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# The European Delegation 2015

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*HPAIR Manila (August 2015)*

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## One more year of the European Delegation

Dear Delegates, Alumni and Friends of the European delegation,

It is with great pleasure to publish our report again this year! This year, the fourth edition of our series, was full of activities as we tried to transform our organisation, making it more sustainable and more effective. It was thus a long year with new and old delegates working hard together to make the best of this unique member-led initiative. Now that we are back in Europe, we want to share all of this, our expectations, our experience and our reflections with you.

As always, the European Delegation was inspired by the desire to bring together European students and young professionals from various fields who share a common passion for Asia and a common aspiration for a truly European approach to Asia-Europe relations. In this pursuit, we believe that we managed to create an occasion for discussion for young Europeans, showing a new face of Asia as with every year. This year our voyage, which started in Taipei in 2012, brought us to Manila, the capital city of the Philippines and a thriving emerging metropolis.

The choice of our destination was once again dictated by our strategic partnership with the Harvard Project for Asian and International Relations (HPAIR), whose annual Asia conference we attended. Like in previous years, our participation to the conference was the centrepiece of our program; our delegates took part in different panels with distinguished speakers, they showed Europe's different nationalities during the International night and, more prosaically, they spent five days with other Asian students and young professionals getting to know and understanding them. In addition to this, as a delegation, we tried to present a "European voice" on Asian issues, adding our point of view to the chorus of more strongly represented countries like China and the US.

Nevertheless, our program went beyond the HPAIR conference. In Manila, we organised with our delegates, different activities to get a feel of what living and working in Asia truly is like, outside the impressive halls of the HPAIR venue. Therefore we met a variety of stakeholders, from the Asian Development Bank to the charity NGO "True Manila", in an effort to understand the myriad of different faces with which Asia can present us. Moreover, some of our delegates prolonged their adventure in Asia and we helped them to meet our alumni from previous editions who currently live in Asia.

However, our delegation did not exhaust itself in a few unforgettable days in the late summer of 2015; our delegation was built also through many Skype calls, including our pre- and post-conference online seminars, when we organised and coordinated our activities across countries and time zones. In particular, we believe our two seminars helped build a sense of community through time as 2015 delegates were virtually joined by previous delegates and shared their expectations and experiences with the European Delegation.

In addition to these more visible achievements, 2015 was an important year for us as an organisation as well. We deepened our relations with Harvard University after four years of fruitful cooperation becoming

a HPAIR Partnership Club and being more involved in the organisation of the conference. Moreover, for the first time, we are planning to be present also at the HPAIR winter conference in Harvard in February 2016. Finally, we also set up a working group under the mentorship of the BMW Foundation to keep our alumni engaged in the project and to develop an enduring community.

In conclusion, 2015 was a successful year for the European Delegation, having brought once more a European voice to Asia and having built another bridge across the two continents.

The European Delegation Coordination Team 2015

## The European Delegation

The European Delegation is a group of young leaders dedicated to ensuring Europe's future on the global stage, with specific focus on Asia. It aims to strengthen ties between Europe and Asia through developing delegates' intercultural skills, knowledge and networks. It organises annually a field trip to the HPAIR Asia Conference, through its strategic partnership with Harvard University and its Harvard Project for Asian and International Relations, and takes this as a hint around which to build its programme. Delegates of the European Delegation are selected through a rigorous application process to guarantee that only the best students and young professionals will represent Europe. Throughout the selection process, specific attention is given to creating a diverse and interdisciplinary European delegation in order to reflect the diversity and variety that exemplifies the European continent.

As in the previous three editions, the delegation met for a preparatory online seminar in July 2015 for the delegates to get to know each other and to establish the Delegation's standpoint on the issues to be discussed at the annual HPAIR Asia Conference. While in Manila, the delegation had a pre-conference programme including both high-level meetings with key stakeholders and the chance to experience the local way of life. During the HPAIR Asia Conference, the delegates actively participated in the panel sessions and brought their own contributions to the conference programme. The delegation then reconvened online in late October to discuss their experiences and to plan future activities.

The European Delegation pursues the following objectives:

- to represent the perspectives of the younger European generation on an international stage and to improve international awareness of European-Asian relationships.
- to strengthen ties between Europe and Asia through developing delegates' intercultural skills, knowledge and networks.
- to create trust and mutually beneficial networks between young leaders in Europe and Asia.
- to foster understanding of diverse cultural backgrounds by offering young Europeans a unique opportunity to visit and experience Asia.
- to heighten the awareness of the growing importance of Asian and Middle Eastern markets for European economies and understand the potential of those markets.
- to tackle Europe's political and economic challenges in the coming decades.

## 2015 Coordination Team



**Hussam Hussein**

Hussam Hussein, coordinator of the European Delegation 2015, is currently a PhD candidate at the School of International Development at the University of East Anglia, UK, working on water scarcity discourses and transboundary water governance. After his studies in international relations and diplomacy at the University of Trieste-Gorizia (Italy), at SOAS (London), and at the College of Europe, Hussam worked for the European Parliament, the Italian Embassy in Amman, the NGO Friends of the Earth Middle East, the London Middle East Institute, and as a private sector development analyst for IFC-World Bank, in Washington DC.



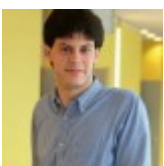
**Esther Kim**

Esther Kim led the delegation in Manila this year and is currently in the process of qualifying as an English solicitor. She attends law school in London and holds a Master in European Law from the College of Europe and completed her Bachelors in European Law at Maastricht University and at the University of Rennes I, France. Previous work experience include work at the Directorate General for Competition of the European Commission, the EU and competition law practices at Hogan Lovells International and White & Case, the international arbitration practice at Wilmer Cutler Pickering Hale and Dorr, the International Centre for Security Analysis at King's College London, the Korean Embassy and Mission to the EU in Belgium, and the Korea Trade-Investment Promotion Agency.



**Ronald Metschies**

Ronald Metschies is currently working for the German Development Cooperation (GIZ) now in Beijing, China and before in Manila, the Philippines on the promotion of green economic development. He holds a Master of Public Policy from the Hertie School of Governance and a BA in Politics and American Studies from the University of Nottingham. Further academic engagements include his studies at Linköpings University in Sweden and the University of Tokyo. He gained work experience at the Worldcentre of Peace, Liberty and Human Rights in France, the German Ministry of Economy and the Federation of German Industries.



**Luca Vanzini**

Luca Vanzini is Risk Management Analyst at Finance in Motion GmbH (Frankfurt am Main, Germany), an alternative asset management firm specialised in development finance. Previously he worked in a Microfinance Investment Fund and in Consulting for Climate and Sustainable Energy Finance. Luca studied Finance at Frankfurt School of Finance & Management in Frankfurt, Germany

and Business & Economics between LUISS Guido Carli University in Rome, Italy and Utrecht University, the Netherlands. He attended two HPAIR editions: Dubai 2013 and Tokyo 2014.

## 2015 Delegation



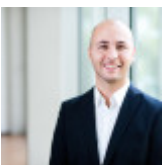
**Alan Begić**

Alan Begić is Croatian by birth, but has roots in different countries in Europe. He recently graduated from Vienna University of Economics and Business with a degree in business administration. In October, he will start his master's degree in International Management (CEMS) at WU Vienna. Previously he attended several summer schools in London, Wien and Beijing (Tsinghua University). Currently he's working at Promocija Plus, one of the biggest and most successful Croatian market research firms. As project manager he is focused on a project connected to tourism in Croatia. He is now returning to HPAIR after the 2014 edition in Tokyo. Before enrolling in university he was professional football player in Croatia.



**Imad Ibrahim**

Imad Ibrahim is currently an EU Commission Marie Curie Fellow at Beijing Normal University and Member of the Research Team for the EU Commission Marie Curie IRSES Project entitled: "Partnering Opportunities Between Europe China in the Renewable Energies and Environmental Industries" (POREEN) funded by the EU Commission – FP7- PEOPLE 2012 IRSES. He is a research associate and Project manager at gLAWcal – Global Law Initiative for Sustainable Development (think tank). He is also a Lebanese lawyer admitted to the Bar. He holds a Master in European Interdisciplinary Studies from the college of Europe and completed his bachelors in compared law from the Lebanese University, Filiere Francophone De Droit. Previous work experience include work as an EU Commission Marie Curie Fellow at Tsinghua University for the EU Commission Marie Curie IRSES Project Entitled : "Evaluating Policies for Sustainable Energy Investments" (EPSEI) funded by the EU Commission - FP7-PEOPLE-2010-IRSES and as a lawyer at Al-Jad Law Firm, handling oil and Gas matters and contracts in the MENA region.



**Erdiñç Koç**

Erdiñç Koç currently studies Corporate Management & Economics at Zeppelin University. Further academic engagements include his studies at the Boğaziçi University, Harvard University, London School of Economics and Political Science and Peking University. He gained work experience on multiple occasions including Grameen Bank in Bangladesh, Rocket Internet in Berlin, Volkswagen Data Lab in Wolfsburg and is Fellow at the Social Entrepreneurship Academy in Munich. He participated in several international conferences, including the G8 & G20 Youth Summit 2012 in Washington D.C., the National Model United Nations Conference 2013 in New York City, the OECD Forum 2015 in Paris, the Rethinking Economics Conference 2013 in London and the SHAPE Africa Conference 2015 in Rabat. He is committed as a Social Innovation Scout for Ashoka and as an Ambassador for the ONE



Campaign. Furthermore, Mr. Koc is a member of the Global Shapers community of the World Economic Forum.



**Anja Noster**

Anja Noster is currently doing a Masters in Global Media and Communications at the London School of Economics and Political Science. In August, she will head to Shanghai to complete the second year of her Masters at Fudan University. She further holds a Bachelors in Franco-German, European Relations from Sciences Po Paris. During her undergraduate studies, she also spent a year abroad at McGill University in Canada studying International Relations, Communications and Mandarin Chinese. Previous work experience includes an internship with North German Broadcasting (NDR) and with the LSE Media Policy Project. Her main interests are media policy issues and evolving (media) tech industries – with a special focus on Asia.



**Tristan Post**

Tristan Post is currently a German graduate student for Economics and Management at the Libera Università di Bolzano (Italy). At the moment he is the Student representative in the governing body of his university and the president of the student board, as well as the founder and president of a student association that promotes the understanding and appreciation of wine culture among students, connecting them with international institutions and entrepreneurs. During his studies he spent a semester at the National Sun-Yat Sen University (Taiwan) and a semester at the Università della Svizzera Italiana (Switzerland). He gained work experience in the financial sector working for banks in Switzerland and Luxembourg.



**Lennart Stoy**

Lennart Stoy is currently a project officer for the European University Association in Brussels, Belgium, working at the nexus of European energy, research & innovation, and higher education policy. Lennart is a graduate of Leiden University's Master's programme in Political Science and studied East Asian Economics & Politics, Social Sciences, and Chinese Studies as an undergraduate at Ruhr University Bochum, Leiden University and Tongji University, Shanghai. He also gained experience at the German Development Cooperation (GIZ) in Bonn, Germany and at the Sino-German Cultural and Economic Association in Taipei, Taiwan.



**Andreas Walleter**

Andreas Walleter is a German international business student at WU Vienna University of Economics and Business. He is currently involved in the founding processes of three international start-ups – one in the

food industry, two are about mobile applications. After attending HPAIR 2014 in Tokyo, he is now returning with the European Delegation for the Manila edition. In Spring 2015 he spent an exchange semester at Emory University's Goizueta Business School.



**Wai Keung Wong**

Wai Keung Wong is currently a strategic development intern at PostNL, conducting research on Big Data and operational efficiency. His passion lies in innovation, entrepreneurship and technology. He is always seeking for opportunities for personal development. He holds a Bachelor of Science degree in Systems Engineering, Policy Analysis and Management from Delft University of Technology. Soon he will graduate with his Master in Transport, Infrastructure and Logistics. In the past, Wai worked for the Dutch Ministry of Infrastructure and the Environment.



**Elitsa Zhugleva**

Elitsa Zhugleva is a Project Officer in the local British government of Haringey Council in the Care Act Implementation team. She is a graduate in International Relations and Politics from the University of Westminster, London with a distinct interest in Cyber Security, Nuclear Security and Counter-terrorism. Before she attended with a merit scholarship the British Boarding school Cobham Hall. Aside her academic duties she attended the Preparing Global Leaders Academy in Jordan. She's now returning to the HPAIR Conference for a second time after Harvard 2015.

## History and Future of the European Delegation

The European Delegation was established in 2012 as four students and young professionals met to discuss how Europe did not have a common approach towards Asia. To them, it looked like Europe was too self-absorbed and, unlike other continents, did not pay the due attention to the astounding rise of East Asian nations in particular. With this spirit, the first edition of the European Delegation was set up and headed towards Taipei for HPAIR 2012. Similar to the current edition, there was an extended programme onsite meeting local stakeholders, like Acer and BASF, and two seminars, before and after. These were hosted by the Hertie Foundation in Berlin, which played a pivotal role in supporting the Delegation in its first two years of life.

After the positive experience of the previous year, in 2013 the original team decided to repeat the experience and the European Delegation headed once more towards the HPAIR Asia Conference, which was then held in Dubai. Moving from the Asian Far East to the Middle East showed once more to the delegates how different can be the faces of Asia. Similarly, as in Taipei the Delegation had met many industrial partners, this time it visited large international institutions like IRENA and Masdar City, reflecting the different orientation of the two cities.

After two successful years, the 2014 edition was more challenging as many of the founders moved on after completing their university studies. A new team of former delegates thus emerged which led the European Delegation to Tokyo, Japan. Although the programme was somehow reduced, the relation with Harvard University developed considerably during this year. It was also decided to take a more inclusive approach towards informal interaction with other delegates, pushing delegation-only events outside the days of the conference.

After three editions, the Coordination team of 2015 started working early to improve the Delegation. Coordination with Harvard University was one of the main focuses in the initial stages, as well as the definition of the scope of our activities. In parallel, thanks to the BMW Foundation, a separate working group was coached to address the institutionalisation of the European Delegation as a community of people across the editions. Later in the year, a careful selection of the delegates was made to create a balanced mix of nationalities and fields of expertise. Finally in May 2015 the fourth edition of the European Delegation was launched.

Looking forward, the European Delegation plans to develop along two lines. On one side, a working group is trying to create an alumni network to make the experience long-lasting and not self-exhausting in the trip to HPAIR. On the other side, the current delegation is trying to leverage its good relations with the Harvard team to participate in the winter edition of HPAIR at Harvard University itself.

## **Delegates' Papers**

As in previous years, the European Delegation asks its delegates to produce a short position paper to reflect on their experience and on what they've learnt. Although they do not aim at being ground-breaking research papers, we believe they are an important tool for self-analysis and introspection. We do not want our delegates to just "consume" their time in Asia, but we want this time to have had some impact on them. In particular, we are very proud of some delegates who managed to write their paper together with an Asian peer. Therefore, we are happy to show these papers with our delegates' reflections to you.

## **“Oil crisis and solar energy potential”, by Yashovardhan Jallal and Imad Ibrahim**

### **“Solar Energy potential in the developing countries” by Yashovardhan Jallal**

One of the prime agendas of the *Sustainable Development Goals* adopted by the United Nations in September, 2015 is to ‘*Ensure access to affordable, reliable, sustainable and modern energy for all*’.<sup>1</sup> While it is commendable to identify the need to achieve this goal, but to say that the path is going to be an easy one is far from the truth. Several developing countries around the world severely lack in energy availability.

So now at the eleventh hour, it has become extremely important to instate renewable and sustainable energy generating systems across the globe. *Solar energy* is probably the most important resource which we have and is seriously underrated at present. *More power from the sun hits the Earth in a single hour than the humanity uses in the entire year.* Yet only a meagre fraction of the energy needs is being met by this potent source.<sup>2</sup>

Developing countries around the world are plagued by some common issues such as poverty, hunger, illiteracy, poor hygiene and sanitation. In some countries, this has led to rise of communal violence, clashes and even extortion and terrorism. Amidst these pressing concerns, it is even increasingly difficult to deploy renewable energy power plants. But one thing which is commonly observed in the *developing countries of Asia, Africa and South America* is that they usually receive a large supply of sunlight owing to their geographical advantage of being closer to the equator.

China, in particular, is taking giant leaps in the direction of conversion to renewable sources of energy. By 2030, the country aims to quench about 60% of its energy requirements via renewable sources, solar energy being the key contributor.<sup>3</sup> It has *invested \$90bn dollars in 2014* to develop solar parks and wind farms. This figure is truly staggering as it is even 73% higher than that of US.

Another country which is reaping the fruits of its high levels of sunshine is surprisingly the war-torn country of Afghanistan.<sup>4</sup> The *German development agency GIZ*, has set up a mix of solar and hydro plants which are providing power to *11,500 homes, schools, markets and hospitals*. This scheme has won the Ashden Award for sustainable energy.

India, a country where almost 1/7<sup>th</sup> of the humanity lives, is a very important zone and of prime focus. The country’s government has chalked out plans and allocated funds to harness the solar energy potential. Ambitious targets have been set with an optimistic approach. Several corporate houses and small

entrepreneurs are venturing into this field. *SELCO India*<sup>5</sup> is one of these social enterprises which works in rural India to promote solar energy based interventions such as low smoke cook stoves by making them affordable for the poor. They have installed solar light systems in numerous households.

The future of solar energy seems promising with the world finally realizing its time to go green. Innovative solutions like *Project Sunroof*,<sup>6</sup> which has been announced by Google truly show us how simple ideas can have potentially life-changing consequences. As we move deeper into the 21<sup>st</sup> century, one cannot refuse to be optimistic with the wheels of change finally being set to motion.

### **“Origins of the Oil Crisis” by Imad Ibrahim**

The world economy has since decades been influenced by the increase or the decrease of oil prices.<sup>1</sup> Nowadays, The world is witnessing a new war between “*Conventional*” energy producers’ - mainly states representing the Organization of Petroleum Exporting Countries (*OPEC*) – and the new “*Unconventional*” energy producers in the form of shale Oil or Gas, in particular the United States of America.

The world Oil supply has increased due to the US fracking boom.<sup>2</sup> Yet, the lack of demand because of the global economic growth that is currently slowing, led to a sharp fall in Oil prices. What is more, OPEC has refused to lower production despite the oversupply of the world market in order to keep their own market share.<sup>3</sup>

OPEC’s strategy of decreasing Oil prices based on the assumption that Oil Shale producers will not have the capability to proceed is not entirely correct. Companies investing in Shale Oil and Gas will slow down but not stop as prices decline. Technology evolves and operations will be restarted again once prices recover. The equipment will not vanish and the labor force can be rapidly assembled, not to mention that the institutional knowledge will also remain.<sup>4</sup>

The US fracking revolution could have a transformational effect on global energy in case it expands globally. If the emerging countries like China or if Europe for instance starts fracking, the cost of Oil will fall as new Oil supplies will appear, decreasing prices whilst reorganizing world energy markets. It’s not a fight between US shale Oil and OPEC but rather a battle between OPEC and future Shale.<sup>5</sup>

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<sup>1</sup> Anatole Kaletsky, What is the Future Direction of Oil Prices (Jan. 15, 2015), <http://www.theguardian.com/business/2015/jan/15/what-is-the-future-direction-of-oil-prices-anatole-kaletsky>

<sup>2</sup> Kieran Cooke, Plummeting Oil Prices Casts Shadow Over Fracking’s Future (Jan. 6, 2015), <http://www.theguardian.com/environment/2015/jan/06/oil-price-casts-shadow-over-frackings-future>

<sup>3</sup> *Id.*

<sup>4</sup> Summer Said, OPEC Sees Weak Oil Prices Through 2015 (Sep. 10, 2015), <http://www.wsj.com/articles/opec-sees-weak-oil-prices-through-2015-1441893593>

<sup>5</sup> Afshin Molavi, Declining Oil Prices: OPEC Vs. (future) Shale? (Dec. 16, 2014), <http://english.alarabiya.net/en/views/business/economy/2014/12/16/Declining-oil-prices-OPEC-vs-future-Shale-.html>

The battle between Conventional and Unconventional Oil producers over the dominance of the global energy markets has just started. The involvement of further countries in the new Shale Oil and Gas practices along with the appearance of more sophisticated technologies that would result in exploration and exploitation of further conventional and unconventional Oil and Gas fields and areas respectively will raise the stakes for all the countries involved and reshape the current energy markets, creating an energy governance crisis such as the current.

As for the moment, it seems that the price of oil is going to stay lower for longer time according to several experts,<sup>6</sup> while others deny this theory on the basis of the fact that the future demand of oil could be declining due to environmental awareness in the western countries on one hand and the financial crisis of the world's second largest economy "*China*" on the other.<sup>7</sup>

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<sup>6</sup> Nicole friedman, Oil Futures Signal Weak Prices Could Last years (Aug. 10, 2015), <http://www.wsj.com/articles/oil-futures-signal-weak-prices-could-last-years-1439159387>

<sup>7</sup> David Yager, Better Times Ahead For Oil, If You Can Believe it (Aug. 12, 2015), <http://oilprice.com/Energy/Oil-Prices/Better-Times-Ahead-For-Oil-If-You-Can-Believe-It.html>

## **“Creating a Sustainable Energy System: Challenges Ahead for Asia and Europe” by Lennart Stoy**

The 21st Conference of Parties in Paris is closing in and a global audience is waiting for an agreement on curbing carbon emissions in order to tackle climate change. Coincidentally, this year’s HPAIR Asia Conference took place in Manila, the capital of one of the most vulnerable countries to the risks of climate change, forcefully demonstrated by typhoon Haiyan that struck the Philippines in late 2013.

Taking a closer look, four other Asian countries - Myanmar, Bangladesh, Vietnam and Pakistan - are in the “top 10” of the countries most vulnerable to climate change (Kreft et al. 2015, p. 6). A region that is expected to experience a population growth by almost one billion people until 2050 (UNESCAP 2013), governments should take seriously the looming threat and work hard to de-couple economic growth from carbon emissions. However, a set of challenges needs be overcome and the growth-vs-development dilemma is real and can frustrate efforts to increase sustainable energy production and consumption in the region.

Forecasts by the Asian Development Bank project that 51-56% of the global use of energy will take place in Asia (ADB, 2013) in 2035, compared with 34% in 2010. Similarly, GDP and populations will grow – meanwhile more and more people will move into urban areas and move up the income ladder, which will increase consumption and individual transportation.

Taking a look at Europe, arguably one of the most advanced regions when it comes to the integration and generation of renewables, other challenges emerge - showing that the way to a sustainable energy system is a rocky one. The integration of intermittent renewable sources, for example, challenges transmission grid and reserve management, as well as energy market design. Other problems are investment in renewable production capacity and clean technology such as Carbon Capture and Storage (CCS), the ‘dark horse’ of the energy transition. Due to shrinking electricity markets, investors wary to spend their money on grid and infrastructure expansion, since future profits and market prices are hardly predictable anymore.

Despite this, Europe is pushing forward with the ‘Energy Union’, a priority area for the Juncker Commission, although ongoing debates about the governance about a future energy system highlight that intergovernmental differences are crucial and need to be overcome in order to create a truly integrated and sustainable European energy system – the political arena is just as important as the technological one.

Luckily, Asia does not necessarily have to replicate the mistakes done by others. In terms of growing urbanisation and subsequent increases of energy demand it has the advantage of starting with a relatively ‘blank slate’ - dependency on insecure, problematic fossil energy can be averted, unsustainable consumption patterns might be shifted before they emerge, and sunk costs or path dependency of previous choices are less of a constraint than in OECD countries (ADB 2013, 73). Energy sustainability can be nurtured in the ongoing processes of urbanisation, consumption growth, transport expansion,



industrialisation, and thus should be taken into account comprehensively in policy decisions. In short, Asia has a window of opportunity to de-couple economic growth of energy consumption from early on (and by that CO<sub>2</sub> emissions), but governments need to act pre-emptively and need to do this now.

In other areas, this “leapfrogging” pattern of deployment of new technologies has already proven effective – for example in the expansion of mobile telephone networks which jump the step of developing land line networks. Especially independent off-grid solutions can help electrify remote or rural areas and can later be integrated into a flexible grid, once prices rise high enough to make investments more sustainable. Local advantages, such as availability of geothermal power, can be exploited to produce electricity, as is already happening in the Philippines, the world’s second largest producer of geothermal electricity in Kilowatt hours. Iceland is a recent example of supporting heavy industry with cheap geothermal energy, a distinct, local competitive advantage, and could serve as an example for countries in the Pacific Rim, and by that at least offset the carbon emissions otherwise generated by newly built fossil-fuel burning plants. Local energy production will also lower import costs caused by fuels or fuel subsidies and help government in financing other important endeavours (Department of Energy 2015).

Another important challenge is to make such fossil-fuel and especially coal-based generation cleaner and more efficient. Forecasts show that coal – a cheaply available fuel – will grow in its importance for the energy mix (ADB 2013, 55). Developing and deploying clean and efficient coal technologies is hence paramount if such forecasts come true (Yuan 2015). Since Asia’s expected growth in energy consumption is tremendous, the additional generation capacity needed might create a bigger market for clean technologies, driving down prices and deployment costs (Shi and Jacobs 2012). Innovation in CCS will also be needed to limit the effects of coal consumption on the global climate. So far, CCS is regarded as a ‘dark horse’ of the energy challenge. Without marked-ready and cost-efficient CCS technology, any attempt to curb carbon emissions below the 4°C goal will almost be futile. The growth of Asia’s coal consumption might spur the innovation that is needed in this field.

Positively enough, cooperation between European and Asian countries is already happening, for example through European-funded development cooperation in the fields of climate change adaptation and mitigation. A more local support mechanism is ADB’s Clean Energy Financing Partnership Facility, which supports the take up of different renewable, clean energy or energy efficiency projects. Such solutions, if supported with adequate funds, can also serve as a hotbed for technology and knowledge transfer from countries with a strong clean energy sector to Asian countries aiming to take up the “energy challenge”.

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## “Stateless” by Elitsa Zhugleva

### Foreword

The purpose of this paper is to present one pressing Human Rights issue. The topic of the paper is informed by my participation as part of the European Delegation to the Harvard Project for International Relations in Asia. My involvement in the Human Rights panel set the foundation to this paper. At the TedX format, HPAIR introduced me to Abbas Nazari, whose inspirational true account of his journey as a refugee when he was 9 motivated me to write this article.

### Introduction

The contemporary refugee crises is the biggest one in human history; larger the one induced by the Nazi, by the Vietnam War or the genocides in Rwanda, Congo or Armenia. It is a crisis of humanity itself. It juxtaposed three main issues: the lack of cooperation globally, the inaction to resolve the Syrian conflict which is the primary reason for the influx and the human rights violations, which the refugees encountered from Damascus and Aleppo to Munich. This paper also outlined the happy-ever-after stories of the ones, who reach the new promised land-Europe, the people who have started their new lives and are finally safe from gunfire, terror and rape.

### ***This is not Europe’s issue, it is a global issue.***

The first issue underlined by the refugee crises is the lack of global collaboration, political will and global leadership. This is not Europe’s issue, it is a global issue. The world has left this crisis to the shoulders of Merkel; children to be washed off on the greek shores and journalist to fill their columns with human despair. The richest in the world Gulf Nations are silently observing this cataclysm of humanity and refuse to take refugees, because it could sparkle a shii’a-sunni religious conflict. Some Eastern European states have built fences; the US hasn’t accepted any reasonable number of refugees, along with Canada and the Pacific countries. As of August Canada has accepted only 1,074 Syrians, Australia- around 2,200 and Brazil less that 2,000. <sup>8</sup> This statistics underline a great disparity and are compared to the 800, 000 accepted by the German government only. Geography still matters. However the global civil society and the global leaders must acknowledge that firstly this is a human rights issue and secondly this is a security issue. If this refugee crisis has led some disguised ISIS fighters to territory of Europe, this poses a direct threat to the US national security and international security as a whole. The lack of global cooperation and spread of responsibility is further exacerbated by the fact that *“there is no strategic doctrine to deal with global mass terrorism or other national security failures that cause this kind of global migration”*<sup>9</sup>. This matter must be put on the global security agenda and addressed by global leadership by creating a legal framework which outlines the strategy to tackle mass displacements, refugee influxes by the war-torn countries. In the words

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<sup>8</sup> [http://www.nytimes.com/2015/09/06/opinion/sunday/the-refugee-crisis-isnt-a-european-problem.html?\\_r=1](http://www.nytimes.com/2015/09/06/opinion/sunday/the-refugee-crisis-isnt-a-european-problem.html?_r=1)

<sup>9</sup> <http://news.harvard.edu/gazette/story/2015/09/europes-crisis-of-conscience/>

of Professor Michael Ignatieff from HKS argues *“The Refugee Crisis Isn’t a ‘European Problem.. This is a truly biblical moment and it demands global ”*<sup>10</sup>.

### **The failure in Syria**

Since the war in Syria has broken off, *“More than 200,000 people are now dead — that’s approaching 100 times as many victims as 9/11”*<sup>11</sup>. One must not ignore, the primary reason for this *“biblical moment”*<sup>12</sup> of refugee influx; the failure in Syria. Jacqueline Bhabha from Harvard Kennedy School argues that the failure to state-building and resolving the conflict in Syria, the lack of political will and effective strategy have created unbearable conditions for civilians. If the international governmental bodies didn’t fail to the *“responsibility to protect doctrine”*, 11 million of Syrians wouldn’t have lost their homes, families and lives. If the global leaders such as US, UK reacted when Assad used chemical weapons on his own people, this would not have happened. If the global governments didn’t leave the power vacuum in Iraq and Syria, ISIS would not have sprung and gained supporters. However the humanitarian conflict could be resolved by creating a global coalition to fight ISIS. Therefore *“boots on the ground”* is the only feasible solution to this apocalyptic moment, not only Russian and Iranian forces but a global coalition forces.

### **Human rights**

The final issue which was underlined by the Refugee crises is the violations of Human Rights- refugee protests being violently put down in Greece, the deadly toll of the Mediterranean, the lack of transportation for the refugees in some Southern countries, lack of appropriate medical health for pregnant women. Humanity failed. Hostility rose to its acme. In addition to the lack of strategy and legal framework, some EU countries didn’t fulfil their duties to register each one of the refugees; in contrast they transported the refugees through their territories to Germany.<sup>13</sup> The most striking violation of human rights was the reporter who intentionally pushed a father carrying his son, running from the border control and the tragic death of baby Aylan.<sup>14</sup> Moreover, Human Rights Watch and the TV Programme *“Voice of Humanity”* reported about the 900 Syrian babies being born since the refugee crises began<sup>15</sup>.

In contrast, one must acknowledge the success stories of the people being granted access to the new promised land-Europe, the ones who survived the sea and crossed Europe through rain and fire, to find

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<sup>10</sup> [http://www.nytimes.com/2015/09/06/opinion/sunday/the-refugee-crisis-isnt-a-european-problem.html?\\_r=1](http://www.nytimes.com/2015/09/06/opinion/sunday/the-refugee-crisis-isnt-a-european-problem.html?_r=1)

<sup>11</sup> <https://foreignpolicy.com/2015/09/21/could-we-have-stopped-this-tragedy-syria-intervention-realist/>

<sup>12</sup> [http://www.nytimes.com/2015/09/06/opinion/sunday/the-refugee-crisis-isnt-a-european-problem.html?\\_r=1](http://www.nytimes.com/2015/09/06/opinion/sunday/the-refugee-crisis-isnt-a-european-problem.html?_r=1)

<sup>13</sup> <http://bnt.bg/news/institutsii/bnt-posveshtava-dvuchasovo-predavane-za-bezhantsite-glasove-za-humannostta>

<sup>14</sup> <http://bnt.bg/news/institutsii/bnt-posveshtava-dvuchasovo-predavane-za-bezhantsite-glasove-za-humannostta>

<sup>15</sup> <http://bnt.bg/news/institutsii/bnt-posveshtava-dvuchasovo-predavane-za-bezhantsite-glasove-za-humannostta>

prosperity and safety. In I wish to imprint on my memory only the glowing faces of the young boy, whose father was insulted by the journalist; He is now safe, in a new home and his father hired as a football coach, as well the people in Germany and Austria greeting the refugees with water and the food supplies<sup>16</sup>.

### **Conclusion**

The solution to the refugee crises will be fostering of the conflict reconciliation in Syria and an inclusive EU quota<sup>17</sup>. The critics have numerously emphasized the possible radicalization of Europe, and the fact that majority of the refugees are young men and middle class.<sup>18</sup> However these people had the means to escape the violence in Syria. To evaluate further the population of Europe is declining and aging and the influx of refugees could be beneficial in long run. Therefore this biblical moment could foster growth and prosperity of Europe, but it could also bring terror and radicalisation.

To conclude, the human tragedies of the refugee crises and the human rights violations have marked a new era for Europe and global history. The 900 babies born during the journey from Syria to Europe don't have a place to call home; human beings who are stateless.

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<sup>16</sup> <http://www.bbc.co.uk/news/world-europe-34193568>

<sup>17</sup> <http://www.bbc.co.uk/news/world-europe-34193568>

<sup>18</sup> <http://www.bbc.co.uk/news/world-europe-34193568>

## **“Social Entrepreneurship: Europe and Asia” by Andreas Walleter**

In August 2015, over four days in Manila, more than 500 delegates from all continents of the world met to discuss how to confront Asia's development challenges through innovation in the context of the Harvard Project for Asian and International Relations (HPAIR). HPAIR is a conference to engage and sharpen one's skills and to get inspired by the wise words of speakers and delegates. One big part of this conference covered social entrepreneurship in the Philippines.

Without a doubt, Asia has become an economical superpower within the last decades. The rapid globalization and fast moving technology enhancements especially in the communication industry are the major drivers of those circumstances. However, “Asia spirals into an [even] faster development” (HPAIR, 2014). Therefore, it will be essential for every entrepreneur to gain knowledge about the Asian markets and trends in order to leverage changing conditions, in respect of the fact that a business is no state but a process. According to Harvard professor Joseph Nye (2011), “even the largest country cannot achieve the outcomes it wants without the help of others”. This statement emphasizes the importance of know-how about foreign markets, countries, and continents, which are inevitable for international success. The Asian environment and its characteristics is exactly such a foreign area for many Europeans and exchange between the two regions is crucial.

As Mills describes it, Asia nowadays "is more economically and developmentally heterogeneous than Europe, and the experience and nature of social entrepreneurs seems to vary even more than within Europe." (2013) The co-founder of the Malaysian social impact consultancy "Scope Group", Shariha Khalid, explains that "the development of social business in Bangladesh develops in a context which is not comparable with the social enterprise movement in South Korea. In many ways social challenges have a totally different scale in Asia." (2013) However, Asian countries could learn the ways with which social economy has tackled obstacles to its development in Europe. (Geormas, 2013) What is more, Nicolas Hazard, chairman of the French social investment firm Le Comptoir de l'Innovation, urged Asian social entrepreneurs not to 'reinvent the wheel' (2013): "Many European countries can claim at least a one century long history of social entrepreneurship - Asia could learn from the European expertise and know-how in terms of social enterprises." (Hazard, 2013)

In contrast, to foster an experience flow from east to west, Shariha Khalid suggested that "the EU can learn from Asia in terms of the inventiveness of frugal/reversed innovation, grassroots innovation that harnesses the creative power amongst regular citizens who see issues in their communities and find socio-entrepreneurial approaches to solve them. The EU can also learn from Asia about community resilience - the strength of community support and collaboration in solving problems faced by other community members." (2013) Kristin Schreiber, deputy chef de cabinet to EU single market commissioner Barnier, believes that "the experience of social business in low-income countries ('bottom-of-pyramid' model) can

also be of benefit for people in Europe." (2013) A good example gives the cooperation between Danone and Grameen which can produce and sell an affordable nutritive yoghurt, with an edible packaging, in Europe as well.

According to experts, there is both in Asia and Europe a "need for sustainable models of investment, access to finance and to contracts, and for a greater need for social enterprise to be understood by policymakers and by the public, if it is to have a scalable and significant impact on the social problems faced in their continents. Participants from both continents worried that the lack of a definition of social enterprise left the sector open to non-social operators, and might deter social investors." (Mills, 2013)

In conclusion, there is huge potential for Europe and Asia in collaborating and combining their strengths in a structured manner: they are advised to exchange good/best practices and lessons learnt in order to foster social entrepreneurship, the social enterprise and social innovation sectors. "Even if the context is different and even if specific policies and programs may not be transplanted, the constant dialogue will be powerful enough for social entrepreneurs and the players who support them because it can serve as a reminder to them that they are not alone in the fight against some of the world's most intractable social problems. I have personally seen how these reminders can be powerful in keeping the passion alive." (Satinitigan, 2013) Last but not least, considerable funding opportunities should be provided within both regions so that social enterprises are not in a disadvantageous position as a result of geographical location.

## **“From Rice to Riches – Does an “Asian Dream” exist and if it exists how does it look like?” By Tristan Post**

There exist no national ethos that has influenced more people and is better known as the “American Dream”, which has motivated millions of immigrants to leave their country and pursue their own happiness in order to rise from rags to riches.

Recent trends, in the Asian region, can lead people to talk, or experience maybe something quite similar in some Asian countries. If one has the time to talk some of the people who life there or have stayed there for a longer time, could have the feeling that there is something one could maybe describe as an “Asian Dream”, although this term has not been used in such a way before. In order to see if this idea or concept holds, one has to look closer at the origin of the American Dream and try to assess if there exists, indeed, evidence that could lead somebody to dream the Asian Dream.

Originally the definition of the American Dream was popularized by James Truslow Adams in his Book Epic of America in 1931 and described as “life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement” regardless of social class or circumstances of birth. This ethos promotes the opportunity for prosperity and success and an upward social mobility of the United States of America which roots can also be find in the Declaration of Independence with the right to “Life, Liberty and the pursuit of Happiness.” Interestingly, the meaning of the American Dream has changed over the course of history and the idea of the American Dream has been derived from the California Dream, the psychological motivation to gain fast wealth or fame in a new land, as a result of the Gold Rush after 1849. Also one might remember the famous “I Have a Dream” speech of Martin Luther King, Jr. in the 1963 March on Washington.

If one asks today the American population what their dream would look like, one would get many different answers, regarding every individual’s idea of happiness, some even claiming that this dream does not exist anymore. Nevertheless this ethos still attracts people from all over the world to migrate to the United States of America, many of them coming from Asian countries.

It is interesting to see that in the last couples of years some Asian countries are starting to experience their own dreams that attracted a lot of people to migrate to Asian countries for often the very same reasons they used to migrate to the States.

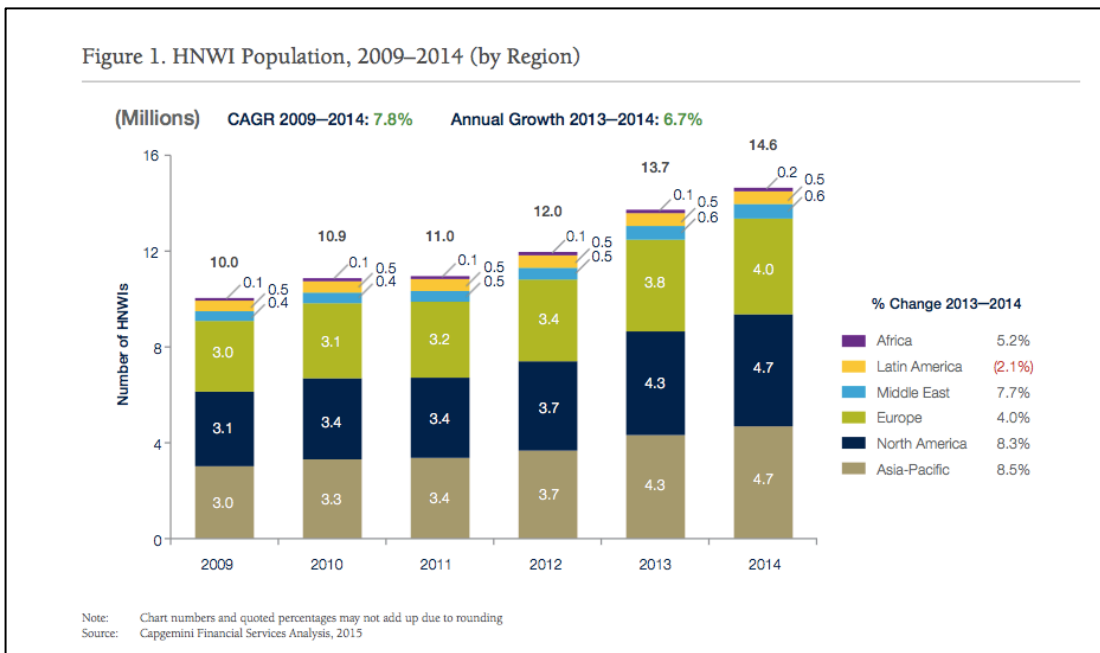
One country already has made an effort to coin its own term of national dream. China. The Chinese Dream, which is closely associated with Xi Jinping, the General Secretary of the Communist Party of China. The term has been popularized after 2013 within Chinese socialist thought that describes a set of personal and national ideals in the People’s Republic of China and is vaguely defined. In the book The Chinese Dream



the Author Helen H. Wang claimed that the Chinese Dream is taking its title from the American Dream, alluding to an easily identifiable concept. Still, the definition of this term is vague and is valid for only one out of the many Asian countries.

So, going away from the pure terminology, one has to look for two things when trying to prove the hypothesis of there is something like an Asian Dream, parallel to our understanding of the concept of an American Dream.

The first thing for, is to search for evidence of an upward social mobility, especially the growth numbers of high net worth individuals (HNWI). Statements and data to support this hypothesis can be found in the World Wealth Report 2015 as well as in the Asia Pacific Wealth Report 2015. According to these reports, the Asian-Pacific countries have not only overtaken North America (see Figure 1) but also some of the countries are among the fastest growing markets in the world and the number of HNWI will even continue to grow in the future. Furthermore, according to the Forbes article “Asia’s Self-Made Billionaires” the stories of people who made their fortune coming either from nothing, the working- or middle class are becoming more and more common. In 2007 over half of the new billionaires were self-made. This could be the striking evidence to support the hypothesis of the upward social mobility and the from-rags-to-riches-spirit. Or should one say from rice to riches.



The second thing to look for would be, if there has been a similar immigration as there has been in the United States and what are, or have been the motives for such an immigration.

While for the former it is impossible, at the moment, to find any data, for the latter there exists one report accessing the motivation of a very special group of immigrants, namely expats. The Expat Explorer

Report 2014 states that Asian destinations are preferred among expats, more precisely half of the countries out of the Top 10 in the Country League table are Asian countries. Expats are not only attracted by higher average earnings but also by an higher standard of living, the excitement of a new challenge and a more adventurous life. These motivations are very similar to our understanding why people immigrated to the US and might be another strong indicator for the existence of an Asian Dream.

While there is some evidence that can lead somebody to dream the Asian Dream, there is one big pitfall. The dream of one big Asian dream might be quite ignorant and does not respect the huge (cultural) differences among the Asian countries. So instead of one shared dream there might be as well a Chinese Dream, a Thai Dream, a Vietnamese Dream, Taiwanese Dream, etc.

Nevertheless, if one decides to get familiar with this terminology it would be interesting to see which effects this has to the confidence and self-esteem of the Asian region and what the further consequences would be.

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## **“Importance of Corporate Social Responsibility: The Role of Education” by Alan Begić and Xiaohan Wang**

The word business is around and been in use for quite some time. It has had diverse meanings throughout the history. At the very beginning the meaning of the word was to be engaged or occupied by something, gradually moving towards a person's work or occupation. Moving forward the meaning developed into its final meaning "trade, commercial engagements" at the beginning of the 18th century (Etymonline). Nowadays it is common, when inquiring about a person or a company, to pose a question: "What kind of business is he/she or the company in?". The meaning behind this question is actually inquiring about the way a person or a company earns a living or existence. The reason for that is because, traditionally, every business was conducted in order to create a value, profit, secure revenue stream, and ensure continuous existence of the company in question. Thus, it quickly becomes apparent that not much has changed since the 18th century, at least not at a quick glance. However, in the recent past, topic of corporate social responsibility (CSR) and sustainability is becoming increasingly embedded in business reality. Many top companies cannot allow themselves or run a risk to create and integrate corporate social responsibility departments into existing corporate structure. At the same time, international organizations, business universities, schools and media are raising public attention and are increasingly getting involved in corporate affairs. Thus applying additional pressure on them to become more socially responsible. This trend of public influence on companies and the importance of social issues for business I like to refer to as the business 3.0, in which company has to satisfy all its stakeholders in order to be successful.

In business 3.0 the world, as I see it, consists of three interconnected dimensions: the economy, society, and environment. These three, while being highly dependent on each other are also embedded in each other and create a necessity for the life we know. In this paper I will concentrate and discuss mostly the interdependence between the economic and the social dimension. Economic dimension consists of numerous industries, large corporations, small and medium enterprises and other market participants. This dimension is argued to be critical for the growth and wellbeing, which is responsible for increasing living standards for people all over the world. This is because people work in those companies and industries; they earn the living by working that provides for their families. At least that is how it has been for decades, even centuries. But recently, a new dimension of business has been introduced. It argues that business as such means more to people and not just employment and a steady paycheck. Business should also implement solutions and tackle challenges that are not directly connected to its core business, at least not at the first glance. This premise follows the logic introduced at the beginning of the paragraph, which states that three dimensions are interconnected. One could argue that based off of the

dependency and connection between these dimensions that investing in society would benefit the environment and economy at the same time. I will elaborate this thought further on how it applies to the role of education.

Education has been considered one of the basic human rights from the past until the present day. However, it remains inaccessible to many, which points out the inequality in our society. Now, I could argue that this inequality is unethical, fight for the rights of less privileged, etc. But what I am onto here is that this inaccessible knowledge is actually an opportunity cost for business. Business forgoes numerous opportunities and advantages that young and brilliant, yet undiscovered minds could come up with. In my opinion, if companies were to provide basic education to children in areas of extreme poverty, and even if only one in thousand proves to be brilliant (a visionary who would solve major societal problem), the company and society as the whole would benefit from it. This applies to the aphorism, "A rising tide lifts all boats". At the same time, the rest of the children would still be able to create higher added value and would also be better workforce in the future, and at the same time be better prepared for life in general. In addition, one could expect that these people would also be more environmentally friendly. Environmental friendliness is usually positively correlated with education and higher income (whereas income is again positively correlated with education). Thus, one could also expect positive influence of education on the environment dimension. In addition, even if education itself does not yield the wanted results, companies have to be aware that their CSR efforts will not go unnoticed, especially with the right usage of marketing tools. The company can profit from these efforts in numerous terms: higher customer loyalty, stronger corporate culture, higher employees' loyalty, and by creating a positive business environment. These factors will play a major role in being seen as a more attractive employer, assisting in attracting more talented people, or even finding new revenue growth opportunities. Also, it is important to note that there is no one-size-fits-all approach in CSR and that efforts have to be tailored according to each region's needs.

Asia-Pacific is the region with two-thirds of the world's poverty with some 750 million people living below a daily pay of \$1.25, which doubles if the poverty line is taken as \$2.00 a day (UNDP in Asia and the Pacific). Considering the number of people in the area, high natality and increasing presence of the world's largest multinational enterprises, one could conclude that it is the perfect investment opportunity for the future, especially in the context relevant for this paper. On one side, children and youth in the region would get an opportunity to get at least a basic education and in a best-case scenario, child labor would be decreased or even eradicated. On the other side, a company would be able to increase the labor force in the region. This would be used to source more educated and better skilled workers to be recognize as potential high achievers at a young age. Following the saying: "Iron is best shaped when it is hot"

companies would be able to create a perfect workforce for their business, as they would be knowledgeable and familiar with corporate culture and sharing in company's visions and goals for the future. At the same time, as already argued above, higher education should in turn decrease the environmental footprint (region has fastest growing footprint in the world) of the region. However, the challenge that remains is how to convince parents and families to educate their children when they already depend on every additional cent that any member of the family can earn.

Europe, especially Western Europe is much more stable when compared to Asia. Their governmental and social institutions are more successful and better equipped to elevate poverty and secure education for children. Thus, it is nearly impossible to draw a parallel between these two regions, or at least it was until recently. Recent happenings in Europe, or to be precise, asylum crises could and will prove to be a moment of an extreme importance in the future and a possibility for companies to make social impact. In a fast maturing Europe and with projected decline of population in next decades I would even go so far and call these asylum seekers a key asset for securing future. The arguments that speak in favor of my statement is that a lot of people came and many more are to come. Secondly, these people have much higher birth rates than "traditional" population. Thus

countries and companies that first recognize the importance of these people for the future are going to have the most benefits out of it. However, these benefits can be achieved only if asylum seekers are successfully integrated into society and culture of a given nation. This may only occur if they are given proper education and equal chances of success. First step in the integration is; the language of the given nation, followed by learning behaviors and cultural norms of a country in order to prepare these people for their new life that helps create a new and much needed workforce. In a situation that the companies recognize these opportunities and decide to actively support the integration of asylum seekers, they could create a long-term strategic advantage for enterprises. As Dr. Eckart D. Stratenschulte commented, "These people are going to be a driving force of national economy and will be earning pensions for matured 'traditional' citizens, even to that extent that other EU members are going to regret letting Germany to take in a million of asylum seekers in 2015 alone" (Duhaček, 2015).

In conclusion, corporate social responsibility can have a wide effect on the whole society, which is a necessary part of modern businesses. Through interconnectedness of economy, society, and environment; businesses that benefit any of the named dimensions will indirectly affect and benefit other dimensions as well. The example of education is perfect in terms of CSR because it creates value for society and company and is correlated with economy and environment dimensions. In addition, CSR practices adopted by companies have to be adjusted to fit the needs of each region and even countries (national responsiveness) in order to realize its full potential. At the end, even if the corporate social responsibility

main goals are not fulfilled, the company can still benefit from it if it communicates its efforts effectively with the help of diverse marketing tools.

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## “Social Entrepreneurship in Asia and Europe” by Wai Keung Wong

The number of social enterprises is growing rapidly around the whole world. Social entrepreneurship is getting more attention in Europe and the United States. Combining economic and social values is also growing in Asia. Social entrepreneurship is trending in the 21<sup>st</sup> century. This concept itself is new, but social problems have already existed for a long period (Defourny & Nyssens, 2010).

The current capitalistic system is moving towards a system where ‘the creation of shared value’ is becoming more important and social entrepreneurship is one of the first steps. The purpose of companies can be redefined into the creation of ‘shared value’. Shared value can be defined as following: “generating economic value in a way that *also* produces value for society by addressing its challenges”. Such a shared approach connects the success of a company with the wellbeing of society (Porter & Kramer, 2011).

The aim of this paper is to give some insights into the concept of social entrepreneurship. A definition will be formulated for the term ‘social entrepreneurship’. Further, some examples of European and Asian social enterprises will be given to illustrate social entrepreneurship.

### **Definition of social entrepreneurship**

There are different definitions for the concept of social entrepreneurship (Dees & Elias, 1998). Social entrepreneurship consists of the words ‘social’ and ‘entrepreneurship’. The combination of these two words makes conventional entrepreneurship different.

Martin & Osberg (2007) defines entrepreneurship as following: “combination of a context in which an opportunity is situated, a set of personal characteristics required to identify and pursue this opportunity, and the creation of a particular outcome”. Entrepreneurship can be therefore described with three key elements: “entrepreneurial context, entrepreneurial characteristics and entrepreneurial outcome (Martin & Osberg, 2007).

The difference between entrepreneurship and social entrepreneurship is the social aspect. Social entrepreneurship drives social change and contributes to the wellbeing of society. This social aspect can be found in the underlying goal of a social entrepreneur. Social entrepreneurs are in contrast to conventional entrepreneurs not driven by money but rather by altruism (Martin & Osberg, 2007). Social entrepreneurs address a social need and conventional entrepreneurs address a commercial need (Roberts & Woods, 2005).

Based on what is found in the literature, the following definition can be used to define social entrepreneurship: “The construction, evaluation and pursuit of opportunities for social change” (Roberts & Woods, 2005). The main difference is the need social entrepreneurs fulfill and the drive they have.

### **Examples of social entrepreneurs in Asia and Europe**

Some examples are given of social entrepreneurship in Asia and Europe to illustrate the concept of social entrepreneurship.

#### **Asian social entrepreneurs**

Tony Meloto is a good example of a successful social entrepreneur. He is social entrepreneur of the world in the World Entrepreneur Forum (2012) and was named 2006 ‘Filipino of the year’. He is the founder of Gawad Kalinga Foundation. Currently, he is building a platform for global partnerships, especially in Europe. The goal of the Gawad Kalinga (GK) is to end poverty for 5 million families by 2024. Gawad Kalinga means ‘give care’ in Filipino. This movement builds integrated, holistic and sustainable communities in slum areas. GK and volunteers build homes for the poorest people who used to live in slums. One community village consists about 60-100 families (Gawad Kalinga, 2015).

Bryan Benitez McClelland is a Filipino-American social entrepreneur who founded Bambike. Bambike produces bamboo bikes with fair-trade labor and sustainable fair-trade practices. Gawad Kalinga provides housing and infrastructure. Bambike provides employment to these communities. Further, reinvestments are made into the community (Bambike, 2015).

#### **European social entrepreneurs**

Jürgen Griesbeck is a German social entrepreneur that received the Social Entrepreneur of the Year award in 2011. He is the founder of Streetfootballworld. The purpose of Streetfootballworld is to change the world by football. Football is more than a sport; it is a universal language. Streetfootballworld is a global network that unites 82 organizations around the world that uses football to improve the lives of youth. Social challenges like HIV/AIDS are tackled (Streetfootballworld, 2015).



Henk Jan Beltman is the owner of the Dutch chocolate company 'Tony's Chocolonely'. This company produces 100% slave-free chocolate and try to change the chocolate industry. Many chocolate producers signed the Harkin Engel protocol in 2001, which should eliminate the worst forms of child labour. Unfortunately, child slavery is still involved in the supply chain of chocolate production. Therefore, Tony's Chocolonely was founded (Tony's Chocolonely, 2015).

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