SEED
promoting entrepreneurship
for sustainable development

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SEED Practitioner Labs for Policy Prototyping

Propelling MSMEs as Drivers of the Green and Inclusive Economy
Kick-Off Lab

Strategic Partner

UNDP

📅 1 & 2 September 2020 | 9:00 – 15:00

📍 Bangkok, Thailand – Theatre I, 3rd FL, Double Tree by Hilton

Over two interactive days at the Kick-Off Lab, explore policy challenges facing eco-inclusive small and growing enterprises, and collaborate to co-create prototype solutions, based on SEED's tested and proven innovative prototyping methodologies.

DAY ONE | Challenge Introduction & Solution Ideation

Introduction to the challenges identified and policy gaps for eco-inclusive MSMEs. Participants dig deeper into the ecosystem of each challenge, kick-off solution ideation for the challenges, and put themselves into the shoes of the target audience.

DAY TWO | Solution Development

Solution ideas from Day One are prioritised and selected ones are picked for further detail development. Develop details (mechanisms) of the prototype solutions with the intended target audience in mind; identify potential risks of developing the solution. Plan a working structure for next steps into the testing phase.

The Challenges

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH	1) Enhancing and Scaling MSMEs' Capacities to Reduce Single-use Plastics (GIZ/PCD)
LISTENFIELD	2) Improving Data Management of SMAEs Network for Smart Food Supply Chains (ListenField)
SEI Stockholm Environment Institute	3) Supporting MSMEs in the Creation of a Circular Economy (Stockholm Environmental Institute & Office for SME Promotion (OSMEP))

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AGENDA Day 1 | 1st Sept 2020

Time	Name of Session
From 09:00	*Registration and Morning Coffee Reception*
09:30 - 09:45	Introduction & setting the scene
09:45 – 10:15	Background: Positioning MSMEs as drivers of green and inclusive economy in Thailand
10:15 - 10:30	Challenge presentation by Challenge Hosts
10:30 - 10:45	*Coffee Break*
10:45 - 11:45	Tool: Challenge Mapping
11:45 - 12:45	Tool: Challenge-Solution Ideation
12:45 - 13:45	*Networking Lunch*
13:45 - 14:45	Tool: Understanding the Target Group
14:45 - 15:00	Wrap up & Preview of Day 2
15:00 -	*Networking Snack*

AGENDA Day 2 | 2nd Sept 2020

Time	Name of Session
09:00 - 09:30	Welcome & Recap + Energizer
09:30 - 10:15	Tool: Prioritisation of Solution Ideas
10:15 – 10:30	*Coffee Break*
10:30 - 12:00	Tool: Solution Details + Mechanism Brainstorming
12:00 - 13:00	Next Steps (Test & Refine) Lab Closure
13:00 - 14:00	*Networking Lunch*