

Innovative potential meets experience: the Enterprise+ Project

Institute for Work Science
Ruhr-University Bochum

Dr. Martin Kröll
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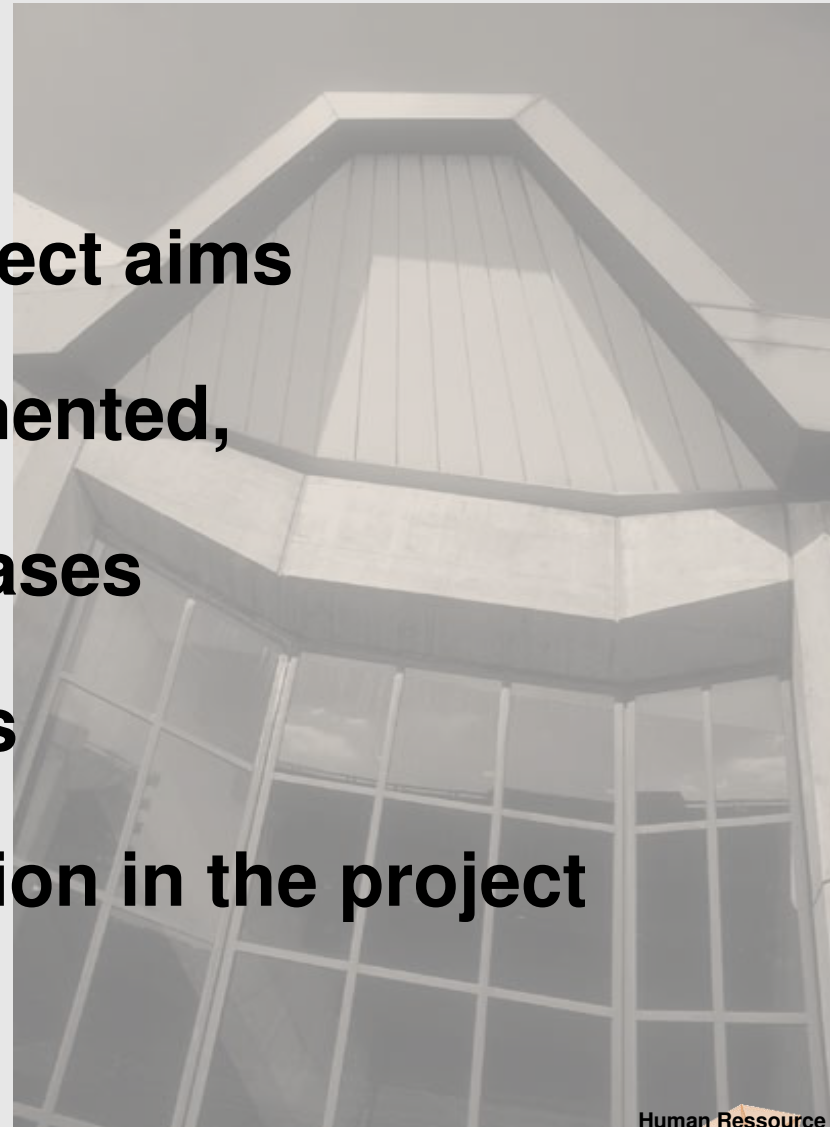


Human Ressource
Management &
Qualification



RUB

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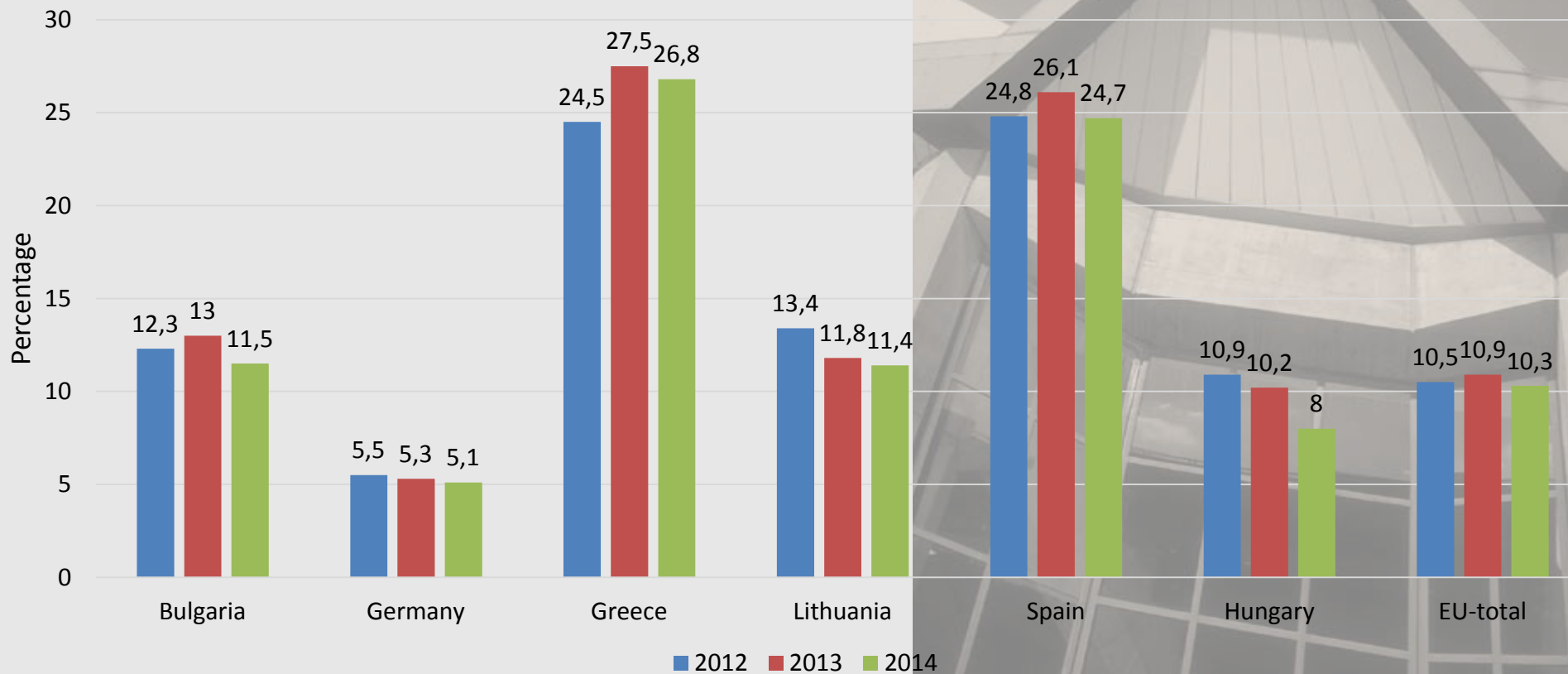


1. European challenges



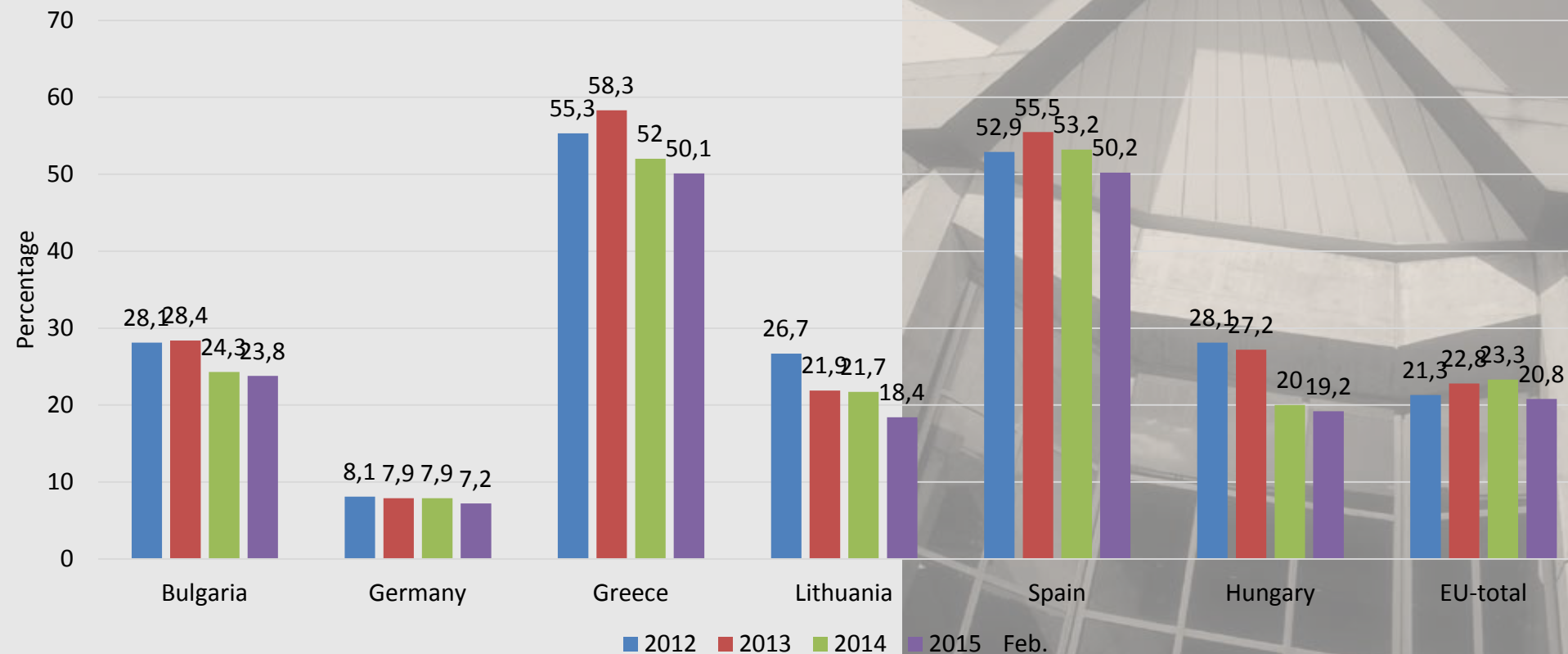
Challenge: Unemployment in Europe

Total amount of registered unemployment

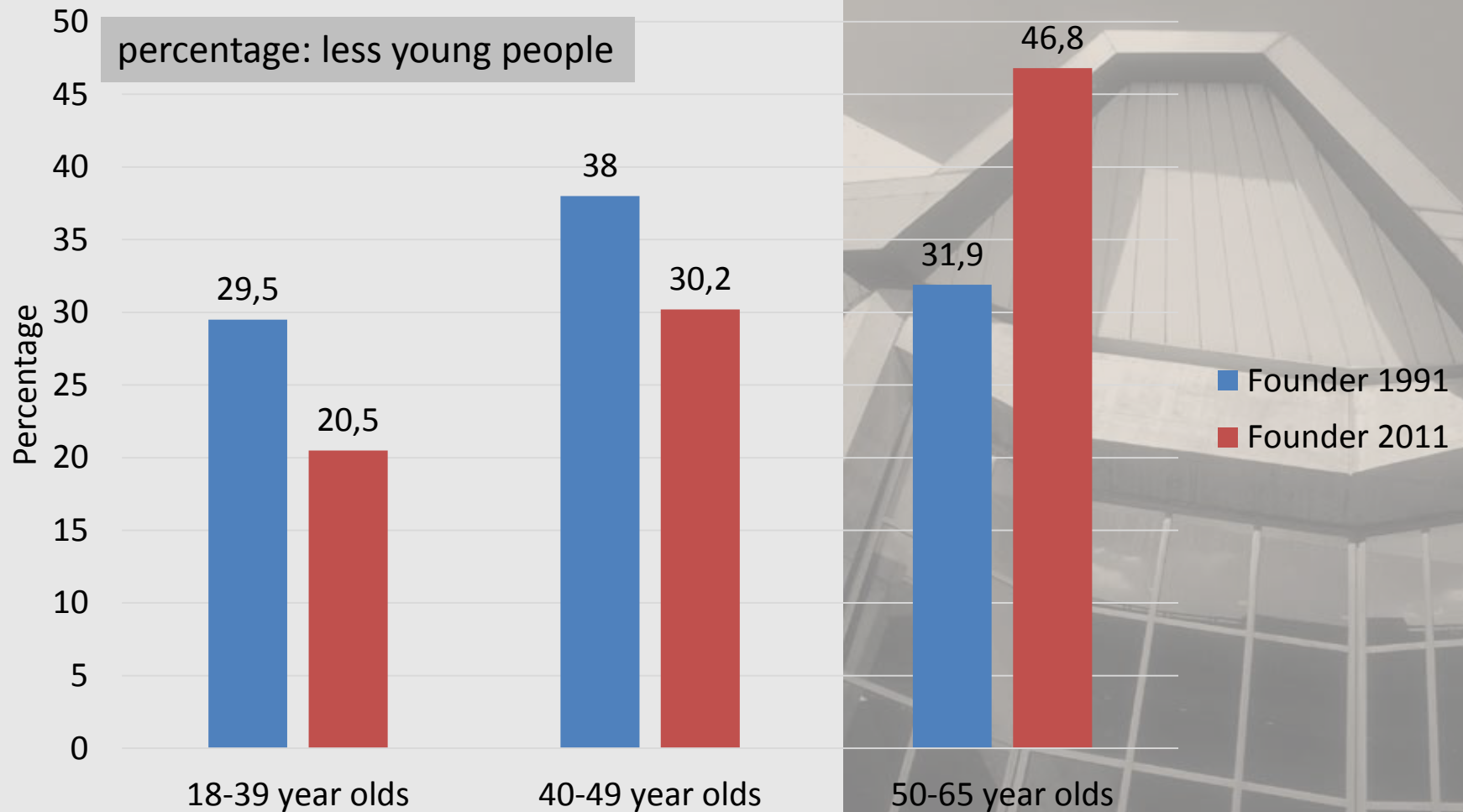


Challenge: Unemployment in Europe

Youth unemployment: is higher!

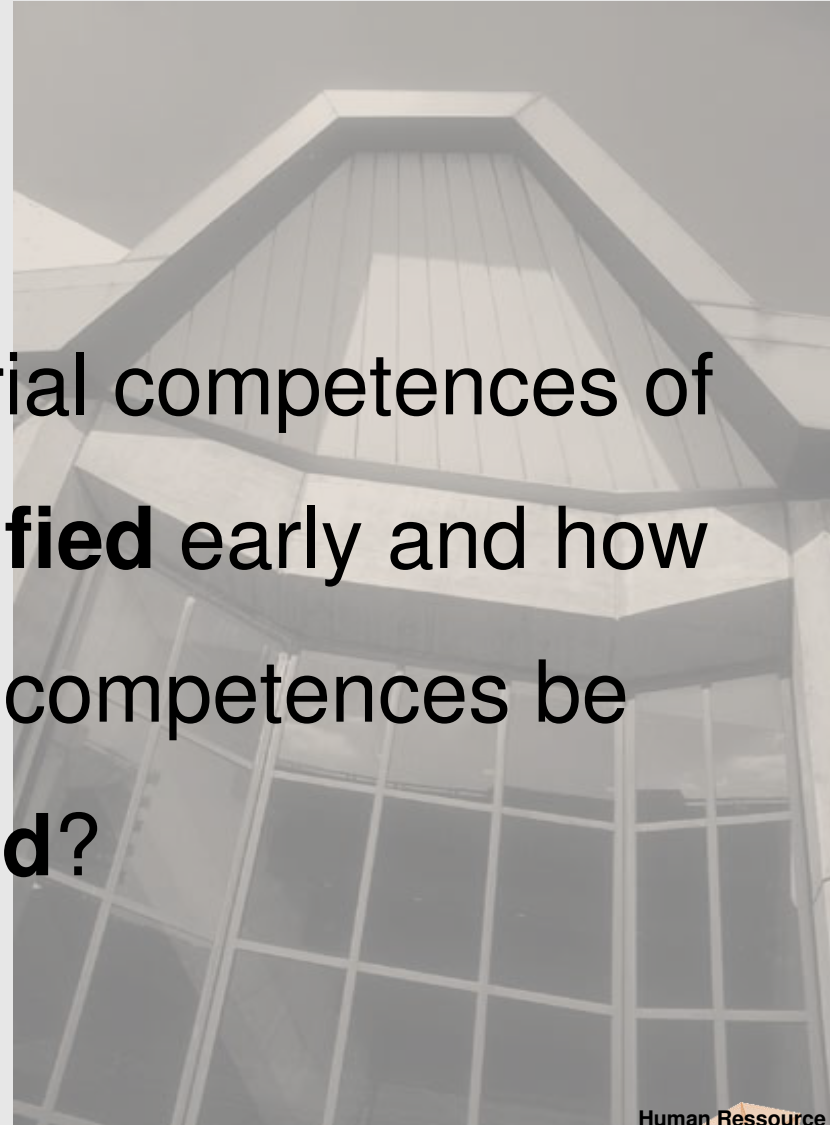


Difficulties regarding foundation



- high unemployment, especially youth unemployment in Europe
- increased globalization → rising uncertainty → entrepreneurial thinking gains more importance
- not all entrepreneurial competences can be learned at school
- generation of new employment opportunities is necessary
- gap between educational and working world

How can the entrepreneurial competences of young persons be **identified** early and how can the entrepreneurial competences be **developed**?



2. Project partners and Project aims



Project partners

Chair of Economics and Economic Education
at the University of Duisburg-Essen
(Germany)

The Economic Seniors (The old aged assist
the young) NRW (Germany)

Institute for Work Science at the Ruhr-
University of Bochum (Germany)

German-Baltic Chamber of
Commerce (Lithuania)

Chamber of Commerce and
Industry Pécs-Baranya
(Hungary)

Centro Europeo de Empresas e
Innovación de Murcia (CEEIM) (Spanien)

Eniochos Consulting
(Greece)

Foundation of
Research and
Technology - Hellas
(FORTH) (Greece)

Gabrovo Chamber of
Commerce and Industry
(Bulgaria)

Project aims

- Contribute to the reduction of youth unemployment in Europe through...

Analysing and promoting **entrepreneurial competences** of young people

Pointing out the possibility of **foundation** and promoting the foundation initiative

Promoting work in **inter-generational teams** and developing new learning methods

Establishing a **European network** concerning intergenerational work

3. Instruments to be implemented

Project activities and phases



Instruments to be implemented

We have two methods that shall be implemented in each EU country:

Potential Analysis

- absolute new
- scientific established and tested

Student Enterprises

- German foundation award
- 2000 student teams every year
- A total of 65 000 students until now
- Sponsors: Porsche, ZDF, Stern, Sparkasse (bank)

How do they match?

Potential Analysis → Personality & Competence

Assessment

Student Enterprises → Competence **Development** and
specific **practicing** in founding a business

adjusting the **Competence Development dependent on the
results of the Assessment**



Basic concepts

Lernability:

Entrepreneurial thinking should be discovered early and can be learned at least partly

Learning by doing:

Students and mentors (Business Consultant Senior) are working on a project together

Philosophy of learning:

Strengths orientation (the potentials of the student should be developed further early)

Central activities

Potential analysis

- Assessment tool
- As detailed as an Assessment-Center providing a detailed feedback concerning entrepreneurial skills

Aim: Reveal students' potentials concerning entrepreneurial skills

Student Enterprise (Mentoring)

- Coaching for students by experienced executives (Alt hilft Jung NRW e.V.)

Aim: develop entrepreneurial skills by applying them in a real self-established company

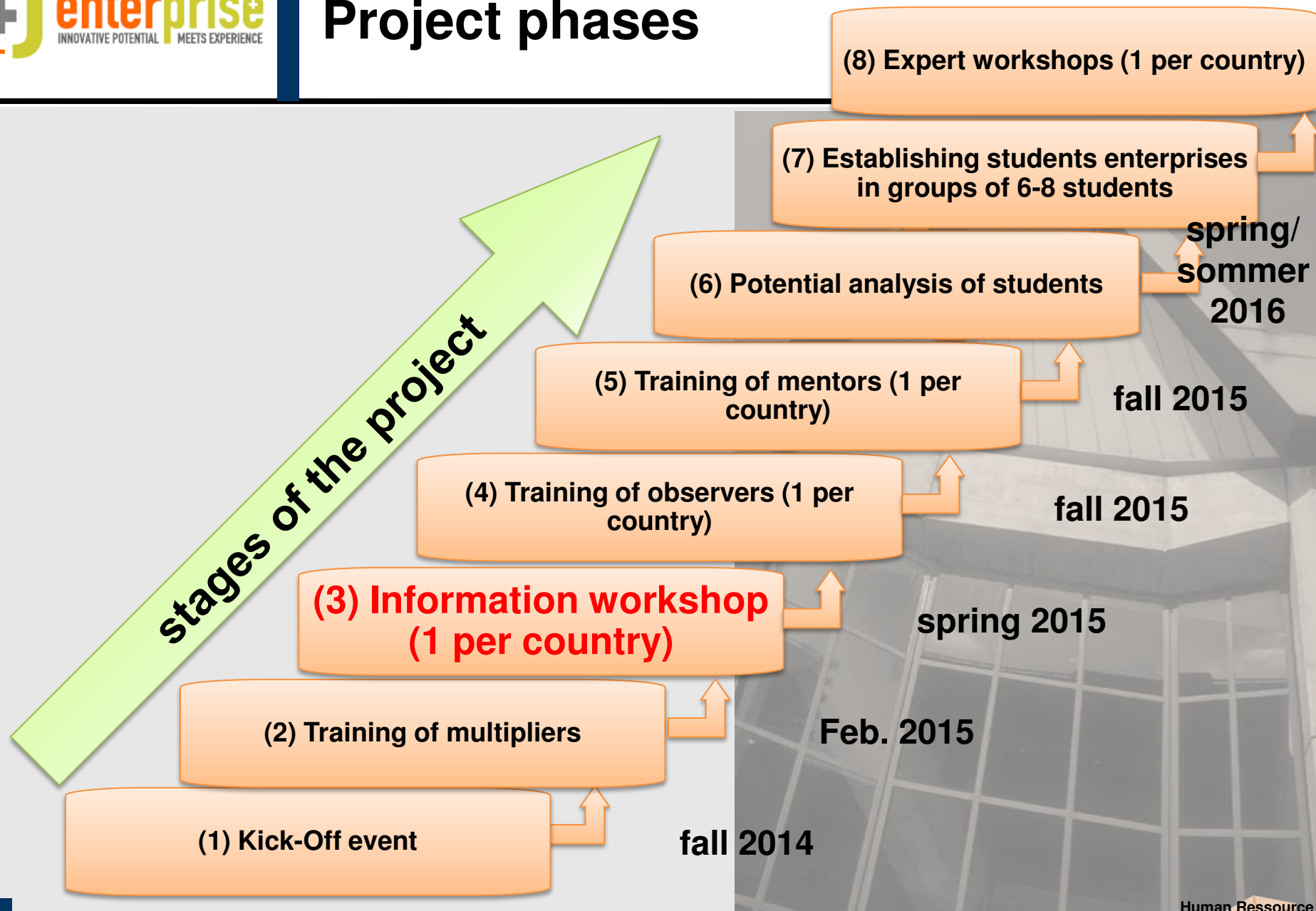
Development of self-learn-material

Topics:

- Potential analysis for students
- Management: from companies run by students to founding projects
- Networking for student entrepreneurs
- Entrepreneurship as reasonable option for students

Aim: Enable to pursue the concept

Project phases



4. Target groups und actors

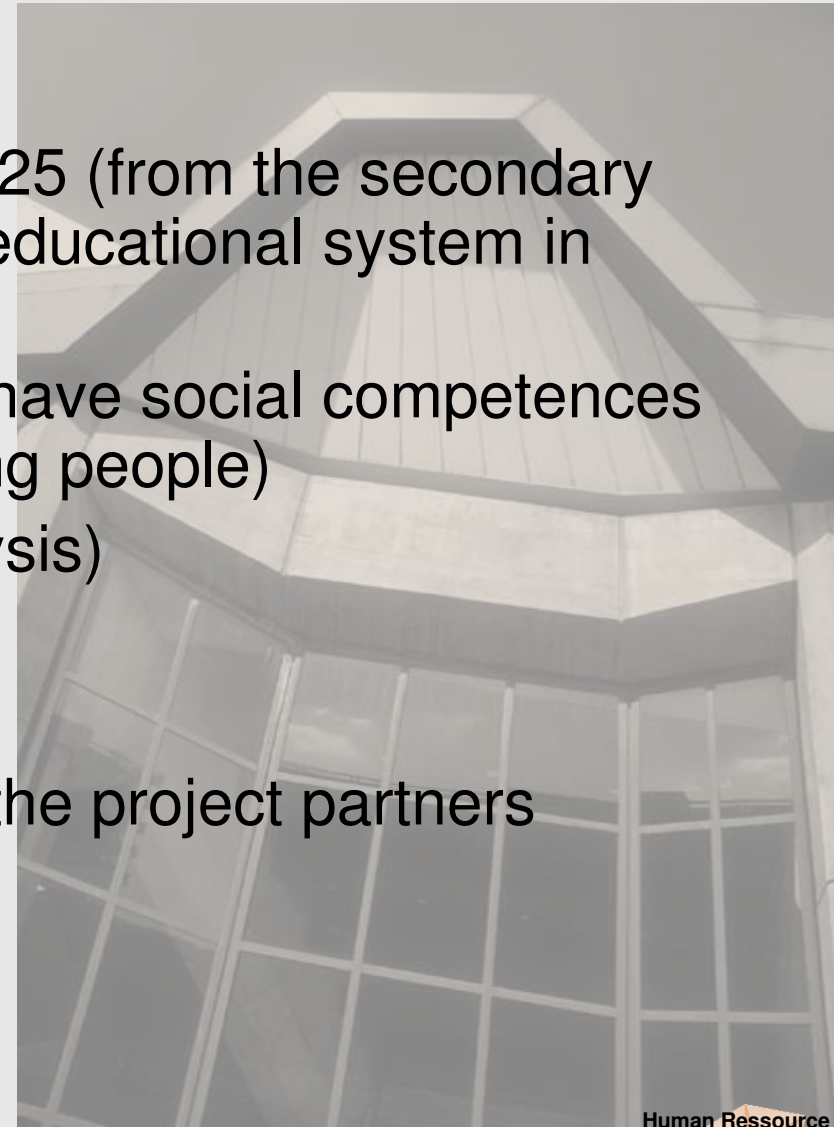


Target groups

- Young people at the age of 16 – 25 (from the secondary school system (depends on the educational system in each European country))
- Mentors (former managers who have social competences concerning the contact with young people)
- observers (for the potential analysis)

Actors

- Responsible contact persons of the project partners
- (Vocational) schools
- Companies
- Employment Agencies



Which role can you take in the project?

roles

- mentors to support and coach the student enterprises
- organisers for e.g. the student enterprises and the potential analysis
- observers (talent-scouts) for potential analysis
- sponsors for financial and personell support of the project activities

Who can take over these roles?

- mentors: e.g.: experienced executives (former managers), university students with work experience, teachers with work experience in economy
- Organiser: e.g. teacher, empoyee from the chamber or from employment agencies
- observers (talent-scouts): e.g. teacher, empoyee from the chamber or from employment agencies
- sponsors: e.g.companies, head of the schools and the leader of the chamber who release the teacher form work duty

What are the tasks in the project?

mentors:

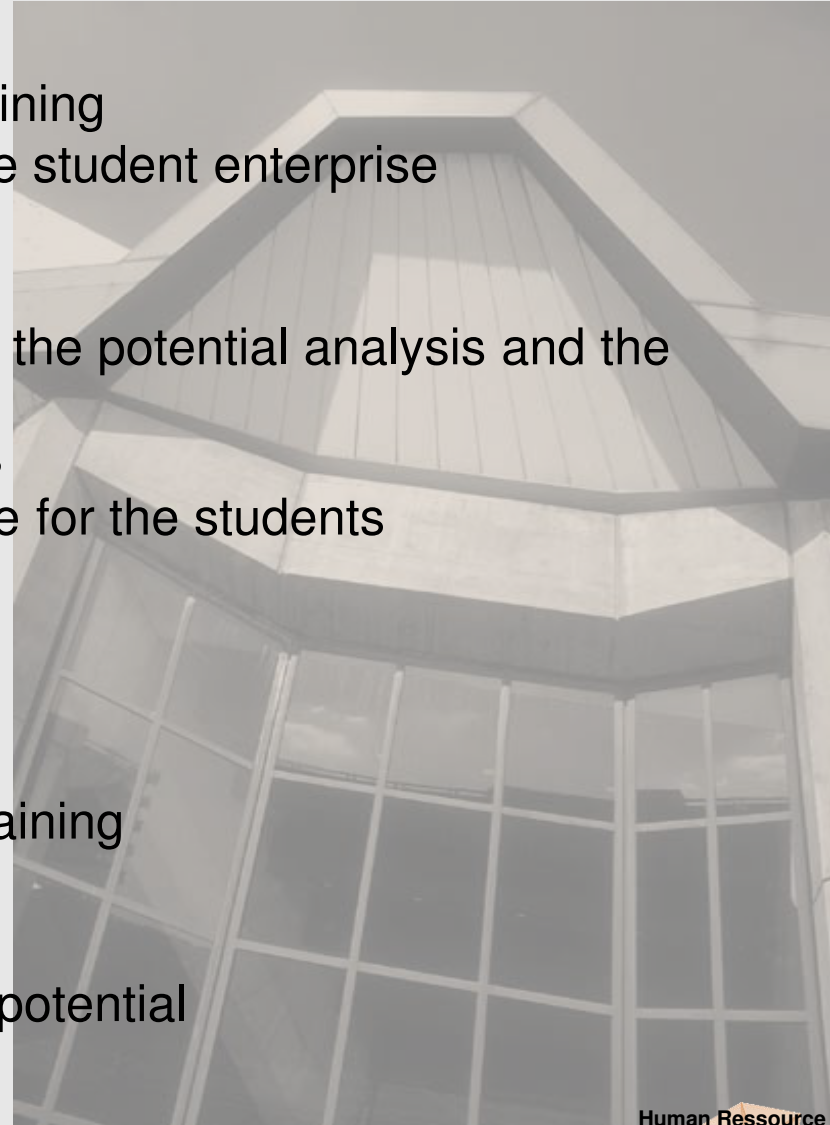
- participation in the two days of mentor-training
- support and coach the students during the student enterprise
- ...

organiser:

- give the students some information about the potential analysis and the student enterprises
- find enough students for both instruments
- keep rooms, materials and so on available for the students
- put a team of students together
- connect students with mentors
- ...

observers (talent-scouts):

- participation in the two days of observer-training
- help to organize the potential analysis
- observe students
- give students some feedback about their potential
- ...



5. Advantages of participation in the project



What awaits the students?

(1) Potential analysis

(2) Report on potentials

(3a) Establishing a students enterprise (in groups of 6-8 adolescents)

(3b) Mentoring by an experienced manager

(4) Developing and broadening competences by running the students enterprise

Advantages from the participation

(Vocational) schools

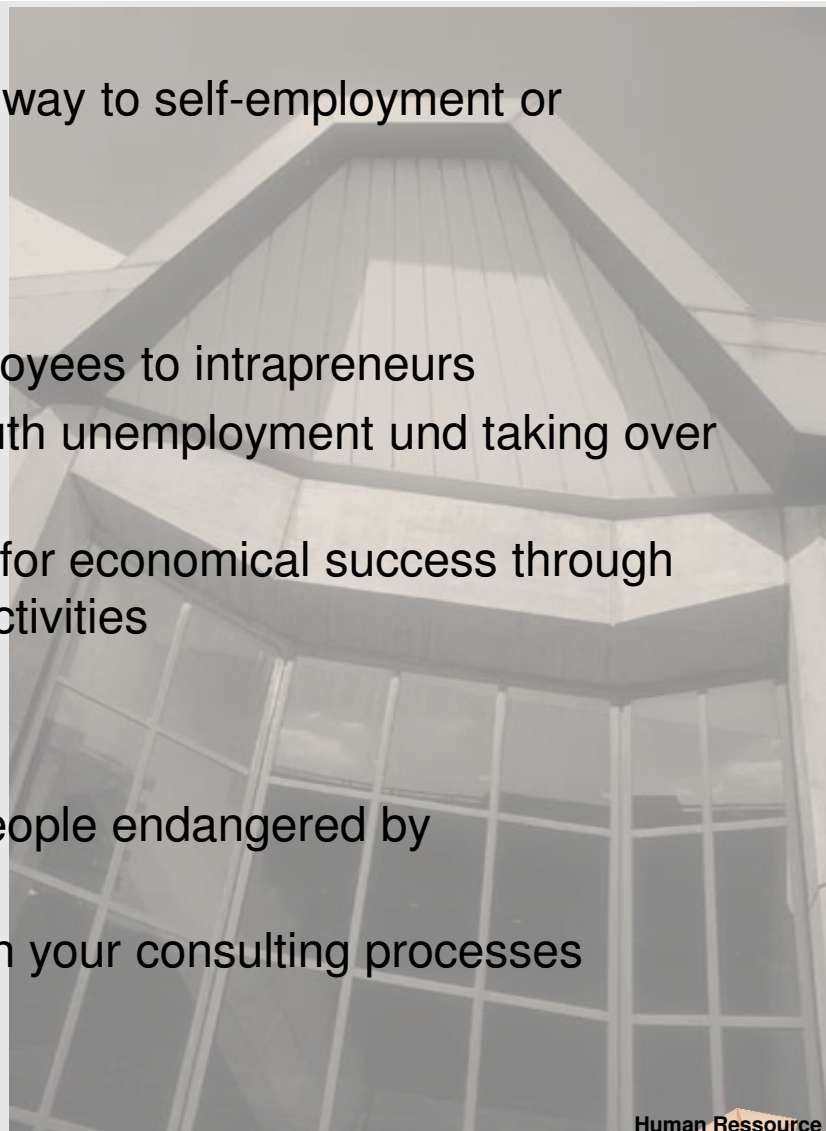
- Pedagogical support of the students on their way to self-employment or intrapreneurship

Enterprises:

- Creating space for innovative projects
- Further development of selected young employees to intrapreneurs
- Enhance their reputation through fighting youth unemployment und taking over social responsibility
- Enterprises improve the social requirements for economical success through starting or expanding corporate citizenship activities

Employment agencies:

- tested instrument for the potential analysis
- specific support for unemployed people or people endangered by unemployment
- Use of the principles of strength-orientation in your consulting processes



Thank you very much for your attention!

**The project team of IAW is looking forward
to the future cooperation with you!**

**contact:
Dr. Martin Kröll
Martin.kroell@rub.de**