eFounders Fellowship Handbook

Shaping Champions for the New Economy

A SMART PARTNERSHIP BETWEEN THE UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT AND ALIBABA BUSINESS SCHOOL IN SUPPORT OF THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

May 2018
About this Handbook

This handbook aims to clarify expectations for Fellows, do’s and don’ts, while establishing a framework for supporting Fellows during and after the Fellowship. It also lays the framework for collaboration with “Advisors” of the Fellowship. The Handbook and its annexes will be published online and can be updated at any time. Fellows and Advisors will be informed by writing when new updates become available.

Fellows provide a signed version of this handbook to UNCTAD and Alibaba Group, accepting to respect the content of the handbook and its annexes.

Contents

1. Shaping Champions for the New Economy 1

2. About the eFounders Fellowship 1

3. eFounders Fellows 2
   3.1 Standards of Conduct for Fellows 3
   3.2 Media and Outreach for Fellows 4
   3.3 Use of Names and Logos for Fellows 4
   3.4 Event Selection Criteria 6

4. Background and Role of Advisors 6
   4.1 Standards of Conduct for Advisors 7
   4.2 Use of Names and Logos for Advisors 7
   4.3 Endorsements and Data Security 8

5. Contact Information 9
1. Shaping Champions for the New Economy

The eFounders Fellowship is a smart partnership set up between the United Nations Conference on Trade and Development (UNCTAD) and the Alibaba Business School (ABS).

It aims at enabling young entrepreneurs in developing countries to become catalysts for the digital transformation of their home economies.

The eFounders Fellowship is part of major efforts undertaken at the international level to reach the Sustainable Development Goals set by the United Nations. The following Sustainable Development Goals apply to the eFounders Fellowship and touch upon bridging the digital divide, the inclusion of vulnerable groups such as youth and women in trade and rural development and economic growth among others.

2. About the eFounders Fellowship

The aim of the eFounders Fellowship is to shape champions for the new economy. Participation is open to entrepreneurs in developing countries who are founders or co-founders of an officially registered digital technology venture that is operating an open, platform-based business in eCommerce, logistics, fintech, big data or tourism spaces. Strict selection criteria are maintained for participation in the Fellowship.

The eFounders Fellowship consists of a two-week course that takes place at the campus of Alibaba Business School in Hangzhou, China. During the course, entrepreneurs will experience first-hand the transformative impact that eCommerce and technology has had on society in China and participate in lectures and discussions with local practitioners and executives to identify the lessons that can be applied to their own markets. Topics covered will include eCommerce, payment, logistics, big data and tourism from Alibaba Group and other successful companies in the eCommerce value chain, with sessions
touching on digital finance, smart logistics and rural eCommerce development, among others. Focus will also be given to the sustainability and inclusiveness of ecommerce ecosystems.

Upon graduation, participants will officially become eFounders Fellows and make formal commitments on how they will apply what they have learned and updated reporting will be done with UNCTAD and Alibaba Business School. They are also expected to advocate on eCommerce ecosystems.

As part of the programme, and post-course, UNCTAD and Alibaba Group, each in their respective areas of expertise and within their mission and mandate, assist countries where the entrepreneurs are located to create an ecommerce ecosystem enabling environment.

Third parties who want to adhere to the principals of the eFounders Fellowship are welcome to join UNCTAD and Alibaba Business School as “Advisors” and, through their support mechanism to entrepreneurs, contribute to the creation of a conducive environment to an eCommerce ecosystem.

3. eFounders Fellows

Course participants are expected to be fully involved during the two-week course, including by participating in group discussions, completing daily surveys, preparing videos and presentations. This is a prerequisite for having officially completed the course and become a Fellow.

After the course, Fellows are expected to explore and implement, where feasible, lessons learned, network with Fellows, advocate on eCommerce ecosystems with other entrepreneurs and stakeholders, accept speaking roles at UNCTAD-led international events and contribute to reports and other publications of UNCTAD.

Fellows will also participate in post-course reporting during the first year that will be conducted by UNCTAD and Alibaba Business School. Each Fellow will be asked to set 6- and 12-month goals for their own business undertaking. In addition, each Fellow will be asked to create a plan for sharing their learnings and insights with others. These goals and commitments will be the basis of follow up calls undertaken by UNCTAD and Alibaba Business School.
3.1 Standards of Conduct for Fellows

Fellows are selected through a rigorous application process and are expected to uphold the high standard that led to their selection. This includes upholding a high standard of ethical conduct, integrity and the universal respect for all without distinction as to nationality, gender, language or religion. In case of non-compliance, a Fellow may be asked to leave the programme.

Course participants and fellows will protect the names and reputation of the United Nations and Alibaba Group and keep them free from any negative publicity or other.

In no manner shall the United Nations or Alibaba Group be held responsible for any misconduct by a course participant during the stay in China or after the course.

Upon request of UNCTAD and Alibaba Group, Fellows will not share sensitive data and presentation slides from the course with third parties.

Course participants and Fellows are not employees of either the United Nations or Alibaba Group. They are expected to be respectful of the culture and traditions in China. Furthermore, this Fellowship will not lead to employment at the United Nations or Alibaba Group.

Course participants and fellows are not employees, nor spokespersons of the United Nations or Alibaba Group. As such, no events may be organized, articles written or other using the names of the United Nations or Alibaba Group or Alibaba Business School that may mislead third parties without prior written consent of UNCTAD or Alibaba Group.

UNCTAD and Alibaba Group do not endorse nor sponsor businesses of Fellows and maintain full rights to undertake any action deemed appropriate.

Should a fellow cease having a business, and a lapse of time exists before the creation of a new business, the membership as a fellow will be re-evaluated subject to membership criteria. UNCTAD and Alibaba Business School reserve the right to terminate fellow membership.
Misconduct or non-compliance may lead to immediate exclusion of the eFounders Fellowship. Following exclusion, the name of the Fellow will be removed from material and he/she will not be entitled to make use of the logo and other references to the Fellowship.

3.2 Media and Outreach for Fellows

Fellows are encouraged to share the experience of having participated in the course, and to continue to build a community of Fellows and other entrepreneurs after the programme. The above-mentioned standards of conduct apply.

The objective of the eFounders Fellowship is to empower entrepreneurs from developing countries and UNCTAD and Alibaba Business School expect that Fellows can help tell the story of how the experience as a Fellow is creating new opportunities around the world.

The Fellowship is to be explained as follows: “The eFounders Fellowship aims at enabling young entrepreneurs in developing countries to become catalysts for the digital transformation of their communities.”

Fellows are encouraged to write blog posts, organize events, create films, document progress, and otherwise capture their entrepreneurial journeys. Every Fellow is expected to contribute to the eFounders Fellowship community.

Fellows are requested to fill in the form (see link below) to be sent to UNCTAD and Alibaba Business School that describes the event they want to organize at least ten working days prior to the event and at any time, prior to any outreach.

https://goo.gl/forms/VL6eeS8pBjckZopj2

3.3 Use of Names and Logos for Fellows

The following guidelines are to be respected regarding the use of the name and logo of the eFounders Fellowship.

Only officially recognized participants of the eFounders Fellowship may use the eFounders Fellowship name to state that they are a participant. For instance, a successful graduated fellow may write on event promotional materials or their
LinkedIn profile that they are a fellow of the eFounders Fellowship. Please note that this does not mean the eFounders Fellowship, UNCTAD or Alibaba Group endorse such individuals, ventures, materials or events.

The eFounders Fellowship must be referred to as “eFounders Fellowship” or “the eFounders Fellowship”. You may capitalize all the letters as “EFOUNDERS FELLOWSHIP”, however, when writing in title case please write a lower “e” and capital “F”.

Successful graduates of the eFounders Fellowship should be referred to as “fellows”.

The partnership between UNCTAD and Alibaba Business School is to be described as “The eFounders Fellowship is a programme for entrepreneurs in developing countries jointly organized by UNCTAD and Alibaba Business School”.

The official tagline of the eFounders Fellowship is “Shaping Champions for the New Economy”.

The hashtag for use on social media is #eFoundersFellowship

The eFounders logos must be used in their original format, and may not be combined with other images or altered:

Vertical Logo | Horizontal Logo
---|---
![Vertical Logo](image1) | ![Horizontal Logo](image2)

The eFounders Fellowship logo can be used as a stand-alone icon (without including its name) as follows:

Logo as an Icon

![Logo as an Icon](image3)
The use of the eFounders Fellowship logos by a Fellow does not imply endorsement of UNCTAD nor of Alibaba Group of a fellow, his/her business, products or services, or of his/her planned activities.

Emblem and logos of the United Nations and Alibaba Group may not be used without prior written consent of the respective entities.

3.4 Event Selection Criteria

As opportunities arise for selecting fellows to represent the eFounders Fellowship at events or otherwise be singled out as an exemplar, UNCTAD and Alibaba Group will select fellows to participate based on the following criteria:

- **Event Fit** – What is the event in question and which Fellow would gain the most from the exposure to the corresponding audience? Which Fellow would be suitable to do outreach on a particular subject and to a particular audience?

- **Business Innovation** – How ambitious is the problem the Fellow is addressing and how innovative is their solution? How does the solution incorporate concepts from the eFounders course?

- **Quality of Implementation** – How effectively is the Fellow’s business model being implemented? Is there a clear and feasible pathway to growth and sustainability?

- **eFounders Vision** – How well does the Fellow embrace core principles of the eFounders Fellowship? Does the Fellow serve as a champion in his or her own community? Will the Fellow be able to articulate the value of the eFounders Fellowship?

4. Background and Role of Advisors

Fellows identify and share with UNCTAD and Alibaba Group challenges they meet while creating and strengthening inclusive ecommerce ecosystems in their respective countries. These challenges can be of diverse nature and UNCTAD and Alibaba Group invite potential partners who can add value and who adhere to the philosophy of the eFounders Fellowship, to join as Advisors.
4.1 Standards of Conduct for Advisors

Advisors will adhere to the principals laid down by the eFounders Fellowship under the Sustainable Development Goals.

Advisors are expected to respect the core values of the eFounders Fellowship and maintain high ethical standards of conduct.

Advisors play a supporting role that is offered in-kind to the fellows (with the exception of a continued collaboration resulting in the provision of funds to a fellow).

The support provided can range from training, mentoring, providing access to value chains and other networks and provision of access to funding.

Advisors can be institutions working at national or international level. Advisor institutions appoint a focal point who shall be the contact person with UNCTAD and Alibaba Group.

Advisors can join as observers in the courses pending availability of seats and if the country they cover is represented at the course.

Advisors agree to share on a bi-annual basis an overview of the advice or other given to Fellows and the ecommerce ecosystem in general.

The logo of the Advisor Institution will be posted on the eFounders Fellowship webpage and mentioned in promotional material, and where appropriate, supported by a short descriptive text.

4.2 Use of Names and Logos for Advisors

Advisors may use the eFounders Fellowship logo if appropriately referred to in the context of the “eFounders Fellowship Advisors”.

The eFounders logo must be used in its original format, and may not be combined with other images or altered:
The eFounders Fellowship logo can be used as a stand-alone icon (without including its name) as follows:

Logo as an Icon

4.3 Endorsements and Data Security

The use of the eFounders Fellowship logo by Advisors does not imply endorsement of UNCTAD nor of Alibaba Group of an Advisor, his/her business, products or services, or of his/her planned activities.

Emblem and logos of the United Nations and Alibaba Group may not be used without prior written consent of the respective entities.

Upon request of UNCTAD and Alibaba Group, Advisors will not share sensitive data and presentation slides from the course with third parties.
Contact Information

United Nations Conference on Trade and Development
UNCTAD
Geneva, Switzerland
Email: unctadyouth@unctad.org

Alibaba Group
Alibaba Global Initiatives
Hangzhou, China
Email: alibabaglobalinitiatives@alibaba-inc.com