

The Enterprise+ Project

An Overview

innovative potential meets experience

Institute for Work Science
Ruhr-University Bochum

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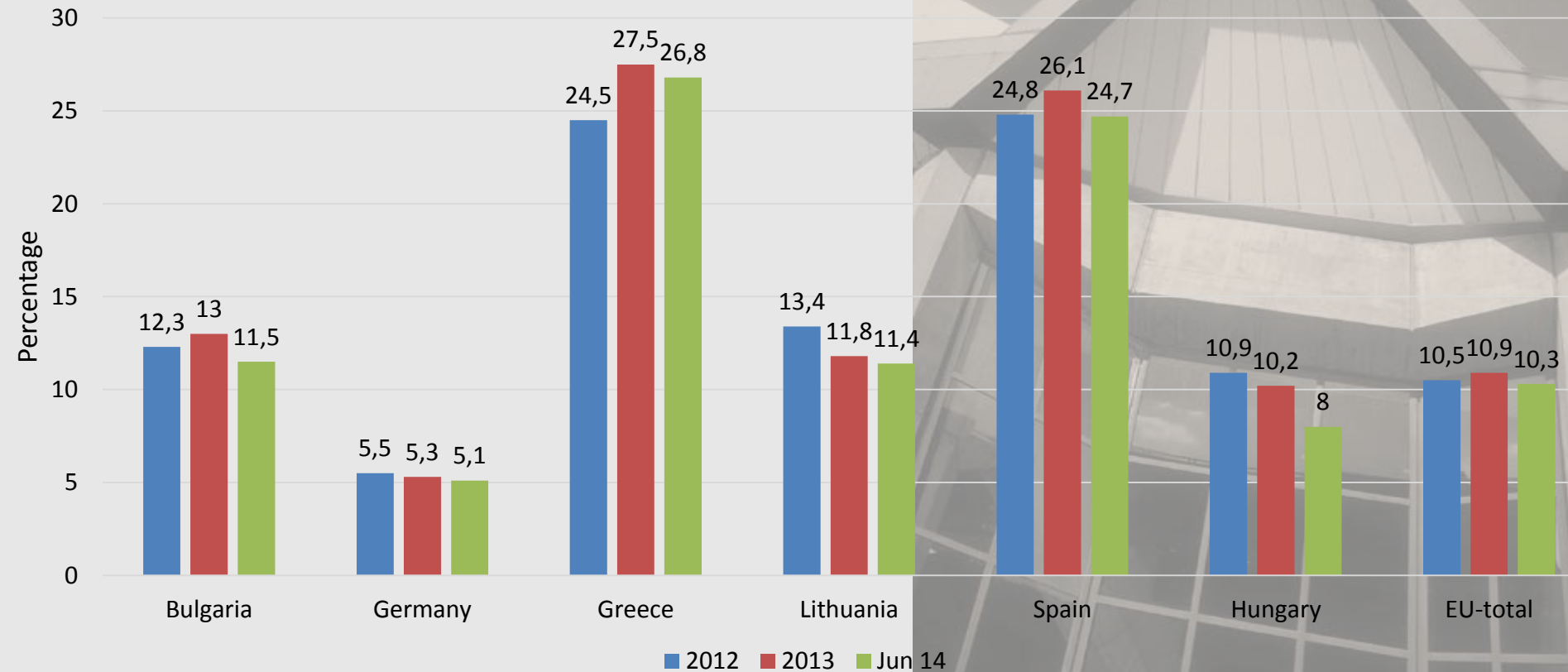
Erasmus+

- 1. European challenges**
- 2. Project partners**
- 3. Project aims**
- 4. Instruments to be implemented**
- 5. Project activities and phases**
- 6. Target groups und actors**
- 7. Results/Products of the project**
- 8. Advantages of participation in the project**



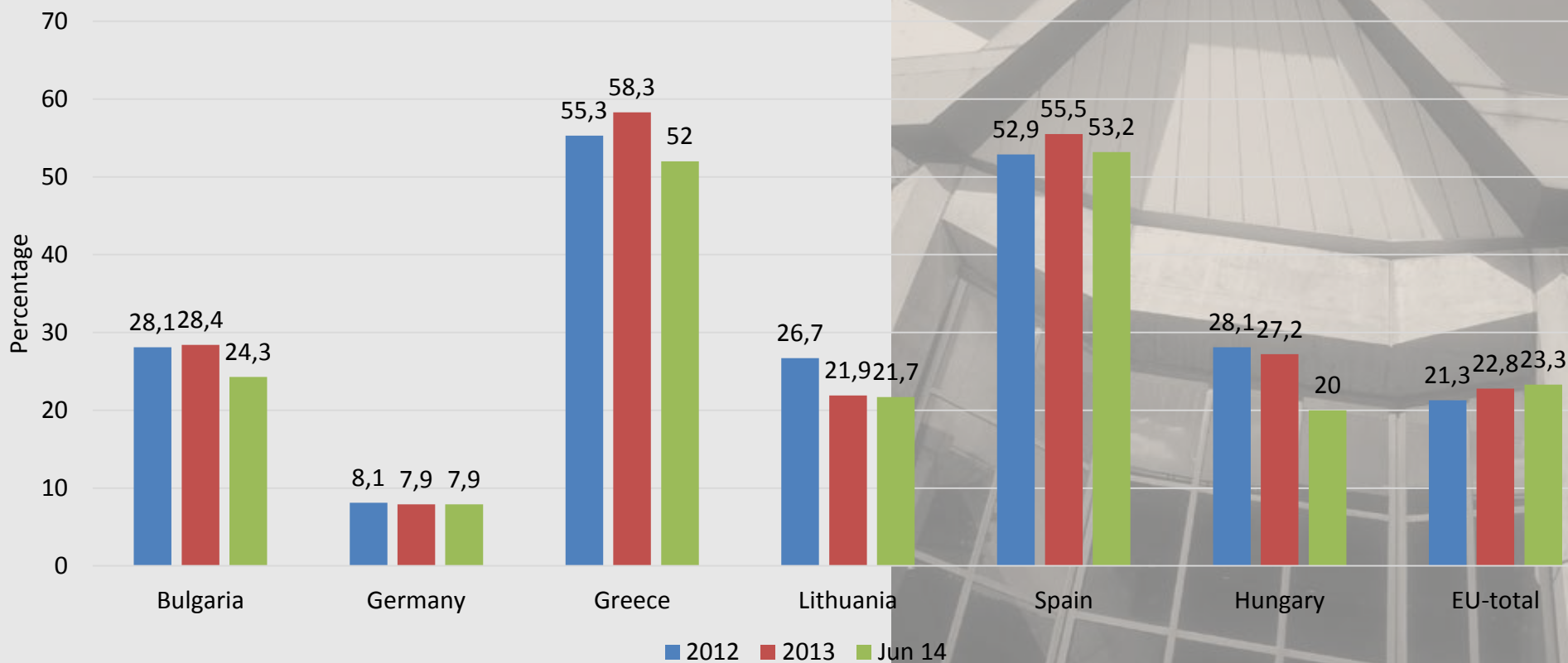
Challenge: Unemployment in Europe

Total amount of registered unemployment

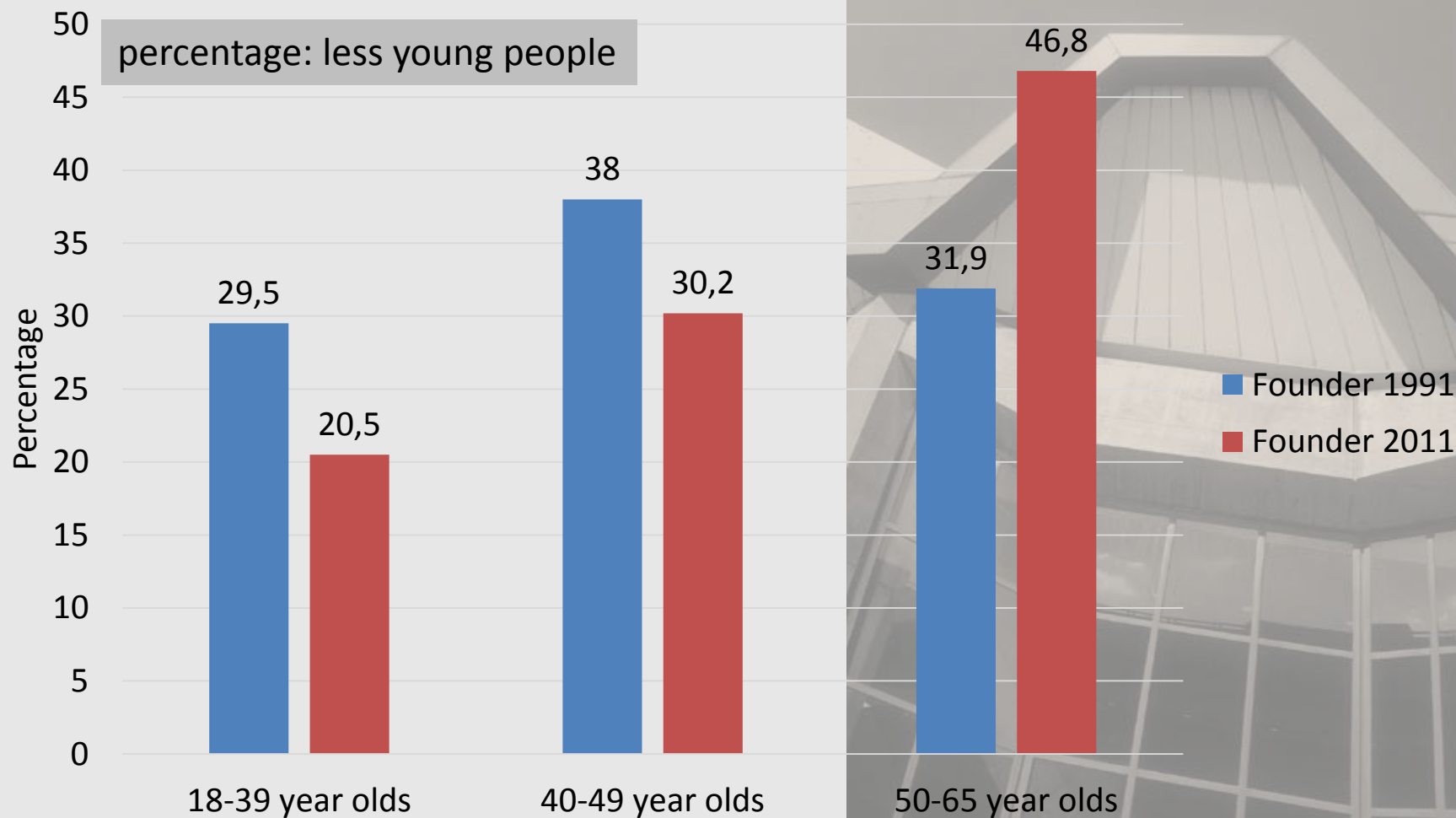


Challenge: Unemployment in Europe

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 indentified early and how can the foundation initiative be promoted?



Project partners

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

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

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

German-Baltic Chamber of
Commerce (Lithuania)

Chamber of Commerce and
Industry Pécs-Baranya
(Hungary)

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

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

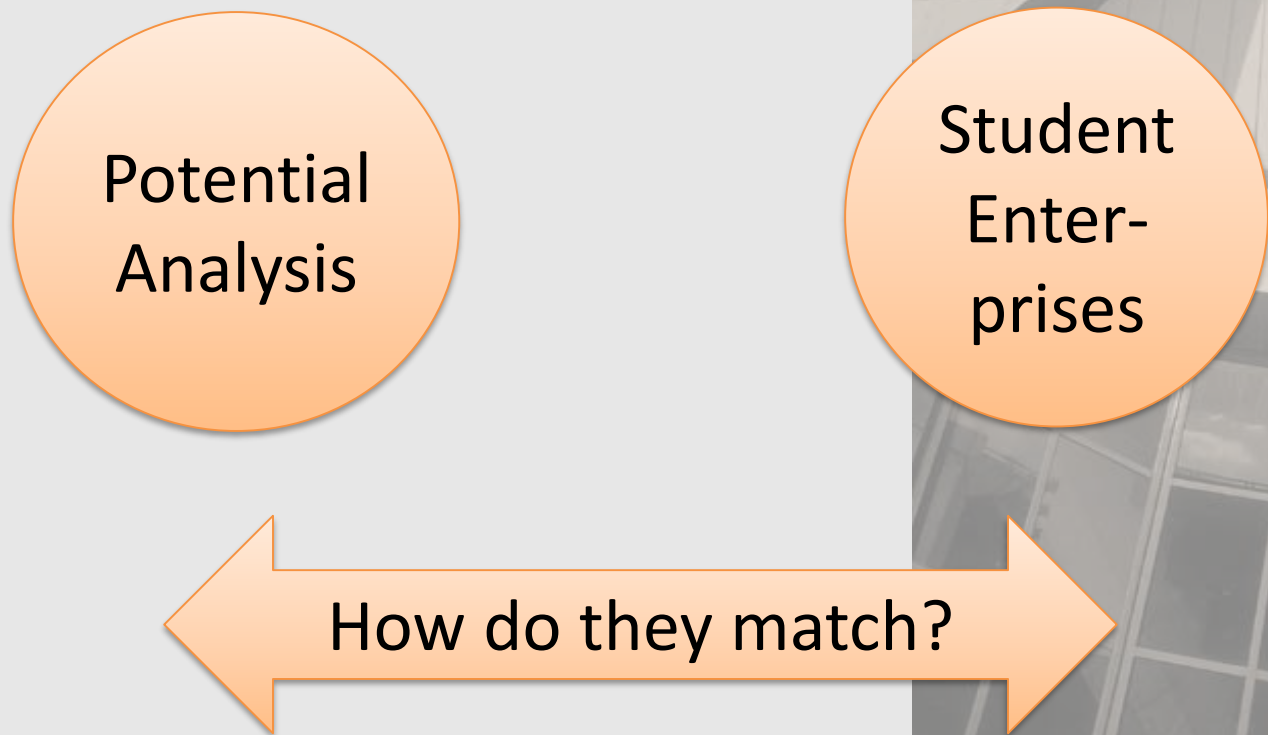
Promoting work in inter-generational teams and developing new learning methods

Establishing a European network concerning intergenerational work (consisting out of more than 40 interested enterprises)

1. European challenges
2. Project partner
3. Project aims, tasks and phases
4. Target groups/ project actors, and expectations on the project actors
5. The project from the young people's point of view
6. Advantages of the participation in the project

Instruments to be implemented

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



Potential
Analysis

Student
Enter-
prises

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



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

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

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)

Activities in the partner's home countries

Information workshop

- Spreading the concepts of the Potential Analysis & Mentoring of students by experienced executives

Conduction of:

- Potential Analysis and the mentoring during the student enterprises
→ supporting role of the partner

Expert workshops

- Discussion about implementation, opportunities and resistance in the different countries as well as the need of adapt the concepts to national circumstances

Implementation of the concept at European level

Specific tasks for partners representing a country

Preparation

- Taking part in the kick-off
- Taking part in the multiplier training

Information Workshop

- Identifying and inviting an interested audience
- Preparing the facilities for the workshop

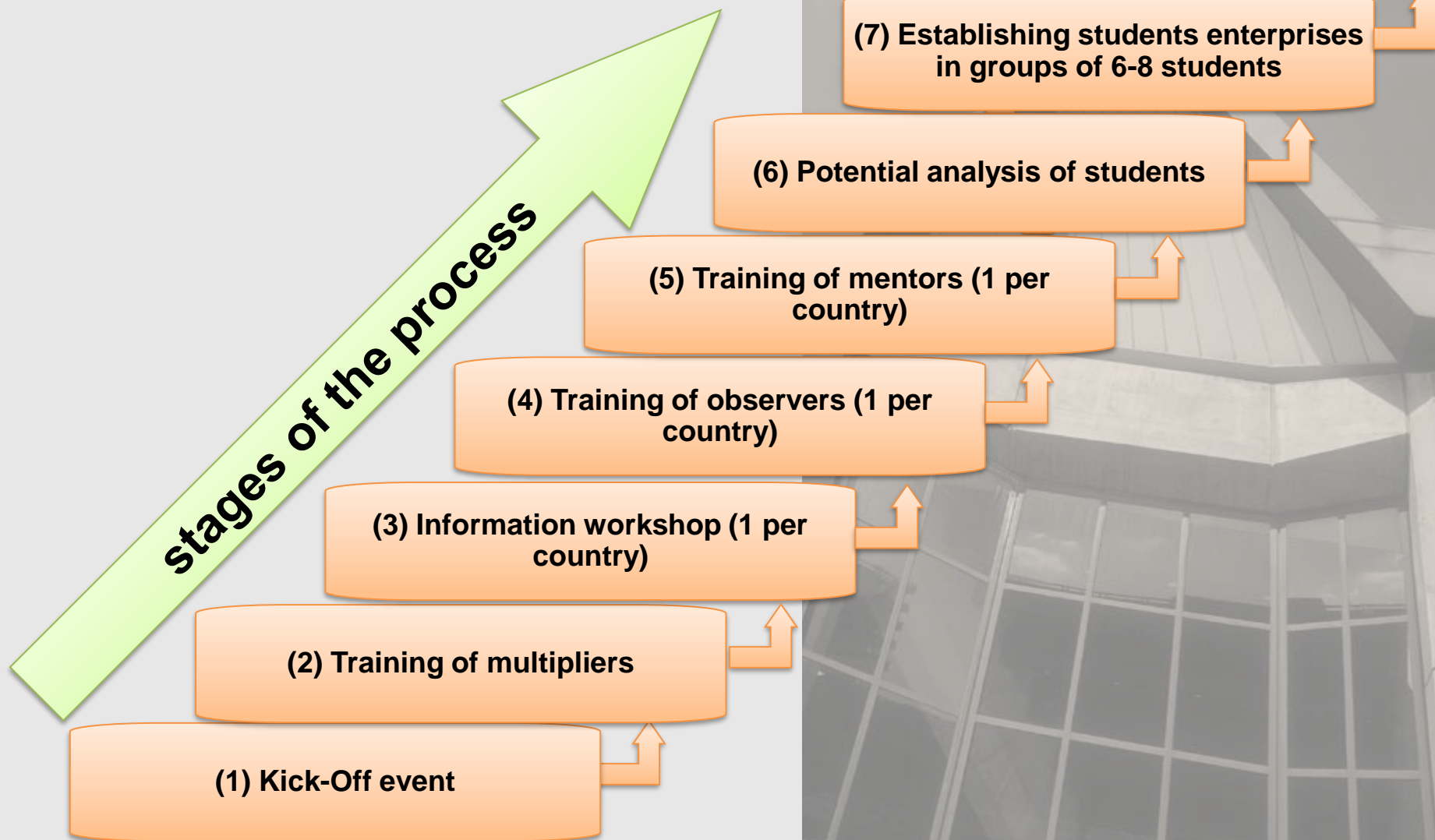
Conduction of Potential Analysis & student enterprises

- Finding participating students and experienced managers
- Preparing the training for mentors and the observers
- Support in the preparation and conduction of the potential analysis
- Matching students and mentors
- Supervising the work of the participants

Expert Workshop

- Identifying and inviting experts
- Preparing the facilities for the workshop

Process phases

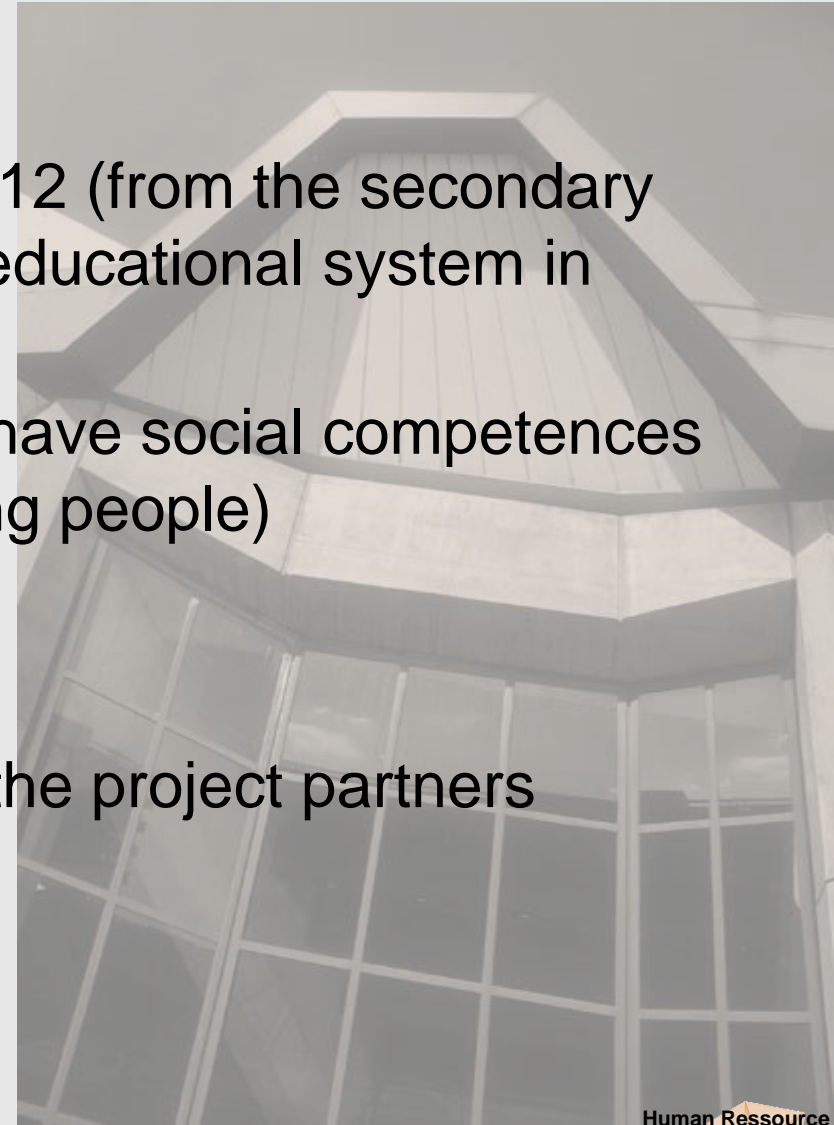


Target groups

- Young people at the age of 16 – 12 (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)

Actors

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



The (vocational) schools:

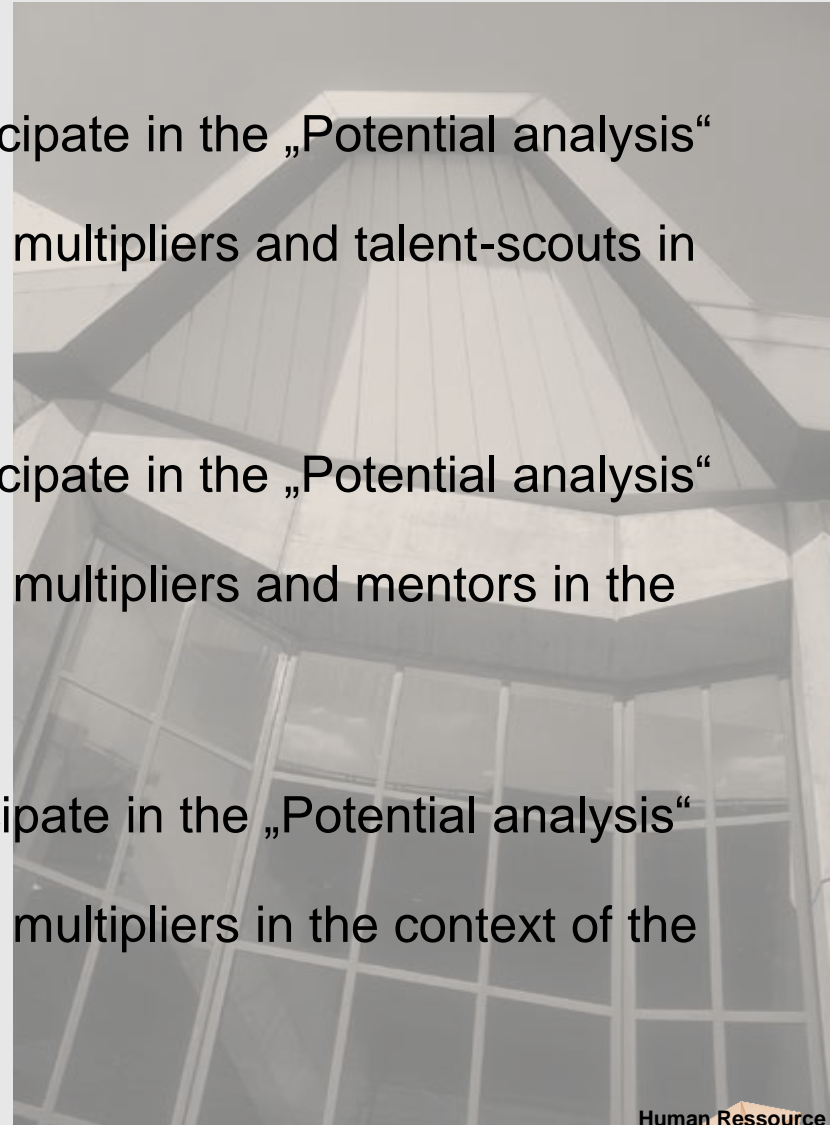
- Can propose young people who can participate in the „Potential analysis“ and the „Founder-Workshop“
- Can have their representatives trained as multipliers and talent-scouts in the context of the planned workshops

Companies:

- Can propose young people who can participate in the „Potential analysis“ and the „Founder-Workshop“
- Can have their representatives trained as multipliers and mentors in the context of the planned workshops

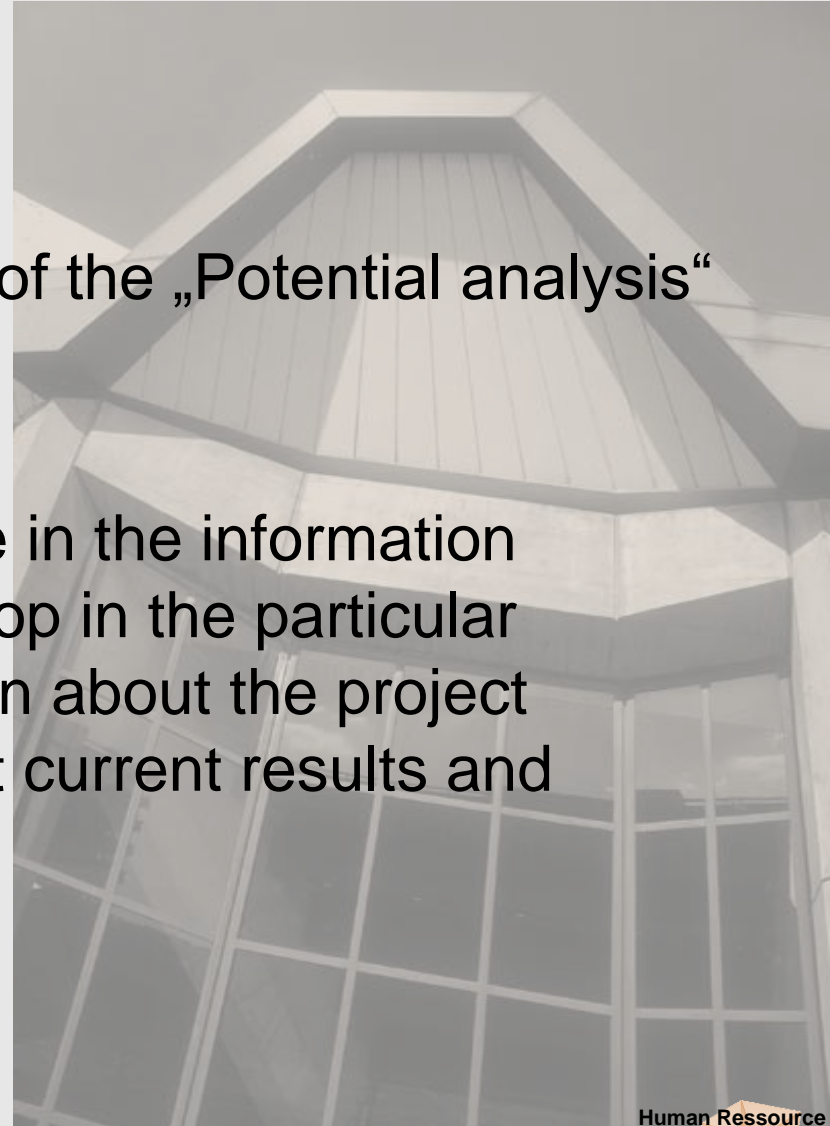
Employment Agencies:

- Can contact young people who can participate in the „Potential analysis“ and the „Founder-Workshop“
- Can have their representatives trained as multipliers in the context of the planned workshops



Each project actor

- Can support the implementation of the „Potential analysis“ and the „Founder-Workshop“
- Has the opportunity to participate in the information workshop and the expert workshop in the particular country to get detailed information about the project phases and to be informed about current results and discussions



Final products of the projects (Intellectual Output)

(5) Further development of the concept “student enterprises”

Starting point: Alteration of the concept of the German foundation price

Simulation of the funding of a business

Collect an evaluation of the participants → give suggestions for the further development of the concepts

(1) Translated documents

(2) Resistance and Potential Analysis

Expert workshops in the countries:
Interview of experts concerning resistance and strengths according to the application of the concepts „Potential analysis“ and „Student enterprises“

(4) Further development of the potential analysis

Implementation of the “Potential Analysis” (min. 1x per country)

10-15 students should take part in the “Potential analysis”.

Collect an evaluation of the participants → give suggestions for the further development of the concepts

(3)

Self-Learning materials (modules)

4 modules:

Potential analysis with young people → Uni Duisburg-Essen

Project management – from Student enterprises to founding projects → IAW

Networking and innovation alliances for young entrepreneurs → Hungary

Enterprising as an occupational option for young people → Greece (FORTH)

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:

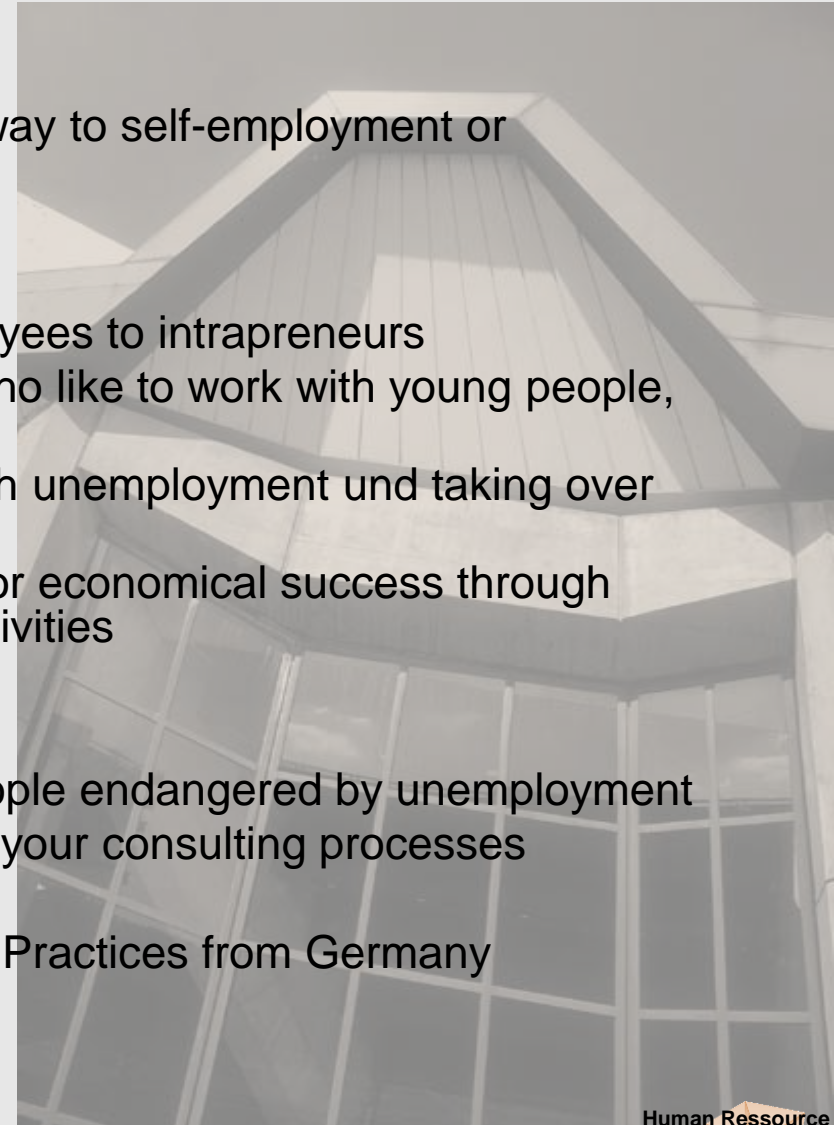
- Creating space for innovative projects
- Further development of selected young employees to intrapreneurs
- Experienced (ex)managers and executives, who like to work with young people, pass their knowledge to the youth
- Enhance their reputation through fighting youth unemployment und taking over social 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

All:

- Projects with signal effect modelled after Best Practices from Germany



Thank you very much for your attention!

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

