



Grow Entrepreneurship Potential in VET Institutions



DESK RESEARCH &
NEEDS ANALYSIS REPORT

Structure

I. Desk Research at EU and national level

II. Best practices at national level

III. Needs analysis of both target groups – VET trainers and learners

IV. Results and summary

I. Desk Research at EU Level

Desk Research at EU Level

- New measures with the Europe 2020 strategy: promotion of links between education, business and research and innovation, focusing on creativity, innovation and entrepreneurship.
- Main problems found in the European context:
 - teaching methods are ineffective;
 - the practical element of entrepreneurship is missing;
 - entrepreneurship is not linked to specific training subjects or professions;
 - business people are not sufficiently involved.

Desk Research at EU Level

SOME BARRIERS FOUND

- Unemployed people are in the low-skilled segment, often with lower educational level and most probably located in the rural areas.
- Difficulties in starting a new business.
- Development of entrepreneurial skills of individuals is on a low level.
- Different requirements for entrepreneurship promotion for different countries
- Lack of integration between entrepreneurship initiatives and VET education institutions.
- Considerably better structural conditions in Germany than in the other partners' countries.
- Training on entrepreneurship does not bring the necessary motivation to the students.

Desk Research at EU Level

POINTS TO BE ADDRESSED

Activities:

- Important to exploit the behavioural aspects of entrepreneurship, as well as including a practical application of the contents learned during the training.
- The training programme should provide added value to its participants in the labour market, increasing their chances of being successful.
- Provide teaching materials and exercises that can captivate the learners and involve them directly in the training.
- Need of efficiency in transmitting the necessary knowledge through proper course length.

II. Best practices at national level

Selection of best practices BULGARIA

Name	Developing Centres for Entrepreneurship in vocational schools
Website	http://old.jabulgaria.org/
Responsible organization	Ministry of Economy and Energy and Junior Achievement Bulgaria
Description	<p>Promotes the entrepreneurial spirit and skills among students from these schools. 4 such centres have been set up in four different sectors of industry (architecture and construction; food and food technologies; textile and clothing; and forestry and wood processing). As part of the project, students form a mini-company (three per school) will operate and run it for one year; the course is offered as an elective to all students from 11th grade . A Business Club with representatives from the local business community and experts from the relevant industry is set up to support delivery and provide practical experience. Students, schools, and the local community cooperate to organise and promote events such as trade fairs, competitions, and joint projects. This model has been received extremely well, as a sustainable public-private partnership that actively involves the business community and is innovative in several ways. Firstly, the students' involvement raises awareness and support for the promotion of entrepreneurship in the local communities. Secondly, it links the real workplace with education and makes education much more market-oriented, i.e. developing the new skills needed for the globalised economy. Thirdly, the teacher acts as a consultant (mentor), and non-traditional methods of learning are adopted.</p>

Selection of best practices BULGARIA

Name	Start It Smart
Website	http://www.startitsmart.com/
Responsible organization	Start It Smart
Description	<p>Start It Smart is an entrepreneurship club founded in 2009 by five fellow students at the Sofia University “St. Kliment Ohridski”. At that time they were confronted with the difficulties of starting their own businesses that has led to the conscious need of creating a community of peers with the same interests and problems with whom to share their experience and learn from one another. Later they have started to organize pitching competitions for innovative business projects which quickly grew to a national level. Their activity also grew by a series of inspiring events targeted at the Bulgarian entrepreneurship ecosystem. Today more than a hundred people had been part of the team of Start It Smart and have transformed it into one of the leading start-up organization on a national level.</p> <p>Start It Smart is created to spread and develop the entrepreneurial way of thinking, while supporting young people to start their own business, Start It Smart is a co-founder of BEIC – the Bulgarian entrepreneurship and innovation cluster – and Startup Generation – the world’s largest network of young entrepreneurs.</p>

Selection of best practices GERMANY

Name	PUG Perspektive UnternehmerGeist. Förderung der persönlichen und beruflichen Selbstständigkeit junger Menschen (Perspective Entrepreneurship – promoting personal and professional independence of young people)
Website	http://www.perspektive-rlp.de/
Responsible organization	ism - Institut für Sozialpädagogische Forschung Mainz e.V. (funded by EU, ESF, the Ministry of Social Affairs and Work of the federal state of Rhineland-Palatinate and the federal state capital of Mainz)
Description	Perspective Entrepreneurship. The aim is to support the development of personal strength and growth of youngsters and to build a bridge between school and professional life. It is supported by a network of different stakeholders. PUG promotes national and international competitions like the Global Enterprise Challenge, a creativity prize “Ideefix” for Schools.

Selection of best practices GERMANY

Name	Europäischer Unternehmensförderpreis (European enterprise sponsorship award)
Website	http://www.bmwi.de/DE/Service/wettbewerbe,did=480468.html http://www.bmwi.de/DE/Presse/pressemitteilungen,did=482052.html
Responsible organization	Ministry for economics and energy
Description	The Ministry established the German "European enterprise sponsorship award". The winner of this award is the German representative for the European Enterprise Promotion Award. Where entrepreneurs from all EU-countries compete with their innovative ideas.

Selection of best practices SLOVAKIA

Name	Support scheme of counselling and training of SMEs
Website	http://www.nadsme.sk/en/content/support-scheme-counselling-and-training-smes
Responsible organization	National Agency for Development of Small and Medium Enterprises
Description	The main aim of the scheme is to assist small and medium entrepreneurs to overcome problems encountered when doing business by means of financially acceptable information and counselling services, training necessary for the successful operation of a company with the focus on e.g.: management, marketing, financial management, taxes, accounting, public procurement, protection of know-how, e-commerce, law, undertaking in the EU and other.

Selection of best practices SLOVAKIA

Name	Training and counselling programme for a selected group of those interested in business
Website	http://www.nadsme.sk/en/content/training-and-counselling-programme-a-selected-group-those-interested-business
Responsible organization	National Agency for Development of Small and Medium Enterprises
Description	The main aim of the programme is to help those interested in small and medium enterprises from the group of employed, unemployed and graduates by means of financially acceptable information and counselling services and trainings necessary for a successful start up as well as the operation of a company with the focus on e.g.: elaboration of a business plan, survey of business conditions in the region, legal, financial and tax area, marketing, management and others.

Selection of best practices PORTUGAL

Name	INOVA – Ideas Contest – Creative and Entrepreneurship Youngsters for the XXI century (under “National Strategic Plan for Entrepreneurship and Innovation”)
Website	http://www.dgidc.min-edu.pt/educacaocidadania/index.php?s=directorio&pid=298
Responsible organization	National Directorate-General for Education
Description	This initiative aims to foster entrepreneurship and an entrepreneurship culture in schools from primary to secondary school. Students can participate as a team and must be guided by a professor or trainer. Their idea should have the potential to become a viable innovative project to solve issues in areas such as: science and technology, business, social, environmental, among others. There are monetary prizes for the winners (existing several categories available).

Selection of best practices PORTUGAL

Name	Entrepreneurship Passport (under “National Strategic Plan for Entrepreneurship and Innovation”)
Website	http://www.passaporteeempreendedorismo.pt
Responsible organization	SME National Support Institute
Description	Aims to support qualified young people to develop their own innovative project that it's still as an idea by providing a monthly scholarship for a few months and technical assistance (can also obtain mentors through the Mentors National Network).

III. Needs analysis of both target groups – VET trainers and learners

The role of the Needs Analysis

- The Needs analysis process is to define the real needs of adult teachers and adult learners/trainees in different countries.
- These needs mainly present what the both target groups think is missing, regarding entrepreneurial competences/skills, in the already existing adult course contents.
- The discovered needs should be incorporated in order to promote entrepreneurship attitude in adult education.

The project partnership has defined the main groups of skills which were set as the most important competences in fostering entrepreneurship culture and in encouraging the acquisition of new entrepreneurship skills.

Soft - skills categories	Groups of soft skills for each category
Decision making skills	Analysis and problem solving Dealing with conflict Information management Proactive Attitude Risk analysis & risk tolerance
Creativity and Innovation skills	Creative thinking Flexibility Intuitive intelligence
Personal skills	Courage Emotional stability Resilience and tenacity Self-reflection abilities Responsibility Self awareness/Self knowledge Self confidence
Communication and interpersonal skills	Active listening Assertiveness Capacity to inspire/tell stories Commitment to others Team working Presentation skills
Basic Business Understanding skills	Business idea and business model evaluation Business planning skills Basic sales skills Marketing fundamentals Foundations of financial statements and financial analysis
Risk-taking & Opportunities identification Abilities	Proactive Attitude Risk analysis & risk tolerance Opportunities seeking & identification Locus of control

IV. Results and summary

Trainers results

Educational contents supporting entrepreneurial initiatives (76 trainers/teachers).

Usage/ countries	BG	DE	PT	SK
Yes	71%	68%	67%	70%
No	29%	32%	33%	30%

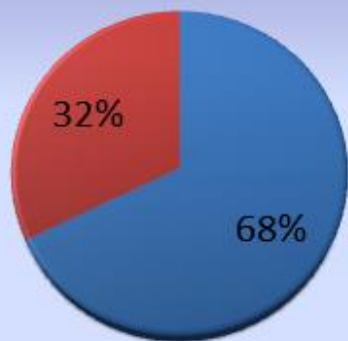


Educational contents supporting entrepreneurial initiatives are integrated by 50 – 100% in the courses of all countries.

Trainers results

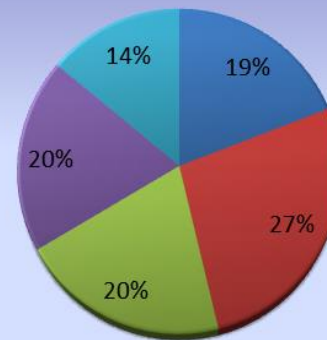
Importance to integrate content to promote entrepreneurship in education

0%



- necessarily
- good to have
- not necessarily

Motivation of students for participation on current courses

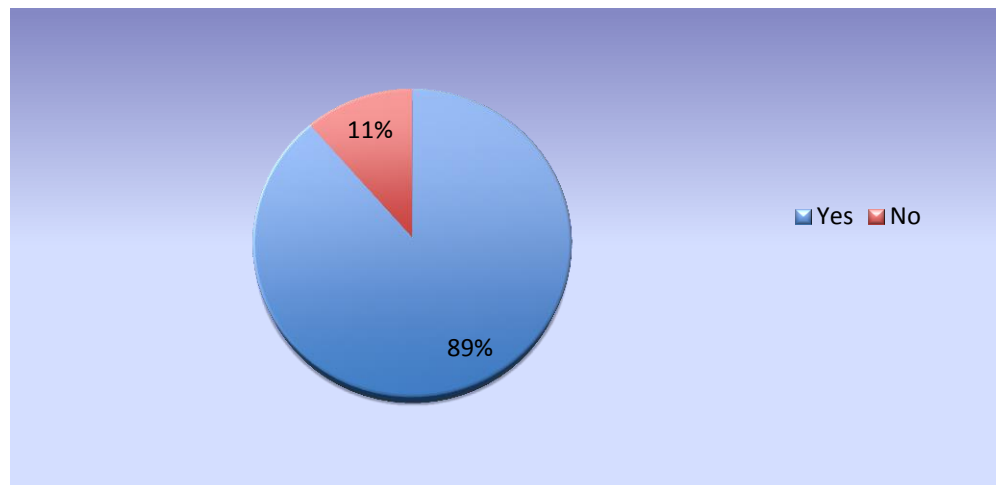


- to get new knowledge
- to get practical skills and apply them in the real life
- to be able to apply the new knowledge
- to change their lives
- to fulfil an obligation set by the Employment Agency

Trainees results

Educational contents supporting entrepreneurial initiatives
(112 trainees/learners)

Usage/ countries	BG	DE	PT	SK
Yes	100%	68%	n.a.	90%
No	0%	32%	n.a.	10%



Most mentioned as visited courses among the respondents are:

Business Basics

Project Management

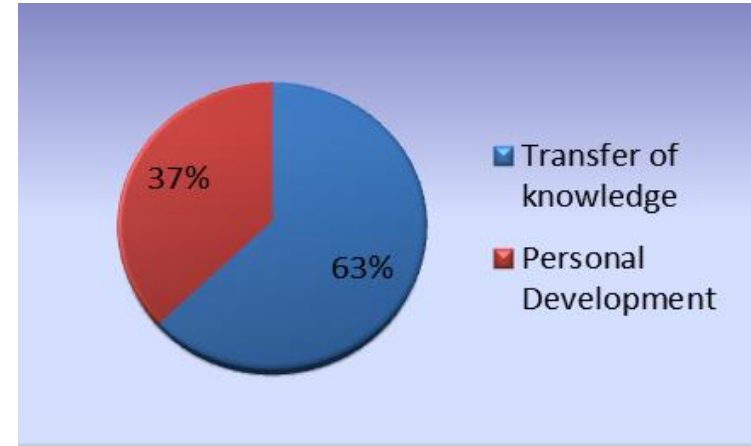
Teamwork

Marketing

Management.

Trainees results

Importance of transfer of knowledge and development of personality



Barriers to entrepreneurship (both groups)

- Lack of funding
- Fear (risk taking)
- Bureaucracy
- Lack of experience
- Lack of knowledge
- Lack of self-confidence

The most important elements to become a successful entrepreneur for learners

- Passion for the business
- Quality of product or service
- Personal development
- Customer orientation

Skills that should be considered to be integrated in the training courses (both groups)

Soft - skills categories	Groups of soft skills for each category
Decision making skills	<p>Analysis and problem solving</p> <p>Dealing with conflict</p> <p>Information management</p> <p>Proactive Attitude</p> <p>Risk analysis & risk tolerance</p>
Creativity and Innovation skills	<p>Creative thinking</p> <p>Flexibility</p> <p>Intuitive intelligence</p>
Personal skills	<p>Courage</p> <p>Emotional stability</p> <p>Resilience and tenacity</p> <p>Self-reflection abilities</p> <p>Responsibility</p> <p>Self awareness/Self knowledge</p> <p>Self confidence</p>
Communication and interpersonal skills	<p>Active listening</p> <p>Assertiveness</p> <p>Capacity to inspire/tell stories</p> <p>Commitment to others</p> <p>Team working</p> <p>Presentation skills</p>
Basic Business Understanding skills	<p>Business idea and business model evaluation</p> <p>Business planning skills</p> <p>Basic sales skills</p> <p>Marketing fundamentals</p> <p>Foundations of financial statements and financial analysis</p>
Risk-taking & Opportunities identification Abilities	<p>Proactive Attitude</p> <p>Risk analysis & risk tolerance</p> <p>Opportunities seeking & identification</p> <p>Locus of control</p>