

YOUTH
CO:LAB

Project Co-Leads



Citi Foundation



IMPACT ENTREPRENEURSHIP TRAINING KIT

For young entrepreneurs

Manual for Facilitators

Notes to the *users*

You are holding in your hand an Impact Entrepreneurship toolkit to support you in teaching impact entrepreneurship to young entrepreneurs. This handbook is a result of the 3rd iteration of the deep partnership and significant collaboration between the Youth Co:Lab Viet Nam, United Nations Development in Viet Nam (UNDP Viet Nam), Citi Foundation and the Ministry of Science and Technology (MOST). We would like to thank Tu Minh Hieu, Vu Thi Huyen Trang from Ministry of Science and Technology, Nguyen Dang Tuan Minh from KisStartup and staff at UNDP Viet Nam: Diana Torres, Nguyen Nhu Quynh and Vuong Hong Ngoc who have contributed in creating and developing the training kit.

This introductory handbook gives you suggestions for teaching. To ensure your teaching success, we urge you to take the time to do the following things in the beginning (at least 01 hour before teaching):

1. Familiarise yourself with the teaching content and adjust delivery according to each class.
2. Implement suggested activities to suit the needs of your audience.

During the teaching process, you may have to continuously monitor and adapt content and materials according to the needs of the classroom.

After teaching, you may want to measure the impact of your own activities, updating your learners on what they are doing after the course and/or what additional knowledge they need.

Good luck,
Best regards
Compilation team

The opinions, analyses and recommendations contained in this document do not necessarily reflect the official opinions of the partner organisations or represent those of the United Nations, including UNDP.

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TABLE OF CONTENTS

1. Agenda	5
2. Participants	6
3. Programme design principles	7
4. Objectives	8
5. Detailed instructions for activities in the framework	9
6. Action plan after programme	19
7. Tools	20
8. Training presentation	28

1. AGENDA

Teaching duration: 2h

1. What is impact entrepreneurship?

2. What start an impact startup?

3. How to become an impact startup?

4. Examples of successful impact startups

5. Opportunities for impact startups

6. References

7. Tools

2. PARTICIPANTS

- Young people under 35 years old
- Have a desire/ intention to have an impact startup and/or to join impact startups.
- Know a little about/ do not know much about the field of impact startups.
- Do not know where to start, to build and/or to join these businesses.



3. PROGRAMME DESIGN PRINCIPLE

- Combine theory and practice through exercises, group activities, Q&A.
- Combine theoretical content with analysis of specific situations, specific businesses.



4. OBJECTIVES

The programme helps learners:

- Visualize impact startups, understand the basic concepts involved.
- Gain useful experiences through the programme's activities.
- Apply pieces of knowledge into their projects and businesses after the programme.
- Form action ideas after the training program.

5. DETAIL INSTRUCTIONS

**FOR ACTIVITIES IN THE
FRAMEWORK**





Preparation

Objective: Create an environment where participants feel included and safe.

As a facilitator, think about the environment you create for the training class. Do you want participants to sit in a circle? Do you want them to sit like in a classroom? What are the limitations of the space you prepare?

For the Impact Entrepreneurship Training, we recommend breaking up into small groups to encourage interactions and create an atmosphere of intimacy.

Depending on the number of participants, you can divide groups as follows:

- If the total number of participants is less than 7: 1 group.
- From 8 to 14 participants: divided into 2 equal groups.
- More than 15 participants: divided into groups of 4 or 5 people.

Stationery:

- Colorful sticky notes.
- Marker.
- A4 white paper.



Welcome & Dissemination of training programme

Welcome:

Objectives: Make participants feel welcome and you can also follow up to support them.

Participants will arrive at different times until the training session begins: your task is to greet them and bring them into the newly formed group.

When a participant arrives, ask them to fill in their personal information in the list of participants (use our form or create your own). Optional: you can also prepare name cards (with stickers, tape, notes) for the participants.

Finally, invite them to sit around the table and introduce them to the other participants. When the training session started, the participants can sit in a circle.

Dissemination of training program

Objective: Introduce the rules of the training session and the content of the program.



Welcome & Dissemination of training programme

Start by saying thank you to the participants and highlighting the importance of participants in this training session.

- Overview: introduce the main components of the training session so that the participants can see the big picture.
- Logistics: share the training time frame, where the restroom is, supplies needed, etc.
- Rules: listen, share, and do not make judgements.



Warm-up

Exercise 1: Whom do you think your business/organization's activities are creating changes for?

- Use sticky notes to write changes on them.
- Post what you find on the table.
- Group similar changes into the same group.
- Time: 02 minutes
- Format: Individual

Exercise 2: Classify the changes as: Positive & Negative; Intentional & Unintentional.

Leading question: So, in your opinion, what is an impact business?

Frame-work	Content	Sub-content	Details	Why we need this session	Expected results
1.	What is impact entrepreneurship?	The basic concepts	What is the impact?	Help learners visualize basic concepts and different approaches.	It is necessary to state the definitions and different approaches of impact startups.
	Duration: 45m		Types of impact	Help learners understand the types of impacts seen from different perspectives.	Indicate different classifications, in which it is necessary to mention SDGs as the way to classify impacts.
		SDGs			Define your priorities: Which SDGs your startup can relate to and do better? Besides, which SDGs could be negatively affected?
		Business model of impact businesses	Components of business model of impact businesses	As a tool to help visualize the overall picture of a startup.	Help learners understand the business model of businesses in general and impact businesses in particular.
	Impact measurement	Exercises to help participants try to measure their own impact	Let teams do experiments on your products and services or find the impact business they are interested in.	Giving this exercise will help learners visualize the concrete impact creation in numbers.	How will you measure and report back, specifying in numbers (For example, in 1 year: how many beneficiaries, how to benefit them and by what, etc.).
2.	Why start an impact startup? Duration: 15m	Trends The benefits Available ecosystem Values created		Inspire participants about the vision, mission and values of creating an impact business. Provide information on the current state of the impact startup ecosystem.	It is necessary to introduce and update trends immediately related to impact entrepreneurship. Need to help learners see the opportunity and potential of this startup trend. Need to help learners build their vision and desire to participate in impact entrepreneurship. Help learners understand about the current status, including the pros and cons of the impact startup ecosystem.

Frame-work	Content	Sub-content	Details	Why we need this session	Expected results
3.	How to become an impact start-up? Duration: 30m		Problem Detection & Social impact development <ul style="list-style-type: none"> Find the social impact aspects of your business. Participating in social impact entrepreneurship's groups. Guaranteed profit & sales. 	Show learners that there are many different options for becoming an entrepreneurs/impact startup.	Categorization helps learners see which path is right for them: <ul style="list-style-type: none"> Already have a business but have not made an impact. There is a mass market business but there is no suitable business model/ or the model is not sustainable. Do not have a business yet, intend to start an impact startup. No business yet, only intention to re-enter, no intention to operate business.
4.	Examples of successful impact startups. Duration: 15m	Analyze the successful case	Case study in Vietnam and worldwide	Help learners visualize success stories around the world.	Need to analyze the factors that lead to success. It is necessary for learners to self-analyze and draw lessons and good practices from those cases.
5.	Opportunities for impact startup Duration: 10m	Introduction of informative sources	Introduction of contests, useful addresses, documents serving impact startups.		It is necessary to continuously add opportunities for the startup team in addition to contests, funds, etc.
6.	Reference and Call to action Duration: 05m	1) join YCL fanpage 2) take one-pager module			



6. ACTION PLAN AFTER PROGRAMME

The remaining time (if any) can help students do the exercise:

Your action plan after training class

- Use sticky notes & markers.
- Write down the activities to be done after the training.
- Help learners join the group to share hands-on experiences and implement impacts.

What did you learn from the lesson?

- Use sticky notes & markers.
- Write down the lessons learned.

7. TOOLS



7.1. The Business Model Canvas

<p>Key Partners</p> <p>Who are our Key Partners?</p> <p>Who are our key suppliers?</p> <p>Which Key Resources are we acquiring from partners?</p> <p>Which Key Activities do partners perform?</p>	<p>Key Activities</p> <p>What Key Activities do our Value Propositions require?</p> <p>Our Distribution Channels?</p> <p>Customer Relationships?</p> <p>Revenue streams?</p> <p>Key Resources</p> <p>What Key Resources do our Value Propositions require?</p> <p>Our Distribution Channels?</p> <p>Customer Relationships Revenue Streams?</p>	<p>Value Propositions</p> <p>What value do we deliver to the customer?</p> <p>Which one of our customer's problems are we helping to solve?</p> <p>What bundles of products and services are we offering to each Customer Segment?</p> <p>Which customer needs are we satisfying?</p>	<p>Customer Relationships</p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them?</p> <p>Which ones have we established?</p> <p>How are they integrated with the rest of our business model?</p> <p>How costly are they?</p> <p>Channels</p> <p>Through which Channels do our Customer Segments want to be reached?</p> <p>How are we reaching them now?</p> <p>How are our Channels integrated? Which ones work best?</p> <p>Which ones are most cost-efficient?</p> <p>How are we integrating them with customer routines?</p>	<p>Customer Segments</p> <p>For whom are we creating value?</p> <p>Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform</p>
<p>Cost Structure</p> <p>What are the most important costs inherent in our business model?</p> <p>Which Key Resources are most expensive?</p> <p>Which Key Activities are most expensive?</p>			<p>Cost Structure</p> <p>For what value are our customers really willing to pay? For what do they currently pay?</p> <p>How are they currently paying? How would they prefer to pay?</p> <p>How much does each Revenue Stream contribute to overall revenues?</p>	













7.2. Business model for impact businesses

<div>Key Partners</div> <div>Who are our Key Partners?</div> <div>Who are our key suppliers?</div> <div>Which Key Resources are we acquiring from partners?</div> <div>Which Key Activities do partners perform?</div>	<div>Key Activities</div> <div>What Key Activities do our Value Propositions require?</div> <div>Our Distribution Channels?</div> <div>Customer Relationships?</div> <div>Revenue streams?</div> <div>Key Resources</div> <div>What Key Resources do our Value Propositions require?</div> <div>Our Distribution Channels?</div> <div>Customer Relationships Revenue Streams?</div>	<div>Value Propositions</div> <div>What value do we deliver to the customer?</div> <div>Which one of our customer's problems are we helping to solve?</div> <div>What bundles of products and services are we offering to each Customer Segment?</div> <div>Which customer needs are we satisfying?</div> <div>Value propositions with users/ beneficiaries</div> <div>Value propositions with payers/ sponsors</div> <div>Value propositions with communities/ other stakeholders</div>	<div>Customer Relationships</div> <div>What type of relationship does each of our Customer Segments expect us to establish and maintain with them?</div> <div>Which ones have we established?</div> <div>How are they integrated with the rest of our business model?</div> <div>How costly are they?</div> <div>Channels</div> <div>Through which Channels do our Customer Segments want to be reached?</div> <div>How are we reaching them now?</div> <div>How are our Channels integrated? Which ones work best?</div> <div>Which ones are most cost-efficient?</div> <div>How are we integrating them with customer routines?</div>	<div>Customer Segments</div> <div>For whom are we creating value?</div> <div>Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform</div> <div>Users/ beneficiaries' segments.</div> <div>Payers/ sponsors' segments</div> <div>Communities/ other stakeholders' segments</div> <div>Impact</div> <div>Impacts created for users, payers/ sponsors, communities and/ or other related stakeholders.</div> <div>Impact measurement: The main tools.</div>
<div>Cost Structure</div> <div>What are the most important costs inherent in our business model?</div> <div>Which Key Resources are most expensive?</div> <div>Which Key Activities are most expensive?</div>			<div>Cost Structure</div> <div>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay?</div> <div>How much does each Revenue Stream contribute to overall revenues?</div>	




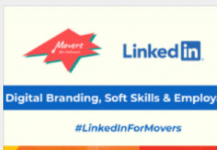



7.3. The Springboard Modules

<https://www.youthcolab-learn.org/youthcolabvietnam/>

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[For Founders](#)
[For Movers](#)
[For Partners](#)
[Khmer](#)
[Tiếng Việt](#)

 <p>For Founders</p> <p>[SB209] E-commerce and Digital Marketing</p> <p>🕒 1.5 hour Free</p>	 <p>For Founders</p> <p>[SB203] Capturing Opportunities</p> <p>🕒 45 mins Free</p>	 <p>For Founders</p> <p>[SB105] Case For Support</p> <p>🕒 45 mins Free</p>	 <p>For Founders</p> <p>[SB104] User And Market Access</p> <p>🕒 45 mins Free</p>
 <p>For Founders</p> <p>[SB102] Elevator Pitch</p> <p>🕒 1.5 hour Free</p>	 <p>For Founders</p> <p>[SB204] CV For Business</p> <p>🕒 45 mins Free</p>	 <p>For Founders</p> <p>[SB103] The Perfect Pitch</p> <p>🕒 1 hour Free</p>	 <p>For Founders</p> <p>[SB206] Video Storyboarding</p> <p>🕒 45 mins Free</p>
 <p>For Founders</p> <p>[SB201] Strategic Communications</p> <p>🕒 1 hour Free</p>	 <p>For Founders</p> <p>[SB101] One Pager</p> <p>🕒 45 mins Free</p>	 <p>For Founders</p> <p>[SB208] Crowdfunding</p> <p>🕒 2 hours Free</p>	 <p>For Founders</p> <p>[SB202] Impact Management</p> <p>🕒 2 hours Free</p>

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 <p>For Movers</p> <p>[MV101] Become a Mover Facilitator: organise your first 2 Movers Workshops!</p> <p>🕒 2 hours Free</p>	 <p>For Movers</p> <p>[MV201] From Mover Facilitator to Mover Mentor</p> <p>🕒 2 hours Free</p>	 <p>For Movers</p> <p>[MV102] Introduction to the Sustainable Development Goals (SDGs)</p> <p>🕒 30 mins Free</p>	 <p>For Movers</p> <p>[MV202] Movers x LinkedIn: Digital Branding, Soft Skills & Employability</p> <p>🕒 10 hours Free</p>
 <p>For Partners</p> <p>[PA103] Introduction to Zapier</p> <p>🕒 1 hour Free</p>	 <p>For Partners</p> <p>[PA102] Organising Online Events Toolkit</p> <p>🕒 1 hour Free</p>	 <p>For Partners</p> <p>[PA101] Startup Support Toolkit</p> <p>🕒 2 hours Free</p>	

8. TRAINING PRESENTATION

YOUTH CO:LAB VIET NAM
IMPACT ENTREPRENEURSHIP TRAINING KIT
FOR YOUNG ENTREPRENEURS



#YouthCoLab

www.youthcolab.org

1. WHAT - WHAT IS IMPACT ENTREPRENEURSHIP? – BASIC CONCEPTS

2. WHY – WHY START AN IMPACT STARTUP?

3. HOW – HOW TO BECOME AN IMPACT STARTUP?

4. WHO – EXAMPLES OF SUCCESSFUL IMPACT STARTUPS.

5. WHERE – OPPORTUNITIES FOR IMPACT STARTUPS.

6. REFERENCES



01.

WHAT IS IMPACT ENTREPRENEURSHIP?

What is an 'impact'?

Impact is the changes that are made as a result of an organization's operations. "Impact" can be positive or negative, intentional or unintentional.



Types of impact

Classification by range

Project-based Impact:
Direct impact to the stakeholders of the project.

Community-based Impact:
The impact created for more than the original target or original environment

Classification by category

Environmental impact:
Changes that are created from the organization's performances to the environment

Social impact:
Changes that are created from the organization's performances to the society

Sustainable development goals (SDGs) impact



Impact entrepreneurship

There are **several approaches** to define an impact business.



First approach:

- Commercial business whose **the positive impact on society/ or the environment** is the two central tenets of the organization's operating strategy.
- With this approach: Impact businesses consist of environmental impact businesses.

Second approach:

- Startup groups that use technology to create new values which also create **positive and sustainable, measurable impact** to the society and the environment, alongside financial returns.
- These are groups that receive impact investment capital, therefore they are called "impact startups" instead of "impact enterprises" (to emphasize the ability to replicate their model and receive investment capital for replications and innovations in technology).



Business model for Impact business

A **Business Model** is a high-level plan for profitably operating a business in a specific marketplace. A primary component of the business model is the value proposition. This is a description of the goods or services that a company offers and why they are desirable to customers or clients, ideally stated in a way that differentiates the product or service from its competitors.

The **Business Model Canvas** is a strategic management template used for developing new business models and documenting existing ones. It offers a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances, assisting businesses to align their activities by illustrating potential trade-offs.

Impact Business Models (IBMs) are the ways that a business is designed to create a specific positive benefits/ outcomes for one of its stakeholders. They may be based on their products, a particular process or activity, or the structure of the business.

An impact business is also a business, so building a business model that meets the needs of the market is the most important priority.

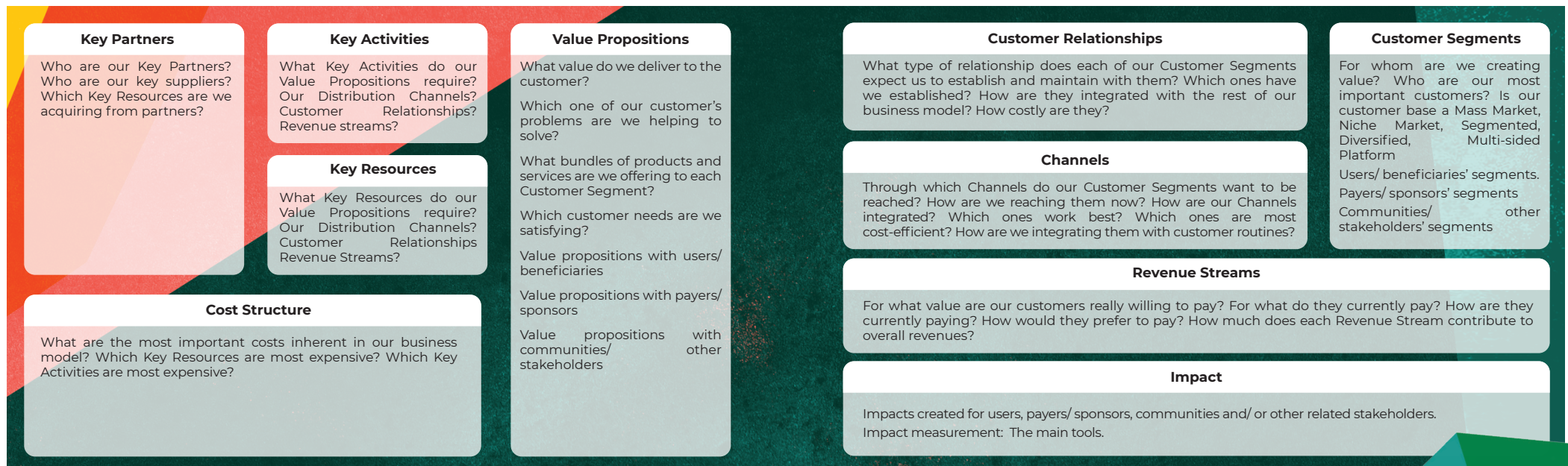
Impact is an integral part of an impact business alongside other factors, so it needs to be clearly articulated in the business model.

Why should impact businesses use

Business model canvas combined with impact?

The canvas business model is widely used in businesses including startups for many purposes:

- Help internal companies understand the business model.
- Help investors visualize how the business creates value.
- Help partners understand the business.
- Helping businesses adjust their business models to market fluctuations.



Source: Business model canvas (2010, Osterwalder, Alexander; Pigneur, Yves; Clark, Tim). Business Model Generation: A Handbook For Visionaries, Game Changers, and Challengers) combined with impacts.

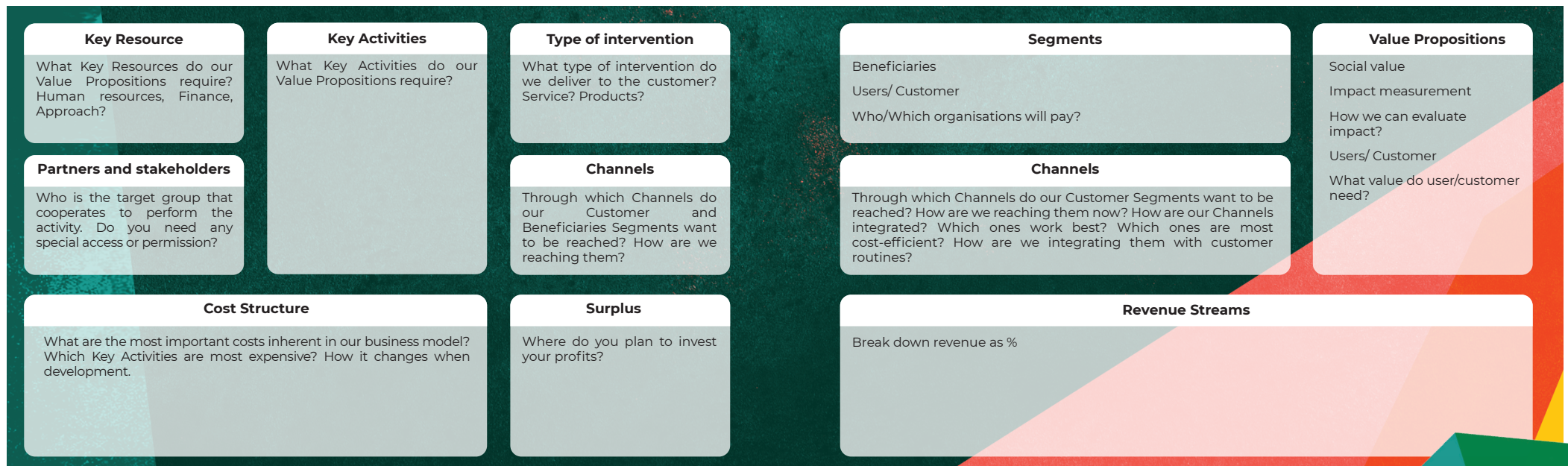
Business model for Impact business and normal business

- Both are business-oriented and create value for customers.
- Both ensure basic components: Who to sell, what to sell, how to use resources, how to operate, and how to cooperate with partners.

- Impact businesses must pay attention to more stakeholders and clearly define their focus on user/beneficiaries, payers, sponsors (if any).
- Impact business must create values for different respective segments.
- The values that impact businesses generate are not only financial values but also impact values. More importantly, these impact values must be measurable.



- Analyze some impact businesses' business models.
- Put participants into groups, choose some typical impact business to analyze.
 - 3-5 people/ group
 - Time: 30 minutes



Source: Business model canvas (2010, Osterwalder, Alexander; Pigneur, Yves; Clark, Tim). Business Model Generation: A Handbook For Visionaries, Game Changers, and Challengers) combined with impacts.

Vulcan Augmetics

Vulcan Augmetics is a startup model specializing in the production of low-priced prosthetic modules for disabled people using 3D printing technology.



- The winner of Youth Cò:Lab 2018
- The winner of Blue Ventures Awards Vietnam 2018
- Top 10 National Innovation Startup Competition - TECHFEST 2018
- Partners: Bitis, The Coffee House, Mine Action Project (UNDP Viet Nam)....

BitisHunter HÂN HẠNH ĐỒNG HÀNH VULCAN AUGMETICS

**NÂNG BƯỚC NỖ LỰC
TIẾP LỬA ĐAM MÊ**

Foundation product prosthetics

Building product and platform

Low cost, high function
Ideal for low frastructure areas

Wireless controls
Use any part of your body to control your device with our patented system

Easy customization
Plug and play upgrades/attachments

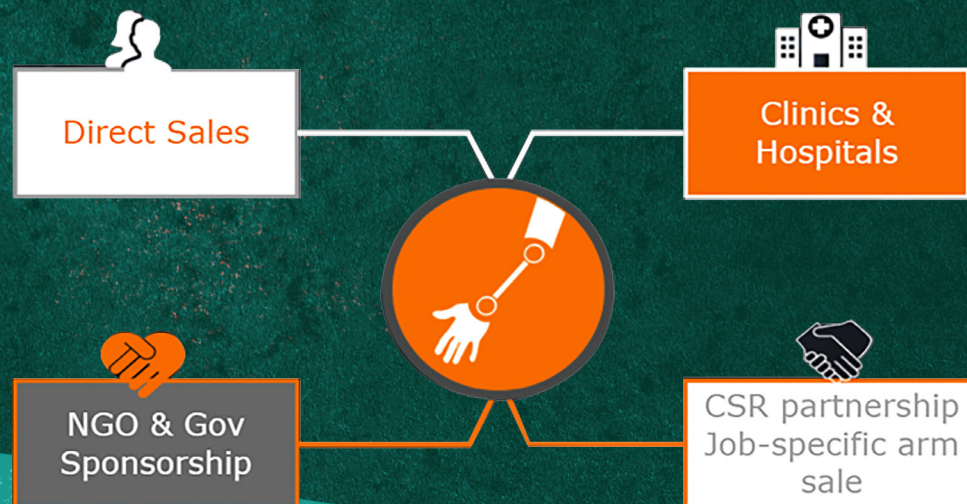


User dashboard
Set your controls, service & upgrades

Device hub
Connect your devices with each other using bluetooth

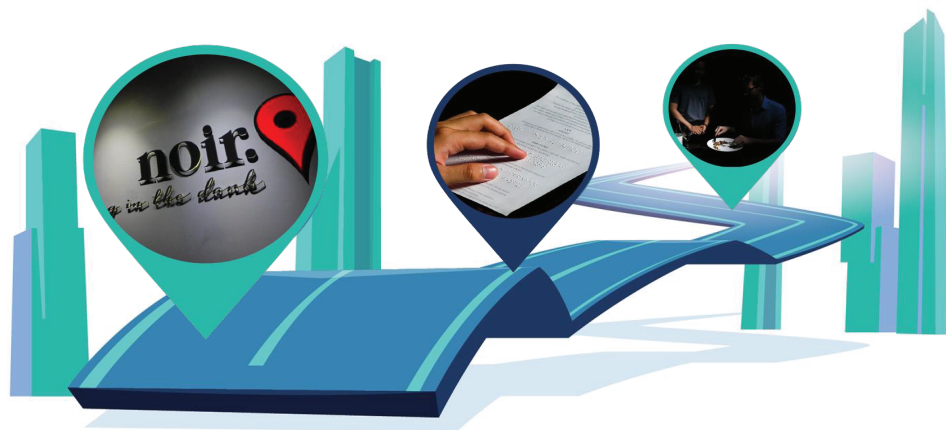
ML Bio-signal calibration
Machine learning adapts to yourbody

Distribution Channels



Journey of Senses

An innovative chain of restaurants and services that provides unique experiences for customers, which are empowered and operated by people with disabilities.

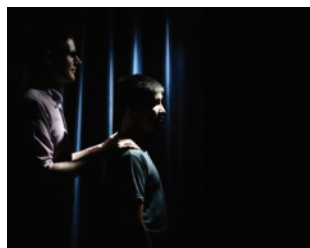


2014

noir.
dining in the dark

1. Noir. Dining in the Dark

The first restaurant in Vietnam that served by blind/visually impaired staff members.



2017

blanc.
RESTAURANT

2. Blanc. Restaurant

Customers order food by interacting with deaf staff using sign language.

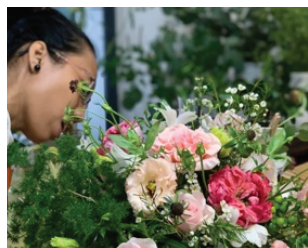


2019

là hoa
FLOWERS SPEAK

3. Là hoa . Flower speaks

The flower shop is served by deaf staff with cards written in sign language.



1516 Green Energy



A social enterprise that provides basic products and services using wind turbines and solar panels to people living in remote/rural areas in Vietnam.



2019

noir.
dining in the dark

4. Noir . Blind massage & Spa

The massage technicians at the spa are blind / visually impaired staff. The customer experience focuses on touch, hearing, and smell.



2021

blanc.
RESTAURANT

5. Green papaya Restaurant

Vegetarian Vietnamese restaurant served by the deaf staff.



2022

là hoa
FLOWERS SPEAK

6. Dialogue in the Dark

Experience life in absolute darkness under the guidance of blind staff.





02.

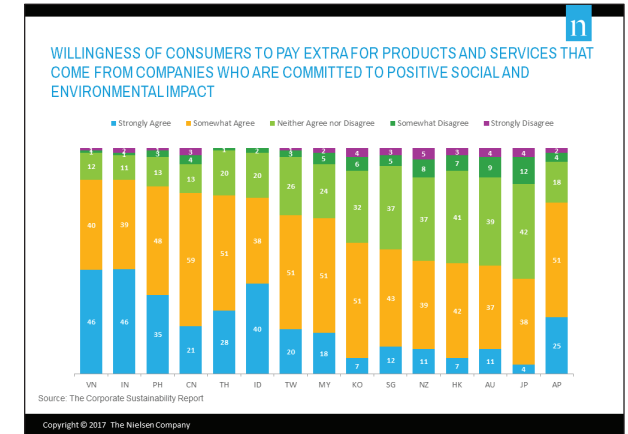
WHY START AN IMPACT BUSINESS?

The development of impact startup ecosystem in Vietnam

- Trends in responsible consumption of Vietnamese people.
- Domestic and international Market opportunities.
- The ecosystem that supports Impact Startups is growing in Vietnam, in the region and the world.
- Address environmental and social challenges, while still generating profits for businesses, individuals and families; contribute to achieving the sustainable development goals by 2030.

Trend

86% of Vietnamese consumers are willing to pay more for products and services that come from businesses that are committed to creating a positive society and having good impacts on the environment, compared to 76% in Asia and the Pacific.



Market Opportunities

Businesses can exploit at least \$ 12 trillion in market opportunities by 2030, and create 380,000 jobs by implementing Sustainable Development Goals

Economic Forum, (WEF)
Davos, Switzerland, February 23, 2016

Market Opportunities

60 BIGGEST MARKET OPPORTUNITIES FOR IMPLEMENTING THE SUSTAINABLE DEVELOPMENT GOALS

Source: Better Business Better World

EXHIBIT 2:
60 biggest market opportunities related to delivering the Global Goals

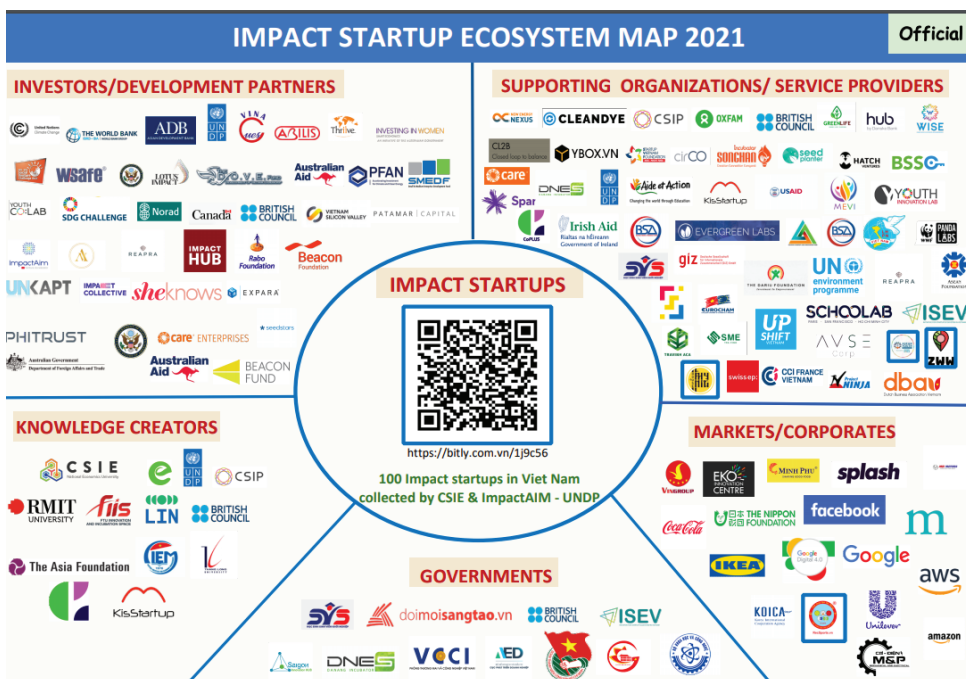
Food and Agriculture	Cities	Energy and Materials	Health and Well-Being
Reducing food waste in value chain	Affordable housing	Circular models - automotive	Risk pooling
Forest ecosystem services	Energy efficiency - buildings	Expansion of renewables	Remote patient monitoring
Low-income food markets	Electric and hybrid vehicles	Circular models - appliances	Telehealth
Reducing consumer food waste	Public transport in urban areas	Circular models - electronics	Advanced genomics
Product reformulation	Car sharing	Energy efficiency - non-energy intensive industries	Activity services
Technology in large-scale farms	Road safety equipment	Energy storage systems	Detection of counterfeit drugs
Dietary switch	Autonomous vehicles	Resource recovery	Tobacco control
Sustainable aquaculture	ICE vehicle fuel efficiency	End-use steel efficiency	Weight management programs
Technology in smallholder farms	Building resilient cities	Energy efficiency - energy intensive industries	Better disease management
Micro-irrigation	Municipal water leakage	Carbon capture and storage	Electronic medical records
Restoring degraded land	Cultural tourism	Energy access	Better maternal and child health
Reducing packaging waste	Smart metering	Green chemicals	Healthcare training
Cattle intensification	Water and sanitation infrastructure	Additive manufacturing	Low-cost surgery
Urban agriculture	Office sharing	Local content in extractives	
	Timber buildings	Shared infrastructure	
	Durable and modular buildings	Mine rehabilitation	
		Grid interconnection	

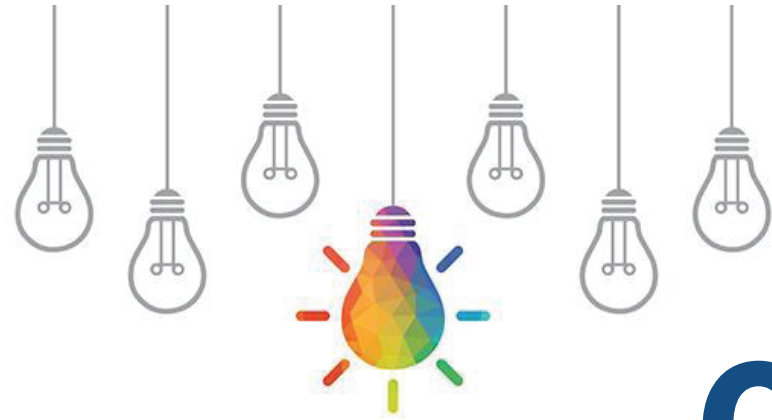
Vietnam and SDGs

Figure 5: Viet Nam's achievement of the SDGs



Source: https://theiig.org/assets/GIIN_SEAL_full_digital_webfile.pdf#page=177&zoom=100,0,0





03.

HOW TO BECOME AN IMPACT STARTUP?

How to become an impact startup?

- Identify problems & develop a business to solve it
- Look for impact sides
Join social impact groups
- Ensure the profits and positive benefits for environment and society and make society and environment the two core elements.



Where are you now?

- 01 Already have a business but have not made an impact?
- 02 Do not have a business yet, intend to start an impact startup
- 03 No business yet, only have intention to join and support an impact business?
- 04 You do not know yet

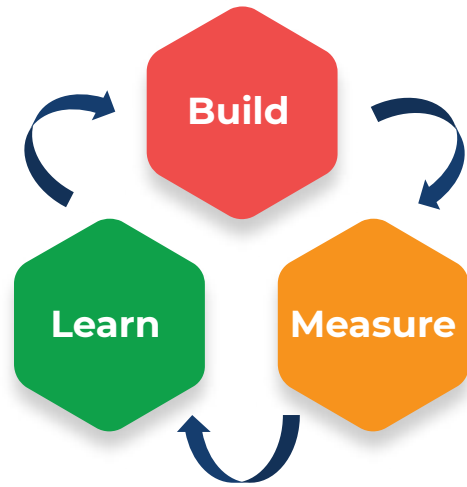
The mindset you should have when growing your impact business

- Constantly detect problems
- Comprehensive view of the changes you make (positive, negative, intentional, unintentional) for stakeholders
- Measure impact from the beginning to the change identification, selection of indicators and data collection

WE BELIEVE
IN MAKING
A DIFFERENCE



Which ever approach you take, you should have a lean entrepreneurial spirit



17 sustainable
development
goals (SDGs)



Adopted in September 2015 by the heads of 193 UN member states
A common goal for the world by 2030



WE THE PEOPLE



THE GLOBAL GOALS
For Sustainable Development



EXERCISE 01.

A quick lesson on SDGs

MATCH THE NUMBER IN THE LEFT COLUMN TO THE RELEVANT FACT IN THE RIGHT COLUMN

A. 17	1. It is the time when the sustainable development goals come into effect
B. 169	2. Sustainable development goals
C. 232	3. The time when the 2030 agenda is adopted
D. 193	4. Targets
E. 2030	5. It is the time that the goals will be fulfilled
F. 9/2015	6. Country / region committed to implement
G. 1/1/2016	7. Index

MATCH THE NUMBER IN THE LEFT COLUMN TO THE RELEVANT FACT IN THE RIGHT COLUMN (ANSWER)

A. 17	2. Sustainable development goals
B. 169	4. Targets
C. 232	7. Index
D. 193	6. Country / region committed to implement
E. 2030	5. It is the time that the goals will be fulfilled
F. 9/2015	3. The time when the 2030 agenda is adopted
G. 1/1/2016	1. It is the time when the sustainable development goals come into effect

Vietnam's commitment

Former President Truong Tan Sang affirmed that Vietnam will support and pledge to gather all necessary resources, mobilize all ministries, sectors, localities, organizations, communities and people to successfully implement the 2030 and all the sustainable development goals.

(The United Nations Summit approved the 2030 Agenda for stable development UN headquarters- September 25, 2015)



5 Ps



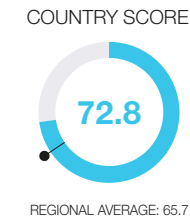
Select up to 3 Sustainable Development Goals for your business. Compare your business's performance with the indicators of the sustainable development goals.



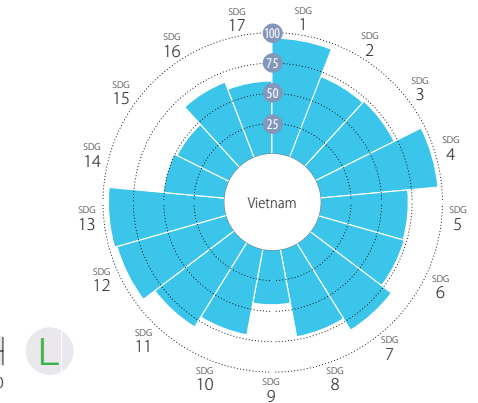
EXERCISE 02.

What are the nearest goals of your startup?

COUNTRY RANKING
Vietnam
51 /165



STATISTICAL PERFORMANCE INDEX
0 (WORST) TO 100 (BEST)



SDG dashboards and trends



■ Major challenges
 ■ Significant challenges
 ■ Challenges remain
 ■ SDG achieved
 ■ Information unavailable
↓ Decreasing
 → Stagnating
 ↗ Moderately improving
 ↑ On track or maintaining SDG achievement
 ● Information unavailable

Notes: The full title of Goal 2 "Zero Hunger" is "End hunger, achieve food security and improved nutrition and promote sustainable agriculture".
 The full title of each SDG is available here: <https://sustainabledevelopment.un.org/topics/sustainabledevelopmentgoals>

Why use Sustainable Development Goals as an approach to your impact business?

- SDGs helps you to better visualize the impact you can create. It also help you maintain focus on your chosen goals and their measuring right from the start.
- Helps your employees and customers share your vision and goals.
- Helps investors and other stakeholders visualize your story more clearly.
- Not only for impact startup, but also for mature businesses to position their impact. So, not just in the early stage of your startup, SDGs can help you grow your business in the later stages.



04.

EXAMPLES OF SUCCESSFUL IMPACT STARTUPS

In worldwide

DeafTalk
I am talking!



<https://www.deaftawk.com/>

iFarmer



<https://ifarmer.asia/>

shuttle



<https://www.shuttlebd.com/business>

In Viet Nam

Slogan:

Changing the lives
of Vietnamese women

<https://www.jupviec.vn/>

Target:

- Poor rural women will have good jobs and incomes.
- Urban women will have more free time to take care of their family and contribute more values for society.

Achievement:

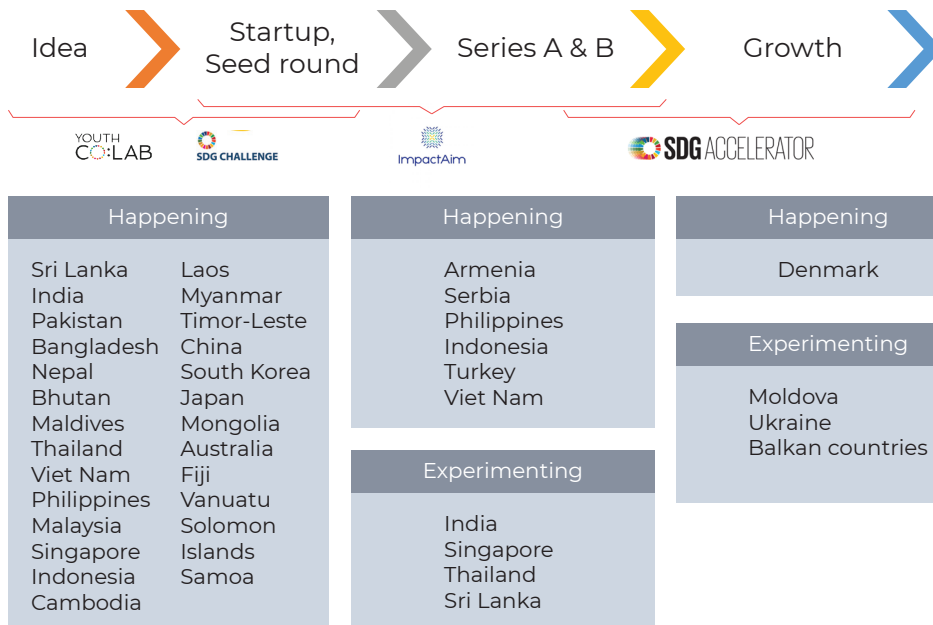
- Founded in 2012, JupViec.vn is currently creating jobs for more than 3,000 domestic workers, meeting the needs of more than 200,000 customers, serving in 8 provinces across the country.
- Receive investment from Patamar Capital



05.

OPPORTUNITIES FOR IMPACT STARTUPS

Impact startup support programs from UNDP globally



Other opportunities



EPPIC



IMPACT STARTUP CHALLENGE



BLUE VENTURE AWARD

Important documents for impact startups



<https://shift.tools/curriculums/4>



<https://learn.marsdd.com/article/impact-measurement/>



<https://enactus.ca/wp-content/uploads/2018/08/Impact-Business-Model-Canvas-BMC-Guidance-Final.pdf>



<https://www.uberiscapital.com/>



https://thegiin.org/assets/GIIN_SEAL_full_digital_webfile.pdf

POPULAR COURSES

All Categories For Founders For Movers For Partners

<p>For Founders > [SB303] Options For Growth - Accelerators 2 hours Free</p>	<p>For Founders > [SB205] Project Budgeting 1 hour Free</p>	<p>For Founders > [SB301] Crisis Management 45 mins Free</p>	<p>For Founders > [SB207] Impact Values 2 hours Free</p>	<p>For Founders > [SB105] Case For Support 45 mins Free</p>	<p>For Founders > [SB104] User And Market Access 45 mins Free</p>
<p>For Founders > [SB302] Access To Capital 1 hour Free</p>	<p>For Founders > [SB204] CV For Business 45 mins Free</p>	<p>For Founders > [SB103] The Perfect Pitch 1 hour Free</p>	<p>For Founders > [SB102] Elevator Pitch 1.5 hour Free</p>	<p>For Founders > [SB206] Video Storyboarding 45 mins Free</p>	<p>For Founders > [SB202] Impact Management 2 hours Free</p>

The following documents were developed by the Youth Co: Lab program. Please indicate the source if using or quoting:

<https://www.youthcolab.org/springboard>

- A guide to organize online events for startups
- A toolkit for Movers- Introduction to Sustainable Development Goals (SDGs) and entrepreneurship.
- Toolkit that supports impact startup.



06.

REFERENCES



List of countries in 2019-2020



Australia



Bangladesh



Bhutan



Cambodia



China



Fiji



Indonesia



India



Japan



Laos



Malaysia



Maldives



Mongolia



Nepal



Pakistan



Philippines



Republic of Korea



Samoa



Singapore



Solomon Islands



Sri Lanka



Thailand



Timor - Leste



Vanuatu



Vietnam

YOUTH
C:LAB

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