



FONDEN FOR ENTREPRENØRSKAB
YOUNG ENTERPRISE DANMARK



Everybody wants entrepreneurship education But how ?

Anders Rasmussen | FFE-YE | Spring 2012



Foundation for Entrepreneurship – Young Enterprise Denmark

- 4 major ministries
- Private investors
- Major business and industries
- Partnership
- Private board, public funding
- The primary national operator
- Part of JA-YE international organisation





Activities:

- Funding for projects and development in schools
- Education and training for teachers
- Materials for teachers
- Events for pupils and students
- Network for teachers, policymakers and leaders
- Competitions, Edison grade 6-7, NextLevel grade 8-10
- Development and research on methods and praxis





Entrepreneurship, a foundation definition.

**Entrepreneurship is
when action is taken
upon possibilities and
good ideas, creating
value for others.**

**Value can be economic,
cultural or social.**





If entrepreneurship is the answer, whats the question ???

Personal entrepreneurship:

A postmodern world requires new skills and competencies. Individuals need to be able to create and recreate life.

Changing labor market, Project society – jobs are vanishing (Sennett)
Risk as a life-circumstance , Train Car Dessert (Ulrik Beck)

Social entrepreneurship

The need for responsible and engaged citizens, contributing to society and welfare. Emerging gap between public and private. (Daniel Hjort) civic society takes over public tasks and engagements.

Intrapreneurship

Industries and Business needs creative og innovative employees, experts og consultants, international competition

Start ups, need for new jobs and og or self employment



Entrepreneurship education, a rapid changing concept

1. The world of the entrepreneur, genetic destiny
2. Linear process understanding, business plan, causation
3. The cognitive concept, self efficacy (Bandura)
4. Entrepreneurship as method, steps towards a vision, effectuation: We create the world as we walk (Sarasvathy)

From: Business into schools, start up skills, pitching (easy)

To: The creative and active self-confident personality, skills for life (quite difficult)



Whats the entrepreneurial engine?

- Metaphors for the 7 vehicles (Sarah Dodd)
 - Travel, Race, Parenting, Building, War, Iconoclasm, Passion.
1. Iconoclasm
 2. Travel
 3. Parenting
 4. Passion





Business or dream

Entrepreneurship is not just business and start ups, its also a matter of dream, dedication , vision, acting, doing, believes, experience, cooperation, communication, network, confidence etc.





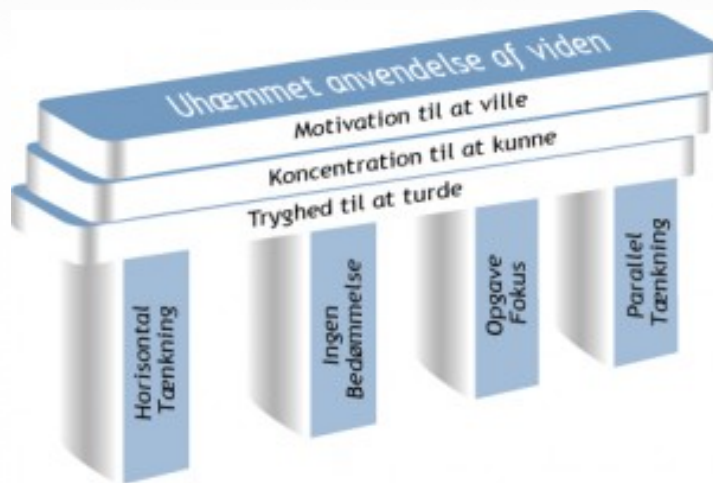
Signs ?

- **Strategies and policy papers**
- **Creativity and creative ways of doing things**
- **Cross curricular activities based on pupils ideas and activity**
- **Subjects and skills are used for real, creating value**
- **Involvement outside class**
- **Knowledge of society local, global**
- **Understanding economics and financial structures**
- **Using any occasion to involve the pupils**



Walk the talk, The Platform of Creativity,

An artificial room for creative processes



- Horizontal thinking
- No Judgment
- Task Focus
- Parallel Thinking

Motivation + concentration + confidence
= **Unlimited use of knowledge.**



Walk the talk 1

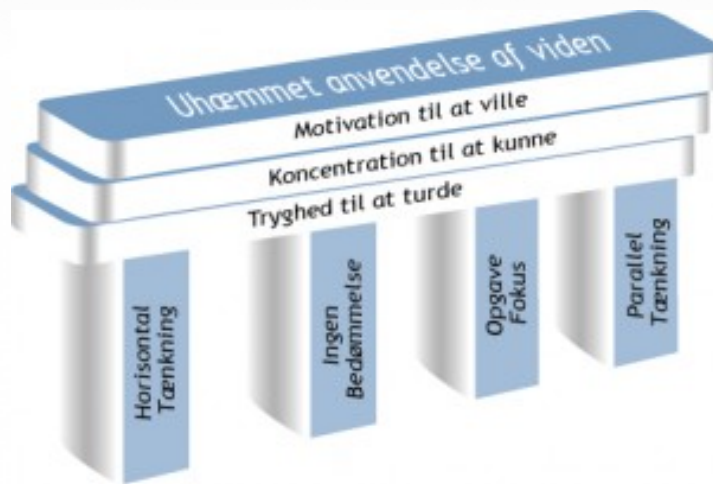
Warming up



**Yes we have
made a mistake!!**



Walk the talk 2



Find a buddy, someone with the same type of hair as your self.

(If you brought a translator, stick to her/him)

Find out who has got the warmest hand.



Walk the talk 3

You are going to invent a brand new kind of bicycle.

You are supposed to add some different things to the bicycle in turns

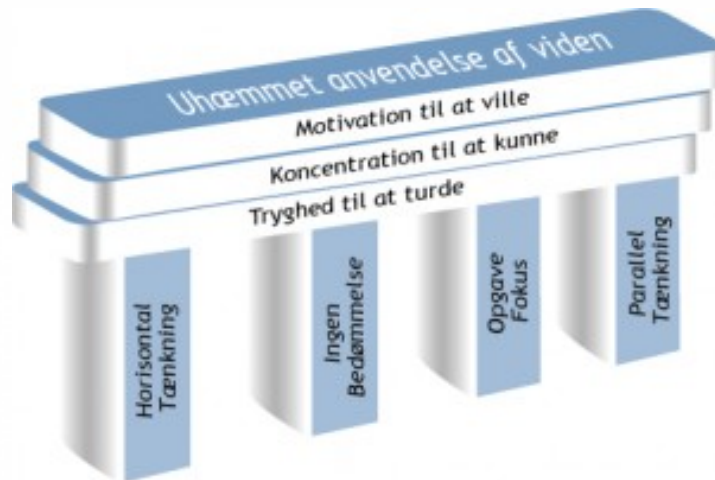
The one with the warmest hand are supposed to start.





Walk the talk 4

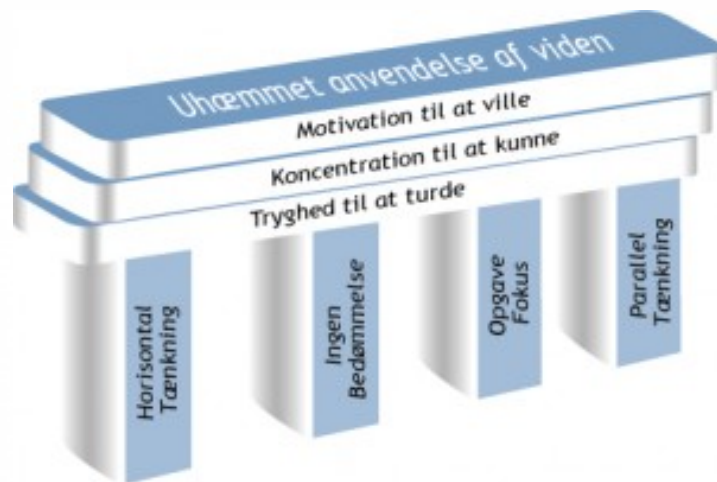
A computer





Walk the talk 5

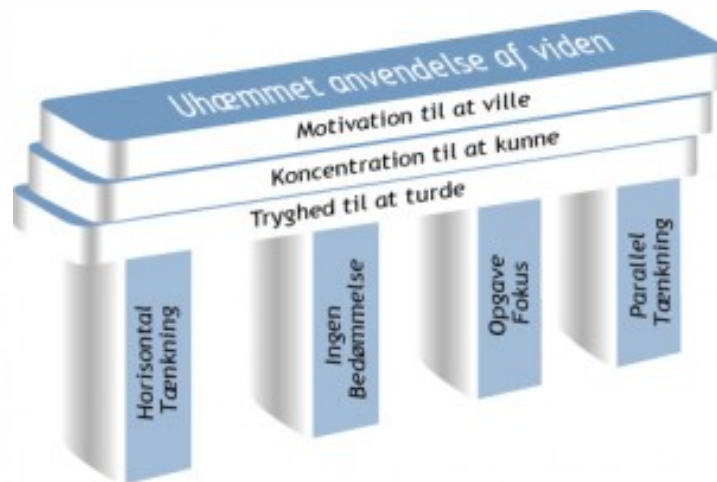
A shield





Walk the talk 6

A banana





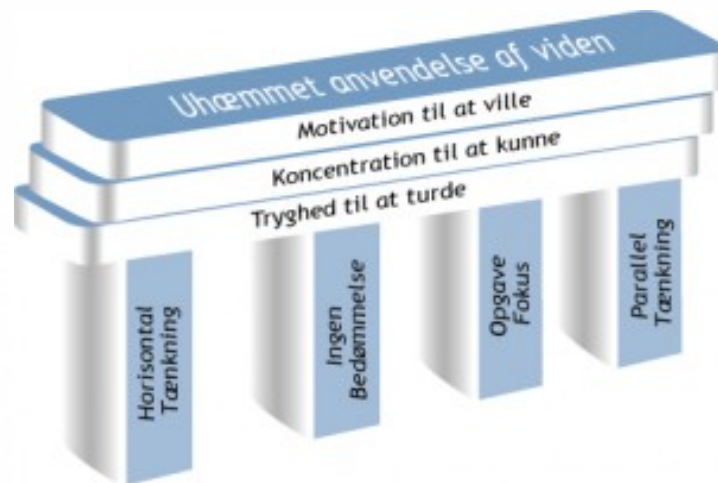
Walk the talk 7

A lion





Walk the talk 8

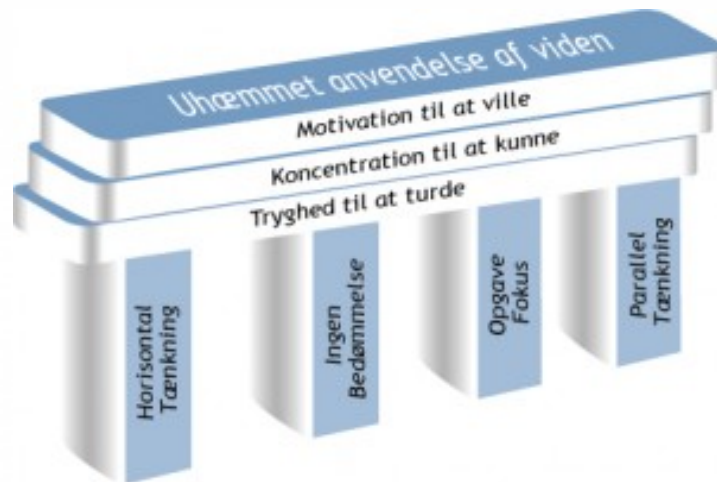


A magic stick



Walk the talk 9

A rainbow





The vision for primary and lower secondary school (And the wishes from the children)

- All pupils should participate in creative and active learning, putting their skills and knowledge into action.
- Everybody shall experience that school is making sense because they are developing projects and products that gives value for others.
- All pupils should have experiences with entrepreneurship, successes and being proud of what they have created.





Selsmoseskolen



- A school in a low-income area, with social and family based problems
- 98% are bi-lingual (not really a resource)
- No relevant material (reading writing) problem understanding Danish words
- We write and produce our own books and then we sell them.
- Value ??



Toys for hospitalized children during Christmas



- Wanted to help, but how
- Make a cafe in a local mill
- Who did all the shopping, the budget, the communication, the marketing, the contact to hospitals and companies?
- The children did
- National press
- Hospitals now have toys sponsored buy these 4. grade pupils.
- Value ??



EDISON, “make travel easier”





Movement



Society subject,
The problem: Obesity
How do we make children move?
Value?





TENTHOUSE





How Do You Feel!!!!!!

- It's that “**feeling**” I want to catch, that's the stepstone for further entrepreneurial action, passion and commitment...





so ENTREPRENEURSHIP is...

- “The future **key competence**, because those who can innovate is also able to make a better world.” (Lotte Darsøe)

We can **adapt** to the future,

Or we can be **co -creators** of the future, creating our own lives and being an active part of shaping new societies, cultures and businesses.





Findings.

Pupils who participates in entrepreneurship education:



- Likes school better
- Seeing future with hope
- Higher ambitions according to education and job
- Chooses further education
- Understands themselves as a resource to society
- More than half of them (53%) might like to start their own business.



The great challenges

- Structure, lessons, habits and culture ? Leadership and commitment
- Is subjects still the spine of the school, or ?
(www.khanacademy.org)
- How do we teach teachers to work with value creation and with an entrepreneurial mindset
- Is Entrepreneurship a new subject or a new way of thinking teaching and learning, (the battle of paradigms.)
- How do we apply creativity and entrepreneurship to subjects or visa versa
- Transforming academic knowledge and research to relevant praxis and didactics..



Learning by doing

- Use it or loose it (Anne Kirketerp)
- Action based learning.
- Intelligent doing
- Experience
- Stepping stones
- Making a better world

