

Webinar

How Business and Education can work together to increase Entrepreneurship Education in Europe



Consortium partners



Partners



The Experts



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Development

Agenda

- Introduction
- Reflections on **Good Practices** that are delivering quantifiable impacts for the business
- The importance of collaboration between business and education in entrepreneurship education (**success factors**)
- **Discussion**: what are the benefits of boosting cooperation between business and educators?

Intro: The NEED



Entrepreneurship 2020 Action Plan

European HUB for Entrepreneurial Learning

Reinforce cooperation/ exchange of
experience between the Member States

COSME Work
Programme 2014

Erasmus+

Reference framework for
the entrepreneurship
competence

HEInnovate

Intro: The SOLUTION



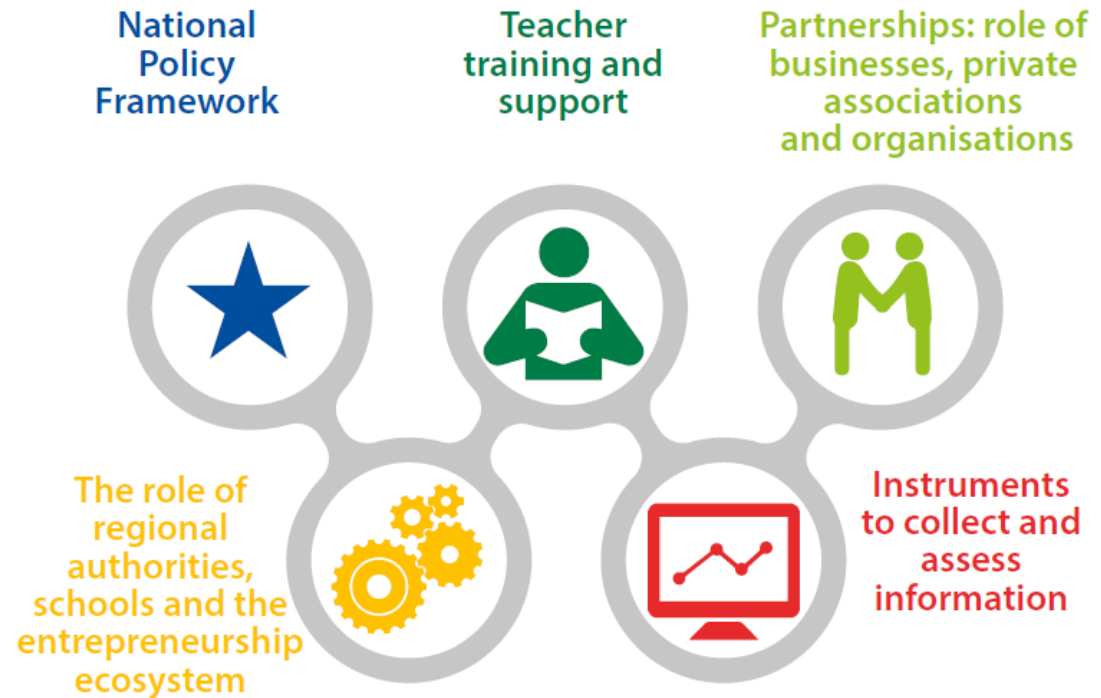
European Entrepreneurship Education NETwork (EE-HUB)

Bring together European experts and policy makers to
share good practices and collaborate

Make policy recommendations that will help increase
the uptake of entrepreneurship education across
Europe

Set the basis for a pan-European Center
for Entrepreneurial Learning

Intro: The EE-HUB



- **Reflections on Good Practices that are delivering quantifiable impacts for the business:**
 - How to create initiatives that deliver measurable educational and business goals
 - How to quantify and communicate the risks and lost opportunities of not investing in entrepreneurship education
 - How to identify and report what success looks like and how to communicate this to boost internal buy-in

Networking Academy

by **Piotr Pluta**, Director, Corporate Affairs EMEAR



CISCO Networking Academy



Gain Creators / Outcomes

- Students acquire technical and soft skills leading them to employment or empowering them to become entrepreneurs. In that view, the Netacad ...



Gains / Needs

- Students need trainings that provide technical and soft skills aligned with the reality of the market, in order to thrive in a changing economy. More ...

Target Group

- Students at secondary level and university level
- Educational institutions (teachers, educators...)

CISCO Networking Academy

Cisco Networking Academy (Netacad) is an IT skills and career building program licensed free to not-for-profit institutions worldwide. More than 9000 institutions in 170+ countries have joined the Networking Academy and become a force for change in the global economy since 1997. Together, we are building the workforce of tomorrow, by developing IT and entrepreneurship skills of people. Instructors are the heart of the Networking Academy program. They recruit, inspire, and motivate students to ...

Activities

Be an non for profit educational institution. Join the Netacad Community (www.netacad.com)

Implementation Method

An online learning platform to provide a consistent and engaging experience.

...

Resources

Some more advanced courses require:

- Instructor training and qualification



Pain Relievers / Solutions

- By using Industry Based Trainings you ensure that the skills taught are aligned with the needs of the market (for employees but also for ...



Pains / Challenges

- Mismatch between the skills needed on the labour market and the skills taught at schools.

ChallnegeUP!

by Michal Dzoga, Corporate Affairs Manager, Intel Corporation



Accelerating the StartUp Ecosystem



Gain Creators / Outcomes

- Networking: startups and entrepreneurs can get in contact with relevant partners, professionals, mentors and investors in their industry, develop ...



Gains / Needs

Startups and entrepreneurs need to have access to:

- mentors and support mechanism provides stakeholders with key ...

Target Group

Businesses

Accelerating the StartUp Ecosystem

Young entrepreneurs and startups require support from comprehensive entrepreneurial practical education to mentorship, funding and support once the business is off the ground.

Bootcamps and accelerators help young entrepreneurs take their ideas further and competitions help them validate their ideas and consolidate their business by bringing national/international attention to their startup.

Activities

- Workshops and market initiatives
- Demo and pitches of new companies and ...

Implementation Method

Each program has a unique platform for implementation and distribution if its programs and ideas.

For example, EYNovation is built around the EY ...

Resources

Not relevant – resources differ based on each project



Pain Relievers / Solutions

- Connection of start-ups with a network of professionals and investors, and some even provides start-ups with direct funding



Pains / Challenges

- New enterprises and young entrepreneurs often struggle to acquire attention and necessary funding

Collaboration with business in entrepreneurship education: WHY?

by Andrea Rosaline-Hofer, Economist, OECD

- ***In general:*** The analysis and reflection of issues with social and local relevance makes education more relevant ; this is best organised in collaboration with key actors (i.e., organisations and individuals in charge of these issues)
- In ***entrepreneurship education*** this offers insights into: entrepreneur as a role model, the entrepreneurial process, power of networks, etc.

Collaboration with business in entrepreneurship education: HOW?

by Andrea Rosaline-Hofer, Economist, OECD

- Guest speakers in class
- Challenges in class (problem-based learning)
- Visits to companies
- Internships
- Job/entrepreneur shadowing (e.g., JA)
- Competitions
- Mini companies (e.g., JA)
- Involvement of business into design & delivery, co-definition of learning outcomes and their assessment
- In tertiary education we can see a move from extra-curricular activities into curricular activities

Success factors

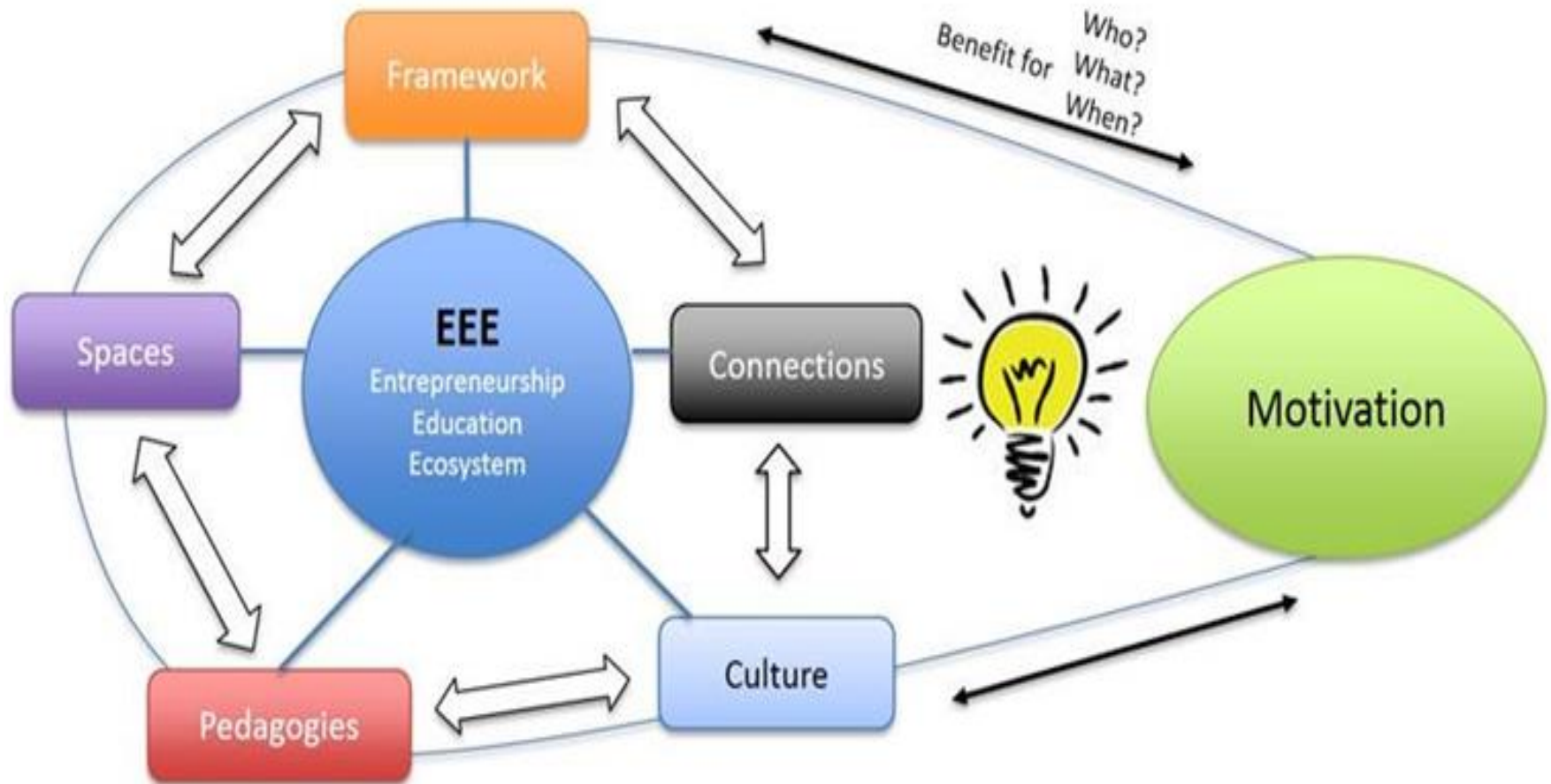
by **Andrea Rosaline-Hofer**, Economist, OECD



Every school ecosystem is unique.

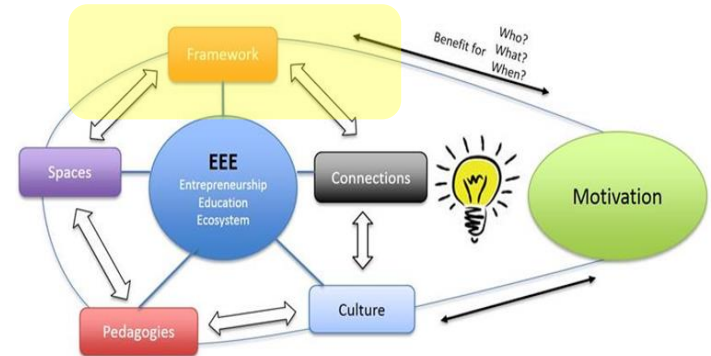
- Different actors with specific institutional contexts, expectations and resources. To fully understand learning environments inside and outside a school, Toutain and Mueller (2015) suggested the use of the conceptual framework of an "ecosystem" and presented a model with five dimensions:
 1. Framework
 2. Networks & connections
 3. Culture
 4. Pedagogy
 5. Learning spaces

A model to organise collaboration in entrepreneurship education

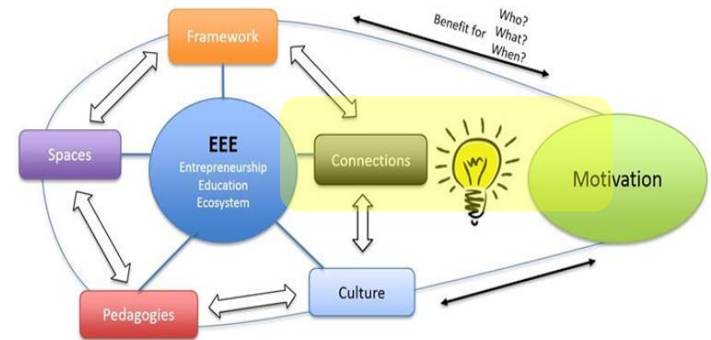


Source: Toutain and Mueller (2015) for Entrepreneurship360; online available at <https://www.oecd.org/site/entrepreneurship360/>

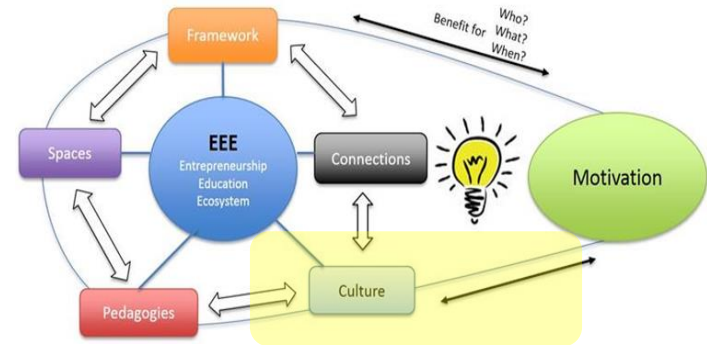
Framework



- Learners are supported in creating value based on the needs of the society and/or local community
- Partners are involved in the design and delivery of education activities
- Partners are involved in the delivery of education activities

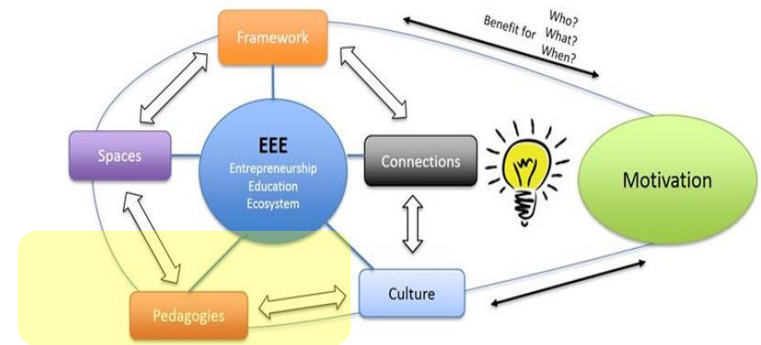


- Teachers are actively involved in local partnerships and integrate this in their classes
- Learners are encouraged and supported to create education relevant relationships outside the school
- Collaborations exist with a variety of partners (e.g., entrepreneurs, managers, employees, NGOs, government organisations)



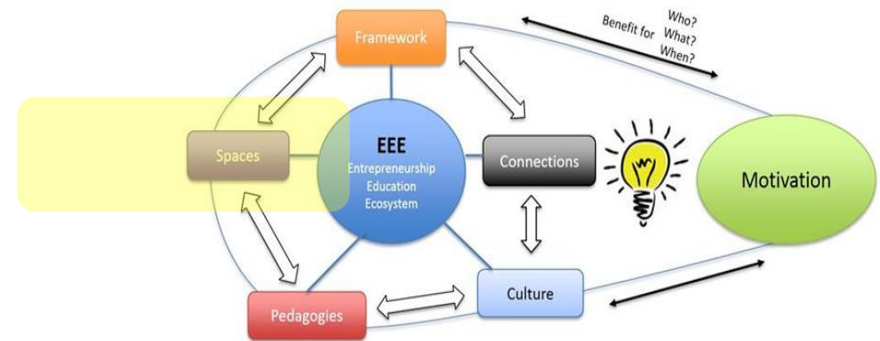
- Education deals with issues of societal, local relevance
- The school knows the actors of its local environment, their respective roles, interactions and potentials for collaboration
- The school considers local partnerships as valuable contributions to education

Pedagogical solutions



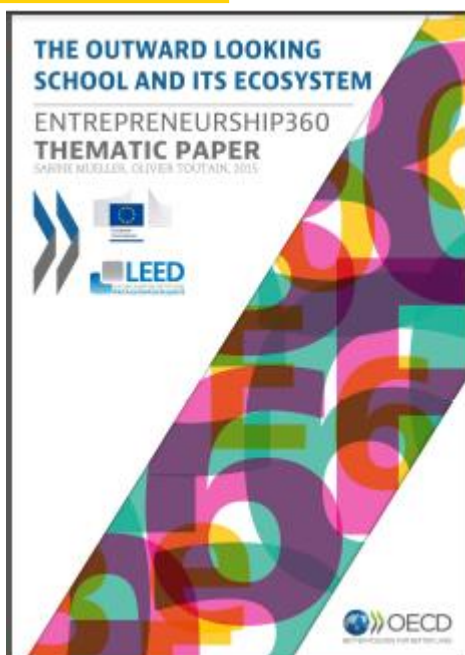
- Experiential learning is used as a bridge between external partners, teachers and learners
- Learners are encouraged and supported to undertake actions based on their individual interests, values and ideas
- Positive impacts of learners personal activities and commitments on society / local community are rewarded

Learning spaces



- Learners have access to specific spaces dedicated to action learning and learning communities
- Learning spaces enhance cross-disciplinary, and cross-class collaboration
- Learning spaces can be flexibly adapted to education needs
- Learning spaces outside the school are regularly used for education (e.g., firms, NGOs, public organisations, public spaces)

Further reading



HOME PROJECT LATEST CONTENT GET INVOLVED
EVENTS

ENTREPRENEURSHIP360

Discover and become part of a growing community that promotes the entrepreneurial mindset through education



[Case studies, thematic papers, guidance notes, etc.](https://www.oecd.org/site/entrepreneurship360/)

<https://www.oecd.org/site/entrepreneurship360/>

What are the benefits of boosting cooperation between business and educators?

Takeaways

Lessons learned

Elements to add

Q&A

Questions or Comments?



European Entrepreneurship
Education NETwork

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www.ee-hub.eu

