

# Guideline on 2019 APEC Edutainment Exchange Program (AEEP)

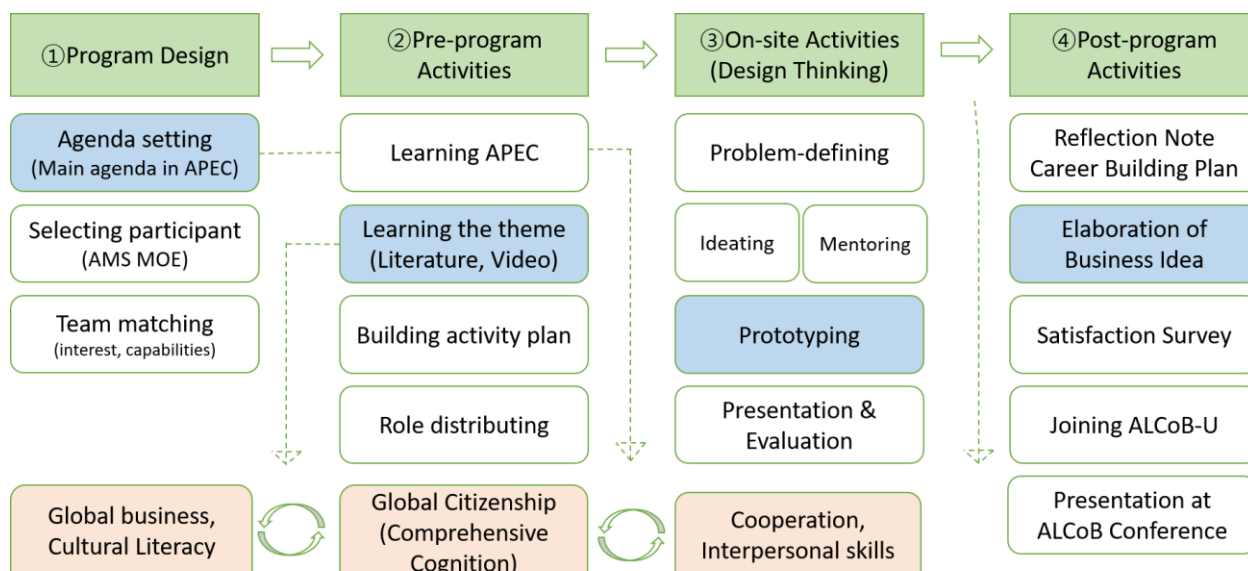
20-28 September 2019

Seoul, Korea

## 1. Overview of 2019 APEC Edutainment Exchange Program (AEEP)

Title	2019 APEC Edutainment Exchange Program (AEEP)
Theme	<i>"Social Economy as Promoter for Economic Empowerment and Participation of women in APEC region"</i>
Date and Venue	Sept. 20 <sup>th</sup> (Fri.) - 28 <sup>th</sup> (Sat.), 2019 Seoul, Korea ( <i>See Appendix 1.</i> for detailed schedule)
Host	Ministry of Education(MOE), Republic of Korea
Organizer	Institute of APEC Collaborative Education (IACE), Republic of Korea
Participants	<b>42 college/university students</b> nominated by Ministry of Education in APEC member economies ( <b>21 Korean Students, 21 APEC Students</b> )
Main Program	Opening Ceremony / Team Social Business Plan Development / Experts Consulting / Cultural Visit / Team Presentation / Awarding & Closing Ceremony
Website	www.alcob.org

## 2. Introduction of 2018 APEC Edutainment Exchange Program (AEEP)



## 2-1. Introduction

Ever since its beginning in 2007, more than 2,000 participants from Asia-Pacific region have joined the AEEP and enjoyed blended learning opportunities conjoining school curriculum with experiential hands-on learning activities.

Themes are chosen annually, which are based on annual APEC theme and priority areas. First, AEEP participants are oriented about APEC and share its mission, roles and functions and further develop self-initiated projects and present on their chosen subject.

The purpose of AEEP is to nurture future APEC leaders with such capabilities as creativity and cooperation, providing future educational model in which participants are encouraged to define a problem and find a solution to it by utilizing various decision-making & problem-solving tools.

Through on- and off-line activities, the students would be able to cultivate global leadership, communication skills and knowledge required for development of APEC in the 21<sup>st</sup> century.

## 2-2. Objectives of the year

As of 2018, under the theme of “Social Enterprise as key problem solver for inclusive and sustainable growth in APEC region”, participants are encouraged to be interested in social problems around them and can **have the opportunity to develop a social business plan** by cooperating with others in the attempt to seek for a solution to a social problem they choose. (*Design Thinking Process*)

Participants can **learn the concept of Social Economy** and understand the difference between conventional enterprises – and their activities for societal contribution (e.g. Corporate Social Responsibility) – and social cooperatives through real cases.





## 2-3. Team Composition & matching

- 7 teams, 6 members in each team (3 from South Korea, 3 from APEC member economies): considering “interest” and “competence” items on the application form, those with common interests, and with a variety of capabilities will be grouped together.

## 2-4. Contents

Pre-program activities(Online)	On-site project	Cultural Visit (On-site)	Post-program activities(Online)
<ul style="list-style-type: none"> <li>- Understanding of APEC, AEEP</li> <li>- Understanding of Social Enterprise by reading literatures and articles</li> <li>- Studying real cases by watching a documentary</li> <li>- Searching for one social problem (individual)</li> <li>- Discussing and Choosing one social problem (team)</li> </ul>	<ul style="list-style-type: none"> <li>- Establishing a business model</li> <li>- Building financial plans</li> <li>- Excavating relevant social business cases</li> <li>- Listening to special lectures</li> <li>- Making presentation on the social business plan &amp; evaluation</li> </ul>	<ul style="list-style-type: none"> <li>- Gyeongbokgung Palace</li> <li>- Insadong</li> <li>- Jongmyo</li> </ul>	<ul style="list-style-type: none"> <li>- Post the final team PPT on the website</li> <li>- individual reflection on 2018 AEEP</li> <li>- Create Design-thinking-related extracurricular activity club</li> </ul>

## 2-5. Activities and Places to visit

	◀ (Left) Discussion for Students' self-initiated Team Projects		◀ (Left) Presentation of Team Activities and Poster Exhibition
	◀ (Left) Heyground		◀ (Left) Gyeongbokgung Palace
	◀ (Left) Jongmyo		◀ (Left) Insadong

Special guest lecturers from	Field trip
<p>- <u>Korea Social Enterprise Promotion Agency</u> : KoSEA is a government agency that contributes to educating with the concept of Social Enterprise and incubating supporting new and existing SEs certified by Ministry of Labor and Employment in Korea. <a href="http://www.socialenterprise.or.kr/eng/index.do">http://www.socialenterprise.or.kr/eng/index.do</a></p> <p>- <u>Dr. Noah</u> : One of pioneering social enterprises for international development. It pursues financial independence of African people by assisting them to manufacture toothbrushes on their own with bamboo, which is affluent in the region. <a href="https://doctornoah.net/">https://doctornoah.net/</a></p>	<p>- <u>Gyeongbokgung Palace</u> : One of the most historic palace built almost 620 years ago during Joseon Dynasty. Single building inside the Palace has distinctive characteristics, attracting visitors to the era of Joseon. <a href="http://www.royalpalace.go.kr:8080/html/eng_gbg/main/main.jsp">http://www.royalpalace.go.kr:8080/html/eng_gbg/main/main.jsp</a></p> <p>- <u>Insadong</u> : One of the must-visit sites in Seoul, Korea. Everything happens for a reason. You can easily find why many tourists visit Insadong. From souvenir to Korea cuisine, Korea itself await you there.</p>

### 3. Support for AEEP Participants

Covered Expenses	① Flight Tickets	<p>An economy class round-trip ticket (<b>approx. \$450.00</b>) from capital city of a participant's economy to Incheon International Airport will be purchased and provided by the organizer, IACE.</p> <p>The travel date may be flexible and <math>\pm 1</math> day to the event (<b>20<sup>th</sup>-28<sup>th</sup>, September</b>), based on the travel distance.</p> <p><u>Any extra charge</u> such as administrative fee from changing or cancelling flights shall be borne <u>by the participant</u>.</p>
	② Accommodation	<p><b>Two participants</b> will share a room during the program. For safety and teamwork, IACE provides them with a hotel, which is luxurious and highly accessible, inclusive of Breakfast.</p> <p>The hotel is as follows:</p> <ul style="list-style-type: none"> <li>· Name: Benikia Hotel, Dongdaemoon</li> <li>· Address: 207-32, Soongin-dong, Jongno-gu, Seoul (55, Nangyero 29-gil)</li> <li>· Telephone: +82-2-2231-8800</li> </ul> <p>For <u>international participants arriving a day earlier and departing a day later due to travel distance</u>, extra nights will be provided.</p>
	③ Meals	<p><b>3 Meals a day would be fully provided by IACE.</b></p> <p>The activity budget allocated to each team is used for meals by teams. Korean team managers manage the activity budget.</p> <p>For a participant who needs <u>a special diet</u> including vegetarian food, Halal food, please <b>notify IACE in advance</b>.</p>
	④ Activity-related Materials	<p><u><b>Electronic devices</b> such as laptop, tablet PC, and etc. will NOT be provided.</u></p> <p><u>Participants would need to bring laptop and adaptor on their own.</u></p> <p>Fee incurring <u>during cultural visit</u> can be paid by the activity budget.</p>
Excluded Expenses	① Domestic Travel Expenses	<p>If a participant wishes <u>extra stay in Seoul</u> to travel, the occurring fee will <b>NOT</b> be borne by IACE. <u>Changing flight ticket, accommodation, meals, etc. will be a participant's personal expense.</u></p>
	② Living Expenses	<p>Transportation to/from airport, admissions fee to touristic places, phone bills, laundry, and <u>any other costs occurring other than what is included in the AEEP schedule</u> will be personal expense.</p>
	③ Insurance	<p><u><b>Every participant</b></u>, including Koreans, is required to <u><b>purchase traveler's insurance and submit it</b></u> to IACE, when applying</p> <p><b>In addition, if a participant requires a special medical attention</b> such as physical/mental concerns, allergy, medication and chronic illness, s/he is responsible for the personal care and <b><u>IACE will not be liable to such status.</u></b></p>



## [Appendix 1] Detailed Schedule for 2019 AEEP

Date	Time		Contents	Note
Sept. 20 <sup>th</sup> (Fri.)	All-day long		<input type="checkbox"/> Arrival of the inbound International Participants in Incheon, Korea	
	20:00-21:00		<input type="checkbox"/> Orientation for all participants - MC: Mr. Park Myungsun	Venue: Benikea Hotel event hall(B1)
Sept. 21 <sup>st</sup> (Sat.)	08:00-09:30	'90	<input type="checkbox"/> Breakfast	
	10:00-11:05	'65	<input type="checkbox"/> Opening Ceremony	Venue:
	11:10-12:00	'50	<input type="checkbox"/> Keynote Lecture - Lecturer: TBD - Theme: Concepts of Social Enterprise	Benikea Hotel event hall(B1)
	12:00-13:30	'90	<input type="checkbox"/> Lunch	
	13:30-16:30	'180	<input type="checkbox"/> Team Activity I - Stakeholder analysis & Root cause - Value Proposition Canvas - Marketing strategies	Venue: Benikea Hotel event hall(B1)
	16:30-17:30	'60	<input type="checkbox"/> Peer Review - Presentation of Team Project Plan	
	17:30-		<input type="checkbox"/> Dinner for all - Venue: Jayeonbyeolgok (Gwanghwamoon)	Korean Style Buffet
Sept. 22 <sup>nd</sup> (Sun.)	All-day long		Cultural Visit (Gyeongbokgung Palace, Jongmyo, Insadong)	
Sept. 23 <sup>rd</sup> (Mon.)	08:00-09:30	'90	<input type="checkbox"/> Breakfast	
	09:30-12:00	'150	<input type="checkbox"/> Team Activity II - Feedback and Advice on the business plan - Minimum Viable Product (MVP) - Feedback on MVP	Venue: Benikea Hotel event hall(B1)
	12:00-13:30	'90	<input type="checkbox"/> Lunch	
	13:30-17:00	'210	<input type="checkbox"/> Team Activity III (Cont.)	Venue: Benikea Hotel event hall(B1)
	17:00-	'180	<input type="checkbox"/> Dinner	
Sept. 24 <sup>th</sup> (Tue.)	08:00-09:00	'120	<input type="checkbox"/> Breakfast	
	9:00-11:30	'150	<input type="checkbox"/> Team Activity IV - Searching relevant case (case study) - Building plans for financial resources - Making team presentation slides	Venue: Benikea Hotel event hall(B1)

	11:30-13:30	'120	<input type="checkbox"/> Lunch	
	13:30-16:30	'180	<input type="checkbox"/> Team Activity V (Cont.)	
Sept. 25 <sup>th</sup> (Wed.)	08:00-09:00	'120	<input type="checkbox"/> Breakfast	
	9:00-11:30	'150	<input type="checkbox"/> Team Activity VI - Searching relevant case (case study) - Building plans for financial resources - Making team presentation slides - Prototyping	Venue: Benikea Hotel event hall(B1)
	11:30-13:30	'120	<input type="checkbox"/> Lunch	
	13:30-16:30	'180	<input type="checkbox"/> Team Activity VII (Cont.) - Submission of Presentation File, and Promotion Video, Prototype	Venue: Benikea Hotel event hall(B1)
Sept. 26 <sup>th</sup> (Thur.)	07:00-08:00	'60	<input type="checkbox"/> Breakfast	
	08:00-09:30	'90	<input type="checkbox"/> Moving to the venue of the 15 <sup>th</sup> APEC Future Education Forum & 17 <sup>th</sup> ALCoB Conference	
	09:30-11:30	'120	<input type="checkbox"/> Attending the 15 <sup>th</sup> APEC Future Education Forum & 17 <sup>th</sup> ALCoB Conference	Venue: TheK Hotel
	11:30-14:00	'150	<input type="checkbox"/> Luncheon (Provided by the Secretariat)	
	14:00-17:00	'180	<input type="checkbox"/> Business Plan presentation and Evaluation - Judges: representative from KMOE / Social Venture CEO / IACE / Korea Social Enterprise Agency (tentative)	
Sept. 27 <sup>th</sup> (Fri.)	07:00-08:00	'120	<input type="checkbox"/> Breakfast	Venue: Benikea Hotel
	08:00-09:30	'90	<input type="checkbox"/> Moving to the venue of the 15 <sup>th</sup> APEC Future Education Forum & 17 <sup>th</sup> ALCoB Conference	
	09:30-11:30	'120	<input type="checkbox"/> Attending the 15 <sup>th</sup> APEC Future Education Forum & 17 <sup>th</sup> ALCoB Conference	
	11:30-14:00	'150	<input type="checkbox"/> Luncheon (Provided by the Secretariat)	Venue: TheK Hotel
	14:00-17:00	'180	<input type="checkbox"/> Awarding & Closing Ceremony - Comprehensively for 2019 AEEP, 15 <sup>th</sup> AFEF, 17 <sup>th</sup> AC	
Sept. 28 <sup>th</sup> (Sat.)	-		Departure from Seoul, Korea	

· Note: The above schedule is planned as of October and **may be changed** due to local conditions and unexpected circumstances.

## [Appendix 2] Itinerary for economies invited, possible to be provided

Economy	Bound for Korea (Arrival: Sept 20)	Return (Departure: Sept 28)	Note
Indonesia	Jakarta(12:45) <b>August 19</b> →Incheon(04:35(+1))	Incheon(16:25) →Jakarta(08:05 (+1))	
Malaysia	Kuala Lumpur(00:55) →Incheon(08:35)	Incheon(16:25) →Kuala Lumpur(09:55)	
Papua New Guinea	Port Moresby(08:15) →Incheon(19:35)	Incheon(20:25) →Port Moresby(07:15(+1))	
The Philippines	Manila(07:10) →Incheon(12:10)	Incheon(23:40) →Manila(02:45(+1))	
Russia	Yakutsk(05:55) →Incheon(05:25)	Incheon(22:50) <b>August 27</b> →Yakutsk(03:20(+1))	
Singapore	Singapore(07:40) →Incheon(20:10) <b>August 19</b>	Incheon(09:20) →Singapore(11:15(+1))	Extra Night Provided
Chinese Taipei	Taipei(07:40) →Incheon(11:10)	Incheon(12:35) →Taipei(14:10)	
Thailand	Bangkok(01:20) →Incheon(08:40)	Incheon(20:25) →Bangkok(00:10(+1))	
The United States	Hawaii(ITO)(09:36) <b>August 19</b> →Incheon(17:10(+1))	Incheon(20:20) →Hawaii(ITO)(14:11)	
Vietnam	Hanoi(01:40) →Incheon(07:55)	Incheon(23:30) →Hanoi(00:20(+1))	

For more information, contact Mr. Myungsun Park ([pms@alcob.org](mailto:pms@alcob.org), +82-70-4640-1206)

*It is our great pleasure and honor to invite you to the APEC education events.*

*For your own safety and comfort, we suggest that every participant follow the guidance of Korean*

*Ministry of Education and Institute of APEC Collaborative Education (IACE).*

*As a representative of your economy, we expect you to hold yourself in high regard and act accordingly.*

*Thank you for your participation and cooperation.*