

Entrepreneurship Unbound:

Skills for Work 4.0

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Peer Review on “Entrepreneurship training for the unemployed: the Austrian Entrepreneurship Lab example”
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Austria In Perspective

- 3rd richest country in EU (2019)
- Structure of economic sectors comparable to DE
- 5th highest spendings on R&D in OECD (2019)

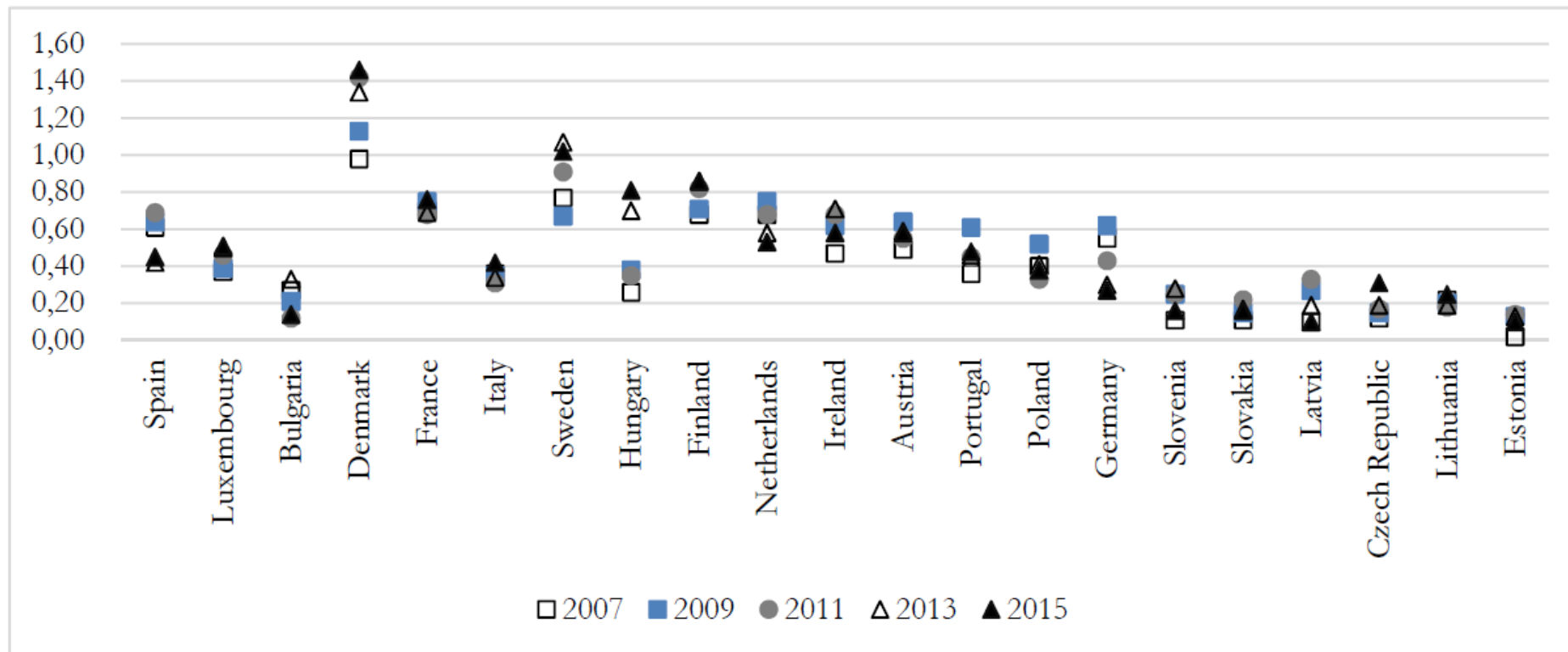


Fig. 1 – Expenditures on ALMPs, 2007 – 2015, % of GDP. Source: Eurostat (2017).

European Innovation Scoreboard 2019

Austria	Relative Performance to EU 2018		
	in 2018	2011 in 2018	
SUMMARY INNOVATION INDEX	114.7	113.4	124.8
Human resources	116.7	133.6	142.6
New doctorate graduates	105.7	161.5	153.5
Population with tertiary education	103.1	109.0	123.1
Lifelong learning	150.0	132.3	153.1
Attractive research systems	131.0	121.5	147.5
International scientific co-publications	166.4	178.6	242.0
Most cited publications	100.5	101.6	110.1
Foreign doctorate students	149.9	114.6	143.3
Innovation-friendly environment	78.5	129.9	124.0
Broadband penetration	77.8	133.3	155.6
Opportunity-driven entrepreneurship	79.2	127.5	102.5
Finance and support	84.4	86.6	92.3
R&D expenditure in the public sector	148.4	122.4	137.4
Venture capital expenditures	30.1	44.1	38.9
Firm investments	116.2	130.0	138.6
R&D expenditure in the business sector	164.4	158.4	188.4
Non-R&D innovation expenditures	67.3	70.3	78.6
Enterprises providing ICT training	121.1	166.7	153.3
Innovators	149.9	114.9	136.2
SMEs product/process innovations	140.3	116.2	136.2
SMEs marketing/organizational innovations	158.9	109.6	135.6
SMEs innovating in-house	151.8	118.9	136.7
Linkages	165.7	132.1	172.1
Innovative SMEs collaborating with others	196.2	135.4	209.5
Public-private co-publications	250.2	226.2	293.6
Private co-funding of public R&D exp.	96.4	89.1	92.5
Intellectual assets	145.8	157.1	141.8
PCT patent applications	133.5	127.4	121.4
Trademark applications	148.4	170.2	165.3
Design applications	155.9	177.0	143.8
Employment impacts	65.0	75.0	67.9
Employment in knowledge-intensive activities	109.4	111.5	119.2
Employment fast-growing enterprises	30.5	48.6	30.8
Sales impacts	83.1	71.2	85.6
Medium and high-tech product exports	102.8	100.9	110.9
Knowledge-intensive services exports	51.2	32.9	52.8
Sales of new-to-market/firm innovations	96.2	80.1	93.3

The colours show normalised performance in 2018 relative to that of the EU in 2018: dark green: above 120%; light green: between 90% and 120%; yellow: between 50% and 90%; orange: below 50%. Normalised performance uses the data after a possible imputation of missing data and transformation of the data.

Pilot Project „Entrepreneurship Lab“

- **What:** AMLP experiment supporting unemployed persons in establishing own business by providing necessary knowledge, skills and social network/capital.








- **Who:**



- **How:**

- 20-week training course for 15 persons in each of two cohorts
- The curriculum adapted as a part of experimental setup
- Input from trainers, experts and participants
- Focus on innovative business ideas utilising ICT (Internet and social media)
- Emphasis on diversity by combining participants with different skills, education, cultural background, vocations, etc.
- Euro 50.000 in toto for one course (excl. monitoring costs in 2017)

Main Objectives

-  Development of **business ideas**
-  Development of **entrepreneurial skills**
-  **Empowerment** and development of resilience
-  **Networking** as social capital
-  Development of **economic skills**
-  **Preparation for new** social and economic requirements
-  Use of new social media tools and **ICT** in general

Entrepreneurship Lab Phase 1

Idea incubator (3 weeks):

- Successful start-ups are presented
- Participants' competences and interests are reflected
- Visions and ideas are developed
- First steps towards individual and group empowerment

Entrepreneurship Lab Phase 2

Start phase (9 weeks):

- Ideas from first phase developed step-by-step
- Skills training covering ICT, marketing, sales, design, soft skills, etc.
- Individuals develop their business plans alone and together with other group members
- Test for a business skills pass

Entrepreneurship Lab Phase 3

Up 4.0 phase (5 weeks):

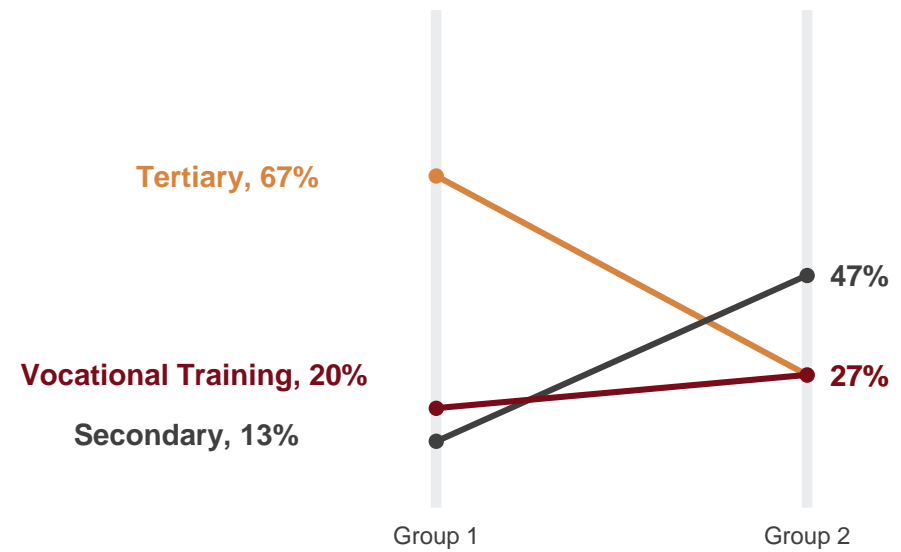
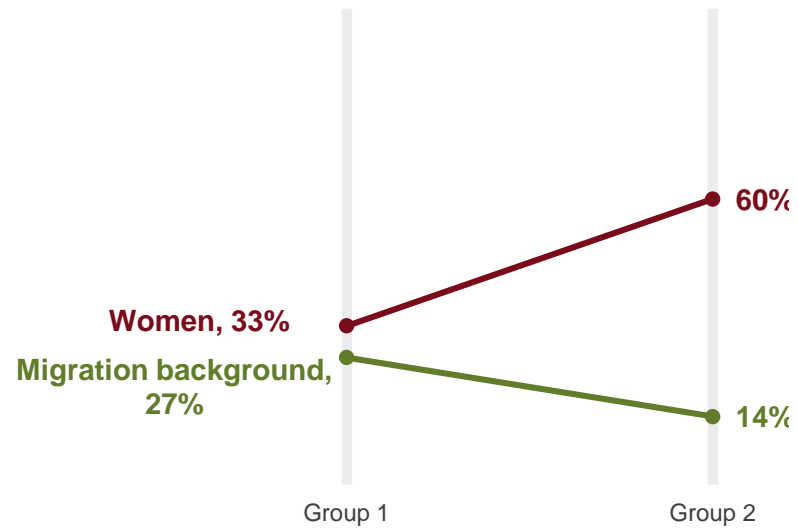
- Project ideas are finalized
- Specialised modules on entrepreneurial experience, networking, ICT and soft skills
- Option to take the test for the European Business Competence Licence (EBCL)
- Presentation of the business idea in front of external jury comprising experts from e.g. the Chamber of Commerce, the regional innovation centres (RIZ), a risk capital funder, PES, BMASGK, former lab participants



AIT Team Tasks

- Monitor progress 2017, provide input for developing the pilot project through feedback to operational staff and policy stakeholders
- Methods: 25 days of participant observation, 39 short and 74 extended problem-centred interviews with participants, 23 expert interviews with the trainers
- Several short feedback rounds with trainers, 4 focus groups with trainers and management of the 2 firms responsible for operations, 3 steering group meetings with PES, the Ministry, firms and AIT team
- Substantial changes in curriculum from group 1 to group 2 and in group composition as an effect of AIT team's advice

Participants' Profile



44.7

47.9

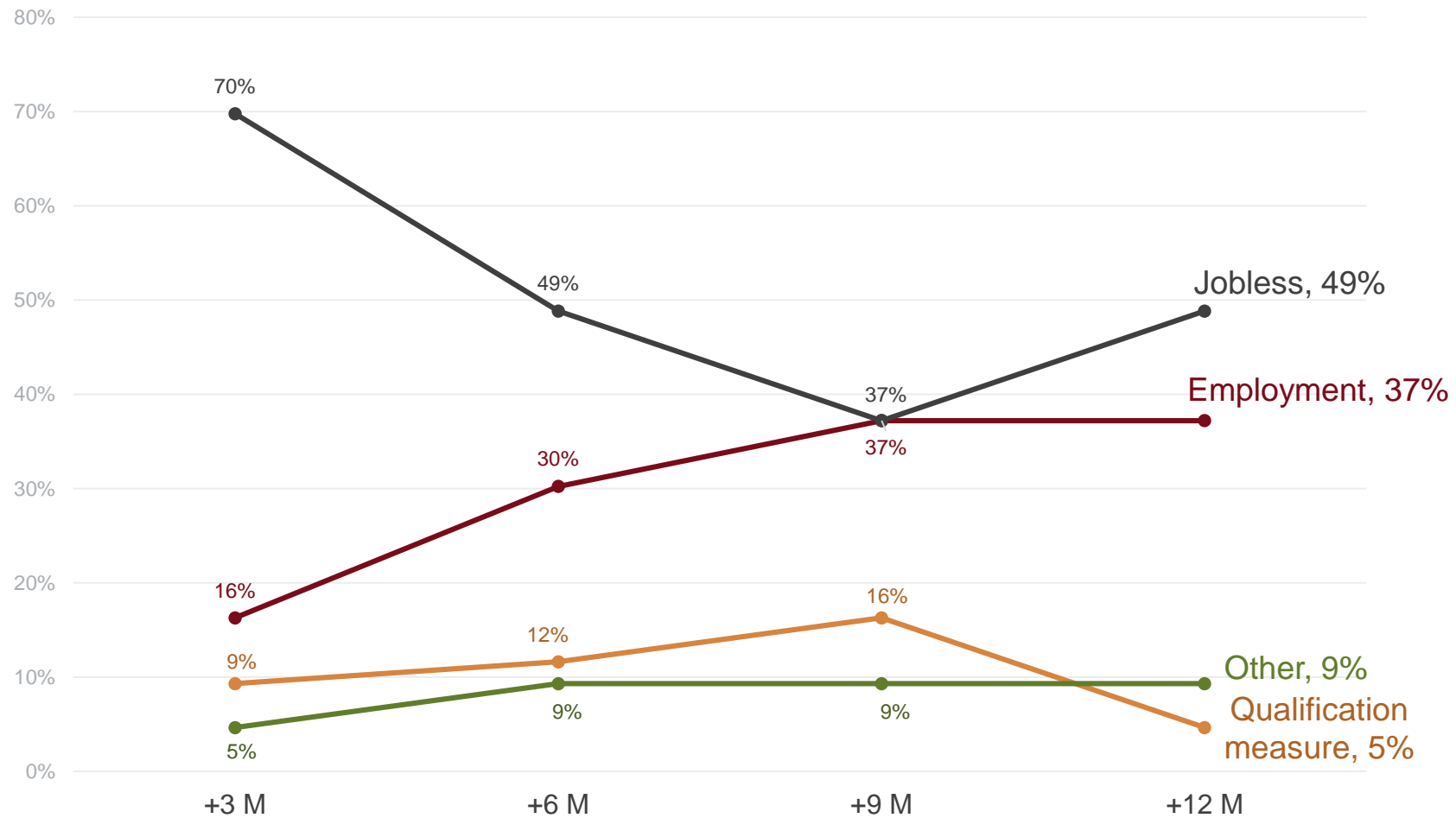
Average age
(in years)

Example:

- Providing services for pregnant women encountering health problems
- Three stages of service development:
 - Internet platform, a community building measure allowing women to exchange first-hand experiences
 - Groups on social media as for free services; cooperation agreements with NGOs
 - Internet-based courses, such as guided meditations, access to expert advice and paid services



Early (Unclear) Results



Data from PES Lower Austria, as of 9 August 2019. Groups 1+2(+3?), n=43

Early Results

- PES survey with group 1 to group 2 shows good to very good assessment
- Excellent feedback from participants in interviews
- Two thirds of participants of group 1 had founded firms 6 months after the end of the programme, focus on Internet-based and social media related service innovations, some profit oriented, other NPOs
- Long range effects: most participants are actually going on with developing business ideas, some of them are realizing several at the same time, with different persons → SROI should be considerable!
- Pilot has been extended for 2018 and 2019, yet focus has changed and trainers – with unclear effects



- Socially competent trainers resolved potential conflicts between group members displaying wide diversity
- Highly motivated trainers experienced in founding firms where “walking the talk” and “talking the walk”
- Participants have formed a network, helping each other in dealing with challenges: the creation of social capital!
- All participants have gained knowledge and social skills
- Strengthening of self-value repertoire (several burnout cases!)
- Trainers and participants embracing new entrepreneurship culture



- Ineffective and partially unclear recruitment procedures of local PES led to decreasing numbers of advised unemployed persons: interaction between trainers and local PES offices necessary
- Output indicators used by PES follow 0/1 logic and might be insufficient
- Financing of start-ups difficult, curriculum might be amended and an additional funding instrument could be considered
- Recent changes in the Lab setup are not monitored, have unclear consequences and should be researched



Entrepreneurship Lab

4,8 ★ · Unternehmer/in

Gefällt dir

Abonniert

NACHRICHT



Florian, Ursula, Andrea und 62 weiteren Personen gefällt das.

STARTSEITE BEITRÄGE FOTOS VIDEOS VEI

Seiten-Updates • 4 Neu/e

Foto • 30. Mai

Foto