



Agenda Day 1

Workshop Session

“Building sustainable initiatives and compelling stories to promote, accelerate and strengthen South-South cooperation”

12 September 2022, 15:25-18:10

Overview

The outcome document of the second High-level United Nations Conference on South-South Cooperation (BAPA+40) (A/RES/73/291) highlighted and recognized the role South-South and triangular cooperation plays in capacity building, strengthening human resources and leveraging the role of education and human development to create employment opportunities, particularly in the areas of science technology, innovation, and technical and vocational education. South-South cooperation and embracing new and innovative approaches present an opportunity to respond to the current health emergency with far-reaching socio-economic headwinds.

In response to that, the Government of Thailand, the United Nations Office for South-South Cooperation (UNOSSC) and the Economic and Social Commission for Asia and the Pacific (ESCAP), in partnership with the International Telecommunication Union (ITU), and the United Nations Population Fund (UNFPA) have proposed a joint Special Event to highlight 2 initiatives related to innovation, capacity development, and youth entrepreneurship for sustainable development in a post-COVID-19 pandemic world:

- **Global South COVID-19 Digital Innovation Challenge (annex 1)**
- **Youth4South Entrepreneurship Competition (annex 2)**

2022 GSSD Expo Special-Event (Hybrid)

The special hybrid event, with physical presence at the 2022 Global South-South Development (GSSD) Expo in Bangkok and online, will bring together the winners of the Global South Digital Innovation Challenge to showcase their projects and interact with the finalists of the Youth4South Entrepreneurship Competition. All participants will demonstrate how their digital innovations are achieving far-reaching socio-economic headwinds by embracing new and innovative approaches to respond to the current health emergency. It will also provide innovators with a networking opportunity for scaling up digital solutions and help mobilize potential partnerships and funding.

The innovators will also be invited to attend the final round of the [Youth Entrepreneurship Competition](#) co-organized by the UNOSSC, the Government of Thailand and ESCAP, which will

take place at the GSSD Expo on 14 September, to learn, engage and become part of a broader network of innovators/ entrepreneurs.

The following topics will be covered during the Special Event:

- Day 1: The opening day will focus on capacity building, bringing the audience the opportunity to learn how to craft compelling stories to support Global South expansion and cooperation.
- Day 2: Innovators from the Digital Innovation Challenge and the Youth4South will engage in a closed session to practice their “pitches” and share experiences and best practices.
- Day 3: The closing day will bring the spotlight to the importance of South-South collaborations in a panel discussion with experts, mentors, and winners of the Digital innovation Challenge, ending with the Youth4South Entrepreneurship Competition.

The Special Event will also gather representatives from government, intergovernmental organizations, NGOs, private sector and start-ups, research institutions, academia and civil society organizations (CSOs) to enable stakeholders to share experiences on South-South Cooperation in digital transformation and Information & Communications Technologies (ICTs).

DAY 1 - Meeting Room A

12 September 2022	
<p>Workshop Session (150 mins) 15:25-18:10</p>	<p>Building sustainable initiatives and compelling stories to promote, accelerate and strengthen South-South cooperation</p> <p><i>Session type: Open Interactive Workshop</i></p> <p>Moderators: Victoria Masso and Mohamed Ba (ITU)</p> <p>Overview: Building sustainable initiatives are critical to South-South cooperation and achieving Sustainable Development Goals (SDGs). New approaches are needed to ensure stakeholders are equipped with the mindset and tools to transform their communities. This session delivers the case for innovation frameworks that allow new thinking, new approaches and new capacity to develop and sell remarkable initiatives with changing technology and environment.</p> <p>The session will demonstrate through case studies the use of innovation frameworks and invite participants to practice through the example of the storytelling innovation framework. This tool is part of the portfolio developed by ITU to ensure</p>

	<p>countries can have sustainable digital ecosystems that foster entrepreneurship and innovation.</p> <p>A powerful and compelling story is vital for any initiative looking to open doors for partnerships and accelerate growth. When engaging in South-South cooperation, storytelling is a catalyst for change.</p> <p>Stories have been used for millennia to move people into action. Many initiatives tend to overfocus on ‘what’ they communicate and not ‘how’ they communicate. Enabling possibilities for partnership is necessary to expand cooperation in the Global South. There is a need to re-think how information is shared, using stories to achieve the impact needed for initiatives in developing countries to succeed.</p> <p>Led by ITU, the participants of this interactive session will learn the science behind crafting a compelling story and have the opportunity to present and receive feedback from experts.</p> <p>During the session, we will cover the following:</p> <ul style="list-style-type: none"> • The case for innovation frameworks • The importance of having a compelling story for South-South cooperation • How to use the storytelling tool to design an impact story • The science behind powerful body language in presentations
--	---

ANNEX 1: Global South COVID-19 Digital Innovation Challenge

The Global South COVID-19 Digital Innovation Challenge was launched jointly by the [United Nations Office for South-South Cooperation \(UNOSSC\)](#) and the [International Telecommunication Union \(ITU\)](#) in June 2021. The initiative aimed to identify Southern-led digital innovative solutions that can be scaled up to enable countries, societies, communities, institutions, and individuals from the Global South to deal with the cascading effects of the pandemic– across governance, economy, and social sectors and well-being.

The Global South COVID-19 Digital Innovation Challenge intends to build a network of champions in developing-country ecosystems to i) accelerate the response to the negative effects of the COVID-19 pandemic; ii) grasp the current innovation impetus and bring innovative digital solutions into international development, and reach out to entities which are usually in

innovation's frontlines activities; iii) leverage South-South cooperation networks, platforms, and funding mechanisms to achieve impact at scale through sharing and replicating selected innovations; and iv) provide open access to resources from the international expert community and build entrepreneurship capabilities for innovators in governments, intergovernmental organizations, private sector and start-up companies, research institutions and academia, and CSOs.

From over 250 submissions received from 50 countries, 12 innovative projects from 10 countries were awarded during the [ITU's 2021 Global Innovation Forum](#), which focused on "building partnerships to mainstream entrepreneurship".

The projects are in the implementation phase with support from a dedicated mentorship network. This network of mentors brings on board experiences from 24 experts comprising leading policymakers, financiers, start-up accelerator/incubator programme managers and recognized ICT experts to train the winners to scale and enter new markets while improving lives and enhancing the capabilities of innovators.

ANNEX 2: Youth4South Entrepreneurship Competition

"Youth for South (Y4S): Advanced Youth Leadership Programme" is an umbrella facility dedicated to supporting South-South and triangular cooperation initiatives, projects and activities in promoting youth leadership and capacity development for achieving sustainable development goals (SDGs). Youth4South aims to facilitate capacity development for youth from developing countries to learn and adapt South-South and triangular cooperation knowledge and tools for scaling up Southern development solutions to bring sustainable development to their home country and local communities.

In the lead-up to the upcoming GSSD Expo 2022, the Government of Thailand, ESCAP and UNOSSC organized a young entrepreneurs' competition in line with the GSSD Expo theme to support recovery efforts, particularly in addressing extreme poverty, food insecurity, vaccination inequality, and other global challenges through South-South and triangular cooperation.

The call for applications was launched (January 2022), followed by training for the entrepreneurs (March 2022) and the first part of the competition started with a shark-style event (June 2022) where 25 shortlisted entrepreneurs had the opportunity to present their initiatives to expert panels. Their presentations and initiatives were evaluated, and 10 finalists were selected (up to 10). The final stage of the competition will take place on 14 September, at GSSD Expo 2022.