

Asia-Pacific Care Economy Forum

Convening the ecosystem of entrepreneurs, investors, policymakers and other stakeholders to drive action for an inclusive care economy

June 22-23, 2023

Kuala Lumpur, Malaysia

KLCC (June 22) & World Trade Center (June 23)

In Support of:

WOMEN DELIVER 2023 CONFERENCE Global Alliance for Care

Co-Organised By:

avpn Kiddocare **UN WOMEN**

Asia-Pacific Care Economy Forum

Convening the ecosystem of entrepreneurs, investors, policymakers and other stakeholders to drive action for an inclusive care economy

June 22-23, 2023
Kuala Lumpur, Malaysia
KLCC (June 22) & World Trade Center (June 23)

Supported By:

WORLD TRADE CENTRE KUALA LUMPUR Australian Government Department of Foreign Affairs and Trade **IDRC · CRDI** International Development Research Centre Centre de recherches pour le développement international **VISA Foundation**

Background

As the COVID-19 pandemic highlighted, the provision of care is key to the wellbeing of families, communities, economies, and societies.¹ In Asia and the Pacific, and globally, this work is typically unpaid and mostly carried out by women.² Many households in Asia rely on domestic workers to

¹ Please see: UN Women. Asian Development Bank. (2022) [Two years on: The lingering gendered consequences of COVID-19 in Asia and the Pacific](#). UN Women (2020) [Unlocking the lockdown: The gendered effects of COVID-19 on achieving the SDGs in Asia and the Pacific](#). UN Women (2020) [Whose time to care: unpaid care and domestic work during COVID-19](#).

² UN DESA. 2020. [The World's Women. Trends and Statistics](#).

meet care needs.³ **UN Women Regional Office for Asia and the Pacific** has been working in partnership with multiple organizations in the region to increase advocacy and awareness raising activities highlighting the supply and demand gaps of care provision, the lack of public investments in the care economy and the implementation of more comprehensive care policies aligned to the 5R Framework⁴.

This work has illuminated the need and opportunity to explore **innovative delivery models, including market-driven and blended solutions between the public and private sector**. There is also an increased number of companies committing to gender-equality in the Asia-Pacific⁵, including also for example providing employer-supported care solutions and more SMEs offering solutions in the care economy, including many businesses leveraging technology. In partnership with innovative partners such as Bopinc and Seedstars, UN Women implemented the region's first-ever [Care Accelerator](#), a 5-month program which took 13 Asia-Pacific care enterprises through a journey of business development, investment readiness support, and capacity building to become more gender-responsive businesses. Read more about the accelerator in the blog [Innovating in uncertain times: How startups are shaping the care industry](#).

Bringing together first-hand learnings from the Accelerator, a rapid policy assessment, and entrepreneurial landscaping, UN Women's recently published ['Think Piece: Innovations in Childcare to Advance Women's Economic Empowerment'](#) delves into the opportunities, challenges, and actions needed to leverage entrepreneurship as an innovative means to redress the unequal care burden and promote women's economic empowerment. In addition, The Asia Foundation published a co-created white paper [Toward a Resilient Care Ecosystem in Asia and the Pacific](#) and subsequent [Roadmap for Action on the Care Economy in Asia and the Pacific](#), which have laid out the importance of collaboration together with care providers and recipients, government, private sector, and civil society, policymakers and practitioners to build a resilient care ecosystem in Asia and the Pacific.

In an effort to generate more evidence and knowledge, UN Women and Value for Women are conducting research as part of the global **IDRC and Soros Economic Development Fund Global Research Programme**: 'Transforming the Care Economy through impact businesses and investment.' While Value for Women has been piloting capacity-building materials to support gender-lens investing with a care lens, UN Women has been conducting frontier research on how digitally-enabled care enterprises can be a solution to provide more decent work opportunities in the care economy.

Building further on the work to transform the care economy in the Asia-Pacific, in March 2023, UN Women joined forces with **SAFEEM (part of the Seedstars Group) and Bopinc to launch the**

³ Please see: ILO. 2018. [Care work and care jobs for the future of decent work](#).

⁴ UN Women 2022, Toolkit on paid and unpaid care <https://www.unwomen.org/sites/default/files/2022-06/A-toolkit-on-paid-and-unpaid-care-work-en.pdf>

⁵ UN Women, Trends and Opportunities Report to advance Gender Equality in Business in Asia and the Pacific <https://asiapacific.unwomen.org/sites/default/files/2022-11/WEA-Trends-Opportunities-Report-Final.pdf> (p.20)

new ‘Gender-inclusive Care Entrepreneurship Ecosystem Programme’ (GICEEP), which is supported by the Visa Foundation and IDRC. Over the course of 18 months, the programme seeks to strengthen a gender-inclusive care ecosystem through piloting innovative Base of the Pyramid models, running the [‘Care Accelerator 2.0,’](#) and strengthening capacity of ecosystem players and policymakers to deliver an inclusive care economy.

Such programmes are helping to surface innovative entrepreneurial solutions in the Asia-Pacific area, such as **Kiddocare. Led by co-founder and CEO Nadira Yusoff,** Kiddocare is Malaysia’s premier on-demand babysitting platform that connects partners with high-qualified babysitters. Kiddocare was one of the 13 participating enterprises in the Care Accelerator 1.0 and served as an inspirational example for UN Women’s focus on innovative, market-based solutions to transform the care economy.

Building on the Care Accelerator and IDRC research, UN Women and Value for Women were invited to co-organize and lead a session on care entrepreneurship at the **Asia Venture Philanthropy Network (AVPN) 2022 Global Conference.** Asia’s #1 social investor’s network, AVPN has a membership of more than 600 investors from 33 countries dedicated to increasing the flow of capital for impact. The session ‘Catalysing Investments in Care Entrepreneurship in the Asia-Pacific: ‘Is Funding the Care Economy the Key to Gender Equality?’’, which also featured Nadira Yusoff as a panelist, was attended by 30 people and generated interest and deeper discussion on impact investing in the care economy and in care entrepreneurship.

This has inspired AVPN, UN Women and Kiddocare to come together to co-organize a ‘Asia-Pacific Inclusive Care Economy Forum’ in partnership with other leaders in the space.

In 2023, the annual [AVPN Global Conference](#) will be held in Kuala Lumpur, Malaysia from June 20-22. Bringing together 1000+ participants, the Global Conference presents a key opportunity to engage and sensitize investors on the importance and potential of care entrepreneurship. For this year’s conference, the third day of the AVPN Conference (June 22) will mark the beginning of the 2-day **‘Asia-Pacific Care Economy Forum’** jointly organized between AVPN, UN Women and Kiddocare.

The Forum is a regional pre-event to the [Women Deliver 2023 Conference](#) as well as an official side event to the [2023 AVPN Global Conference](#) and convened as part of the [Global Alliance for Care.](#)

Day 1 will feature a showcase of innovative examples of care delivery through a variety of models, as well as bring together investors, funders, entrepreneurs, and other key stakeholders to explore delivery pathways and learn about challenges and opportunities in investing in care enterprises.

To expand the discussion deeper and create further spaces for learning, sharing and networking, **Day 2** of the Care Forum will feature plenary and breakout sessions, as well as networking opportunities, for key stakeholder groups in the care ecosystem, including but not limited to:

- Care Entrepreneurs

- Investors (i.e., VCs, impact investors, government funds, philanthropies)
- Corporates and Employers Organizations
- Enabling Ecosystem stakeholders [i.e. Entrepreneurship Support Organizations, CSOs, (I)NGOs, UN agencies, governments, academia/think tanks, workers' associations and unions, and members of the [Global Alliance for Care](#)]

Participants

The event will bring together 100-120 participants from the AVPN conference and externally from Malaysia and Asia and the Pacific from key care economy stakeholders, including but not exclusive to entrepreneurs (including the new cohort of the Care Accelerator 2.0), corporates, governments, investors, entrepreneurship support organizations, NGOs/civil society, and members of the Global Alliance for Care.

Location

- **Day 1:** [Kuala Lumpur Convention Center](#)
- **Day 2:** [World Trade Center](#) [***Note:** Childcare will be provided by Kiddocare's 'Pop Up Nanny' service]

Format

The event will take place primarily in person, with select hybrid elements as deemed necessary. The event will include both plenary and breakout sessions for thematic tracks.

Objectives

- Create visibility and awareness for innovative care enterprise solutions and raise awareness among diverse stakeholders on the role these play in care service delivery and the provision of better work opportunities;
- Establish a community of care implementers, entrepreneurs, and care providers to strengthen and innovate to create development of inclusive entrepreneurship/blended care delivery models;
- Bring together the 'Care Accelerator 2.0' cohort of entrepreneurs for a unique kick-off bootcamp and network building between entrepreneurs, investors, and ecosystem players;
- Bring together, sensitize and increase interest of investors on the benefits and opportunities for gender-lens investing with a focus on care entrepreneurship solutions;
- Convene key stakeholders together to exchange and explore care policies, advocacy, evidence and data, solution to social norms change to create a more enabling ecosystem for inclusive care entrepreneurship, care givers and receivers;
- Further the establishment of a regional Asia-Pacific Care stakeholder community in support of the Global Alliance for Care (GAC) movement.

Topline Agenda

DAY 1 – June 22 (KLCC) – *BRINGING THE COMMUNITY TOGETHER*

Time	Activity	Description
13:00 - 14:30	Checks	Prep / tech check / Registration
14:30 - 14:35	Opening Day 1	<u>Opening Asia-Pacific Inclusive Care Economy Forum</u> Welcome by: Pat Mathias, Head of Gender Platform, AVPN
14:35-15:00	Official Launch	Innovations to accelerate care delivery models and investments into the care industry <u>Official Launch of the Forum</u> <ul style="list-style-type: none"> ● Opening Remarks (speaker TBC) ● Special Video message from the Global Alliance for Care
15:00 - 16:30	Opening Panel	<u>Plenary Panel</u> Harnessing the Care Economy as a Catalyst for Growth Moderator: <ul style="list-style-type: none"> ● Bonnie Chiu, Managing Director, TSIC Panelist: <ul style="list-style-type: none"> ● Katja Freiwald, <i>Regional Lead, Women’s Economic Empowerment & Migration</i>, UN Women Regional Office for Asia and the Pacific ● Nadira Yusoff, <i>Founder and CEO</i>, Kiddocare ● Noor Amy Ismail, <i>COO</i>, MAVCAP
16:30 - 17:30	Showcase	<u>Showcase: Innovative Investments and Care Delivery models</u> Moderated by Mr Shiv Kumar, Founding Director, Catalyst <ul style="list-style-type: none"> ● Innovations in Care Delivery Models <ul style="list-style-type: none"> ○ Susan Nio, <i>Founder, CEO & CTO</i>, LoveCare ○ Sumitra Mishra, <i>Executive Director</i>, Mobile Creches ○ Care Concierge (Speaker TBC) ● Investment Cases: <ul style="list-style-type: none"> ○ Dondi Hananto, <i>Partner</i>, Patamar Capital ○ Alope Malik, <i>Head of Social Enterprises</i>, SAJIDA Foundation

17:30-19:30	Evening Event	Welcome & Networking Reception (Mandarin Oriental Hotel), hosted by MAVCAP Malaysia <ul style="list-style-type: none"> ● Opening Remarks from MAVCAP ● Announcement by <ul style="list-style-type: none"> ○ Graham Macmillan, <i>President</i>, Visa Foundation (TBC) ○ IDRC (Representative TBC)
-------------	---------------	---

DAY 2 – June 23 (WTC) – PRACTITIONERS IN ACTION

Time	Activity	Description
9:00-9:30	Opening Day 2	Opening Remarks <ul style="list-style-type: none"> ● Karima el Korri, Resident Coordinator, United Nations in Malaysia ● Dr. Justin Lee, Australian High Commissioner to Malaysia
9:30-10:15	Plenary Panel	Creating an inclusive Care Entrepreneurship Ecosystem for Women’s Economic Empowerment and Resilient Economies <p>Moderator: Katja Frewald, <i>Regional Lead, Women’s Economic Empowerment & Migration</i>, UN Women Regional Office for Asia and the Pacific</p> <p>Speakers:</p> <ul style="list-style-type: none"> ● Entrepreneurial Landscape: Amar Gokhale, Partner, Intellectap ● Investor (Speaker TBC) ● Corporate: Jee Lian Ong, Group Chief Sustainability Officer Gamuda Berhad ● Prof. Dr. Ir. Nunung Nuryartono, MSi, Deputy for Coordinating Social Welfare Improvement, Indonesia Coordinating Ministry for Human Development and Culture
10:15-10:45	Research Preview & Fireside	Presentation of UN Women Research on Digitally-Enabled Care Enterprises and Decent Work: Cecilia Tinonin, Gender Statistics Specialist, UN Women Regional Office for Asia and the Pacific <p>Fire-Side Chat: Experiences of Care Workers: Moderated by Erin Watson, Expert Research Consultant, UN Women Regional Office for Asia and the Pacific</p> <ul style="list-style-type: none"> ● Speakers TBC

10:45-11:00	Break	
11:00-13:00	Stakeholder Deep Dives	<p>Track 1: Gender-inclusive Care Entrepreneurship for Impact 60 minutes</p> <ul style="list-style-type: none"> ● Business & Inclusion Overview ● Understanding Range of Entrepreneurial Models ● Understanding Investment Opportunities <p>60 Minutes</p> <ul style="list-style-type: none"> ● Kick-Off Care Accelerator 2.0 and establishment of new cohort
		<p>Track 2: Gender-Smart Investing with a Care Lens</p> <ul style="list-style-type: none"> ● Gender-Lens Investing & Investment Case for the Care Economy ● Different investment opportunities from Zebra to Unicorn ● Understanding Investment Opportunities ● Build an Investor cohort for the Care Accelerator 2.0
		<p>Track 3: Employer-Supported Care (Corporates)</p> <ul style="list-style-type: none"> ● Understanding modalities for employer-supported care ● What are the benefits of employer-supported care? ● What are the opportunities and challenges to implementing employer-supported care?
		<p>Track 4: Creating an Enabling Environment</p> <p>How can key actors in the ecosystem support and ensure financing and progressive policy for innovative care and gender-responsive delivery models?</p> <p>60-minute Panel and Plenary Discussion</p> <p>60-minute Breakout Discussions</p> <ul style="list-style-type: none"> ● Breakout 1 (TBC) ● Breakout 2: Care solutions involving and serving marginalized and low-income populations (Facilitated by Bopinc) ● Breakout 3: Creating a Resilient Care Ecosystem in Malaysia (Facilitated by The Asia Foundation Malaysia)
13:00-14:00	Lunch	
14:00-15:30	System Challenges Round-	<ul style="list-style-type: none"> ● Key System Challenges may include: <ul style="list-style-type: none"> ○ Generating more investments into care delivery models ○ Challenges and Opportunities for the digital care economy

	tables (2 rounds of 40-mins)	<ul style="list-style-type: none"> ○ Valuing Care Work and Care Workers ○ Coordinating and Elevating Evidence and Advocacy for Global Momentum to Transform the Care Economy ○ Better policies for better care
15:30-15:45	Break	
15:45-16:30	Closing	<ul style="list-style-type: none"> ● Interactive Reflections & Key Takeaways ● Moving Forward & Next Steps
16:30-17:30	Care Connect	<ul style="list-style-type: none"> ● Care Ecosystem Matchmaking ● Speed Networking