



Laboratory % Stimulating an entrepreneurial mindset and promoting entrepreneurship education+

Good practice across Europe



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## Italy

### Í Prometeo liberatoÎ

<b>Organisation</b>	Confindustria
<b>Programme</b>	Guide %Prometeo liberato+
<b>Target group</b>	Secondary education institutions and business
<b>Coverage</b>	National

#### Description

Confindustria, the Confederation of Italian Industry, stresses the need for young people to acquire a solid academic background in school and university, as well as professional skills by means of on-job training, alternation between school and work or apprenticeship. Thus, increased dialogue between educational institutions and businesses is regarded as key to prepare young people to enter the job market.

Considering the multitude of existing forms of collaboration between the world of education and the world of enterprise, the education department of Confindustria, Nucleo Education, has produced the guide %Prometeo liberato+, Prometheus unbound<sup>1</sup>.

With the subtitle %School and Enterprise: ideas and experiences for a fruitful collaboration+, the guide is composed of the following sections:

- A synthetic review of the evolution of the Italian legislation on education and training from the 1970s to the early 2000s, with special spotlights on European policy in this field;
- An exhaustive bibliography;
- A categorisation of possible forms of collaboration, describing the methods and illustrating them with examples of good practice.

This inventory highlights the most innovative collaboration forms implemented in Italy or abroad, and provides details of contact persons. It also pays attention to the managerial aspects of school-enterprise links, promoting excellence at all stages of the process: design, implementation, evaluation and follow-up.

The guide was conceived as an online manual which would provide both education institutions and businesses with easy access to and a comprehensive view on the issue of school-enterprise collaboration. Thus, Prometeo liberato can be seen as a tool to free the potential of young people by promoting contacts and dialogue between schools and enterprises.

The guide is available online, in Italian only, at <http://www.confindustria.it/ScuolaImpresa/index.html>

Confindustria also published a similar guide dedicated to forms of collaboration between university and enterprise, under the title %Università e Impresa: 100 idee per lavorare insieme+(University and Enterprise: 100 ideas to work together). This guide can be accessed at <http://www.confindustria.it/univimp/index.html>

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<sup>1</sup> According to the Greek mythology, Prometheus is a Titan who stole the sacred fire from Zeus and gave it to mortals for their use. He was subsequently punished by being chained to a rock and having his regenerating liver eaten daily by an eagle. Years later Heracles killed the eagle and free Prometheus from his chains. Percy Bysshe Shelley rewrote the myth in his play "Prometheus Unbound" so that the hero does not submit to Zeus, but supplants him instead in a triumph of the human intellect over tyranny.

**Added value**

- Horizontal initiative: any activities and programmes promoting entrepreneurship in education benefit from increased interaction between education and the business world
- Educational approach: comprehensive view over the different forms and possibilities of collaboration
- Catalyst effect: encourage more and better business-education links

**Partners**

Anpdue, Associazione Nazionale Dirigenti e Alte Professionalità della Scuola

**Contact**

Education, L'impresa per I giovani, the Confindustria website dedicated to education and business-education links:

<http://www.confindustria.it/Conf2004/hpEDU.nsf/hp?ReadForm&>

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## Belgium

### DREAM Day

<b>Organisation</b>	ICHEC-PME
<b>Programme</b>	DREAM Day
<b>Target group</b>	16 to 19 year old students
<b>Coverage</b>	National

#### Description

DREAM Day is a national one-day event initiated in 1997 by the SME department of the ICHEC Brussels management school. The DREAM Day project was set up to respond to an identified need: young people lack information, enthusiasm and role models when moving from school to higher education or the world of work. They may fear failure and unemployment, underestimate their abilities and consequently overlook interesting opportunities in their career orientation.

The DREAM Day initiative aims at tackling this situation by:

- attempting to generate a professional dream within each student;
- fuelling his/her dynamism and spirit of enterprise;
- providing him/her with attitudes and skills necessary to turn ideas into actions;
- and further promoting contacts between school and the world of work.

To fuel their ideas, ambitions and motivation to succeed, young people need dynamic role models. Within the framework of the project, entrepreneurs or employees from all sectors can volunteer to share their experience and the reality of their job during a two-hour encounter, at their workplace or in the classroom. It is hoped that this will help young people make career decisions based on their enthusiasm and talent. Since the first edition in 1998, more than 85,000 young people, aged 16 to 19, have benefited from these encounters.

A website also supports the initiative with sections especially dedicated to students, teachers and witnesses. It provides material for a two- to three-hour preparation session taking place in the classroom. Teachers receive a PowerPoint presentation and a video to present the concept and objectives of the encounter. Students receive a questionnaire to reflect on their interests and abilities. A syllabus containing some 250 portraits of witnesses is available for discussion in class. Thus, young people can choose the business volunteer they want to meet, and prepare questions to draw maximum benefit from the encounter. The website also provides an online matching service for schools and witnesses.

After the encounter, all the participants are invited to send their feedback to the DREAM team.

#### Added value

- The underlying principle is to encourage young people to be enthusiastic about whatever they undertake
- Not everyone is meant to be an entrepreneur: this experience gives young people the opportunity to reflect on their abilities, personal and professional expectations, and take full account of them when considering a career orientation
- Young people are involved throughout the process of preparation of the encounter and thus develop a sense of ownership

## Partners

FEB-VBO, Fédération des Entreprises de Belgique-Verbond van Belgische Ondernemingen  
UWE, Union Wallone des Entreprises  
IFAPME  
Les jeunes entreprises A.s.b.l.  
SIEP  
FREE, Fondation pour le Recherche et l'Enseignement de l'Esprit d'Entreprendre  
Rotary Belgium-Luxemburg

Région Wallonie, Ministre de l'Economie et de l'Emploi  
Région Wallonie, Ministre de la Recherche, des Technologies nouvelles et des Relations extérieures  
Communauté Française de Belgique  
Commission Communautaire Française

Carrefour  
GB  
Deteren  
Fondation Chimay Wartoise  
Cap 2010 Deloitte

LE SOIR  
Trends  
Le Vif/L'Express  
Radio Contact  
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## France

### La Semaine Ecole-Entreprise

<b>Organisation</b>	Medef and the French Ministry for Education
<b>Programme name</b>	La Semaine Ecole-Entreprise
<b>Target group</b>	High school students
<b>Coverage</b>	National

#### Description

In response to the increasing need to anticipate change in society by bringing the reality of the economic world into the classroom, the French employers' federation Medef, together with the French Ministry for Education, launched in 2000 the 'Semaine Ecole-Entreprise' (School-Enterprise Week). Thanks to its success, a framework agreement was signed in 2004 between the partners, perpetuating the initiative for five more years.

Led by a national steering committee comprising representatives of the four partners, the initiative is an umbrella for a wide range of activities to develop school-enterprise relations with the aim of:

- improving mutual knowledge between the world of education and the world of business;
- providing a better insight into the world of enterprise and more information on careers and training that lead to them;
- fostering entrepreneurial skills and attitudes amongst young people;
- and further spreading entrepreneurship in education.

Since the first edition, 560,000 students have been involved in school-enterprise encounters. They mainly take the form of companies from all sectors opening their doors to students as well as entrepreneurs and employees visiting classes at school. These events hope to raise awareness and interest amongst young people, which can be further stimulated in class with the three-hour optional module 'Découverte professionnelle'.

Originally programmed on a specific week, events now take place all year long. However, a 'focus' week remains in November. It is the occasion to highlight flagship initiatives and make an evaluation of the past year's activities. Amongst the increasing number of activities undertaken each year, partners have also developed innovative actions dedicated to young people with handicaps or from disadvantaged educational areas.

Teachers and head of educational institutions are also targeted by this framework initiative. Voluntary engagement of company and school heads working in tandem has given birth to local school-enterprise committees. They encourage and coordinate local actions in line with local needs and expectations.

In addition, in 2006, Medef, together with CJD and AJE, developed a dedicated online portal for entrepreneurs, teachers, students and their parents, which can be accessed at <http://www.ecole-et-entreprise.fr>. This so-called 'Malette numérique' is a multimedia toolkit providing materials (brochures, booklets, etc.) to improve mutual knowledge between all actors involved. It is intended to be updated on a regular basis to take stock of progress and widely circulate good practice.

**Added value**

- Anticipate change in society by bringing the reality of the economic world in the classroom
- Partnership approach: promote dialogue with a view to establishing sustainable relations between schools and business
- Interest parents in the studies, career choice and future of their children
- Considerable outreach: country-wide network of employers and professionals

**Partners**

Ministère de l'Éducation Nationale, de l'Enseignement Supérieur et de la Recherche  
CJD, Centre des Jeunes Dirigeants d'entreprise  
AJE, Association Jeunesse et Entreprises

**Contacts**

Medef  
[http://www.medef.fr/main/core.php?pag\\_id=28252](http://www.medef.fr/main/core.php?pag_id=28252)

Find the contact details of one of the 155 local Medef offices or one of the member federations at:  
[http://www.medef.fr/main/core.php?pag\\_id=19815](http://www.medef.fr/main/core.php?pag_id=19815)

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# Europe

## Entrepreneurship Forum

<b>Organisation</b>	Microsoft
<b>Programme</b>	Entrepreneurship Forum
<b>Target group</b>	University students, teachers and academic staff
<b>Coverage</b>	25 EU countries

### Description

As part of its commitment to support the potential of young Europeans innovators and entrepreneurs, Microsoft is launching this year a series of Entrepreneurship Forums across Europe in close collaboration with universities and local young entrepreneurs networks. Microsoft aims at fostering enthusiasm about entrepreneurship and promoting a better integration of entrepreneurial content into university curriculum. In this regard, the Entrepreneurship Forums seek to overcome the various obstacles to understanding the concept and fears to approaching the practice of entrepreneurship both amongst students and academic staff. The driving idea behind this initiative is to demonstrate how the development of practical skills as well as the smart use of technological tools can contribute to unlock young people's potential to become innovators and leaders of tomorrow. Microsoft thus wishes to foster the new "creative class" which will contribute to drive Europe's knowledge economy in innovative and dynamic directions.

For the first year, Microsoft is cooperating with 25 leading universities in Europe to highlight the importance of innovation and entrepreneurship by organising campus events. They intend to bring real-life stories of young successful entrepreneurs in contact with students and encourage their business involvement by means of inspirational key-notes speeches, interactive debates and technology demonstrations. The events also seek active engagement of local venture capitalists, non-governmental organisations, social entrepreneurs as well as local SME partners to interact with students and university in a real marketplace of ideas, solutions and experiences.

In addition, the Entrepreneurship Forums offer the opportunity to engage Microsoft and corporate partners' employees by inviting them to share experiences in their field of expertise. These gatherings should also enable the identification of motivated and high potential employees ready to volunteer in durable mentorship and support activities.

### Added value

- Demonstrate to students how technology can help them develop their entrepreneurial capacities and unlock their innovation potential
- Stimulate an entrepreneurial mindset through an inspirational exchange of ideas between students, academics, policy makers, innovative entrepreneurs and business stakeholders
- Create the opportunity for Microsoft employee volunteers to connect with local young entrepreneurs networks and engage in mentorship initiatives

**Partners**

25 universities across Europe  
Local partners (e.g. JADE and JA-YE)

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# Europe

## The Company Programme

<b>Organisation</b>	Junior Achievement . Young Enterprise Europe (JA-YE), a network of 40 national organisations
<b>Programme name</b>	The Company Programme
<b>Target group</b>	Secondary school students (15-18 years old)
<b>Coverage</b>	35 European countries

### Description

The students, aged 15 to 18, form a mini-company, under the guidance of a teacher and volunteer business advisers. The students sell stock, elect officers, produce and market products or services, keep records, conduct shareholder meetings, and liquidate (usually returning a profit), all during the course of a school year. The programme gives students what is likely to be their first experience in entrepreneurship and it helps them prepare for working life through learning a wide variety of business and team-working skills. They have set up mini-companies offering products and services such as smart ways of washing boats after fishing, a vibrating pillow as an alarm clock, trendy reflectors to increase road safety among children, entertainment services for seniors, and a multifunctional key to change horseshoes.

More than 190,000 secondary school students take part every year in the Company Programme offered by JA-YE organisations across Europe. A recent report conducted in six European countries shows that nearly 15% of former participants in mini-companies between the ages of 20 and 29 had started their own businesses. Over the age of 29, that figure rises to more than 30%. The business start-up rate in the regular population in Europe is around 5-6%. That means that entrepreneurship education has a positive long-term economic impact and is already contributing to an increase of 9% in new businesses in the next 10 years. That is about 19,000 new companies each year over and above the average.

The following BUSINESSEUROPE member federations have active partnerships with JA-YE at the national level: NHO, MEDEF, DI/DA, PKPP, LPK, VNO-NCW, SN,SEV, ETTK, LDDK, Confindustria, BDI/BDA

### Added value

- Experience what it means to be an entrepreneur: the mini-companies reproduce the structure of a real company and operate on the real market
- Increase knowledge of economic interdependence
- Develop technical and social skills increasingly sought-after for self-employment, as well as for employee positions
- Schools have an opportunity to raise their profile
- Stimulate contacts between schools and their local business community

**Partners**

Business confederations  
Local and multinational companies  
Education ministries  
Schools  
JA-YE Member Nations

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# Germany

## JUNIOR-Unternehmen

<b>Organisation</b>	Institut der deutschen Wirtschaft Köln (IW Köln) Cologne Institute for Economic Research
<b>Programme name</b>	JUNIOR-Unternehmen (JUNIOR-Company)
<b>Target group</b>	High school students
<b>Coverage</b>	National (implemented in 15 German regions)

### Description

Germany has three millions persons working on their own account. Small and medium-sized business, the German Mittelstand, could use 800,000 additional entrepreneurs to support its growth potential. The lack on appropriate know-how taught in German schools is pointed out as one of the reasons for this shortage on either qualified or enthusiastic entrepreneurs. Cologne Institute for Economic Research (IW Köln) wants to contribute to filling this gap by promoting entrepreneurial education at schools and spreading knowledge about the social market economy in Germany.

IW Köln has since 1994 developed and successfully run the JUNIOR-Unternehmen programme. It is a scheme that supports teams of ten to fifteen high school students from age 14 to develop a business idea into a mini-company and run it on the market for a year. JUNIOR-Companies mirror the organisation of joint-stock companies. Thus, all positions within a real company are represented. Likewise, students have to respect rules of the market and deal with real challenges faced by entrepreneurs in day-to-day business from outlet market analysis and marketing strategies, to wage payment and accounting. Furthermore, students have to raise their start-up capital by selling shares of " 10.00 each to their relatives, at school and in their local business community. Thus, they have to take ownership and come up with an innovative business idea to convince potential shareholders. To help them throughout project, students benefit from the support of both a school mentor and a business mentor. JUNIOR-Office also provides guidance in form of a manual, a hotline and regular thematic workshops.

In addition, JUNIOR-Office organises meetings between JUNIOR-Entrepreneurs such as regional opening events and fairs, regional and national JUNIOR-Company competitions. As a member of the umbrella organisation JA-YE Europe, JUNIOR organised the JA-YE Europe 18<sup>th</sup> Company of the Year Competition 2007 that took place in Berlin in July 2007. Indeed, members of JA-YE Europe run a similar mini-company programme in 35 European countries. The annual competition gives student companies that have won their national competition the opportunity to come together and present their business ideas to the public. On the basis of their annual reports, marketing, sales strategy, company presentation and product or service, the most innovative and successful student companies are awarded prizes at a gala event by a jury composed of business people.

More than 35,000 high school students have been involved in a JUNIOR-Company so far, and the project is now implemented in 15 German regions. Such an experience helps young people develop initiative, autonomy and team working capacities, and improve understanding of the economic world. It also brings students closer to the idea of self-employment as an attractive career pathway.

In this regard, JUNIOR also developed the JUNIOR-Perspektiven. This structure brings together former JUNIOR-Entrepreneurs who have decided to engage in an entrepreneurial career. It delivers a place for discussion, networking and exchange of experience. Young entrepreneurs can go deeper into issues raised during the company programme and get individual counselling from experts. The structure is involved in the Mittelstandsinitiative, the Federal Government's Initiative for Small and Medium-Sized Businesses.

## Added value

- Experience what it means to be an entrepreneur: the JUNIOR-Companies reproduce the structure of a real company and operate on the real market
- Increase knowledge of economic interrelations
- Develop technical and social skills increasingly sought-after for self-employment, as well as for employees positions
- Benefit for schools to raise their profile
- Stimulate contacts between schools and their local business community

## Partners

Bundesministerium für Wirtschaft und Technologie  
KfW Mittelstandsbank  
Handelsblatt  
Gesamtmetall  
Danfoss  
Accenture Stiftung  
**SCHULEWIRTSCHAFT**  
Further business partners and ministries support JUNIOR activities at regional level

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## Poland

### Academy of Entrepreneurship

<b>Organisation</b>	Forum of the Young PKPP %Lewiatan+
<b>Programme</b>	Academy of Entrepreneurship
<b>Target group</b>	Higher education students / Young entrepreneurs
<b>Coverage</b>	Regional networks (Mazowieckie, Kujawsko-Pomorskie, Podlaskie, Lubelskie, Wielkopolskie, Małopolskie Provinces)

#### Description

The Forum of the Young PKPP %Lewiatan+ (ForumMłodych) is an independent and separate organisational unit of the Polish Confederation of Private Employers, which was created in 2004. Members of the Forum mainly include business school students and graduates who wish to act in their environment in accordance with Lewiatan values and to spread the idea of entrepreneurship amongst their peers.

The Forum has its own regional structures in most big cities in Poland (Warszawa, óód , Pozna , Kraków, Lublin, Biaýystok, Szczecin, Toru , Gda sk, Katowice and Kielce) and develops cooperation with similar organisations abroad. It participates in the work of PKPP %Lewiatan+, engages in important economic debates and organises three important initiatives each year: Academy of Entrepreneurship, Lewiatan Business Angels School and Let's help children's homes.

The Academy of Entrepreneurship is the Forum's most important project. Its main purpose is to teach in a simple and innovative way how to set up and run your own business to interested young people under the age of 30. The initiative arose from the fact that most Polish universities do not teach how to set up a company while more and more people, especially young people, wish to start their own business. Therefore, the programme aims at providing all participants with essential knowledge and know-how through a series of lectures and workshops based on four modules: Your company, Training in entrepreneurial skills, The European Union, and Employment. These workshops are conducted by professionals from consulting firms, banks, as well as experienced entrepreneurs. The programme runs yearly from November to May and consists of about 20 workshops (one workshop a week). A certificate of participation is awarded to all participants who take part in more than 80% of the workshops.

The Forum has set up a separate webpage dedicated to the Academy of Entrepreneurship (in Polish only): <http://ap3.pl>

#### Added value

- The programme and the content of its four modules respond to a clearly defined demand
- Teaching is performed by experienced professionals
- Opportunity for future young entrepreneurs to establish links with and get advice and coaching from experienced business leaders

## Partners

Bank BISE  
PCM, Polskie Centrum Marketingowe sp. z o.o.  
Przedsi biorczo dla ambitnych and Prof. Dr Hab. Jerzy Cie lik

DORFIN  
Lech Consulting  
Akademickie Stowarzyszenie w Lublinie  
Enzo  
Pelikan travel  
Portal praktyk.pl  
SSPW, Samorz du Studentów Politechniki Warszawskiej  
Samorz d Studentów SGH  
ABC Language Centre  
Collegium Civitas  
Progres  
RINF  
SaMASZ  
Eko System  
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## Europe, Middle East and Africa

### Í Graduate Entrepreneurship Training through ITÍ (GET-IT)

<b>Organisation</b>	Hewlett-Packard (HP)
<b>Programme</b>	Graduate Entrepreneurship Training through IT (GET-IT)
<b>Target group</b>	Graduates and unemployed young people aged 16 to 25
<b>Coverage</b>	18 countries in Europe, Middle East and Africa (EMEA)

#### Description

According to a recent study, five million, that is 18% of graduates from schools and universities, were under- or unemployed in the EU in 2006. Hence, youth unemployment in Europe is significantly higher than the average rate of 7.7% across all ages. Improving the chances of young people to find employment and equip them with the skills to set up their own business is one of the key elements of HP's social investment strategy.

In May 2007, HP launched a new collaborative programme with social non-governmental organisations (NGOs) in 18 countries in Europe, Middle East and Africa<sup>2</sup> (EMEA). This new Graduate Entrepreneurship Training through IT+ (GET-IT) programme is designed to improve IT business skills amongst unemployed school leavers and graduates under age 25.

GET-IT is integrated into the existing training initiatives of up to 35 NGOs throughout EMEA that are already active in education and job creation. The programme provides professional guidance courses for the trainers of these organisations. GET-IT training courses deal with practical IT solutions for daily business challenges faced in areas such as finance, management, marketing and technology management. In addition to the learning material and professional guidance courses for trainers, HP provides the IT equipment needed for the training. It will enable trainers to offer interactive courses based on a curriculum specifically designed to encourage job creation and entrepreneurship. Altogether, the grants are worth approximately \$40,000 per organisation.

In the first roll-out of the programme at least 6,000 young people will be trained in the 35 partner centres, enhancing their chances of getting skilled jobs or setting up their own business. The initiative is planned to grow next year to 70 centres across Europe, the Middle East and Africa.

GET-IT is part of HP's Economic Development Programme and complements MAP (Microenterprise Acceleration Programme), which was launched by HP two years ago and already offers business and IT training for established entrepreneurs. Both programmes are run in collaboration with the Micro-Enterprise Acceleration Institute (MEA-I), a non-profit organisation, sponsored by HP, that provides business-related IT training

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<sup>2</sup> Participating organisations are from target communities in Azerbaijan, Belarus, Belgium, France, Finland, Germany, Ghana, Italy, Kazakhstan, Kenya, Ireland, Nigeria, Portugal, Russia, Romania, South Africa, Ukraine and the UK.

### **Added value**

- GET-IT training increases job skills and job opportunities for young graduates and under- or unemployed young people
- GET-IT programme fosters entrepreneurial development by educating future entrepreneurs in efficiently using ICT tools to pursue their business goals
- Partnership approach: the GET-IT programme is implemented through a number of local partners already active in education and training
- Train the trainer+education: GET-IT delivers training to trainers of partner organisations

### **Partners**

Micro-Enterprise Acceleration Institute (<http://www.mea-i.org>)

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# Germany

## Trainee Company

<b>Organisation</b>	Daimler
<b>Programme</b>	Trainee Company (%Azubi-Firma+)
<b>Target group</b>	Vocational education students aged 14 to 19
<b>Coverage</b>	Germany

### Description

For a long time, Daimler has been offering various industrial and commercial training opportunities to students in secondary and vocational education. These trainings are usually carried out in a dual system with on the job training within Daimler and off the job training at the vocational school.

Since in multinational companies like Daimler processes and functions are often segmented, trainees only gain a partial insight into the company's daily operations. However, Daimler considers the ability to understand the complex cross-sector interactions at work within a company to be key for entrepreneurial thinking and acting. In this regard, offering trainees the opportunity to run their own small business appears to be an efficient learning scheme. Daimler thus turned the concept of Trainee Company (%Azubi-firma+) into practice: several Trainee Companies were set up in the service, manufacturing or retail sector and run independently by students aged 14 to 19 completing a vocational training within Daimler.

In a Trainee Company, trainees coming from different apprenticeship positions have to collaborate, learn together and from each other to develop a business idea, convince decision makers and acquire necessary funding to generate a marketable product or service. Trainees conduct the daily operations within each relevant department of a real small company: product development, marketing, distribution, HR management and training, administration, accounting, etc. The challenge for these Trainee Companies is to secure their position on the market in the long term. Trainees thus need to be creative, develop new products and acquire new customers. In order to successfully conduct these operations, trainees get individual and group coaching from Daimler team.

By working together in a real business environment, trainees should be able to get practical knowledge on the relevant functions and processes of a small company. In addition to technical competencies acquired during the apprenticeship at Daimler, this experience also contributes to the development of most needed soft skills such as interpersonal skills, proactiveness, problem-solving and ability to assume responsibility.

A successful illustration of this model is the Trainee Company FEBS established in 2005. FEBS stands for Ferienworkshops, Einzel- und Gruppentrainings, Bewerbertraining an Schulen, Services+. Trainees running FEBS have build on their own experience within Daimler to offer workshops, individual and group training and other services in the field of job application to secondary education students.

## Added value

- All relevant processes of a small business are mapped within a Trainee Company: Trainees get a global picture of the organisation of a company
- Trainee Companies are run during the apprenticeship within Daimler: Trainees benefit from Daimler facilities and coaching
- Trainees directly apply the technical knowledge acquired during their apprenticeship and develop additional soft skills valuable for their future professional life
- Setting up one's own business become a real career alternative

## Partners

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## Norway

### Í 7.etgÎ , NHO website for the youth

<b>Organisation</b>	NHO, Confederation of Norwegian Enterprise
<b>Programme</b>	%7.etg+, NHO website for the youth
<b>Target group</b>	15 to 20 year old students
<b>Coverage</b>	National

#### Description

For several years, NHO, the Confederation of Norwegian Enterprise, has been running a partnership programme to foster contacts between schools and enterprises. This programme called %Business at School+ (Naeringsliv I skolen) has established 3,500 partnerships between schools and local companies so far. In 2003, in the framework of a partnership with a local school, students aged 17 to 18 were involved in the creation of a new portal dedicated to young people: <http://www.7.etg.no>. The initiative of the independent website %7.etg+, as a reference to the 7th floor on which the team of students was working within the NHO building, contributes to show that young people have their own place and role to play in the world of business.

The general objective of the website is to help young people learn more about NHO and Norwegian companies, as well as to raise their interest in and understanding of the world of enterprise. In this regard, an animated information section helps young people understand where and how companies are present around them in everyday life.

A large section is especially dedicated to increasing the interest of young people for starting up their own business. It contains information on mini-company programmes, news on events and awards, as well as testimonies of young entrepreneurs that can be role models. On the website young people also can play the game %Pizza Prego+ developed in cooperation with Junior Achievement-Young Enterprise Norway, a member of the umbrella organisation JA-YE Europe, discover about their entrepreneurial skills and learn about running a pizza company. Further, to help prepare the transition from school to work, the website provides young people with advice and guidance on making smart choices regarding their future. Finally, encouraging more young people to get interested in and express their voice on important societal issues is also key to personal development. Through its youth portal, NHO therefore invites young people to take part in debates on issues such as globalisation, new technologies, entrepreneurship, CSR, the environment, the school. In this regard, NHO organised on 13 September 2007 a first youth conference %ung I Verden+ (Young in the world). Young people aged 16 to 18 were especially invited through their schools and more than 1,300 of them, coming from all over Norway, gathered at this event.

An advertising campaign for the website was launched in media popular towards young people. Further, the website also invites teachers to use 7.etg in the classroom. Indeed, a part is dedicated to increase school-enterprise collaboration by providing information and material to teachers.

#### Added value

- A website dedicated to young people, animated and moderated by young people
- The website addresses a large number of issues with a view to participate to personal development, social integration, professional orientation, as well as to the development of a more entrepreneurial mindset amongst young people
- The digital format makes information and messages more accessible to young people

**Partners**

NHO, Confederation of Norwegian Enterprise  
Business at School (Næringsliv I skolen)  
Junior Achievement-Young Enterprise Norway (Ungt Entreprenørskap)

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## Belgium

### Í Ta propre entrepriseÎ

<b>Organisation</b>	FEB-VBO, Federation of Enterprises in Belgium
<b>Programme</b>	%Ta propre entreprise+campaign
<b>Target group</b>	18 to 35 year old students and young graduates
<b>Coverage</b>	National

#### Description

Based on the fact that only 3% of Belgians between 18 and 65 are involved in business creation, the FEB-VBO, in collaboration with its 31 sectoral member federations, launched in March 2007 an awareness-raising campaign with the motto %our own enterprise: one day you will realise your dream+. The bilingual campaign aims to present entrepreneurship as a positive and challenging career choice for young people. It is supported by the majority of universities and higher education institutions in French- and Dutch-speaking Belgium.

The FEB-VBO used Metro, a free newspaper widely disseminated to young people in stations and on university campuses, to display the campaign visuals and motto, and advertise every day for the dedicated website <http://www.ta-propre-entreprise.be>.

The website offers four sections:

- %Is le font+- They do it: Read success stories and learn about biggest mistakes from peers, interact with entrepreneurs through the blog section
- %Mon choix+- My choice: Test your entrepreneurial potential and discover which path would best suit you
- %Je le fais+- I do it: Get useful links and advice on the steps to start your own business
- %Participe à la campagne pour promouvoir le sprit d'entreprise+ - Take part in the best picture/movie contest to promote entrepreneurship

The different sections are filled with the contributions of successful entrepreneurs sharing their experience, information and advice to young people willing to start their own enterprise alone or with friends, take over a company or the family business.

#### Added value

- Two-phase campaign (March-April and October-November 2007) through a free medium to maximise the impact
- %My biggest mistake+section: mistakes of famous entrepreneurs to tackle the fear and bad image of failure
- A large part of the website is dedicated to information and advice on business transfer which is often omitted from entrepreneurship education

## Partners

ACEE, Association des Clubs des Etudiants Entrepreneurs  
AIESEC, International platform for young people to discover and develop their potential  
APM, Association Progrès du Management  
Bizz Magazine  
CIDE, Conseil pour l'Innovation et le Développement de l'Entreprise  
Club des étudiants entrepreneurs de l'UCL Louvain La Neuve  
Département PME de l'école de commerce ICHEC  
École de gestion ICHEC  
EHSAL Management School  
Facultés Universitaires Catholiques de Mons  
Facultés Universitaires Notre Dame de la Paix de Namur  
"Free", Fondation pour la Recherche et l'Enseignement de l'Esprit d'Entreprendre  
Fonds de participation  
Génération entreprendre  
HEC école de gestion de l'université de Liège  
Katholieke Universiteit Leuven  
Les anciens de l'ICHEC  
Réseau des anciens de l'IAG de l'UCL  
Solvay Business School  
Start Academy des Jeunes Entrepreneurs  
UCL formation à la création d'entreprise  
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## United Kingdom

### Make Your Mark campaign and the Enterprise Week

<b>Organisation</b>	Enterprise Insight
<b>Programme name</b>	Make Your Mark campaign and the Enterprise Week
<b>Target group</b>	Students and young people in employment from 14 to 30
<b>Coverage</b>	National

#### Description

Enterprise Insight was founded by the four leading UK business organisations: the British Chamber of Commerce, CBI, the Federation of Small Business and the Institute of Directors. Since 2004, it has run the national campaign %Make Your Mark+designed to create a more enterprising culture in the UK by giving young people, whether still in education or in the early stages of employment, the inspiration and opportunity to have ideas and make them happen. The target is to double the proportion of people between 14 and 30 who aspire to start their own venture, to reach 30% by the end of 2008.

The non-profit campaign is supported by an important coalition of business, charities and educational bodies and the Government. It is implemented nationally by the local Make Your Mark offices and relayed through local campaigns in the areas of Liverpool, Lowestoft, Wakefield and Coventry. The organisation provides logistical support, promotional material, information on events and how to get involved, as well as inspiration for companies to organise innovative and attracting events.

The campaign's best-known activity is the Enterprise Week which takes place annually on the third week of November. A large number of events are organised during the week, involving young people to raise their awareness on entrepreneurial carriers while having fun. The Make Your Mark campaign works in three sectors of the UK economy in particular: creative industries, manufacturing & engineering, and retail. The Enterprise Week also presents an opportunity for companies to raise their visibility and get in closer contact with their local community.

Flagship event of the Enterprise Week is the Make Your Mark Challenge. It is a one-day enterprise competition for students, which draws on young people's creativity, problem-solving and team-working skills to achieve an innovative solution for a product, service or event in one day.

The week also consist of specific events and competitions:

- Make Your Mark Connect is an umbrella for various networking activities amongst the participants in the week. A website also provides information on existing networks, clubs and events, and enables matchmaking.
- Make Your Mark at Work is a celebration of innovation and creativity in the workplace. It provides organisations across the UK with an opportunity to encourage employees to be enterprising and start thinking about ideas that have a clear and tangible business benefit.
- Make Your Mark in Fashion is a competition which encourages a sustainable approach to fashion in all steps of the process from creation, to manufacturing and finally sale. Teams of three to six young people have to generate an idea and explore it through all aspects of the fashion industry. They will get mentoring from industry professionals to help them develop their project.
- Women's Enterprise Day wishes to celebrate the achievements of outstanding female entrepreneurs, thus providing young women with inspiring realistic role models. The sub-campaign %Girl! Make Your Mark+has been launch on the Women's Enterprise Day 2006 to address the disparity between men and women when it comes to setting up a business.

- Social Enterprise Day was set up to inspire the next generation of social entrepreneurs. It features Make Your Mark with a Tenner, an innovative competition concept where 10,000 school students are challenged to maximise their social impact and profit with just £10. First edition took place in 2006. One hundred winners have been rewarded, fifty who have made the greatest profit and fifty who have had the most important social impact.

### Added value

- Holistic approach to the promotion of entrepreneurship: developing enterprise skills and attitudes through education, training, employment, community and leisure
- Wide range of activities and challenges putting creativity and fun first to ensure maximum interest and participation of young people
- Wide media coverage ensuring maximum awareness-raising for the cause of entrepreneurship education as well as for the businesses involved
- Campaign supported by a number of ambassadors and role model entrepreneurs

### Partners

British Chambers of Commerce  
 CBI  
 Federation of Small Businesses  
 Institute of Directors  
 Arts Council England  
 Association of Colleges  
 Black Training and Enterprise Group  
 Business in the Community  
 Department for Education and Skills  
 Department of Trade & Industry  
 Enterprise Education Trust  
 Learning and Skills Council  
 National Council for Graduate Entrepreneurship  
 National Education Business Partnership Network  
 National Federation of Enterprise Agencies  
 Prowess  
 Quality Improvement Agency  
 Scottish Executive  
 Shell LiveWIRE  
 Social Enterprise Coalition  
 South East England Development Agency (representing the RDAs)  
 Specialist Schools and Academies Trust  
 The Prince's Trust  
 UnLtd  
 Young Enterprise

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## Germany

### Í Challenges of Entrepreneurshipî

<b>Organisation</b>	Stiftung der Deutschen Wirtschaft and Heinz Nixdorf Foundation
<b>Programme</b>	%Challenges of Entrepreneurship+(%Herausforderung Unternehmertum+)
<b>Target group</b>	University students and doctoral candidates
<b>Coverage</b>	National

#### Description

Stiftung der Deutschen Wirtschaft (SDW . Foundation of German Business) was founded in 1994 by the Confederation of German Employersq Associations (BDA). It offers a wide range of educational and career guidance programmes with a view to launching young people into fulfilling careers. In addition to personality development, further key Foundation activities are focused on the advancement of entrepreneurial thinking and socially responsible action. Through its programmes, SDW thus encourages young people to show initiative, willingness to innovate, and courage in the face of risks. Furthermore, SDW is committed to strengthening the participantsq sense of social responsibility.

The core of SDW activities is the Klaus Murmann Fellowship Programme, which provides scholarships to more than 1,000 gifted university students and doctoral candidates in all fields who show the potential to hold leadership positions in industry and society. All fellowship recipients must participate in a comprehensive programme accompanying their course of studies and consisting of seminars, training, and forums between scholarship holders and business leaders, as well as project work performed in close cooperation with companies. The objective of this programme is to equip participants with the aptitude to think and act entrepreneurially while simultaneously developing an awareness of the social implications of their actions.

The initiative "Challenges of Entrepreneurship" constitutes a specific part of this programme. Since 2004, SDW and the Heinz Nixdorf Foundation each year invite SDW scholarship holders to become proactive in thinking about and promotion of entrepreneurship. The initiative takes the form of a contest where regional teams of SDWq scholars compete with one another in the development of projects that promote entrepreneurship amongst adolescents and young adults in their region. An independent jury selects the most creative and innovative applications and awards up to " 30,000 to each of four teams to develop their idea into a six- to ten-month project. Teams are given full responsibility to manage their project, which can address a wide range of target groups, be it high school students, apprentices, university students or young professionals. In addition, each team receives training and coaching in project management, leadership skills, team development and public relations. The realisation of their project can take the form of a series of contests, workshops for starting up a business and events with entrepreneurs or other representatives of the economic and political world.

%Challenges of Entrepreneurship+ benefits from the patronage of the German Federal Minister for Economy and Technology.

## Added value

- Young people develop creative and innovative ways to make entrepreneurship more attractive to their peers, thus encouraging them to pursue entrepreneurial activities themselves.
- Young people animate their peers to (re)evaluate entrepreneurship altogether thus furthering and promoting socially responsible entrepreneurial thinking.
- Scholarship holders become ambassadors for the promotion of entrepreneurial thinking and behaviour.
- Scholarship holders receive special training in project management, leadership skills, team development, public relations and are furthermore provided with expertise on the legal and financial basics of starting a business. This training provides entrepreneurial skills and enables them to seriously consider starting their own business as a career option.

## Partners

Foundation of German Business  
Heinz Nixdorf Foundation

Commerzbank AG  
Robert Bosch GmbH  
Deutsche Bahn AG  
Deutsche Kreditbank AG  
EXPO Grund GmbH  
Gibson, Dunn & Crutcher LLP  
hannoverimpuls GmbH  
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## Denmark

### Enterprise - European Business Game

<b>Organisation</b>	Confederation of Danish Industries (DI)
<b>Programme</b>	Enterprise - European Business Game (EBG)
<b>Target group</b>	High school students
<b>Coverage</b>	National

#### Description

For the 15th year running DI and its partners organised Enterprise - European Business Game (EBG) in 2007. The European contest to establish a fictitious business attracts approximately 1,000 students from Danish high schools every year. The students cooperate in dealing with the various difficulties and challenges involved in establishing a business.

The participants are students educated in business economics. In groups of three to five students, they carry out the entire process of establishing a business - from creating the idea to creating the business. The latter could include conducting a market survey and a financial plan.

The projects are assisted by business managers who work as consultants on the projects and provide inspiration for the individual groups. The students gain knowledge of the entrepreneurial lifestyle from conversation and collaboration with business managers and from their own experiences with the projects.

Management of a project as it constantly evolves makes the students aware of the fact that "change implies learning". The project method emphasises cooperation among employers, self-motivation and initiative. EBG activates and develops these abilities through the concept of learning, as well as "learning to learn".

Through participation in EBG you learn that life within a business is marked by constant changes and that it requires:

- an ability to keep learning something new
- an ability to self-motivate
- an ability to assume responsibility
- an ability to cooperate both nationally and internationally.

In EBG the theory of business economics is used in practice. By working with their own business ideas the participants experience and achieve understanding of the challenges in business. Participating in EBG will help the student on the labour market, and it is hoped that EBG will stimulate the growth of new businesses.

The projects are presented in regional finals where the winners proceed to the national final. The national winning team participates in an international final along with winning teams from other European countries.

Enterprise - European Business Games was initiated and is managed by an Italian enterprise and training agency named STEPRA based in Ravenna.

**Added value**

- The participants learn to think in an international perspective since their business must include a European dimension, and during the project they collaborate with groups from other countries
- Through the project and the contact with business experts the students are introduced to private business and learn about its relevance for society. It is hoped that the project will also provide the students with inspiration when they make educational and career choices.

**Partners**

The Danish Bankers Association  
ASE (The Independent Unemployment Fund)  
The Business Daily, Børsen  
Danish Ministry of Education  
FLE (The union of Economic Teachers in Gymnasium and HF)

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# Luxembourg

## 1, 2, 3 GO

<b>Organisation</b>	Business Initiative
<b>Programme name</b>	1, 2, 3 GO
<b>Target group</b>	Higher education students / Young entrepreneurs
<b>Coverage</b>	The Greater Region : Grand Duchy of Luxembourg, French and German-speaking Communities of Belgium, Lorraine (France), Rheinland-Pfalz and Saarland (Germany)

### Description

1, 2, 3 GO is an interregional and innovation-oriented business plan contest initiated by major Luxembourg employer organisations (FEDIL, Chamber of Commerce and Luxinnovation). The initiative is centrally managed from Luxembourg and relayed in each region by seven local offices.

The Greater Region Business Plan Contest is open to any student or young entrepreneur. The programme runs yearly from October to June, in four phases. Interested young people should first submit their enterprise idea on the 1, 2, 3 GO website. Projects should meet the following criteria:

- Innovative
- Economically feasible
- Not yet funded by venture capital
- The new business must be set up in one of the regions covered by the programme

Participants can receive support and advice from an interregional network of more than 280 coaches to structure and finalise their business plan.

The business plan will then be evaluated by the jury of the interregional 1, 2, 3, GO Business Plan Contest. At the Interregional Awards Ceremony prizes from " 1,000 to " 10,000 will be awarded to the best projects.

Finally, the candidates with the best business plan can apply for a starter bonus and benefit from a guaranteed low rate loan, a tutor and a first bank reference to start their innovative business.

### Added value

- Young people learn how to write a consistent business plan
- Network of 280 coaches providing general business support or specialised advice on finance, law, accounting, etc. to support young entrepreneurs
- Interregional and multicultural aspect of the contest
- Synergy effects and cross-border business opportunities
- Networking opportunities with various public and private funding organisations present in the region

## Partners

Le Gouvernement du Grand Duché de Luxembourg  
Chambre de Commerce, Luxembourg  
Le Portail Entreprises  
Luxinnovation  
FEDIL  
Banque et Caisse d'Épargne de l'État, Luxembourg  
Ministerium für Wirtschaft und Arbeit, Saarland  
Rheinland-Pfalz  
IHK Trier  
IHK Saarland  
Conseil régional Lorraine  
CCI Lorraine  
CCI Meurthe et Moselle  
CCI Moselle  
Synergie  
Promotech CEI  
Région Wallonie  
CIDE  
Enterprize

Eurobéton  
PriceWaterHouseCoopers  
Primesphere S. A.  
SES Global S.A.  
Siemens S.A.  
Husky S.A.  
Interfiduciaire S.A.  
BP Investment Partners  
Cargolux  
Goodyear S.A.  
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CommunicArt S.a.r.l.  
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La Luxembourgeoise

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## Europe, Middle East and Africa

### HP Responsible Business Competition

<b>Organisation</b>	Hewlett-Packard (HP) Junior Achievement-Young Enterprise Europe (JA-YE Europe)
<b>Programme</b>	HP Responsible Business Competition
<b>Target group</b>	14 to 18 year old students
<b>Coverage</b>	Europe

#### Description

According to some studies, demonstrating that business can be socially or environmentally oriented as well as profitable might be a way of encouraging more young people into entrepreneurship. This is what HP Europe, Middle East & Africa (EMEA) and Junior Achievement-Young Enterprise Europe decided to illustrate by launching in 2006 the HP Responsible Business Competition.

The initiative aims at building social and environmental responsibility as well as responsible leadership skills amongst students across EMEA. It is an extension of JA-YE Company Programme which gives students from 14 to 18 the opportunity to get hands-on experience of entrepreneurship by setting up their own mini-company and running it while reproducing all operations of a real business over a period of 12 to 26 weeks. These mini-companies take part in the annual Company of the Year Competitions in all JA-YE countries. Winners then attend the European Competition and compete for the annual Responsible Business Award. The Award recognises the student companies that best achieved a balance between strong financial performance, social responsibility and environmental impact within their business plan and operations.

Further, to keep students engaged in the topic of corporate responsibility, HP and JA-YE Europe developed awareness-raising tools. Through a dedicated website, students can stay involved throughout the year, learn the six Golden Rules on how to run a responsible company, as well as get examples of HP's best practices in corporate responsibility. Students participating in any JA-YE programme can also submit their responsible business ideas for products or services for the Online Business Ideas Contest. In addition, all visitors to the website can take the Responsible Business Quiz and test their knowledge of different aspects of responsible business practice, global, societal and environmental issues. Those who fill in at least 75% of the questions correctly get awarded with the Responsible Business Certificate. Three thousand students have received a Certificate from HP in Responsible Business so far. Finally, in many of the participating European countries, HP volunteers are available during school visits or via e-mail to advise students on how to make their businesses more socially responsible and environmentally sustainable.

#### Added value

- Give young people awareness about social and environmental issues
- Teach responsible business leadership skills to potential future entrepreneurs
- Highlight the positive societal impacts that enterprises can have on the community
- Make entrepreneurship more attractive to young people by emphasising responsible practice
- Direct link with business people, inside or outside the classroom, to learn about how business works

**Partners**

JA-YE Europe Member Nations

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## Worldwide

### Imagine Cup and Innovation Accelerator

<b>Organisation</b>	Microsoft (in collaboration with BT)
<b>Programme</b>	Microsoft Imagine Cup and BT Innovation Accelerator
<b>Target group</b>	High school, college and university students
<b>Coverage</b>	Worldwide

#### Description

Microsoft acts on its commitment to support inclusion of entrepreneurship in education and learning through a number of initiatives. One of them is the Imagine Cup, the world's largest student technology competition.

Founded in 2003, the Imagine Cup is a skill contest inviting students in secondary and higher education to apply diverse technical and creative talents to develop efficient solutions to real-life global issues. Teams and individuals are challenged to bring their ideas to life in a multifaceted competition comprising nine categories: software design, embedded development, web development, programming, IT, algorithms, short film and photograph. A jury comprising a mix of industry partners, sponsors and academic institutions from around the world recognises students who demonstrate the potential to become tomorrow's innovators and awards prizes of up to " 15,000. The competition focuses on a different social challenge every year. For its 2008 edition, the Imagine Cup invites young people to apply their imagination, enthusiasm and creativity to technology innovations around the theme "Imagine a world where technology enables a sustainable environment."

Now in its sixth year, the Imagine Cup has grown to be a global event. More than 100,000 students from 111 countries entered the Imagine Cup competition in 2007 and 112 teams representing 56 countries attended the worldwide finals in Seoul, South Korea. The 2008 World Finals will take place in July in Paris, France.

In addition to the competition, Microsoft developed, jointly with BT, the Imagine Cup Innovation Accelerator. Participation to this two-week programme is offered to the best software design teams awarded at the Imagine Cup. They get technical support and business guidance from technology experts and business professionals from Microsoft, BT and other leading IT companies in order to develop their innovative technological ideas into marketable applications and products.

#### Added value

- Encourage the next generation of young innovators by fostering creativity, problem solving skills and entrepreneurial thinking amongst young people
- Couple the power of technology with the potential of young people to imagine innovative solutions to tackle global challenges at the Imagine Cup
- Transforming contest ideas into business reality in the Imagine Cup Innovation Accelerator

**Partners**

BT  
The Imagine Cup receives the official endorsement of UNESCO

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## Poland

### ConQuest Consulting

<b>Organisation</b>	ConQuest Consulting
<b>Programme</b>	ConQuest Consulting
<b>Target group</b>	University and business school students
<b>Coverage</b>	National

#### Description

ConQuest Consulting is a Junior Enterprise which provides companies with consulting and business intelligence services since 1998. ConQuest was established as a bridge between students with theoretical education, often of high quality but far from practice, and companies looking for experienced and entrepreneurial staff. Its general objective is to introduce students to the business world by assisting companies and entrepreneurs in making business decisions. Its core competence is consultancy on company restructuring towards relationship marketing (customer satisfaction surveys, partners matching).

The concept of the Junior Enterprise was developed to bridge the gap between theory and practice for students in higher education. A Junior Enterprise is a non-profit and student-run organisation. It is, in most cases, linked to a university or a graduate school. It empowers students to carry out projects or offer services independently for companies and institutions with a view to reaching a professional level in internal and project management.

ConQuest operates as a real company and is subject to the market rules, potential economic slowdowns and intense competition. However, it differs from all the other market players. Not only are students the business consultants hired in the company, but the executive board also consists of students. This constitutes a differential advantage of ConQuest as its clients benefit from services offered by young people with potential, creativity and motivation.

ConQuest is based on the ~~learning~~ learning by doing principle+which demonstrates that project-based work is the best method for young students to collect practical business experience. Indeed, thanks to their activity in ConQuest, students get the opportunity to take part in business negotiations, deal with pitfalls of legal formalities, learn secrets of successful project management, establish business contacts very useful for their future professional lives and acquire leadership skills. Carrying out professional projects they can learn what character traits should be possessed by a successful entrepreneur and how to develop them. Very often, once they face real business problems and are challenged to develop their own solutions, they grow aware of their entrepreneurial potential and decide to set up their own business.

ConQuest has been present on the fluctuating Polish market for nine years and successfully carried out over 250 business projects. During these years a few hundreds of students were given an opportunity to get involved as junior consultant and thus gain knowledge, skills, entrepreneurial spirit and experience.

ConQuest Consulting belongs to the European Confederation of Junior Enterprises, JADE, which brings together 225 other student consulting companies and around 20,000 students from 13 countries across Europe.

## Added value

- Complement higher education through the application of knowledge in real-life business settings
- Support the students development of soft-skills and know-how for entrepreneurial projects
- Stimulate students sense of initiative and foster their entrepreneurial spirit through learning by doing
- Add value for universities and business schools for profile-building
- Provide companies with services of high quality for a competitive price

## Partners

JADE . European Confederation of Junior Enterprises  
Westminster Business Consultants Junior Enterprise  
Warsaw School of Economics  
Educational Enterprise Foundation  
Polish Confederation of Private Employers, PKPP Lewiatan  
Polish Agency of Foreign Investment

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## Spain

### Í Crea Empresaí

<b>Organisation</b>	EADE-Consulting J.E.
<b>Programme</b>	%Crea Empresa+
<b>Target group</b>	High school students, university students and students in apprenticeship
<b>Coverage</b>	Regional (Provinces of Valencia and Castellany)

#### Description

EADE-Consulting J.E. was founded in 1992 at Jaume I University in Castellany, Spain, based on the concept of the Junior Enterprise. Like others Junior Enterprises, EADE-Consulting J.E. is entirely run by university students. It plays the role of a young entrepreneur incubator by providing its members with high quality learning-by-doing experience in consultancy services and helping them develop professional business skills. Over the last fifteen years, EADE-Consulting J.E. has been a strong link between the academic and the business environment in the region. The Junior Enterprise thus contributes to foster entrepreneurial spirit not only amongst its members but in its social environment at large.

EADE-Consulting J.E. developed the idea of %Crea Empresa+, a contest run by students for students from different educational backgrounds. The teams, comprising two to four students, can apply for two categories: the company creation and the innovative product or service creation. In both case, students are challenged to imagine an innovative business idea and develop it into its very practical details, taking into account financial and organisational aspects as well as marketing, production and partnership issues.

Since the first edition in 2006, the %Crea Empresa+ contest is continuously expanding in terms of participation and awards distributed. EADE-Consulting J.E. is currently organising the third edition of the contest where even more competitors and sponsors are expected. The concept is propagating as well. Other Spanish Junior Enterprises have gained interest in the initiative and should start their own company creation contest shortly.

EADE-Consulting J.E. belongs to the European Confederation of Junior Enterprises, JADE, which brings together 225 other student consulting companies and around 20,000 students from 13 countries across Europe.

#### Added value

- Foster entrepreneurial thinking and acting by both contest organisers and participants
- Offer students an insight into the business world and raise their awareness about the opportunities of getting involved in a Junior Enterprise
- Create an impetus amongst Spanish Junior Enterprises to launch initiatives in the field of entrepreneurship education

**Partners**

Jaume I University of Castellón  
FUE and Foro Jovellanos  
Fundación RuralCaja  
Coca-Cola  
Red Bull

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CSR Laboratory % Stimulating an entrepreneurial mindset and promoting entrepreneurship education+  
**Index of good practice**

Country	Programme & Organisation	Level of education(*)					Focus of the programme			
		10-14	15-18	VT	HE	YE	Foster entrepreneurial thinking	Discover the world of enterprise	Understand about business	Start up your own business
<b>Belgium</b>	Ta propre entreprise (FEB)				x	x	x			x
	DREAM Day (ICHEC-PME)	x	x	x			x	x		
<b>Denmark</b>	Enterprise . European Business Game (DI)		x				x		x	x
<b>France</b>	La Semaine Ecole-Entreprise (Medef)	x	x	x			x	x	x	
<b>Germany</b>	JUNIOR-Unternehmen (IWKöln)		x				x	x	x	x
	% Challenges of Entrepreneurship+ (SDW . BDA)		x		x		x		x	
	Trainee Company (Daimler)		x	x			x	x	x	x
<b>Italy</b>	Prometeo liberato (Confindustria)	x	x	x	x			x	x	
<b>Luxembourg</b>	1,2,3 GO Business Plan Contest (FEDIL)				x	x			x	x
<b>Norway</b>	% etg,+NHO website for the youth (NHO)	x	x	x	x	x	x	x	x	x

<b>Poland</b>	Academy of Entrepreneurship (Forum of the Youth . PKPP)				x	x			x	x
	ConQuest Consulting Junior Enterprise (JADE)				x	x	x	x	x	
<b>Spain</b>	Crea Empresa (EADE-Consulting J.E. & JADE)		x	x	x		x			x
<b>UK</b>	Enterprise Week & Make Your Mark Campaign (Enterprise Insight & CBI, BCC, FSB, IOD)	x	x	x	x	x	x	x	x	
<b>Europe</b>	Entrepreneurship Forum (Microsoft)				x		x			x
	The Company Programme (JA-YE Europe & 35 Member Nations)		x				x		x	x
<b>EMEA</b>	HP Responsible Business Competition (HP & JA-YE Europe)	x	x				x		x	x
	GET-IT (HP)			x	x	x			x	x
<b>Worldwide</b>	Imagine Cup and Innovation Accelerator (Microsoft & BT)	x	x	x	x		x		x	x
<b>Total</b>	<b>19</b>	<b>7</b>	<b>13</b>	<b>9</b>	<b>12</b>	<b>7</b>	<b>15</b>	<b>8</b>	<b>15</b>	<b>13</b>

(\*) VT: Vocational training; HE: Higher education; YE: Young entrepreneurs.

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