



Southeast Asia Creative Camp

Developing Future Careers for Youths

Why SEA Creative Camp?



High Officials Meeting on SEA-TVET mandate SEAMEO to improve quality of TVET students to meet future demands by integrating industry 4.0, creative industry, digital careers, and trends of future works to curriculum and learning activities

Background



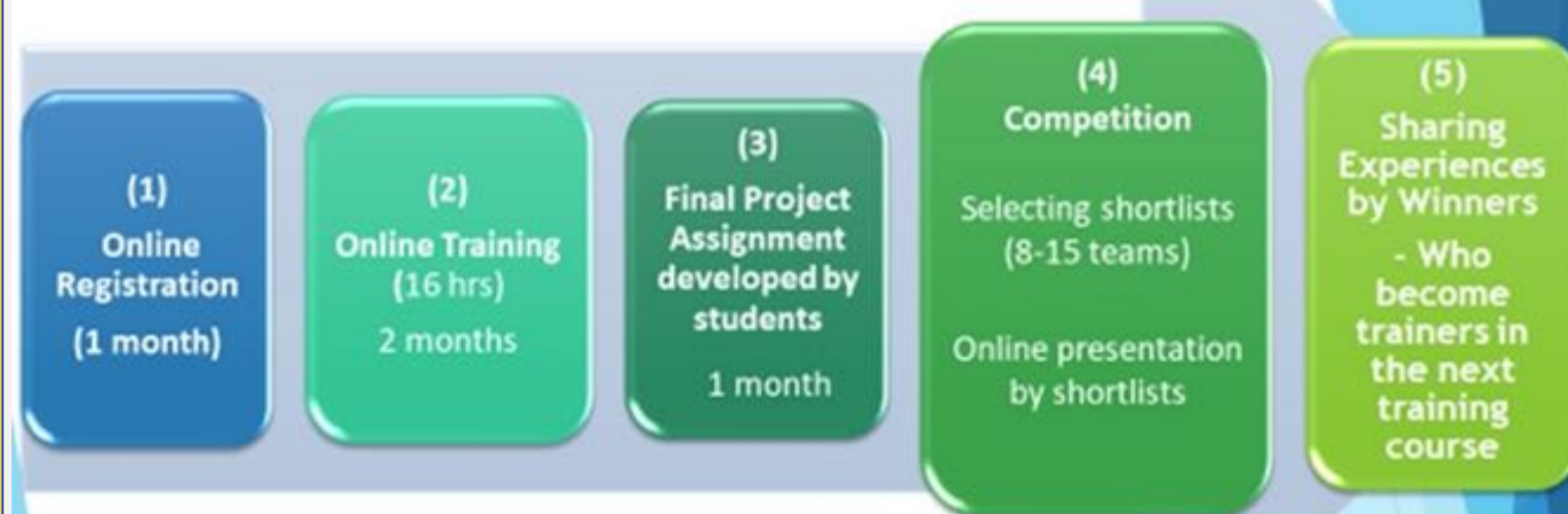
To respond to the mandate from High Officials Meeting on SEA-TVET regarding quality improvement of TVET students to meet future demands by integrating industry 4.0, creative industry, digital careers, trends of future works into curriculum and learning activities, SEAMEO Secretariat and SEAMEO Regional Centres initiated SEA Creative Camp in 2018 with the support from Ministry of Education and Culture, Indonesia

SEA Creative Camp aims to provide intermediate technical knowledge and skills of Industry 4.0 technology, entrepreneurship and global competencies to students and teachers in Southeast Asia through online platform (Low cost and high impact).



A total of 4 batches of SEA Creative Camp have been conducted since 2018 with approximately **4,132 teachers** and **15,605 students** from **2486 schools** in Southeast Asia participated.

SEA Creative Camp Processes



SEA Creative Camp Online Courses

1st and 2nd Batches in 2018: 6 Online courses



3rd Batch SEA Creative Camp

12 Online Courses in Sept 2018- Jan 2019: **"Integrating with Entrepreneurship"**
All final projects must submit the business plan with the product development proposal

Batch 4 2019

19 Online Courses from March – August 2019
"Integrating with Entrepreneurship" (in some courses such as Applied Robotic, AR, Fashion Design, Culinary, Waste Recycling, Tourism Promotion)



Participants

| SEA Creative Camp | Online Workshops | Schools | Teachers | Students | Participating Countries | Final Project Outputs |
|-------------------------------|---------------------|--------------|--------------|---------------|--|--|
| 1st Batch: Feb-May 2018 | 6 Online Workshops | 700 | 900 | 4,357 | 7 countries: Indonesia, Philippines, Malaysia, Myanmar, Thailand, China, and India | 278 project outputs from 1,507 teams submitted for competition |
| 2nd Batch: May-Aug 2018 | 6 Online Workshops | 188 | 211 | 812 | 4 countries: Indonesia, Philippines, Malaysia, and Thailand | 66 project outputs submitted for competition |
| 3rd Batch: Sept 2018-Jan 2019 | 12 Online workshops | 957 | 1,259 | 5,039 | 6 countries: Indonesia, Philippines, Malaysia, Myanmar, Singapore, and Thailand | 272 project outputs submitted for competitions |
| 4th Batch: May - August 2019 | 19 Online Workshops | 641 | 1,762 | 5,397 | 4 countries: Indonesia, Philippines, Malaysia, and Thailand | 261 project outputs submitted for competitions |
| Total | | 2,486 | 4,132 | 15,605 | | 877 projects |

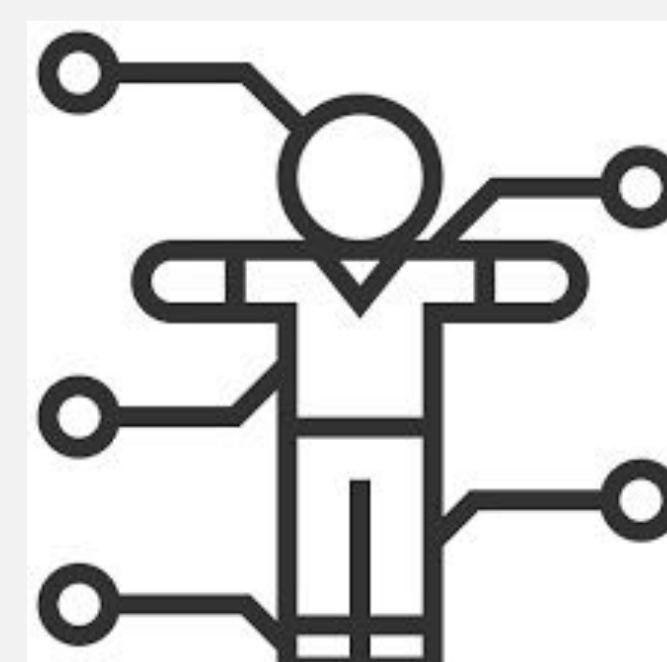
On Focus: Entrepreneurships



Being an entrepreneur becomes a trend of new generations in setting up their own small business. However, it is not easy. Entrepreneurship is much less about the act of trading, but more of having an entrepreneurial characters and skills. Online training course provide basic knowledge, principles and skills in setting up a small business and learn from the experienced instructors.

Course in Brief

- The course was conducted under SEA Creative Camp for 2 batches in 2018 during February-March and May-June 2018.
- 1,183 participants are 214 teachers and 969 students from 161 schools in 6 countries: Indonesia, Malaysia, Myanmar, Philippines, Thailand, and China.
- Registration by a team: 1 team = 3-5 students and 1 teacher
- Delivery Mode: Using WebEx online platform in English.
- Training Sessions: 16 hrs or 8 sessions for 2 months.
- Instructors: Teachers from SMK Salamat Pagi Indonesia, University Lecturers, Entrepreneurs.
- At the end of the training, participants were given 1 month to find/create their own products based on the survey.
- Participants must sell the product in their community.
- Online and traditional marketing strategies must be integrated in the plan.
- Each team was required to submit 1) Business Plan 2) Sales Report 3) Picture of Products 4) Pictures of Traditional- Online Promotional Materials
- The shortlists were invited for on-line presentation.
- The winners received the monetary prizes and invited to be the trainers for the next batch of SEA Creative Camp.



The Winners



Winners of 1st Batch



KEKUP (Kopi Enak Celup)
SMA Negeri 1 Asembagus, Indonesia
The growth of coffee shop in Indonesia especially in Situbondo makes drinking coffee as a lifestyle. Kekup, a great dye coffee, is the first Arabica Brown Coffee in a coffee bag. The product would like to introduce a DIY espresso. Coffee lovers can make their own coffee with no grounds. The coffee beans are selected and qualified arabica from the famous arabica producer, Kayumas. It's well known abroad as JAVA Coffee.



Life in a Bag
Saint Louis University Laboratory Senior High-School, Philippines
Baguio City is the Summer Capital of the Philippines with millions of visitors each year making it more prone to different criminal acts. There is a need for a product that would ensure the safety of students, tourists and other people living in the city. "Life in a Bag" is the product bundle with a small device which is capable of making noise of up to 120dB and its purpose is to make a scene and gather attention.



School Changers: Student Life Coaching
Don Bosco Technical College (DBTC), Philippines
School Changers is a social enterprise & youth-led entrepreneurship endeavor built to provide students the essential mindset & skillset to succeed in school and in life. We dedicate student life coaching services so our customers can tackle learning as a joyful adventure. Here in School Changers, we are continuously growing alongside our students.



Winners of 2nd Batch



Energy Bar

FRUITech

Dansa Herbal Tea

Lessons Learnt



Life in a Bag

SLU YOUNG
ENTREPINOY PROJECT

Presented to: Southeast Asia
Creative Camp 2018



Learning Experience

- One must think of the world as complex and difficult because it is the reality of business.
- Taking the hard path provides more chances for growth
- Entrepreneurship can be a cure in solving the current issues in the society.
- Time is important because if we do not use it efficiently, we may lose a lot of opportunities.



Through 2nd SEACamp "Entrepreneur is Easy online competition" We learn...



- How to make collaboration with societies and communities.
- How to understand characteristics, taste and demand of market.
- How to offer our products to the market
- How to manage society and community as our free "word of mouth" advertising.

'Nothing is impossible, we can be young successful entrepreneur through this competition'