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SÍMENNTUNARMÍÐSTÖÐIN  
Á VESTURLANDI

# Leonardo Partnership Project

“INCREASE MOTIVATION –  
IMPROVE EMPLOYABILITY”

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Short summary on  
entrepreneurship teaching



Second meeting: Assen,  
Netherlands in April 2012



Third meeting: Borgarnes,  
Iceland in June 2012

*Newsletter no. 2/June 2012*

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## Short summary on entrepreneurship teaching

### Development in Europe

For the last 15 to 20 years there has been growing focus within the EU on enhancing entrepreneurship teaching. This can be seen just by looking at some of the strategy reports and documentations that have been written in that timeframe.

The reports usually show, that the motivational effect of entrepreneurship teaching can be very high – if the teachers themselves are well motivated and have the interest and training to teach / coach in that certain context.

### Some entrepreneurial teaching methods

Entrepreneurship Workshops aim to strengthen each individual and help him or her to set clear goals. The workshops are usually 3 or 4 weeks, 3,5 hours a day five days a week. At the final day, there is a ceremony (with something nice to eat and drink) and each student gets his or her final diploma.

In an entrepreneurship workshop, the work starts with searching for interesting business ideas. But the final goal is **not** that the participants form their own company, even if can and has led to some new businesses.

Entrepreneurial work is both enjoyable and challenging. Each group puts together a simple business plan that is presented in a power point presentation at the end of the workshop. The groups usually prepare promotional materials such as brochure and website and if possible, they also make a simple "online" poll. Participants also learn the basics of using Microsoft Word, Power Point and Publisher.

The main topics of the workshop are: searching and developing ideas, goal setting and planning actions, product development, market research and marketing, finance, administration and management, promotion and sales techniques. Usually one day goes on visiting

## Benefits

- Methods on how to set personal- and business goals and how to put them in action.
- Work together with creative and positive people.
- Techniques on how to make a good plan.
- Insight into the world of business and the basic methods of how to start and operate an own business or non-profit project.



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companies.

Unemployment is depressing to many people and they tend to isolate themselves from the environment. An entrepreneurship workshop is a strong tool to counteract it. Work in entrepreneurship workshops is basically practical and not theoretical – it is about learning by doing with the close assistance from the coach. Participants identify and develop a small business, often related to their field of interest and within the own community. Many of them discover own abilities that they didn't even know they had.

### **Entrepreneurial workshops for unemployed migrants**

This was a pilot program, based on the practical experience in workshops for Icelandic unemployed people. The main concern in the beginning was the question of knowledge of the Icelandic language, but it was known beforehand that it was very limited or none at all and most did also have very little or no English knowledge. Because of the language issue, it was decided to have both seminars (one before lunch and other after lunch) full six weeks. It was also decided to have the lecture in simple Icelandic language and take good time for explanation. For that reason, this was also a good opportunity to increase the knowledge of the language and explain to the participants the basic structure of the Icelandic business environment and labor market. The final presentations were in Polish language and were held with the help of an interpreter. Guests were the major of Akranes, the head of Akranes unemployment office, head of the LLC “Símenntunarmiðstöð Vesturlands”) and a few other guests.

This method is much work and takes a lot of patience from the coach, but after a short period of time, there was considerable interest and even enthusiasm in both seminars.

The goal in this workshop was similar as in the other workshops:

- Wake interest and motivate the participants to rethink their position all over again, set new and ambitious goals and discover their own creativity and potential.
- Get participants to identify opportunities in the environment that could later possibly include creating their own business in Iceland.
- It was an “underlying” goal to get as many participants as possible to understand, that if they want to strengthen their position on the Icelandic labor market or start own business, they will have to increase the skills in Icelandic. It is also likely that participants will increase their knowledge of Icelandic society generally for the same





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reasons. Within the six weeks of seminar, at least 5 participants were planning and preparing to apply for an intensive course in Icelandic at the University of Iceland.

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### **How can we use the expertise and experience of each partnership organization to improve and possibly change the approach so that it fits even better to the needs of disadvantages groups?**

In all partner countries, there is much work in progress in various organizations with the goal to enhance entrepreneurship teaching. A good overview over the worldwide work on this field can be seen in the yearly published Global Entrepreneurship Monitor (GEM Report). It is a logical assumption, that this approach can be used for the huge group of disadvantaged individuals in Europe. But it is also a logical assumption that to make that approach work properly and on a broad basis in various situations and countries, that same approach can and must be constantly developed and improved.

The group discussed questions like e.g.

- **HOW AND WHERE DO WE FIND APPROPRIATE TEACHERS TO BE TRAINED IN EACH PARTNER COUNTRY?**
  - **WHO COULD FINANCE THE TEACHER TRAINING IN EACH PARTNER COUNTRY?**
  - **HOW DO WE PRESENT THE IDEA IN EACH COUNTRY?**
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## Partnership meetings 2 and 3

### Meeting in Assen, Netherlands in April 2012

The event was organized by Quarter Mediation. Following are the main points from the meeting.

#### Day one

- Netherlands started with the presentation of the course agenda and with the discussions regarding the possible improvements. The second step includes the discussion regarding the project outcomes, the practical guidance.
- The next point in the agenda was a presentation Quarter Mediation made regarding the draft form proposal for the good practice examples regarding teaching and training methods to be used in VET for unemployed.
- The presentation and the discussions were followed by a short report of the partner organizations regarding the dissemination activities and by proposals for further activities.
- The meeting continued with the synthesis of the evaluation process and presentation of the draft form for evaluation, both made by Chancengleich in Europa.

#### Day two

- Visit to "**De Drentse Zaak**" in Assen. **De Drentse Zaak** is the unique incubator center for young entrepreneurs in the region of Drenthe (one of the 12<sup>th</sup> regions of The Netherlands), focusing on the entrepreneurs willing to start their own business independently and to have the freedom to practice their profession. By working with **De Drentse Zaak**, the entrepreneurs receive training and advices regarding – for instance – how to make a good business plan, are part of an entrepreneurial network, can use the facilities of the center and can even rent an office or a meeting room.
- Visit in "**Werkplein Ruimbaan**" in Assen and the workshop with the topic "How the community of Assen deals with young people, leading them to the Labor market. **Werkplein Ruimbaan** is a department of The Municipality of Assen, dealing with people looking for work and willing to be integrated in the Dutch society. The target group includes: people younger than 27; entrepreneurs; employers; volunteers. The visit includes a presentation and good practice examples by working with people younger that





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27, splitted in 3 different groups: 1. willing and able to work, 2. willing to work, but unable to do it. 3. not willing to work, but able to do it. In this respect, the Municipality of Assen gives financial support only to the people included in the second group, but is helping all the groups to find a job and to be integrated in the society. The biggest problems in finding a job are with the immigrants; even they could be higher qualified, the lack of the Dutch language competencies is a barrier in their professional growth and their way is harder than for the nationals.

### **Partnership meeting in Borgarnes, Iceland in June 2012**

The event was organized by Símenntunarmiðstöðin á Vesturlandi (the Live Long Learning Centre of West Iceland). Following are the main points.

#### *Day one*

- Mrs. Inga Dóra Halldórsdóttir, head of the LLC in West Iceland opened the meeting and presented the work of her organization. Then Mrs. Ingibjörg Pétursdóttir, head of Chancengleich Europe e.V. and coordinator of the MOEM project presented the project status.
- General discussion about the status and further steps. Mrs. Christina Stefan from Quarter Mediation presented the possibility of applying for a TOI (Transfer of Innovation) or DOI (Development of Innovation) and explained the nature of both and the difference. If we apply, then this must be done by the end of January 2013.
- The next point was a discussion about the practical guidance. In that context the partners presented how their organizations will fit into the main idea of entrepreneurship workshops for disadvantaged groups.
- Then the discussion was about the further proceed, dates and next meeting in Napoli.
- At the end of the meeting, Mrs. Guðrún Vala Elísdóttir who works for the Live Long Learning Centre gave an interesting presentation on her work as consultant for unemployed and other disadvantaged individuals in the west of Iceland.

#### *Day two*

- In early morning the group went to the town Akranes that is half an hour drive from Borgarnes. First visit was to “Skagastadir” – a Red Cross house where unemployed individuals can stay for longer or shorter time during the day. Some of them are obliged to stay there for few hours each day. There are two consultants there who help with writing



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CV, sending job applications etc.

- The group then went to visit “FAB-LAB” in Akranes. FabLab is financed by the government and everyone can use the service for free. At the moment there are four FabLab’s in Iceland. “FabLab is Tacoma’s premier membership driven manufacturing and technology workshop. We strive to provide easy and open access to cutting-edge design and prototyping equipment. We provide educational opportunities and a supportive community for students, inventors, artists, and DIY enthusiasts.”



- In the lunch break the mayor of Akranes, Mr. Árni Múli Jónasson came to visit the group. He gave an inspiring lecture on the topic Unemployment and immigrants and his very positive meaning to the entrepreneur workshops that have been held in his town, Akranes.
- After lunch, the group went to the Directorate of Labor in Akranes for the final discussion. First there was a presentation from a former participant of an entrepreneurship workshop where he told about his very positive experience. Then a journalist from the local newspaper came to take pictures and interviews. After that the group had a final discussion about further steps.

### *Next meeting*

Next meeting will be held in September 2012 and take place in Napoli, Italy. The meeting will be organized by **ASIS Consorzio Cooperative Sociali**.

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