





Entrepreneurship Cluster









YU Jianjun, Chengdu Coordination Team
Chengdu Open University
Isabella Calvagna, Torino Coordination Team

Mayors' Messages

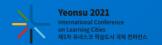
- Chengdu Mayor's Message: Innovation and entrepreneurship, the new engines for urban transition and growth, are pumping into Chengdu Municipality fresh impetus in its economic development.
- Torino Mayor's Message: The economic, entrepreneurial, educational and social development is a key goal for the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



Introduction to Entrepreneurship Cluster

- In March 2019, Chengdu was honorably awarded the "UNESCO Learning City Award".
- On the 4th GNLC confernce, 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)































































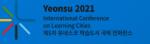












Prof. ZHANG Weiyuan's Ideas

- 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.
RAV
```



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

Learn more: <u>www.uil.unesco.org</u>



@UIL



@uilunesco



] @unescouil





