

Ideas  
Wants  
Needs



Challenge



Practise

Peering

Freedom  
Exploring  
Boost



Learning  
by  
Doing

Just  
Do it!





- **Learn all the rules about biking**
- **Study every part of the bike – Don't touch**
- **Practice "biking movements" without a bike**
- **Before trying the bike please make a detailed plan for all your movement**
- **Figures for the best rubber mix of wheels**
- **Read about famous bikers**
- **Be sure exactly, in advance, what to do once your on the bike**
- **Listen to complains about bikers**
- **Success or failure – never experiences**
- **Bikes are rare – there's no one left for you**
- **Develop a low self-confidence**
- **Biking is nice – but not in our street**
- **Dangerous**



### **Concept**

**Programme for teenagers age 15-20**

**Training Entrepreneurship and Enterprising IRL**

**Putting their own ideas, wants, needs, talents  
and dreams in**

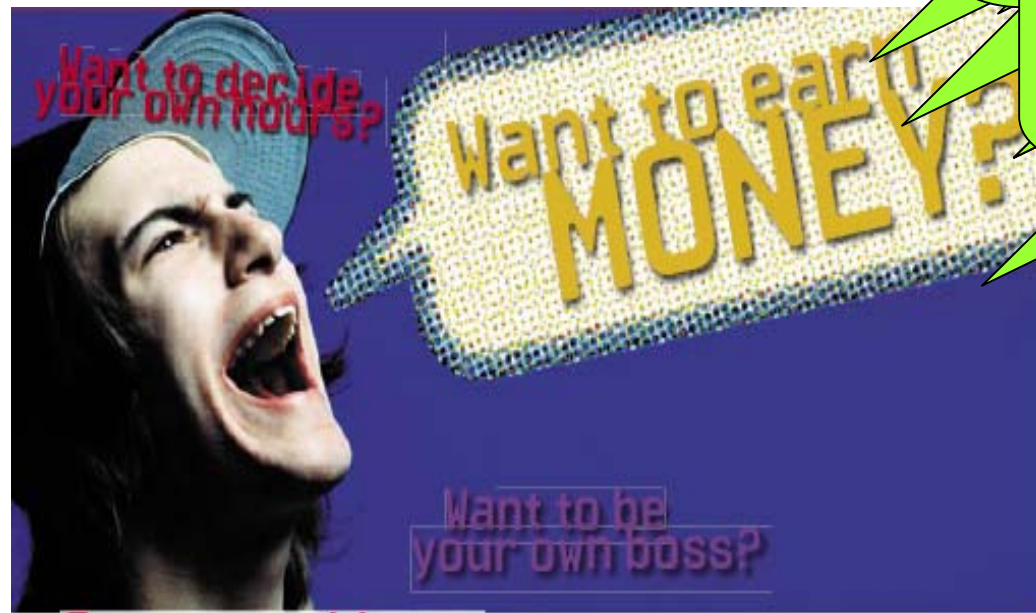
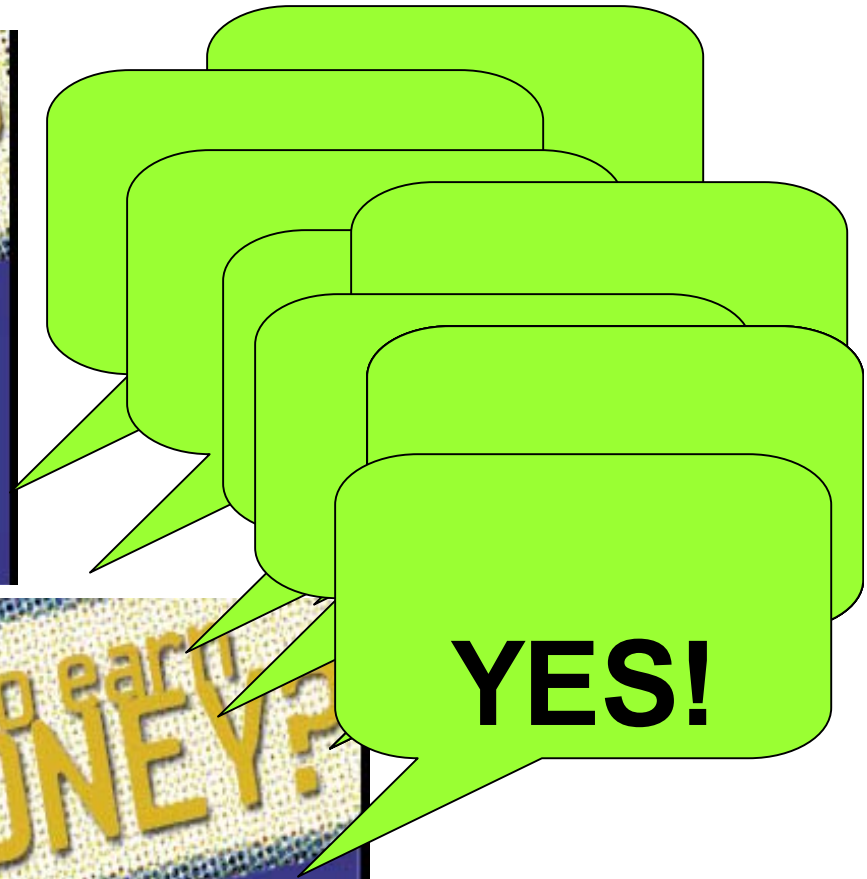
**Creating their own “summer jobs”**



Learning  
by  
Doing

**Just  
Do it!**





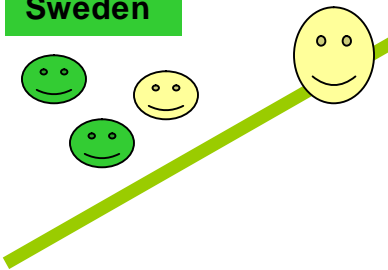
**SUMMER  
ENTREPRENEUR**  
Solleftea  
Ornskoldsvik  
Kramfors



**Concept and  
programme  
for other  
organisations**

**150 Summer entrepreneurs 2006**

**City  
Park  
Solleftea  
Sweden**



**150 Summer Entrepreneurs  
over the 5 last years**

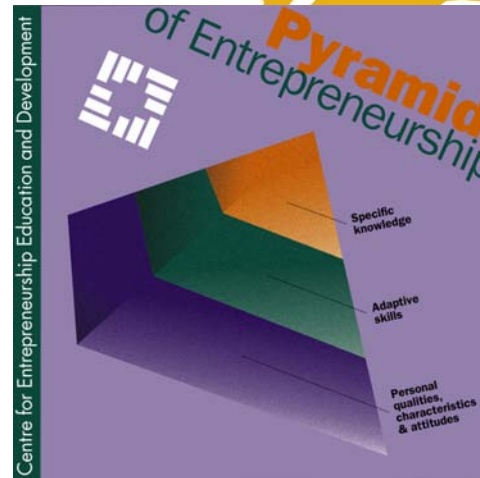
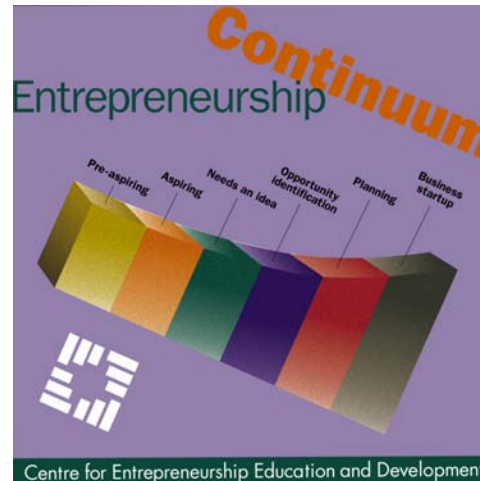
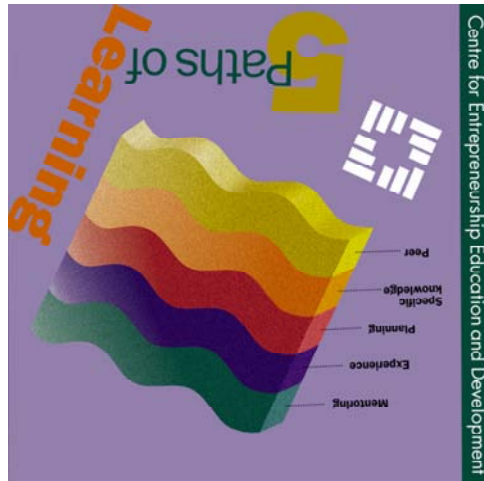
**Participation of 100 000**

**Activities, workshop,  
programmes and drop in  
clients focusing self steam,  
creativity and entrepre-  
neurship and enterprising**





## Core Principles & Philosophy



Entrepreneurship is an approach, a “thinking” and a behaviour

It can be developed and appreciated

Entrepreneurship is based on your personal qualities, attitudes, approach, skills and specific knowledge. All have be developed together.

We have at least five path of learning entrepreneurship. Put them all in action!

Learn Entrepreneurship by Doing Entrepreneurship

Do it step by step

Experiential Learning Model

# Ingredients in the Programme

**1 week kick off** - entrepreneurship & enterprising

with skilled motivators making a sound platform for participants and their business idea

**1-2 Programme certified coach/advisor**

for both individual and group sessions and activities during the period/summer

**1 sp. Network, mentors, role models**

from local entrepreneurs and companies

**1 Insurance(group)**

**A bit start capital**

200 Euro per participant

**1 Wind-up activity**

and evaluation



**Work and Mix all ingredients with the tools from the 4 cour principles and activities based on Experiential Learning Model.**

**Add some business skills**

**Flavour it with lots of fun**

**and the taste of opportunities**

**Enjoy it together during a very entrepreneurial summer**



**Jens**  
**- Auto Mechanic King!**

**Myra and Elsa run a  
 café in dad's barn!**



**NAME:** Myra Åhbeck Öhrman  
**TODAY:** Runs a café in Sund  
**FUTURE:** Work in the dreamworld

**NAME:** Elsa Jansson  
**TODAY:** Runs a café in Sund  
**FUTURE:** Veterinary



## Ingredients in the Concept

### License for organisation setting up the programme

To ensure quality and regulates responsibilities

Gives full access to programme resources

### Training for advisors/coaches

3 days for qualified person from the lic. organisation

Training in groups of min.8-10 pers. Starts March 07

### Certification of advisors/coaches

Able to run a full scale programme

### Programme manual and inspirational book

Comes with the training and certification. Tools to get you starting and running the programme. Book with lots of inspiration, methods and mindset for the cert.coach.

### Marketing material

Logo, poster, flyers, t-shirt etc. for printing

### Space on [www.summerentrepreneur.com](http://www.summerentrepreneur.com)

### Support

Advisory board with experienced coaches and organizers



### Ex. of organisations

OFB, Kramfors Industri AB,  
Kramfors

KomTek Härnösand,  
Municipality of Härnösand

Vännäs Näringslivsservice,  
Municipality of Vännäs

Höglunda School, Municipality  
of Sundsvall

Municipality of Skurup,  
depart. of Enterprising

## Outcomes

- Many SE returns "the summer after". Some never stops.
- More than others continue in to Junior Achievement programs etc. at school
- More than 75 % feel that they have learned a lot about enterprising and entrepreneurship and that they have increased their entrepreneurial behaviour and awareness.
- Strong support from local enterprising organisations
- High rate of "very good" and "excellent" remarks for SE Coach/Advisor Training and material
- SE, object for a planned survey and P h D work at Mid University, Sweden.
- Very positive local media exposure and interest of young people and SE
- Increasing number of organisation interested in concept and programme after introduction in other parts of the country
- First National Summit for SE advisors/coaches planned Nov 2006



# Fancy a ride?

Feel free to take information material at the stand  
For further information

[www.summerentrepreneur.com](http://www.summerentrepreneur.com)



## Challenges

- “Plastic cover” attitudes
- Financial
- Summer = holiday for organisations and staff
- Long term funding for spreading and programme development

## Opportunities

- Well developed and conceptualised – shorter start and take off
- Can be used by different organisation both inside and outside the school system. Supports partnership.
- Local activity -Regional, National, International Exchange
- Easily adapted in to Business Camp



## !?

- Many young people outside the school system
- School "manors" affects result
- Address young people directly
- Combine "in school" and "out of school" programmes and activities
- Grades and marks. How to measure entrepreneurial thinking and behaviour? Being an entrepreneur involves braking conventional "rules" and risk taking.