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# Entrepreneurship Cluster





# Work Report on Entrepreneurship Cluster

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## Mayors' Messages

- Chengdu Mayor's Message: Innovation and entrepreneurship, the new engines for urban transition and growth, are pumping into Chengdu Municipality fresh impetus in its economic development.
- Torino Mayor's Message: The economic, entrepreneurial, educational and social development is a key goal for the local authorities activity.

## Introduction to Entrepreneurship Cluster

- In March 2019, Chengdu was honorably awarded the “UNESCO Learning City Award”.
- On the 4<sup>th</sup> GNLC conference, Chengdu was entrusted and appointed as one of two coordinating cities, together with the city of Limerick first and then Torino, Italy, to host the thematic cluster “Entrepreneurship” .
- Working objectives:
  1. policy and practice exchange;
  2. capacity-building and training;
  3. knowledge production and sharing;
  4. Communication.

## The Activities We Do in the Cluster

- 1. Formulate 2-year workplan;
- 2. Clarify concept notes;
- 3. Implement online questionnaire and draft survey;
- 4. Host more than 5 online meeting;
- 5. Issue the final report.

**(in this part, Torino will narrate later)**

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Working Photos

## Prof. ZHANG Weiyuan's Ideas

- 1. The importance of entrepreneurship education in building a learning city
- 2. Policies for entrepreneurship education in learning cities at the local level
- 3. Funding entrepreneurship education in learning cities

## The Output of the Cluster- the Final Report

- This study was conducted from July 2020 to March 2021 under the following six steps.
- 1. Literature research;
- 2. Questionnaire design with 6 priorities: work/employment, digital inclusion, work-based learning, gender equality, economic and social development;
- 3. Questionnaire demonstration;
- 4. Questionnaire survey;
- 5. Data analysis;
- 6. research report.



## The Result of the Study

- Research design and methods

The present study combines quantitative and qualitative research methodologies. The main research tool was a survey (questionnaire), which was sent to all participating learning cities.

- Questionnaires:

- strategy or guiding documents;

- various institutions and stakeholders;

- thematic areas;

- examples of good entrepreneurship practice.

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## Chengdu's Practice

- 1. The working mechanism led by Chengdu government and coordinated by multiple city departments
- 2. Chengdu's practice in Entrepreneurship Policy & funding, etc.

## Acknowledgement

- 1. First we'd like to thank UNESCO UIL Director, David Atchoarena, and Marie Macauley
- 2. Then, gratitude goes to Chengdu and Torino team, and other 24 participating member cities.
- 3. Special acknowledgement goes to Dr. Isabella Calvagna in Torino and Professor Yuanyuan Diao in Chengdu.

## Difficulties and a Look to the Future

That's all for my sharing on behalf on Chengdu team. And definitely Torino will add to my statement from other fresh perspectives. Thank you all!

# Thank you

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