



Entrepreneurship Education in Europe:  
Fostering Entrepreneurial Mindsets through Education and Learning  
Oslo 26 and 27 October 2006



## School and Entrepreneurship

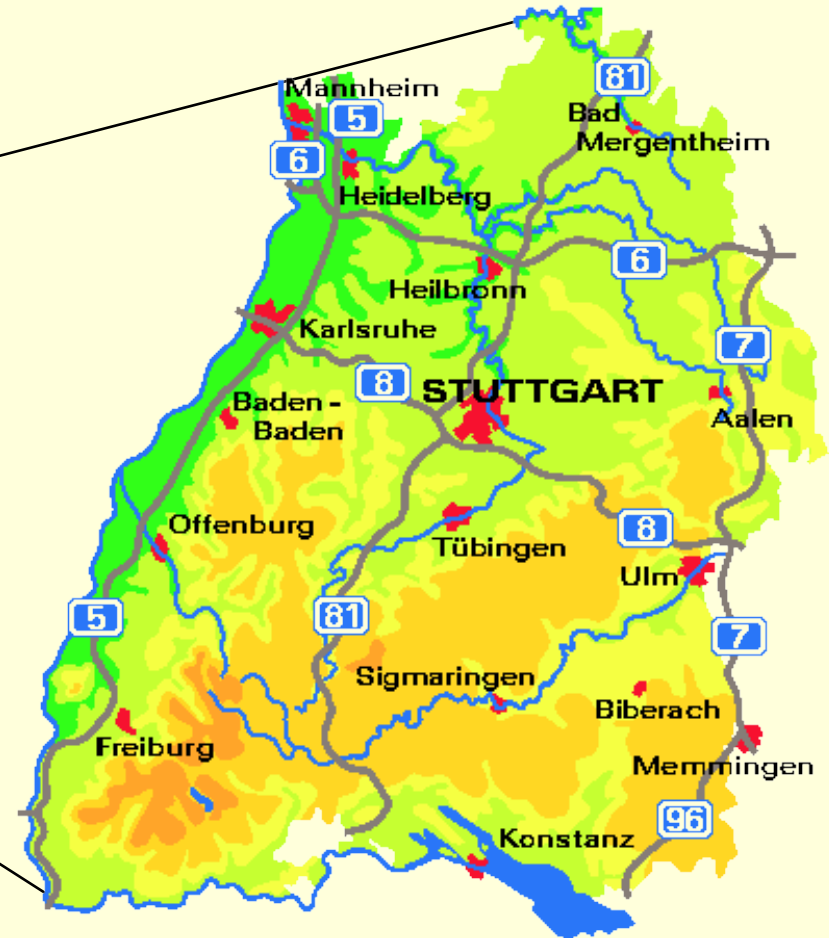
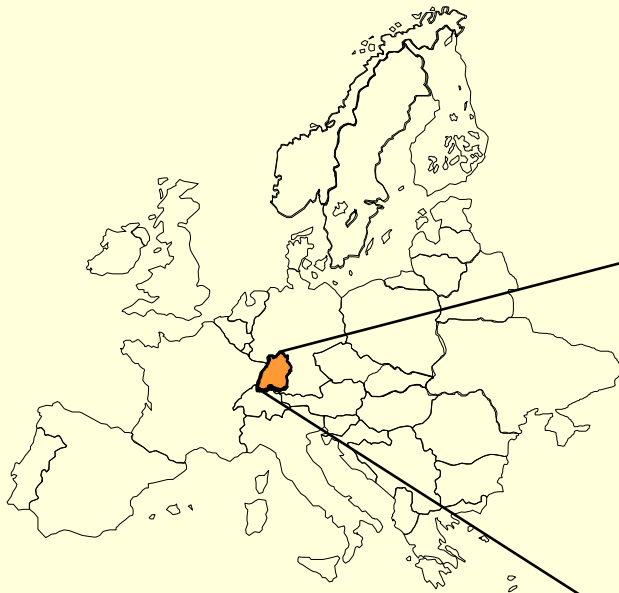
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Baden-Württemberg  
Ministry of Economic Affairs



# The State of Baden-Württemberg, Germany



- 35,752 square km
- 10.4 Million inhabitants
- Self-employment rate 10,3 %
- Unemployment rate 6,2 %
- Strong in R&D (3,9 % of GDP)
- Important global players and 480.000 SMEs





# Initiative for Start-ups and Business Transfer *ifex*

Design, co-ordination and implementation of Baden-Württemberg's start-up and business transfer policy

Integration, linkage and co-operation of more than 1,400 regional support service providers

- Support services for all phases of the start-up process
- Support to intermediaries and start-ups
- Support policies for specific target groups



# School and Entrepreneurship

## Creating in Baden-Württemberg's schools a climate where an entrepreneurial mindset can grow

- Sensitising students, teachers, parents and sponsors for entrepreneurship and self-employment
- Strengthening the understanding of economic processes
- Bridging the gap between theory and practice

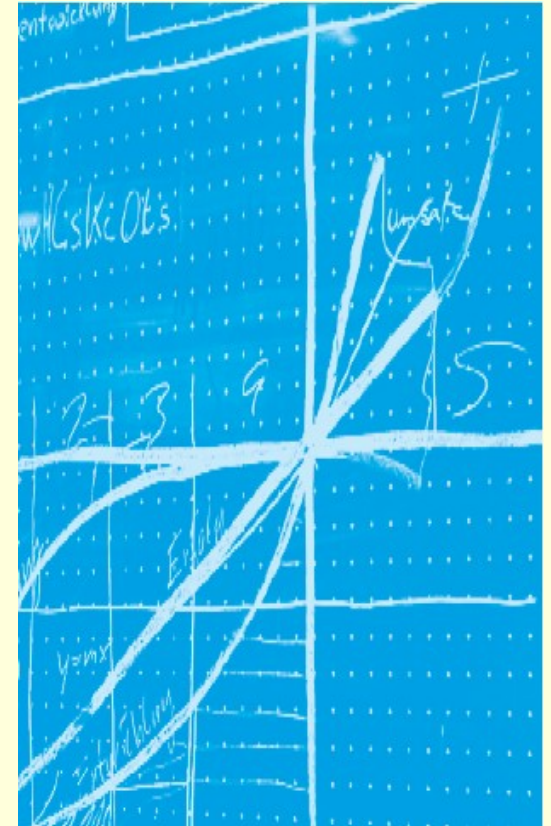
# Sensitisation

- Events and conferences for students and teachers
- State-wide cycle of events on student and junior companies
- Campaign “Entrepreneurs into School”
- Brochures and internet portal [www.schulen.newcome.de](http://www.schulen.newcome.de)
- Trade fair participation



# Training for teachers

- Development of textbooks and teaching material
- Further training of teachers
- Seminars and specialist symposia
- Individual advice and school coaching



# Training of students

- PriManager – School students manage a Stock Company
- Entrepreneurial Summer Camps
- Project weeks and “seminar courses”
- “Girls meet Business Women”





# Implementation of mini companies

- Cycle of events on student and junior companies
- Coaching for student and junior companies
- Support of trade fairs for mini companies und participation of mini companies at trade fairs
- Co-operation between mini companies and with industry
- Support for regional and state-wide projects and initiatives
- „Loan Programme“ for mini companies





## Results

- 160 schools with 260 teams and 1,500 students involved in PriManager each year
- At present more than 400 student, junior and practice companies in Baden-Württemberg
- On average 1,000 visitors at regional practice company trade fairs
- More than 1,800 teachers trained since 2003
- 70% of all public secondary schools in Baden-Württemberg reached



## Lessons learned

- Involve school administration and teachers beforehand
- Accompany projects
- Involve regional stakeholders and parents and look for sustainability
- Harmonise “School and Entrepreneurship” activity with other offers, e. g. with measures for universities
- Offer a diverse range of options - schools are different.
- Run mini companies only for a limited time and restart a new company to involve more students in the start-up phase
- Don’t limit activity to certain school types but try to show the economic reality, where the whole society is represented
- New interesting learning methods contribute to giving entrepreneurship a positive image (e.g. project work, interviews)



## Outlook

- Expansion of activity to primary schools
- European co-operation to share with other regions the experience made in the support of entrepreneurial activity at schools.



## Contacts

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