

Oslo, 26-27 October 2006

Entrepreneurship Education in Europe: *Fostering Entrepreneurial Mindsets through Education and Learning*

Programme



European
Commission



MINISTRY OF EDUCATION AND RESEARCH
MINISTRY OF TRADE AND INDUSTRY



THURSDAY 26 OCTOBER

9:00 – 18:00

09:00 - 09:30 Registration and welcome coffee

09:30 - 11:00

- Welcome speech by Mr. Tom Colbjørnsen, Dean of the BI Norwegian School of Management.
- Opening speech by Mr. Dag Terje Andersen, Minister for Trade and Industry, Norway.
- Key Note speech by Mr. Øystein Djupedal, Minister for Education and Research, Norway.
- Key Note speech by Ms. Maive Rute, Director, Enterprise and Industry Directorate-General, European Commission.
- Perspectives from different stakeholders involved in entrepreneurship education:
 - a School Headmaster /Teacher (Ms. Christiane Schönauer Gragg, Germany)
 - a Student (Ms. Brynhild Vinskei, Norway)
 - an Entrepreneur (Mr. Karpati György, Hungary)

11:00 - 11:30 Coffee break

11:30 - 13:00

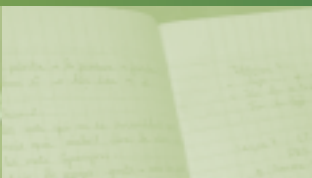
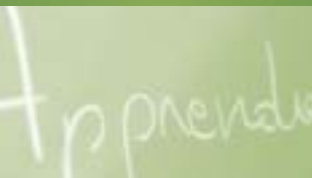
- Commission Communication “Fostering Entrepreneurial Mindsets through Education and Learning”, Mr. Christian Weinberger, European Commission- Directorate General for Enterprise and Industry.
- Learning from good practices, concrete examples of implementing the Commission Communication recommendations:
 - Adopting a comprehensive strategy for entrepreneurship education:*
 - Norwegian Strategy Plan for Entrepreneurship in Education, Ms. Inger Karin Røe Ødegård, Directorate for Primary and Secondary Education, Norway.
 - Including entrepreneurship in national or regional curricula:*
 - Entrepreneurship in Secondary Education, Ms. Fiona Kindlon, Second Level Support Service, Ireland.
 - Ensuring support to schools and teachers:*
 - Enterprise Education for 14-16 year-old students, Mr. Patrick Shipp, Enterprise and School-Business Links, UK.
 - Making a systematic use of student companies and activities based on project work:*
 - Projection of the Video on Mini-companies in Secondary Education, European Commission.
 - Student company programme “Empresa Joven Europea”, Mr. Iván Diego Rodríguez, Valnalón Ciudad Tecnológica, Asturias, Spain.

13:00 - 14:30 Lunch in Hotel Radisson SAS Hotel Nydalen

14:30 - 18:00

- Parallel thematic Workshops 1-2-3-4-5-6
 - Around 30 good practice cases presented
 - Elaboration of recommendations from each workshop

20:00 - 23:00 Dinner hosted by the Norwegian Government and the City of Oslo



FRIDAY 27 OCTOBER

9:00 – 13:00

09:00 - 10:00 Presentation of conclusions and recommendations from each Workshop, by the *Rapporteurs*.

10:00 - 10:45 An overview of available EU instruments to support entrepreneurship education projects:

- The new Lifelong Learning Programme, Ms. Maruja Gutierrez, European Commission – Directorate General for Education and Culture.
- Entrepreneurship education within the European Social Fund (ESF), Ms. Ana Maria Nogueira, European Commission – Directorate General for Employment, Social Affairs and Equal Opportunities.
- EU cohesion policy and entrepreneurship education, Mr. Henry Britton, European Commission – Directorate General for Regional Policy.

10:45 - 11:15 Coffee break

11:15 - 13:00 Panel discussion and next steps to be taken to move forward

Members of the panel:

- Ms. Gry Ulverud Hoeg, Deputy Director General, Ministry of Education and Research, Norway.
- Mr. Anthony Gribben, Entrepreneurship Learning Coordinator, European Training Foundation.
- Mr. Paul Hannon, Director of Research and Education, National Council for Graduate Entrepreneurship, UK.
- Ms. Caroline Jenner, CEO, Junior Achievement -Young Enterprise Europe.
- Mr. Paul Skehan, Deputy Secretary General, Eurochambres.
- Mr. Christian Weinberger, Head of Unit, European Commission – Directorate General for Enterprise and Industry.
- Ms. Erna Hennicot-Schoepges, Member of the European Parliament.

13:00 - 13:30

- ➔ Closing speech by Ms. Lisbet Rugtvedt, State Secretary, Norway.
- ➔ Closing speech by Ms. Maruja Gutierrez, Head of Unit, European Commission – Directorate General for Education and Culture.

13:30 Buffet lunch at BI Norwegian School of Management

Informal Networking Sessions

14:30 – 17:00

- ➔ Visit the stands of student mini-companies presenting and selling their products
- ➔ Information booths from organisations involved in entrepreneurship education
- ➔ Networking corners
- ➔ Closing coffee
- ➔ Results of participants' polls: favourite quotes and proposals from the Conference



Thematic Workshops

Workshop 1 - Entrepreneurship in Primary education

To which extent, and how, can primary education contribute to fostering creativity, initiative and an entrepreneurial attitude in children? Content/curriculum and teaching methods. Which best practice in primary education? How to concretely support and encourage schools to introduce these activities and programmes? How to ensure that adequate teaching material is available? How to train teachers? How to encourage an early contact of pupils with the world of enterprise?

- Cap'Ten programme, Ms. Laurence Lievens, ICHEC-PME, Belgium.
- Cartoon « Bill et Boule créent une entreprise », Mr. Jean Schram, Ministry of Education, Luxembourg.
- Junior Achievement K-6 programme, Ms. Stefania Popp, JA-YE Europe.
- Entrepreneurship in kindergarten and primary schools in the county of Telemark, Ms. Kerstin Laue, Confederation of Norwegian Enterprise (NHO), Norway.
- Strategy for enterprise in primary education: Ms. Sandra Ewen, Determined to Succeed, Scotland, UK.

Moderator: Ms. Gry Hoeg Ulverud (Ministry of Education and Research, Norway)

Rapporteur: Mr. Volkmar Liebig (ifm - Institut für Fremdsprachen und Management, Germany)

Workshop 2 - Entrepreneurship in Secondary education

Content/curriculum and teaching methods. Which best practice in secondary education? How to promote entrepreneurship in vocational secondary education? How to concretely support and encourage schools to introduce these activities and programmes? How to ensure that adequate teaching material is available? How to train teachers? How to encourage cooperation with enterprises, and the involvement of business people in the classroom?

- The Entrepreneur-Skills-Certificate, Mr. Alexander Hofmann and Ms. Margit Moravi, WKÖ - Austrian Economic Chamber, Austria.
- “Entreprendre au Lycée” Mr. Robert Allemanni, Coopérative COPSI, France.
- Business strategy in administration, management and commercialisation in secondary education, Mr. Fernando Mur Alegre, IES La Llitera, Huesca, Spain.
- Teacher training in enterprise education, Ms. Linda Brownlow, University of Strathclyde, UK.
- Basics of Enterprise in secondary school, Poland (*speaker, n.n.*)

Moderator: Mr. Anthony Gribben (European Training Foundation)

Rapporteur: Ms. Anna Gethings (AG Services, Ireland)



Thematic Workshops

Workshop 3 - Entrepreneurship in Higher Education

Content/curriculum (business and non-business studies); developing course materials (how to increase the use of European case studies?) Teaching methods: which best practice to support entrepreneurial mindsets and business ideas of students? Promoting cooperation between universities and enterprises. How to promote the commercialization of technology and university spin-offs?

- Teaching of entrepreneurship across different subjects, Ms. Angela Short, Dundalk Institute of Technology, Ireland.
- Science Enterprise Challenge - Changing the culture at UK universities, Mr. Robert D. Handscombe, University of Sheffield, UK.
- TOP Programme for young start-ups, Mr. Jann van Benthem, University of Twente, Netherlands.
- Innovative entrepreneurship education - Junior Enterprises at universities, Mr. Jonathan Nowak, JADE European Confederation of Junior Enterprises
- An Integrated Approach to Entrepreneurship Education, Mr. Jon Erik Svendsen, BI Norwegian School of Management, Norway.

Moderator: Mr. Paul Hannon (National Council for Graduate Entrepreneurship, UK)

Rapporteur: Ms. Karen Wilson (European Foundation for Entrepreneurship Research)

Workshop 4 - Mini-companies and other students' activities based on project work

Mini-companies: how to promote concretely a wider use of these programmes? Other forms of students' activities based on project work. Time and organisation issues. Entrepreneurship activities for specific target groups. Effective methodolo-

- The Mini-enterprise in the classroom, Mr. Michel Brüll, Les Jeunes Entreprises asbl, Belgium.
- "School and Entrepreneurship", Ms. Christina Diegelmann, Ministry of Economic Affairs Baden-Württemberg, Germany.
- Entrepreneurship for young people at risk of social exclusion, Ms. Lena Bondue, NFTE - Network for Training Entrepreneurship.
- Summer-entrepreneur in the county of Västernorrland, Ms. Ulla Gredemyr, County of Vasternorrland, Sweden.
- Practice Firm in Merikoski Vocational Training Centre, Mr. Niko Finnilä, Finnish Practice Enterprises Centre – FINPEC, Finland.

Moderator: Ms. Caroline Jenner (Junior Achievement -Young Enterprise Europe)

Rapporteur: Ms. Ingrid Trenner (KIST Consulting, Austria)



Thematic Workshops

Workshop 5 - Fostering quality and impact assessment

How to ensure high quality, evaluate programmes and activities? How to assess the scale of activities in quantitative terms (number of schools, percentage of target population reached, etc.)? How to assess their impact in terms of creating more entrepreneurial mindsets ?

- Survey “What happened later”, Mr. Jarle Tømmerbakke, JA-YE Norway, Norway.
- EUROPEN quality certificates: the evaluation of practice firms, Ms. Suzana Temkov, EUROPEN Worldwide Practice Firms Network.
- OPPE, the French good practice to promote entrepreneurial spirit, Ms. Catherine Léger-Jarniou, Paris Dauphine University, France.
- Business@school: fostering entrepreneurial thinking at high-schools , Ms. Babette Claas, Boston Consulting Group, Germany.
- “Raising the bar – JADE Alumni Career survey”, Mr. Johannes Weissmann, JADE European Confederation of Junior Enterprises.

Moderator: Mr. Paul Skehan (Eurochambres)

Rapporteur: Mr. Hamid Bouchiki (ESSEC Business School, France)

Workshop 6 - Bridging policy measures and practice

How can policy making best support a systematic approach to entrepreneurship education, and ensure that all young people have the possibility to learn about entrepreneurship? Are the recommendations of the Commission's Communication helpful? How to ensure a concrete follow-up to these recommendations?

- Action Programme for Entrepreneurship and Education, Ms. Lucienne Laven, Ministry of Economic Affairs, the Netherlands.
- Strategy for economic literacy and entrepreneurship education, Mr. Eugenijus Savicius, Lietuvos Junior Achievement, Lithuania.
- Strategy for entrepreneurship education, Mr. Jussi Pihkala, Ministry of Education, Finland.
- “The Stairs to Entrepreneurship”, Mr. Stig Hanssen, Entré Entrepreneurial development, County of Gävleborg, Sweden.
- National annual competition in entrepreneurship, Mr. Kostas Katsogiannos, Special Authority Unit for the Operational Programme in Education, Greece.

Moderator: Mr. Christian Weinberger (European Commission – Directorate General for Enterprise and Industry)

Rapporteur: Ms. Elisa Sainz (Ministry of Industry, Tourism and Trade - Directorate General for SMEs, Spain)



Conference Organisation

European Commission

Enterprise and Industry Directorate-General

Phone: +32 2 29 63161

Fax: +32 2 29 66278

Email: entr-conference-entrepreneurship@ec.europa.eu

Web: http://ec.europa.eu/enterprise/entrepreneurship/support_measures/training_education/oslo.htm

Directorate-General for Education and Culture

Email: eac-info@ec.europa.eu

Web: http://ec.europa.eu/dgs/education_culture/index_en.html

Norwegian Ministry of Education and Research

Akersgata 44

P.O.Box 8119 Dep

0032 Oslo, Norway

Phone: +47 22 24 90 90

Fax: +47 22 24 95 40

Email: postmottak@kd.dep.no

Web: <http://www.odin.dep.no/kd/english/bn.html>

Norwegian Ministry of Trade and Industry

Einar Gerhardsens plass 1

P.O.Box 8014 Dep

0030 Oslo, Norway

Phone: +47 22 24 90 90

Email: postmottak@nhd.dep.no

Web: <http://www.odin.dep.no/nhd/english/bn.html>

Venues

BI Norwegian School of Management, Nydalsveien 37, N-0484 Oslo

Hotel Radisson SAS Hotel Nydalen, Nydalsveien 33, N-0422 Oslo

Oslo City Hall, Rådhusplassen, N-0037 Oslo



European
Commission



MINISTRY OF EDUCATION AND RESEARCH
MINISTRY OF TRADE AND INDUSTRY

entr-conference-entrepreneurship@ec.europa.eu
http://ec.europa.eu/enterprise/entrepreneurship/support_measures/training_education/oslo.htm