:Lab, The Peacebuilding Project has tapped into its local community networks and collaborated with organizations like People Beyond Borders on conflict resolution and peacebuilding work, especially to support refugee and migrant communities with issues around their legal and political status, human rights abuses and lack of access to services such as healthcare, employment, and education.

Another case worth noting is the Mae Fah Luang Foundation, one of the first social enterprises established in Southeast Asia, whose Doi Tung Development Project seeks to reduce inequality in Thailand, as well as advance social cohesion among their various targeted communities. The Foundation works towards helping break the cycles of poverty and addiction and has sparked community and economic development in a remote area of the country (Mae Fah Luang Foundation, n.d.). The Doi Tung Development

Project improves communities' access to public healthcare and livelihoods through employment opportunities in ecological coffee farms and textile production and has invested in sustainability by prioritizing education and community reinvestment (Doherty and Chirapaisarnkul, n.d.). Having claimed to have lifted thousands out of poverty and into gainful employment, Doi Tung has now become a brand known worldwide for its sustainable and ethical methods of producing coffee, agricultural products, and furniture.

In Cambodia, Mith Samlanh focuses on reintegrating marginalized youth back into social contexts like schools and communities (Mith Samlanh, n.d.). It uses its businesses—specifically restaurants, cookbook sales, and a nail bar—as both profit-making and training opportunities for youth who used to live on the streets. This shows the potential of social enterprises to be financially sustainable while furthering social good like addressing poverty and addiction, with the initiative having received awards for its successes (Lyne, et al., 2015).

Apart from social enterprises, there are non-profits that are worth including here as benchmarks that can be drawn upon when doing business for a social cause in contexts where issues related to social cohesion and human mobility intersect. Formation, Awareness & Community Empowerment Society (FACES Pakistan), for example, supports Afghan refugees through the Peace Schools initiative by providing formative education (Nursery to Grade 5) as well as the opportunity to access higher education in Pakistani colleges. Additionally, FACES Pakistan brings together Afghan refugees and their host communities through joint vocational skills training, adult literacy classes, and market linkages for employment opportunities, with a focus on women and youth. Similarly, the International Catholic Migration Commission (ICMC) also provides Afghan refugees with various services, such as market-oriented vocational skills training, tool kits, cash grants, and job placement

support, to increase their access to livelihood opportunities (ICMC, 2021).

In Bangladesh, Manusher Jonno Foundation (MJF) is a well-established grant-providing organization that promotes equality and human rights. It has supported over 7,000 organizations implementing their programmes, distributed cash support to over 15,000 marginalized women, and advocated for the passage of dozens of human rights laws in Bangladesh (TBS News, 2021). They also engage in policy advocacy, especially on gender and disability equality, at the international level. Thanks to their recognition internationally, MJF is able to mobilize funding from big donors such as the Gates Foundation and the UK government's Foreign, Commonwealth and Development Office (FCDO) and puts that toward supporting local populations and organizations.

Meanwhile, JAAGO uplifts Bangladeshi youth voices by providing young people with the platforms and tools to be heard. Although they do not focus on human mobility specifically, many of the organization's past projects have prioritized integrating young people into places of visibility and power to advocate for social change, especially on the climate crisis. In addition, JAAGO has set up a fund for those affected by the climate crisis in Bangladesh, which has manifested in extreme weather, floods, and landslides.

CLIMATE CHANGE AND DISASTER RISK REDUCTION

Human mobility as an adaptation strategy among climate-affected communities in South and Southeast Asia remains a contested topic. In Viet Nam, for example, the national government and local actors often have different approaches. The government tends to implement "hard" adaptations involving specific, irreversible changes to infrastructure, including planned relocations. Instead, many local actors tend to prioritize "soft" adaptations, which require

collecting and disseminating new information and developing the social capacities of people and communities to adapt to new circumstances. Much effort in this context has been directed at agriculture. Viet Nam is home to some of the most climate-impacted areas in the world, such as the Mekong Delta, which is also the country's largest agri and aquaculture production region. Given changing rain patterns, the Vietnamese government has initiated Living with the Flood, a program under which they have built dikes to mitigate flood effects, encouraged farmers to alter their planting schedules and constructed raised residential areas that can house flood-impacted families during monsoon seasons.

While the Vietnamese government has attempted to mitigate the effects of climate change and help communities adapt to the impacts of climate events and change, social entrepreneurs in the country have utilized community knowledge to generate green jobs and income, with some simultaneously protecting their communities and the environment against climate change. For example, Trang An Ecotourism has used ecotourism efforts to adapt to climate variability by changing the local economic system to be flexible in the face of climate change risks. The VRAT Company, for example, produces and markets certifiable organic vegetable products in partnership with local farmers. Lastly, Huong Hoa Cassava Starch Factory turns waste from cassava flour factories into organic fertilizers, thus contributing to sustainable farming and generating secondary revenues for the factory.

Further, Youth Force 2030 Vietnam is a youth-led initiative that works on climate change adaptation by advocating for a shift toward alternative energies by 2030. Unlike other climate organizations, it pays special attention to migrants in Viet Nam, many of whom have been impacted by the changing climate, and who often face challenges related to quality education, healthcare, and food security in destination contexts, often cities. Although young people often struggle to be engaged in

important conversations on development, Youth Force 2030 utilizes grassroots action to raise awareness for their causes and trains peers to grow their fight for change.

Meanwhile, Pakistan, which is considered to be one of the most vulnerable countries to climate change, has seen a growth in climate-induced migration towards cities over the last decade. In the future, approximately two million people in the country are expected to migrate largely for climate events by 2050, including flash and riverine flooding, droughts, and water shortages (Singh et al., 2020).

Programmes and organizations such as the Green Innovators Programme, Buksh Foundation, and Hashoo Foundation have played vital roles in addressing some of these concerns at the nexus of human mobility, disasters, and climate change. Part of their work focuses on supporting small- and medium-sized enterprises, including social startups, that provide opportunities to generate better income, access services like education and healthcare, and integrate into communities that host climate-affected people, especially youth. Green Innovators Programme 2022 took place in Sindh and was implemented under the Youth Education Employment and Empowerment Project (YEEEP), a joint initiative of UNDP and Sindh Education Foundation (SEF) by the School of Leadership Foundation. Under this program, boot camps were organized to provide capacity-building workshops and mentoring sessions to young social entrepreneurs working in the thematic areas of water, sanitation, plantations, hygiene, and solid waste management. Pharmagen Water, a social enterprise that aims to provide affordable clean drinking water in Lahore, also participated in this initiative.

Meanwhile, the Buksh Foundation works to bring clean energy projects to poor, rural areas of Pakistan. In the four years since its inception, the foundation has trained 135 women as energy entrepreneurs and has brought solar-powered lights to 6,750 households. The foundation has

also extended business and clean energy loans to 12,000 entrepreneurs, including youth (Flare, 2014).

Lastly, Hashoo Foundation has aligned its work with the SDGs. Its Sustainable Development Program (SDP) focuses on climate change and socio-economic development, while the Climate Action Program (CAP) supports climate mitigation and adaptation solutions at the community level. Under the latter, the Hashoo Foundation provides climate awareness and education through youth volunteers as well as grants to students for research activities. The organization also supports women entrepreneurs in both rural and urban centers and extends training, mentorship, and coaching to startups run by youth.

Beyond Pakistan and Viet Nam, there are other social entrepreneurial initiatives across South and Southeast Asia that similarly work on the intersections of human mobility and pressing environmental issues. For example, the SELCO Foundation in India provides innovative and accessible solar-powered home appliances to under-resourced and impoverished populations across the country, including urban, migrant, and tribal communities. The organization has set out to make green, innovative, and sustainable technologies available to all poor people, whether in rural areas or informal urban settlements. The SELCO Foundation has also established the Home for the Urban Migrants (HUM) Project, which builds permanent housing for migrants living in urban poor areas fitted with solar panels and water supply (DH News Service, Baidur, 2018). The organization believes in engaging the poor as partners in their entrepreneurial process, tailoring their solutions to their communities' needs.

Further, PT Sosial Bisnis Indonesia (SOBI) was established in 2003 by Telapak, an anti-deforestation non-profit, to provide incentives and legal alternatives to illegal loggers. Logging is a very important issue to a green future for Indonesia, as the archipelago is home to the third-largest rainforest on the planet, yet has

struggled greatly with balancing development and preserving the country's forests (Ellis-Petersen, 2021). The Indonesian government has found it difficult to contain illegal logging activities, with over 200 million cubic meters of unreported or illegally sourced timber having been sold from 1991 to 2014 (Chitra and Cetera, 2018). SOBI is an example of how NGOs can utilize social enterprises' unique combination of market principles and social good to fill an important niche and further goals of shared ownership and sustainable resource management.

Lastly, Urban Scent, a social enterprise in Myanmar supported by Youth Co:Lab, attempts to address hunger by creating a sustainable vertical farming system that can generate livelihood opportunities for poor urban migrants as well as ensure consumers' safe food consumption.

3

Guiding the youth in exploring social entrepreneurial opportunities in the context of human mobility

A SERIES of key informant interviews were conducted with young social entrepreneurs in South and Southeast Asia who had participated in and won UNDP's Innovation Challenge for Human Mobility to gather insights on how their social entrepreneurial journeys can guide those interested in exploring similar opportunities in the context of human mobility. The rich data gathered from the interviews has been supplemented with insights from the focus group discussions conducted with youth development actors in Pakistan, the Philippines, and Viet Nam. This Chapter is primarily informed by the responses of these young social entrepreneurs and youth development actors to the questions posed during the interviews and discussions. Hence, it is based on their lived experiences in starting, operating and supporting social enterprises.

- Starting a social enterprise in the context of human mobility*
- Retaining relevance and sustainability*
- Ensuring financial stability*
- Replicability in the Asia-Pacific*
- What makes a social enterprise successful?*
- Intermediaries: Role, relevance, shortcoming, and potential*

Figure 2. Guiding the youth in exploring social entrepreneurial opportunities in the context of human mobility

The conversations with selected young entrepreneurs and youth development actors have revealed factors that aspiring social entrepreneurs can consider in starting their social enterprise in the context of human mobility. They have also provided vital information on ways to retain the relevance and sustainability of



Figure 3. Factors to consider in starting a social enterprise in the context of human mobility

their social enterprise, to ensure its financial stability and to replicate the initiative elsewhere in the Asia-Pacific; and on factors that enable a social enterprise to be successful, along with the roles, relevance, shortcomings and potential of supportive intermediaries (see Fig. 3 for a snapshot of Chapter 3's sub-sections).

STARTING A SOCIAL ENTERPRISE IN THE CONTEXT OF HUMAN MOBILITY

Young social entrepreneurs identified nine factors to consider in starting a social enterprise in the context of human mobility (see Fig. 3).

A cause as constant source of motivation and effectivity of the entrepreneurial solution

First, starting a social enterprise in the context of human mobility requires young social entrepreneurs to find a cause that they strongly believe in (Box 4 below provides an example of how the youth can be guided in this process). This cause should be a constant source of motivation to ensure the sustainability of their social enterprise, specifically in challenging times. However, passion, having a cause and committing to that cause are not enough to start and eventually sustain a social enterprise. The youth must understand, in a more profound sense, what problem their social enterprise is trying to address.

BOX 4. Youth Co:Lab's Human Mobility Innovation Challenge

Through the Youth Co:Lab's and UNDP's Recovery Solutions and Human Mobility Team's (RSHM) Innovation Challenge for Human Mobility, young social entrepreneurs were given a platform to create entrepreneurial solutions addressing issues related to human mobility in South and Southeast Asia. The project was organized using human-centered design thinking - a creative approach to problem-solving used by startups, corporations, governments, and non-profits to conceptualize solutions. Fig. 4 below provides a snapshot of the overall structure of the project.

Participants first identified an issue that needs to be solved by pinpointing root causes, people/communities affected, and trends and institutions that affect their identified issue. They then mapped out the strengths and weaknesses of existing solutions to develop an understanding of what works and what does not. This was followed by a brainstorming of new solutions where they listed as many ideas as possible that have the potential to solve the problem they had previously identified. Next, the participants assessed the feasibility, viability, and desirability of the ideas they brainstormed before using them to improve their solution.

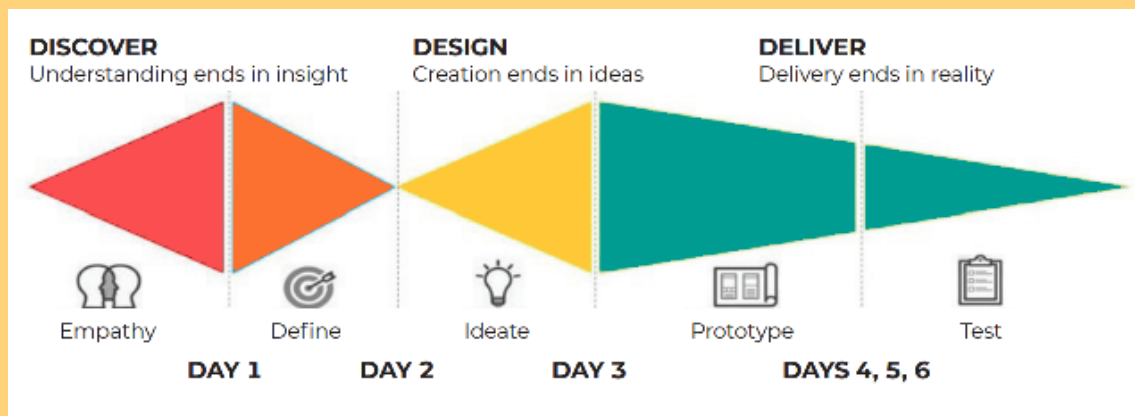


Figure 4. Structure of the Human Mobility Innovation Challenge (Source: UNDP & make sense, 2022)

They then identified the behaviors they want to see from a customer interacting with the solution, from start to finish, followed by developing the operational strategy of the newly improved solution through a business model. After this, participants recognized key assumptions that needed to be validated together with the action points required to validate those assumptions. Then, they estimated the costs needed to prototype the solution created by applying activity-based costing principles. Finally, participants pitched their solution in under three minutes and answered questions from a panel of judges.

After the two-week-long hackathon, each of the winners was supported in prototyping their solutions through the following means:

- 1 A grant to prototype their respective solutions;
- 2 One-on-one consultation calls with reputable mentors to get feedback on their goals and the operational strategies for achieving them;
- 3 A one-minute video highlighting their solutions as a pitch to possible investors/funders.

They can start by asking the following questions: What social issues exist in my immediate community and society at large? How am I contributing to solving my community's and larger society's challenges? Are my solutions actually addressing the social problems that I am trying to target?

Knowledge of political and academic discourse on human mobility

Aside from finding a strong cause that will serve as a constant source of motivation, it is paramount for aspiring young social entrepreneurs to have a profound understanding of their social issues of concern by determining their underlying causes and appreciating their complexities. To do this, specifically in the context of human mobility, it is essential for the youth to learn about the prevalent political and academic discourse on migration and displacement in the localities of their interest, whether at the local, regional or national level.

“ DO YOU KNOW WHAT YOU ARE ADDRESSING? ARE YOU REALLY ADDRESSING IT? DID YOU DO EMPATHY WORK? YOU NEED TO QUESTION YOURSELF REGULARLY. IS MY SOLUTION SOLVING THE PROBLEM OR WORSENING IT? THESE ARE THE MAIN QUESTIONS THAT HAVE TO BE POSED BY SOCIAL ENTREPRENEURS, ESPECIALLY IN THE CONTEXT OF HUMAN MOBILITY... BECAUSE THESE SOLUTIONS CAN IMPACT HUMANS THAT ARE IN A VULNERABLE SITUATION.

—Naqibah Azman, *Borneo Komrad*

As exemplified by the social enterprises covered in this report, some people and communities fall through the cracks of government policies or are deliberately excluded. Indeed, this often applies to internally displaced peoples (IDPs), asylum seekers or refugees, who frequently don't have access to regular employment or key services such as education and healthcare. Working with marginalized communities, it is important for the youth to be aware of the policy frameworks and governance mechanisms that apply in their localities of interest, including on the rights of migrants and displaced people. They can also look at studies determining the effectiveness of similar solutions in other fields (e.g., micro-mobile housing) and explore their transferability to challenges related to human mobility (e.g., homelessness) that the youth are trying to solve. They may also want to spend time with the community of their concern through immersion, focus group discussions or participatory action research to understand challenges and possible solutions from the perspective of those directly affected.

Multifaceted approach

Given the interconnectedness and complexity of development challenges today, it is advantageous for aspiring young social entrepreneurs to consider implementing a multifaceted approach. In doing so, they may want to be mindful of and responsive to how the challenges they are trying to address and their solutions to these shape and are shaped by the broader socio-economic and political eco-system. Such interlinked issues call for creative and systemic solutions, best implemented in partnership with other stakeholders through a portfolio approach (see next section). Hence, the youth may want to ensure that they start a social enterprise that can potentially have a positive ripple effect in solving other problems rather than having negative, unintended consequences.

BOX 5. Understanding innovation in the startup space

There are three primary innovation interventions in the startup space: hackathons, incubators and accelerators (Workero, n.d.). Fig. 6 below shows the key features of these programs.



Figure 5. Key distinctions between innovation programs in the startup space (Source: Workero, n.d.)

Collaboration with other players and scalability

Challenges that cut across different domains and affect and/or concern a variety of actors require a collaborative approach for lasting solutions. Young social entrepreneurs pointed out the importance of partnering with other actors with similar interests and objectives.

“ SOLUTIONS NEED TO BE ABLE TO EXPAND SO THEY CAN ACCESS MORE PEOPLE, WHATEVER THAT LOOKS LIKE, THAT COULD BE SCALING MORE DEEPLY... DIVING DEEP BY IMPROVING THE QUALITY OF THE SOLUTION OR SCALING MORE WIDELY GEOGRAPHICALLY SO IT (CAN BE) ACCESSED BY DIFFERENT GROUPS AND COMMUNITIES.

—Thomas Da Jose, WashEd

Sometimes, nexuses or relationships that may appear too complex to tackle present more opportunities to innovate and be creative (e.g., migration, climate change and conflict). Collaboration with other stakeholders will not

only prevent duplication of similar initiatives, but also has the potential to have a wider reach and address multiple issues in an integrated manner. Through partnerships, social enterprises can more readily scale deeply by improving the quality of their solutions or scale widely geographically, so solutions can be accessed by more populations and communities.

Capacity of the social enterprise

Young social entrepreneurs know that understanding complex challenges related to human mobility, developing solutions to address them, and running an enterprise requires a wide array of knowledge, skills and competencies. As mentioned earlier, it is crucial for aspiring young social entrepreneurs to clearly define and fully comprehend the issues that they are attempting to address. To effectively do this, it is necessary to analyze the complexity of these challenges in order to come up with appropriate and responsive solutions.

First, developing solutions requires knowledge of past and existing initiatives, and a vision to see opportunities to innovate and collaborate. From there, young social entrepreneurs can determine the set of knowledge, skills and competencies they need to put in effect their

BOX 6. Sample business model output during Youth Co:Lab's Human Mobility Innovation Challenge

BUSINESS MODEL CANVAS - BORNEO KOMRAD				
9 PARTNERSHIPS = sponsors, partners, contractors, external providers who will help you to provide a solution? <ul style="list-style-type: none"> - MAGIC (organization) - SABAH DEVELOPMENT CENTER - UNDP - ANGELS - Air freight cargo company 	8 ACTIVITIES Check with the fisherman community for product supply Buy products from the community. Packaging and labeling of the products (done by graduates from the alternative school) Delivering of the products to the customer through air courier	2 VALUE PROPOSITION = What is your solution to solve the soc/env challenge you identified? Economic solution for free education by selling agricultural products By selling the products it gives an opportunity to the children to go to school	5 CLIENTS / BENEFICIARIES RELATIONSHIP Build awareness about the issues among stateless people in Sabah, Malaysia Social Media campaigns, advocacy campaigns, video presentations	3 CLIENTS / BENEFICIARIES Who are your beneficiaries/clients? Domestic customers, retailers, traders, Socially-conscious customers
	7 RESOURCES Currently have: supply of agricultural products, shipping partner, human resources (packaging, managing). Need: Creative supply chain, marketing strategy, mentors		4 DISTRIBUTION CHANNELS Solution to Customers: Social Media and E-commerce, Domestic Courier. Solution to Beneficiaries: Giving funds to the school Preferred Channel: Social Media	
10 COSTS = What are the aspects of your economic model which are going to create costs? Labor costs, cost of raw materials, packaging costs, courier costs, fuel/petrol costs, marketing costs 10% Labor costs, 5% Packaging costs, 15% raw materials, 5% fuel, 20% courier costs, 10% marketing costs, 30% beneficiaries		6 INCOMES = revenues from your product/services sales & financial partnerships The sale of agricultural products, mainly dried fish, such as anchovies.		
1 The SOCIAL AND/OR ENVIRONMENTAL BENEFITS THAT YOU ARE TRYING TO DEVELOP? Which impact do you want to have? -Decrease the rate of illiteracy among the stateless children in Sabah -Giving chance of education to the stateless children				

Source: UNDP and make sense (2022)

entrepreneurialsolutions. Capacity, in this case, is not limited to the social entrepreneurs. A capacity development strategy should consider and encompass the entire social enterprise - its structures, processes and human resources.

Further, starting and operating a social enterprise requires business development and management skills. It is not enough for a social enterprise to have a specific social objective that serves as its primary purpose; it is also important for it to generate profits to ensure the enterprise's further development and sustainability. Aspiring young social entrepreneurs can explore joining hackathons, incubators and accelerators (see Box 5 above for more information on the startup space) to develop and test the viability of an idea, strengthen a business plan, and potentially secure seed funding.

Elaborate business model

In addition to building the overall capacity of their social enterprise, it is prudent for young social entrepreneurs to develop an elaborate plan or a business model (see sample business model in Box 6 below). As part of this, they need to identify the products or services they plan to sell and offer, their target market and any anticipated expenses. A business model embodies the social enterprise's purpose, strategy, infrastructure, operational processes and policies.

In developing a business model, young social entrepreneurs must rigorously analyze the market by trying to understand market demand, supply and existing market regulations. In addition, they need to consider and understand the immediate community where the social enterprise operates, including host and migrant populations, buyers' needs and existing goods and services on offer.

Understanding of financing

Finally, young social entrepreneurs highlight the importance to understand financing. Indeed, it is vital for aspiring young social entrepreneurs to map resources – both financial and non-financial – at their disposal and to then explore how to access them. These considerations should be aligned with or embedded in their budget and investment plan. Different types of financing may be explored, considering how easily they can be accessed by looking at requirements and commitments. Financing can be in the form of seed funding, angel investment, crowdfunding, grants, subsidies, business incubators, accelerators or loans.

RETAINING RELEVANCE AND SUSTAINABILITY

Young social entrepreneurs see the importance of retaining relevance and ensuring sustainability of their social enterprise and have identified factors and approaches for these to be accomplished (see Fig. 7). It is notable that many find retaining relevance and ensuring sustainability equally or even more challenging than starting a social enterprise.

Tackling a unique, timely and relevant problem

Young social entrepreneurs emphasize the need to tackle a unique problem. Indeed, it is important for aspiring young social entrepreneurs to ask themselves what their value proposition is, what sets them apart from other social enterprises, and what their game plan and end goals are.

However, the unique problem that they initially identified may change or evolve. Hence, it is critical for young social entrepreneurs to understand the changing and evolving needs of their population of concern and endeavor to adapt to these through an iterative approach, such as by changing the products or services offered. This will make sure

Retaining relevance and sustainability of a social enterprise

- *Tackle a unique problem*
- *Adapt to the specific needs of the population(s) of concern*
- *Establish and sustain strong communication and trust with the community of concern*
- *Ensure community ownership*
- *Establish close and sustained contact with the community of concern*
- *Analyze market needs*
- *Develop a detailed and good marketing plan*
- *Build long-term relationship with clients*
- *Collaborate with the right partners*
- *Seek and secure sustainable stream of financing*

Figure 6. Factors and approaches to retain relevance and sustainability of a social enterprise

that they are tackling challenges related to human mobility that are timely and relevant.

Establishing and sustaining strong communications, trust and ownership

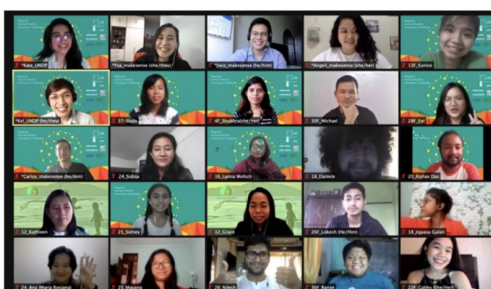
Aside from tackling a unique problem that is timely and relevant, young social entrepreneurs, who are not necessarily members of their social enterprise's target community, also highlight the need to establish strong communication and trust with their community of concern. This is especially crucial for social enterprises that address particularly sensitive issues, such as those concerning marginalized communities including migrants and displaced people.

Most of the young social entrepreneurs interviewed for this study acknowledge migrants and refugees as active players in their social enterprises rather than passive recipients of help and support. In such instances, it is vital to establish community ownership (see Box 7 below) to ensure that the community believes in the vision and value proposition of the social enterprise. People must feel that they belong and are acknowledged as vital players and equal reason-givers, without which they may lose faith

BOX 7. Ensuring ownership: Youth Co:Lab's Human Mobility Innovation Challenge

39 Youth-led enterprises from across Asia & the Pacific build solutions for human mobility

AUGUST 20, 2021



Source: UNDP (2021)

The Innovation Challenge for Human Mobility sought applications from teams who included members from underrepresented groups, especially in the communities where they intended to operate. Hence, the innovation challenge, by design, ensured inclusion and ownership of communities of concern.

in the social enterprise. It is hence essential to involve the community, especially in processes and decisions affecting people's lives, and to acknowledge its unique knowledge, skills and abilities that can contribute to the success of the social enterprise.

Once trust has been built and strong communication has been established, it is crucial for young social entrepreneurs to endeavor to sustain their relationship with their community of concern. They can be valuable partners that can contribute to the long-term success of their social enterprise and can be potential partners in future undertakings.

Analyzing market needs

In addition to establishing trust with their community of concern and ensuring community ownership, analyzing market needs emerged as one of the many other factors that can positively contribute to retaining relevance and ensuring

sustainability of a social enterprise. Young social entrepreneurs stress how the COVID-19 pandemic made them realize the importance of effectively marketing their products and services. They could not rely on traditional ways of marketing anymore and had to adapt to the 'new normal' by exploring more innovative approaches to dealing with challenging markets during the pandemic.

“ DURING THE (COVID-19) PANDEMIC, (WE REALIZED) HOW YOU MARKET YOUR PRODUCT IS VERY IMPORTANT BECAUSE EVERYONE IS IN THE SAME BATTLE. WE NOTICED THE HABIT OF ONLINE MARKET SHOPPING IS INCREASING, ESPECIALLY DURING LOCKDOWNS... AND WE TOOK ADVANTAGE OF THIS TREND. YOU ALWAYS NEED TO KNOW THE MARKET TREND AND DEVELOP A DETAILED AND GOOD MARKETING PLAN TO TAKE ADVANTAGE (OF OPPORTUNITIES THAT MAY PRESENT THEMSELVES)”

—*Maria Rosiana Sedjahtera, Refutera*

Ensuring responsiveness to market demand requires young social entrepreneurs to analyze the market's needs thoroughly. Indeed, it is imperative to know the market, the competitors and potential partners. Young social entrepreneurs underscore the necessity of developing a detailed marketing plan to secure the future of their social enterprise. A fool-proof social enterprise model that encompasses adaptive business plans has the potential to weather crises, such as the ongoing pandemic.

Building lasting relationships

Furthermore, building lasting relationships with clients and partnerships with existing and new networks surfaced as a critical factor in retaining relevance and ensuring sustainability of social enterprises. An established client base can bring a steady stream of income, contributing to the sustainability of a social enterprise. In this context, it is paramount to listen to consumers and respond to their needs.

“ TO ENSURE SUSTAINABILITY AND RELEVANCE (WE) BUILD PARTNERSHIPS INSTEAD OF REINVENTING THE WHEEL. WE ALIGN WITH THE RIGHT PARTNERS... PARTNERS THAT WE SEE SYNERGIES WITH, AND THEN WORK WITH THEM TO DEVELOP THAT RELATIONSHIP AND SEE HOW WE CAN CONTRIBUTE TO THE PROJECT OR PROGRAM TOGETHER... SO HAVING THAT VALUE EXCHANGE. AND IT IS REALLY GOOD BECAUSE INSTEAD OF REHIRING OR REINVENTING THE PROCESS, I COULD BORROW THE PROCESS OR THE VOLUNTEER POOL OF ANOTHER ORGANISATION, AND TOGETHER WE WORK ON A SHARED OBJECTIVE... AN OUTCOME THAT IS PART OF MY SOLUTION BUT, OF COURSE, IS ALIGNED TO WHAT THEY ARE TRYING TO ACHIEVE FOR OTHERS.”

—*Thomas Da Jose, WashEd*

At the same time, it is important for social entrepreneurs to be careful forging new partnerships. Young social entrepreneurs emphasize the importance of finding the 'right' partner by looking at synergies and complementarities instead of just amassing a large number of partners with unclear compatibility. It is essential for potential partners to find a shared objective and work toward a common goal. Quality partnerships can enable social enterprises to retain relevance as they may help identify new business opportunities, increase operational efficiency and be a source of innovation.

BOX 8. Funding sources of startup social enterprises and commercial early-stage entrepreneurs in the Asia-Pacific

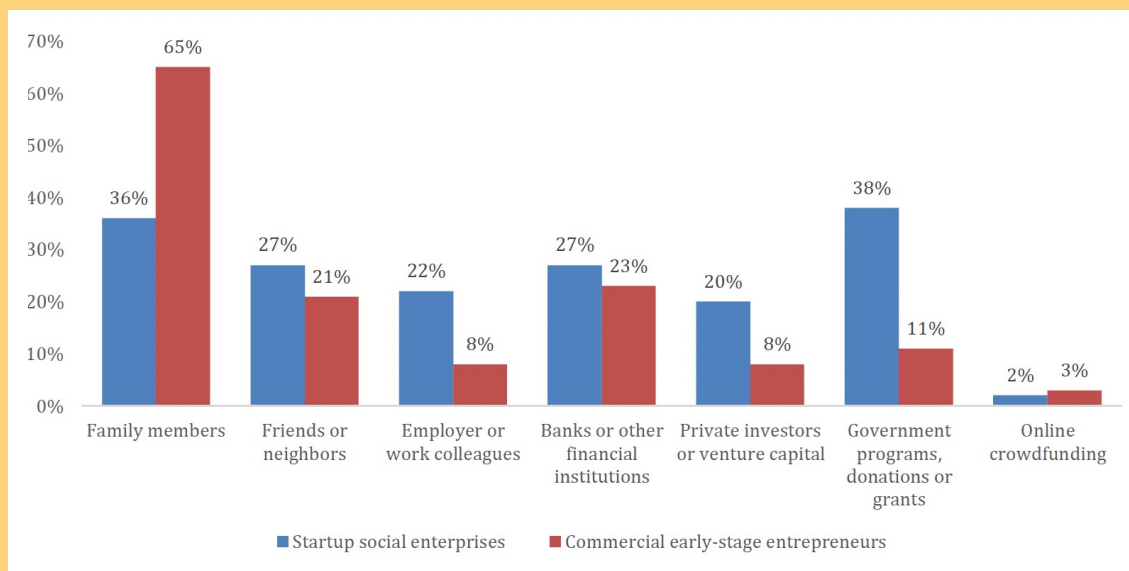


Figure 7. Comparison of funding sources for social startups and commercial early-stage entrepreneurs in Asia and the Pacific, percentage of businesses who used this funding source (Source: Global Entrepreneurship Monitor 2015, Adult Population Survey as cited from UNDP 2019)

The figure above shows the percentage of enterprises using different funding sources (UNDP, 2019). The largest funding source for startup social enterprises is from government programs, donations or grants, while commercial entry-stage entrepreneurs largely depend on family members.

Seeking and securing steady stream of financing

Financing is another vital factor identified by young social entrepreneurs in ensuring relevance and sustainability of their social enterprise. This is discussed in detail in the next sub-section.

ENSURING FINANCIAL STABILITY

Ensuring the financial stability of their social enterprise came out as the biggest challenge for young social entrepreneurs. This challenge is apparent among social enterprises that tackle issues related to human mobility.

“ (ENSURING FINANCIAL STABILITY) IS THE MOST DIFFICULT PART OF MANAGING A SOCIAL ENTERPRISE, ESPECIALLY IF YOU ARE STILL IN THE STARTUP STAGE. YOU HAVE TO MAKE SURE THAT YOU ARE ALWAYS ON THE LOOKOUT FOR THE RIGHT OPPORTUNITY... FOR THE RIGHT FUNDING OPPORTUNITIES... BECAUSE THERE ARE SO MANY OF THEM. YOU JUST HAVE TO MAKE SURE THAT YOU WILL BE ABLE TO ACCESS AND LEVERAGE THESE (OPPORTUNITIES) AND MAKE SURE THAT YOU ARE PLANNING FOR SUSTAINABILITY.”

—Rodelon Ramos, Project Kanlong



Figure 8. Approaches young social entrepreneurs have used to ensure the financial stability of their social enterprises

Young social entrepreneurs find it difficult to engage and approach their governments for potential funding, specifically for initiatives targeting human mobility given the associated political sensitivities and limited support through existing government policies. Hence, it is necessary for them to be creative and resourceful and find other ways to finance their social enterprises (see Box 8 for a comparison of funding sources for social startups and commercial early-stage entrepreneurs in the Asia-Pacific).

Challenges encountered in ensuring financial stability

Young social entrepreneurs have identified challenges that they have encountered and continue to face in ensuring the financial stability of their business. While some have secured funding through a grant, this is often not enough to cover the administrative and other costs of starting a social enterprise. In addition, such forms of financing are mostly short-term and project-based, meaning the financial support ends as the agreed terms of engagement end. Others have initially struggled to gain significant

profits to support the future and long-term operations of their enterprise.

Strategies employed to overcome obstacles in financing and navigate the challenging financing landscape

In trying to overcome these obstacles and navigate the challenging financing landscape, young social entrepreneurs have found ways to ensure the financial stability of their social enterprises (see Fig. 8).

For instance, they have rigorously interrogated their social enterprise's business model and developed a financial action plan. In doing so, they have scrutinized different revenue streams and searched extensively for alternative funding opportunities.

“ WE RIGOROUSLY INTERROGATE OUR BUSINESS MODEL... WE BUILT A BUSINESS MODEL THAT LOOKS AT DIFFERENT REVENUE STREAMS AND ONE THAT IS DIVERSIFIED TO ELIMINATE REDUNDANCIES OR FAILURE. WE ARE BUILDING GOOD RELATIONSHIPS WITH BUSINESSES, BIG AND SMALL. YOU CAN BUILD A PROPOSITION THAT ALIGNS WITH THEIR INTERESTS AND PRIORITIES, AND THAT WILL ALLOW YOU TO DIVERSIFY YOUR FUNDING.”

—Thomas Da Jose, WashEd

Young social entrepreneurs have also had to find innovative solutions with partners to work around existing financial limitations. For example, some have resorted to augmenting their workforce needs with passionate volunteers. Others have diversified their funding sources, such as by tapping into resource streams from different actors across different sectors including

international development organizations, foundations and small corporations. To make the latter happen, it is essential to build a positive reputation, not only for consumers but also for potential funders.

Readily available and accessible financing solutions

Hackathons, innovation challenges, incubators and accelerators can serve as avenues for aspiring young social entrepreneurs to test their ideas and take steps to operationalize what they have envisioned. However, while associated seed funding and prize money is intended to aid them jumpstart their social enterprise, they are not designed to sustain a startup financially.

Young social entrepreneurs can also seek to fundraise or crowdfund. In doing so, however, it is essential to have a pertinent cause that can garner enough support and traction to meet the envisaged target amount. Loans are also available but should be considered carefully, given the associated risks.

Then, there are grants that require those interested to develop a proposal. However, the challenge is that, in applying for these, young social entrepreneurs often compete with large and institutionalized organizations with more expertise and experience in writing competitive proposals. This puts inexperienced young social entrepreneurs at a disadvantage. Additionally, grants are not ideal as a lone source of financing. While they have the potential to augment and boost the financial stability of a social enterprise in the short- and medium-term, grants should ideally be accompanied by other sources and a business model that generates a steady stream of revenue.

“ WE DO GET GRANTS, BUT THAT IS ON A PROJECT-TO-PROJECT BASIS... WHICH HAS ITS OWN LIMITATIONS BECAUSE THEY ARE

SHORT TERM AND CAN ONLY BE USED FOR SPECIFIC PROJECTS... (AND TO COVER) ORGANIZATIONAL AND ADMINISTRATIVE COSTS. THAT IS ALSO ONE OF THE REASONS (WHY) THERE IS A NEED FOR FLEXIBLE FUNDING SUPPORT FOR US... FLEXIBLE AND LONG-TERM FUNDING WOULD, OF COURSE, HELP A PROJECT LIKE OURS TO BE SUSTAINED. WE HOPETHAT DONORS AND GRANT ORGANISATIONS TAKE INTO CONSIDERATION THIS CHALLENGE THAT YOUTH-LED ORGANIZATIONS FACE ON A DAILY BASIS... BECAUSE WE DO WANT TO HAVE PROLONGED ENGAGEMENT WITH OUR COMMUNITY (OF CONCERN) AND WE ALSO WANT TO HAVE A REGULAR AND PROPER SOURCE OF INCOME.”

—Navya Khanna, *The Peacebuilding Project*

Yet, some aspiring young social entrepreneurs are unaware of these financing solutions, while others who have already started their social enterprise struggle to find a sustainable financing stream. These difficulties often hinder social enterprises from growing despite their potential to address social challenges, including those related to human mobility South and Southeast Asia.

REPLICABILITY IN THE ASIA-PACIFIC

Young social entrepreneurs recognize that their solutions can often be replicated in other places in the Asia-Pacific, given the commonalities in challenges across the region. Yet, they are also aware of contextual specificities unique to particular geographic areas, especially in the context of human mobility. This balancing act is demonstrated in Fig. 9.

They note that aspiring social entrepreneurs looking to replicate similar entrepreneurial solutions elsewhere should consider the complex, diverse and dynamic local realities in their communities of concern to ensure that their social enterprises are responsive to their challenges and needs.

Tailoring social entrepreneurial solutions to the needs of the community

Aspiring young social entrepreneurs can seek to replicate the success of the social enterprises covered in this report by tailoring the solutions to the needs of their community of concern. Doing so requires close engagement and meaningful collaboration with said community.

“SOCIAL ENTERPRISES LIKE OURS SHOULD ENGAGE THE COMMUNITY AND TRY TO ANALYSE THE POTENTIAL WITH THAT THE COMMUNITY HAS. THE MAIN POINT IS YOU DO NOT JUST REPLICATE WHAT WE DO. (IT IS CRUCIAL TO) DO AN ASSESSMENT OF THE COMMUNITY... ON WHAT THE COMMUNITY HAS, NOT JUST (INTRODUCING NEW) TECHNOLOGY OR TEACHING THEM SOMETHING (NEW)... NO. (WHEN) DEALING WITH A MARGINALISED COMMUNITY... (IT IS IMPORTANT TO) LOOK AT THE POTENTIAL THAT THE COMMUNITY

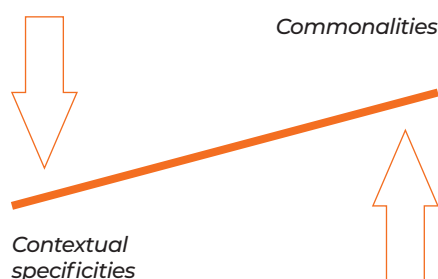


Figure 9. Balancing commonalities and contextual specificities in replicating social entrepreneurial solutions in the Asia-Pacific

ALREADY HAS RATHER THAN TRYING TO CREATE (OR INTRODUCE) SOMETHING NEW THAT IS NOT COMPATIBLE WITH THEM.

—*Naqibah Azman, Borneo Komrad*

Indeed, it is essential for young social entrepreneurs to establish a strong connection with their community of concern to understand the challenges it faces from the residents' perspective. In addition, social entrepreneurs must appreciate the community's potential and utilize this as they establish and grow their enterprises.

Considering relevant policy frameworks in the community of concern

Aspiring young social entrepreneurs also need to consider the relevant laws and policies that operate in their community of concern. Understanding how these can affect the migrant and displaced populations that they plan to work with is fundamental. Laws and policies vary across territories and such differences can translate into varied experiences by the community of concern. Thus, it is crucial to account for these contextual specificities when thinking of replicating entrepreneurial solutions.

“HAVE A THOROUGH UNDERSTANDING OF AND REVIEW EXISTING LAWS AND POLICIES (IN YOUR COUNTRY OF OPERATION)...BECAUSE THESE VARY FROM COUNTRY TO COUNTRY... AND THEY HAVE A SIGNIFICANT EFFECT ON HOW A SIMILAR MODEL OR SETUP WILL MATERIALIZE.

—*Rodelon Ramos, Project Kanlong*

Further, an analysis of laws and policies in the community of concern may reveal challenges

that can potentially be addressed through an entrepreneurial solution. At the same time, it is also beneficial to analyze how laws and policies could threaten the success of a social enterprise. Hence, an adequate legal analysis helps understand the feasibility of replicating an entrepreneurial solution in a specific context.

Understanding the market

It is also crucial for aspiring young social entrepreneurs who want to replicate an entrepreneurial solution to understand the market in the place where they intend to sell their products and/or services: What are the demographics of their target market? What are their characteristics? Is there demand for the products and/or services that they plan to introduce to the market? These are some of the questions that aspiring young social entrepreneurs need to think about when deciding whether to replicate an existing entrepreneurial solution.

WHAT MAKES A SOCIAL ENTERPRISE SUCCESSFUL?

When asked what makes them and their social enterprise successful, young social entrepreneurs highlighted five key defining factors (see Fig. 10).

Developing inclusive social entrepreneurial solutions

First, young social entrepreneurs recognize the significance of developing inclusive social entrepreneurial solutions. Ensuring that the target population of a social enterprise is engaged and empowered has a ripple effect. It will enable social entrepreneurs to gain its trust and can translate into solutions that it values and are responsive to its needs.

Yet, young social entrepreneurs see the potential of social enterprises making contributions beyond their target population. Indeed, successful social enterprises in the context of human mobility have a positive impact on society more broadly, including on host populations. In doing so, they ensure that their solutions don't have unintended, negative consequences outside their realm. This is achieved by accounting for and preventing possible negative side effects at the planning stage.

Realizing mission and making profit: Two sides of the same coin

While making a positive impact and valuable contributions to society, social enterprises also need to generate revenues to sustain and grow their operations. Young social entrepreneurs highlighted that successful social enterprises are those built as a business but with the mission to have a positive social impact.

“ SUCCESSFUL SOCIAL ENTERPRISES ARE THOSE THAT WERE TREATED AS A BUSINESS ALONG WITH THEIR MISSION TO HAVE A SOCIAL IMPACT.

—Thomas Da Jose, WashEd

Assembling the right team

Young social entrepreneurs also emphasized the essential role of teams in achieving success. The right team includes members who believe in the social enterprise's mission and have a passion for effecting lasting and meaningful change. They share similar values to those enshrined in the social objectives of the enterprise and have complementary sets of knowledge, skills and competencies that contribute to the social enterprise's success.

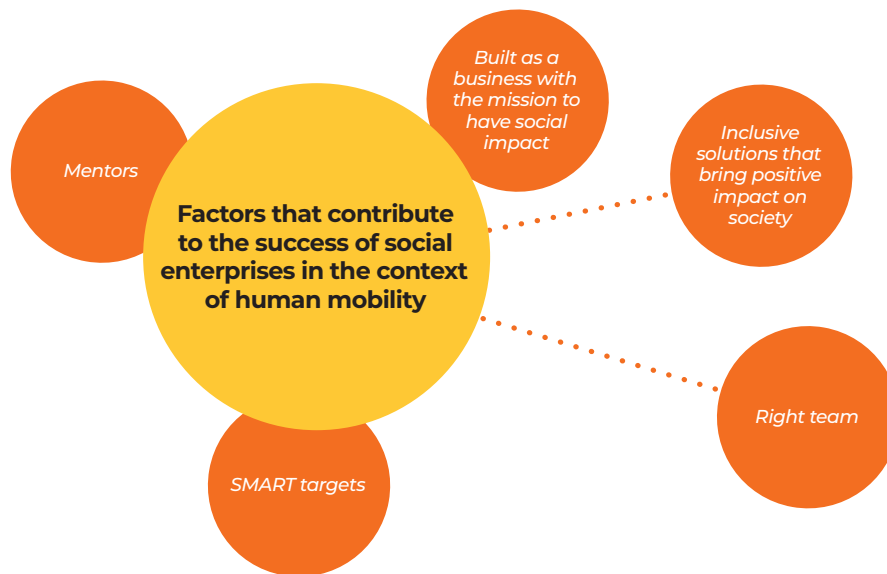


Figure 10. Factors that contribute to the success of social enterprises in the context of human mobility

“HAVING A GREAT TEAM IS ESSENTIAL... A TEAM THAT IS ABLE TO FOCUS ON SOCIAL SOLUTIONS AND BUSINESS SOLUTIONS. SOMEONE (IN THE TEAM CAN) FOCUS ON ANY OF THE TWO... BUT YOU NEED (TO HAVE A COMBINATION OF) BOTH (SOLUTIONS). IT IS ALSO ESSENTIAL NOT TO IGNORE THE PARAMETER OF ETHICS... YOU CANNOT JUST DO BUSINESS AS USUAL AND NOT CONSIDER ENVIRONMENTAL AND SOCIAL IMPACTS TOWARDS PEOPLE IN THE PLANET”

—Tamara Soerijo, Liberty Society

Seeking mentorship from experienced social entrepreneurs

In addition, connecting with experienced and successful social entrepreneurs that can serve as mentors may provide aspiring young social entrepreneurs with guidance in navigating their way towards developing their social enterprise. These professionals have experienced the challenges of starting and sustaining a social enterprise and can thus share valuable insights

and perspectives for aspiring social entrepreneurs to avoid or deal with similar issues.

Setting SMART targets

Setting specific, measurable, attainable, realistic and time-bound (SMART) targets surfaced as a key tool for gauging the success of a social enterprise in the conversations with social entrepreneurs. Indeed, it is essential for social entrepreneurs to translate their missions into concrete sets of goals. Developing a plan with an elaborate set of indicators and outcomes can help with routinely monitoring to what extent the social enterprise is on track and has achieved its social and financial goals.

“WE NEED TO SET METRICS AND TARGETS AND MEET THEM FOR US TO BE ABLE TO SAY THAT WE ACTUALLY MADE PROGRESS, HAVE ACHIEVED SOMETHING AND HAVE (ULTIMATELY) ACHIEVED SUCCESS. THOSE ARE VERY IMPORTANT FOR ANY KIND OF ORGANIZATION... SO WE HAVE SET METRICS AND INDICATORS... HENCE, WE KNOW THAT WE ARE ON THE RIGHT

TRACK AND CAN FOCUS ON WHAT WE WANT TO ACHIEVE.”

—Rodelon Ramos, *Project Kanlong*

INTERMEDIARIES: ROLES, RELEVANCE, SHORTCOMINGS AND POTENTIAL

Intermediaries have the potential to contribute to the success of social enterprises. Conversations with young social entrepreneurs pointed to the roles played by intermediaries, including local communities, government offices, other social enterprises, foundations, networks, or professional and international organizations (see Fig. 11).

Local communities as primary partners

Local communities targeted by social enterprises and organizations that operate in such communities surfaced as the most important intermediary. Local communities do not only serve as mere recipients and beneficiaries of social enterprises; if engaged, they have the indispensable potential to contribute to the success of social enterprises.

National governments laying the policy framework, local governments paving the way for extensive community engagement

Meanwhile, national and local governments play different but vital roles. They lay out the policy frameworks and governance mechanisms in a specific jurisdiction where the social enterprises may operate. These frameworks and mechanisms can serve as barriers to or enablers of the social enterprises' operations.

National and local governments are also possible partners with the potential to help young social entrepreneurs gain the trust of their target community. Their support can enable young social entrepreneurs to explore underserved areas

and unexplored territories. National and local governments have a vast network of partners and resources that aspiring and budding young social entrepreneurs can try to tap into.

Social entrepreneurs as partners and source of valuable lessons

Aside from local communities and local and national government offices, young social entrepreneurs can also collaborate with other social entrepreneurs to combine their skills and knowledge in addressing cross-cutting issue areas. They can pool their resources, integrate specializations, share opportunities and link networks to create lasting and impactful solutions with a broader and deeper reach. In addition, more experienced social entrepreneurs can serve as mentors for aspiring or new, young social entrepreneurs. They are a source of valuable lessons and have institutional knowledge of the social innovation space. Many experienced social entrepreneurs are approachable and willing to help those interested in starting and sustaining their social enterprise (see Box 9 below for tips on connecting with experienced social entrepreneurs).

“ I FOUND IT VERY HELPFUL THAT I WAS ABLE TO CONNECT TO A NUMBER OF FOUNDERS... SOCIAL ENTERPRISE FOUNDERS. THEY ALREADY HAVE A GRASP OF HOW TO NAVIGATE THE SOCIAL INNOVATION SPACE, SO MAYBE, IF YOU ARE STILL IN THE DARK, YOU CAN TRY TO LOOK UP SOME FOUNDERS ONLINE AND NETWORK WITH THEM. I THINK THEY (ARE IN A GOOD POSITION) TO GUIDE YOU THROUGH THE PROPER CHANNELS... PROPER INTERMEDIARIES.”

—Rodelon Ramos, *Project Kanlong*

Local community	National and local government	Other social enterprises (new and experienced social entrepreneurs)	Networks and professional organizations	International organizations and foundations
Primary partner	Policy framework	Potential partner (combine skills and knowledge)	Access to organizations with similar interests	Funding
	Potential partner	Resources, contacts, and opportunities		Incubators and other events
	Can help gain the trust of the community being served	Source of valuable lessons (institutional knowledge of social innovation space)	Elevating the social enterprise as a trustworthy partner and brand	Technical assistance

Figure 11. Intermediaries, their roles and relevance

Networks providing access to potential partners and professional organizations, and enhancing the brand of social enterprises

Similarly, networks and professional organizations can facilitate access to relevant players and enhance the brand of a social enterprise. On the one hand, connecting with and becoming part of a network can provide access to other social enterprises and organizations with similar interests. As mentioned above, these different social enterprises and organizations can eventually be invaluable partners that may bolster the realization of the social enterprise's mission and goals.

On the other hand, linking with professional organizations can position the social enterprise as a trustworthy partner and elevate its brand. Such organizations can serve as technical partners with key expertise in their respective professional fields, while their recognition may

boost the public's knowledge of the products and/or services that the social enterprise offers.

“ PARTNERS ARE INCREDIBLE. FOR US, IT IS THE PHILIPPINE SOCIETY OF SANITARY ENGINEERS. THEIR ROLE IS THE TECHNICAL PARTNER FOR WASHED SINCE WE DO NOT HAVE THE TECHNICAL EXPERTISE. IT IS A (PROFESSIONAL) ORGANIZATION THAT HAS A LOT OF EARLY PROFESSIONALS THAT WANT TO MAKE A DIFFERENCE. THEY HAVE A BIG PRESENCE AND THEY HAVE CHANNELS THAT WE CAN LEVERAGE. THEY ARE LOOKING FOR A CSR INITIATIVE... AN ORGANISATION THAT THEY CAN ALIGN THEMSELVES WITH, (WHILE) WE ARE LOOKING FOR AN ORGANIZATION THAT MADE SENSE TO PARTNER WITH TO KIND OF HAVE THAT VALUE EXCHANGE. OUR OTHER PARTNER IS THE DEPARTMENT OF EDUCATION. GOVERNMENT

BOX 9. How to connect with experienced social entrepreneurs?

- 1 Attend workshops and networking events frequented by social entrepreneurs
- 2 Participate in hackathons, innovation challenges, incubators and accelerators
- 3 Apply for mentorship programs
- 4 Volunteer in other initiatives
- 5 Reach out to experienced social entrepreneurs through professional social media sites, such as LinkedIn

PARTNERS ARE JUST AS IMPORTANT AS PRIVATE PARTNERS, ESPECIALLY IF YOU ARE WORKING TOWARDS IMPROVING THE LIFE OF THE PUBLIC. IF YOU CAN GET THEIR TRUST, YOU WOULD FIND THAT THE COMMUNITIES THAT YOU ARE SERVING WILL ALSO TRUST YOU BECAUSE YOU ALREADY HAVE THAT STAMP OF APPROVAL OR ENDORSEMENT.”

—Thomas Da Jose, WashEd

International organizations and foundations as sources of funding, innovation programmes and technical assistance

Finally, international organizations and foundations provide resources, technical support and platforms for budding young social entrepreneurs to develop and innovate. They can provide funding to help aspiring young social entrepreneurs start their social enterprises and to augment the financing stream of existing social enterprises. These intermediaries also host innovation programs that can serve as platforms to develop and test an idea, to strengthen a business model and to fund a social entrepreneurial solution. Further, they can provide technical assistance in the form of training to reinforce the technical skills and knowledge of a) young people in developing their social enterprises, and b) governments to create

an enabling environment for the youth to start and grow their social enterprises.

Obstacle 1: Obstacles faced by young social entrepreneurs

Issues that concern migrants and displaced populations are often considered sensitive. Young social entrepreneurs involved in this area have to navigate the politicized and highly contested nature of their work. They underlined in the conversations that this is the main reason why national and local governments are hesitant about supporting their social enterprises. Governments usually prioritize their citizens' concerns over those of migrants, with asylum seekers, refugees and stateless people often especially marginalized.

“ WHEN WE WERE WORKING WITH REFUGEE POPULATION (WE FOUND THAT) THEIR POLITICAL SITUATION PREVENTS THEM FROM AVAILING THE BENEFITS OF OUR PROGRAMS FULLY BECAUSE MANY REFUGEES DO NOT HAVE ACCESS TO FORMAL FINANCIAL INSTITUTIONS WHICH BRINGS CHALLENGES IN PROGRAM IMPLEMENTATION.”

—Navya Khanna, *The Peacebuilding Project*

Obstacle 2: Costs and bureaucracy

Costs and bureaucracy also emerged as an impediment for young social entrepreneurs. Those with aspirations to expand, such as by exporting to other places with a demand for their products and/or services, are often deterred by the high costs involved. Meanwhile, government bureaucracy has hampered and even discouraged many youth from starting a social enterprise. It is often difficult and confusing to navigate the arduous processes involved, for instance to acquire a permit to legally operate. While some aspiring young social entrepreneurs are willing to go through the challenges of starting a social enterprise, they often seem to lack the knowledge of the processes involved and ways to satisfy them.

Obstacle 3: Inadequate follow-through in innovation programs

Lastly, young social entrepreneurs highlighted the potential of initiatives such as incubators to facilitate an idea to become an operational social enterprise. However, these programs often have inadequate follow-through, leaving many ideas as concepts and plans. Some social enterprises that were able to launch their operations cease to exist once seed funding has been used up.

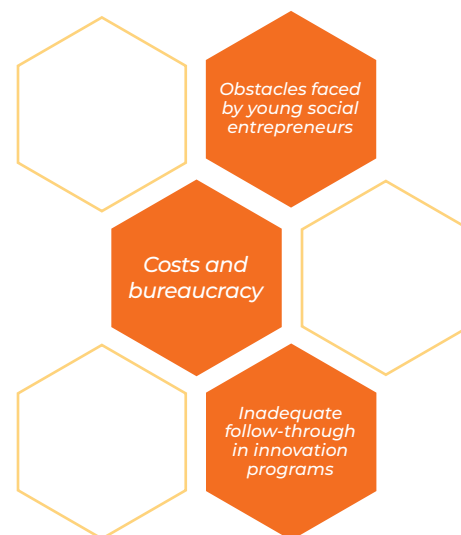


Figure 12. Obstacles that hinder young social entrepreneurs from realizing the benefits of partnering with intermediaries

Recommendations

DURING THE key informant interviews and focus group discussions, young social entrepreneurs and youth development actors identified ways in which intermediaries (local communities, government offices, other social enterprises, foundations, networks, and professional and international organizations) can strengthen their support to young people aspiring to start their social enterprise, as follows:

- 1 National and local governments should provide access to more resources to social enterprises;
- 2 National and local governments should develop policies that enable the youth to meaningfully participate in addressing challenges in their community of concern;
- 3 Donors and investors should make funding more known and accessible; and
- 4 Several intermediaries should make long-term mentorship available and accessible.

In addition, the following recommendations (see Fig. 13 below for a summary of recommendations), informed by interactions with young social entrepreneurs and youth development actors, are put forward to harness the youth's entrepreneurial potential in addressing challenges related to human mobility in their respective communities and communities of concern.



Figure 13. Summary of recommendations

IMPROVE DATA, NEEDS ASSESSMENTS, AND POLICY FRAMEWORKS AND MECHANISMS

1 Think tanks, academia, development actors, and governments should address knowledge gaps on the nexus of social entrepreneurship, human mobility, youth, and urban areas by:

a Generating data on human mobility with a specific focus on the following variables:

- Internal migration and displacement (spatial and temporal parameters of what is internal migration and displacement; urban-urban, urban-rural, rural-rural, and rural-urban movements; data on peri-urban and urban poor areas, e.g. informal settlements; demographic and socio-economic effects)
- Youth (disaggregated data on youth immobility)
- Climate change (indicators and proxies to determine causal link with human mobility, and to measure climate change as a threat multiplier, e.g. how it affects farm yields, how that may worsen conflicts, and how both

can lead to further migration and displacement)

- Conducting analysis on national contexts (e.g., Pakistan, the Philippines, and Viet Nam) based on improved data to inform needs assessments of migrants, displaced persons, and marginalized host communities, support social entrepreneurial initiatives, and to improve relevant policy frameworks (e.g., relevant sub-national, regional and international legal frameworks and mechanisms.

RESPOND TO GAPS IN SOCIAL ENTREPRENEURIAL INITIATIVES ADDRESSING CHALLENGES RELATED TO HUMAN MOBILITY

2 Think tanks, academia, development actors, and governments should develop a comprehensive mapping of typical cases of social enterprises working on challenges related to human mobility, young people, and cities across South and Southeast Asia, drawing on the preliminary discussion of typical cases in Chapter 2 by:

- Providing cross-case and within-case analyses
- Setting a precedent for exploring and understanding the work of similar,

existing, emerging, and new social entrepreneurial initiatives beyond South and Southeast Asia

- 3 Explore developing social entrepreneurial solutions that cut across the nexus of human mobility, urban areas, and youth, with a focus on interactions relevant to specific challenges in Pakistan, the Philippines, Viet Nam, and beyond.

SET UP AN ENABLING ENVIRONMENT FOR YOUTH ENGAGEMENT

- 4 Policymakers should create an enabling environment for youth participation to harness their potential in developing inclusive, effective, and sustainable entrepreneurial solutions that address challenges related to human mobility by:
 - a Institutionalizing national and/or local platforms for the youth to participate in policy- and decision-making processes
 - b Allowing representatives of the youth to participate in executive and legislative processes
 - c Developing medium- and long-term socio-economic development plans that engage and consider the needs of the youth
 - d Gathering data on the youth to understand their particular needs, challenges, and interests for planning and development processes
 - e Allowing the youth to take the lead in developing their own national and/or local youth development strategies

CREATE SPACE FOR LEARNING EXCHANGES AMONG YOUNG SOCIAL ENTREPRENEURS

- 5 Development actors and governments should create a digital community of

practice for aspiring and existing young social entrepreneurs to collaborate and share good and best practices in developing and implementing entrepreneurial solutions to challenges related to human mobility

CULTIVATE CONDITIONS FOR SOCIAL ENTERPRISES OF YOUNG PEOPLE TO GROW AND THRIVE

- 6 Organizers of innovation programs (such as hackathons, incubators, and accelerators) in the startup space should mainstream the sustainability of participants' entrepreneurial solutions in their program design by:
 - a Developing a program that has a follow-through strategy
 - b Monitoring the performance of social enterprises from inception to actual operation to understand the factors that lead to their success and failure
 - c Providing or informing participants of short courses that will give them a deeper understanding of human mobility and the challenges(s) they are trying to solve and/or that will enhance the operation of their social enterprise with a specific focus on market analysis and business model development
 - d Training participants in business management, especially how to financially sustain a social enterprise
 - e Increasing the amount of prize/seed money and/or connecting participants to funding sources
- 7 Development actors and governments should make funding and financing solutions accessible by:
 - a Creating an online repository of innovation programs, training, and sources of funding and financing solutions

- b Developing guidelines on how to access different funding and financing solutions

EXPAND SUPPORT THROUGH INTERMEDIARIES FOR YOUNG PEOPLE TO REALIZE THEIR SOCIAL ENTREPRENEURIAL POTENTIAL

- 8 Intermediaries such as local communities, government offices, other social enterprises, foundations, networks, and professional and international organizations should explore ways to strengthen the support they provide to young people for them to realize their potential in developing meaningful and impactful social entrepreneurial solutions to challenges related to human mobility

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Appendix

Key Informant Interview Questions:

1. State your name, age, country, and business/company
2. What motivated you to start a social enterprise?
3. What are the pressing challenges you encounter in pursuing your business?
4. How was the situation during the covid-19 lockdown?
5. What has enabled you to overcome such challenges?
6. How are you doing now?
7. What advice can you give to young people in general who would also like to start a social enterprise?
8. What's your best lesson learned so far?
9. What social challenge(s) did you attempt to address with your organization/enterprise? Why address this/these challenge(s)?
10. What other spillover issues do addressing such challenges might cover in the future?
11. What factors (at least three) should the youth of today consider in starting a social enterprise in the context of human mobility?
12. How do you make sure that your social enterprise retains its relevance and sustainability?
13. Do you think your social enterprise is replicable in other places in the Asia-Pacific? If so, where, why, and how?
14. How do you ensure your enterprise's financial stability?
15. What makes a social enterprise 'successful'? What are its limitations/shortcomings in your case?
16. What do you think are the top 3-5 reasons that enabled your organization/enterprise to be successful?
17. What intermediaries might help/have helped you achieve such 'success' in running a social enterprise? What are their roles and how important are they in your case?
18. What do you think are intermediaries' limitations/shortcomings in your case? What factors contribute to these and what can they do to improve their help?

Focus Group Discussion Questions

1. What do you think is/are the biggest human mobility challenge/s facing the youth today?
2. How has the youth responded to these challenges?
3. Have you addressed this/these challenge/s?
4. What are your outcomes?
5. What do you think is your organization's biggest role amid all these challenges?
6. How about the role of the youth?
7. What kind of support have you provided to the youth in addressing these challenges?
8. What is your organization's biggest contribution to the success of (youth-led) social enterprises?
9. What are your limitations/shortcomings?
10. What factors contribute to these and what can you do to improve?

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