Entrepreneurship and Education in Europe

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The EU citizens are less eager to be entrepreneurs...

Answer to the question “Do you prefer to be self-employed or an entrepreneur to being an employee?”

37%

51%

56%

There is a lesser appetite for entrepreneurship in Europe compared with our main competitors
Entrepreneurship 2020 Action Plan:

1. Entrepreneurial **education and training**
   - create new generations of entrepreneurs

2. Creating an **environment** where entrepreneurs can **flourish and grow**
   - offer effective support or get out of entrepreneurs’ way!

3. **Role models** and reaching out = radical cultural change
   - entrepreneurship as 'the new cool'
   - involve groups not reached before
Sense of initiative and entrepreneurship refers to an individual’s ability to turn ideas into action. It includes creativity, innovation and risk-taking, as well as the ability to plan and manage projects in order to achieve objectives. This supports individuals, not only in their everyday lives at home and in society, but also in the workplace in being aware of the context of their work and being able to seize opportunities, and is a foundation for more specific skills and knowledge needed by those establishing or contributing to social or commercial activity. This should include awareness of ethical values and promotion of good governance.
Entrepreneurship

- Refers to an individual’s ability to turn ideas into action
- Includes creativity, sense of initiative, innovation and risk-taking
- Provides the ability to plan and manage projects in order to achieve objectives

Benefits

- ‘Skills for life’
- Increased employability
- Connecting education and the local economy
- Instrument for territorial development and social cohesion
- More start-ups
- More growth, innovation and jobs

Key competence for EVERYONE

- Make Entrepreneurship Education accessible to every student in every institution.
Impact of Entrepreneurship Education:

- Higher rates in proactivity, innovation and achievement motivation
- Participants are less likely to be unemployed and have steadier employment
- Participants create ventures at higher rates
- Innovative types of companies, with a larger turnover and employing more people
- Entrepreneurship education delivers a 45:1 annual return on “societal prosperity” per dollar invested (research from Junior Achievement Canada).
Cross-ministry and stakeholder cooperation

Train and support teachers

Embed core competences into the national curriculum

Develop a logic chain of learning outcomes and indicators

Design a coherent progression from primary to higher education

Elements of a Strategy
National/Regional strategies and initiatives to implement entrepreneurship education in the compulsory education system, 2011/12

- Ongoing initiatives
- Specific strategy
- Part of a broader strategy
- No strategy nor ongoing initiatives
Approaches (1)

1. **Entrepreneurship as a method** (a didactic method rather than a discipline)

2. **Teaching pupils how to become self-employed** (being and acting entrepreneurial)

FFE-YE study from Denmark (2013):

- **Primary and lower secondary school**: best taught as a method;

- **Upper secondary and HE**: best taught as an occupation (highest impact when both aspects are combined: DK, NO).
Entrepreneurial approach:

• Training “in”, learning
• Also personal competences
• Flexible, adaptable
• Training material, cases
• Student oriented
• Group process, interaction
• “Clash room”, diversity
• More coaching role for teacher
• Project, interdisciplinary
• Close to real life and business
• Action-oriented

Traditional approach:

• Education “about”
• Knowledge in disciplines
• Fixed study plan
• Textbooks
• Teacher-oriented
• Class, individual activity
• Classroom, homogeneous
• Lecturing
• Subjects, disciplines
• Close to research, academia
• Study, theory-oriented

Martin Lauth, 2010
Approaches (2)

Strategy in the Netherlands:

- Entrepreneurship education as a transversal activity in different subjects
- Subsidies for school projects and networks of co-operation
- Support Entrepreneurship Centres in Higher Education

Programme in the Basque Country (Spain):

- Student mini-companies in VET
- Co-working spaces, mentoring and support services
Approaches (3)

Youth Entrepreneurship Strategy in Wales (UK):

- **ENGAGE**: entrepreneurs as role models in schools
- **EMPOWER**: embed entrepreneurship into national curriculum, create teaching material for 5-19 year old, train teachers
- **EQUIP**: support the development of business ideas and graduate start-ups (workshops, mentoring…)
Entrepreneurship 2020 – Country-level

• Ensure that the key competence "entrepreneurship" is embedded into curricula across primary, secondary, vocational, higher and adult education

• Offer the opportunity for young people to have at least one practical entrepreneurial experience before leaving compulsory education, such as running a mini-company, being responsible for an entrepreneurial project for a company or a social project
The role of the EU

**Exchange (Catalyst role)**

- Conferences, Workshops, Peer-Learning
- Dissemination of Information, Good Practice examples

**Support:**

- Guidance, Tools for Self-Assessment, etc.
- Funding for projects
- Studies, Data & Indicators
Entrepreneurship 2020 – EU level

• Develop a **pan-European entrepreneurial learning initiative** bringing together existing European and national expertise for impact analysis, knowledge-sharing, development of methodologies and peer mentoring

• **Reinforce co-operation** with the Member States to assess the introduction of entrepreneurship education in each country based on real experience and to support public administrations wishing to learn from successful peers
Guidelines and material for educators

• Virtual Guide for Teachers (*ongoing project*):
  
  http://www.tesguide.eu/

• Project ASTEE: Tool to assess and evaluate the influence of entrepreneurship education:
  
  http://asteeproject.eu
HEInnovate

Towards more entrepreneurial and innovative HEIs
Structure & Scope – 7 Dimensions

- Leadership and Governance
- Organisational Capacity, People and Incentives
- Entrepreneurship Development in Teaching and Learning
- Pathways for Entrepreneurs
- University – Business / External Relationships for Knowledge Exchange
- The Entrepreneurial HEI as an Internationalised Institution
- Measuring the Impact
THANK YOU