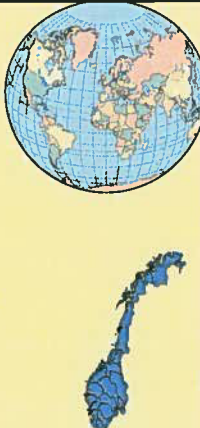


Enterprise in education

-Norway
-Møre og Romsdal

Kirsten Aure
JA-YE
- Junior Achievement-Young Enterprise Møre og Romsdal
(Ungt Entreprenørskap - UE - Møre og Romsdal)

UE-n...



JA-YE

Junior Achievement – Young Enterprise
(Ungt Entreprenørskap)

JA – YE Norway

JA – YE Møre og Romsdal

Programs.....

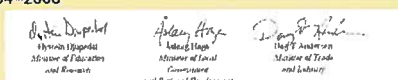
MINISTRY OF TRADE AND INDUSTRY
 MINISTRY OF EDUCATION AND RESEARCH
 MINISTRY OF LOCAL GOVERNMENT AND REGIONAL DEVELOPMENT

Strategy Plan

See opportunities and make them work!

- strategy for entrepreneurship in education

2004-2008

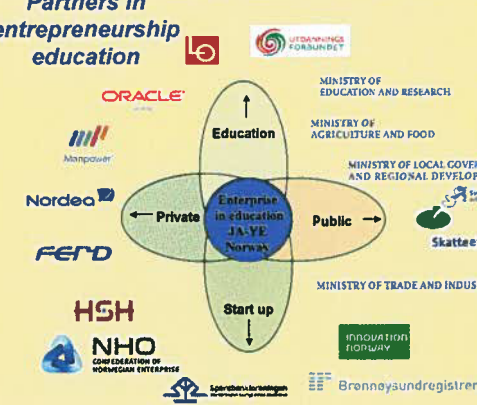


MINISTRY OF TRADE AND INDUSTRY
 MINISTRY OF EDUCATION AND RESEARCH
 MINISTRY OF LOCAL GOVERNMENT AND REGIONAL DEVELOPMENT

The Government's Vision on Entrepreneurship in Education

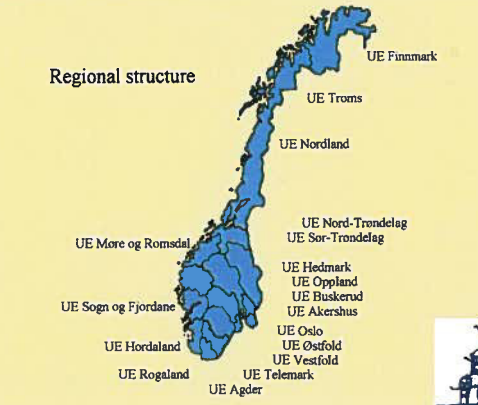
- To be an important **motivation** force
- To **collaborate** in creating a culture that favors innovation and adaptation
- To focus on young people
- To encourage young people to believe in their own creative abilities and that they can create values and workplaces for themselves and others.
- To create a positive attitude to entrepreneurship

Partners in entrepreneurship education



Partners include: ORACLE, HSH, NHO, Hordaland, Sogn og Fjordane, Rogaland, Agder, Telemark, Vestfold, Østfold, Oslo, Akershus, Buskerud, Oppland, Hedmark, Nord-Trøndelag, Sør-Trøndelag, More og Romsdal, Nordland, Troms, Finnmark, Skatteetaten, Brønnøysundregistrene, Innovation Norway, and various regional and industry organizations.

Regional structure



Regional structure of UE programs across Norway:

- UE Finnmark
- UE Troms
- UE Nordland
- UE Nord-Trøndelag
- UE Sør-Trøndelag
- UE Hedmark
- UE Oppland
- UE Buskerud
- UE Akershus
- UE Oslo
- UE Østfold
- UE Vestfold
- UE Telemark
- UE Agder
- UE Rogaland
- UE Hordaland
- UE Sogn og Fjordane
- UE More og Romsdal

The Government's Vision



Primary Schools - *Important to start early*

- take responsibility, trial and error, develop creativity and the desire to find things out, social skills, ...
- understanding of cultural and economic resources in the local community

Lower Secondary Schools

- using pupil enterprises as a method

Upper Secondary Schools

- theory and practice focusing on learning through practical work
- the Company Program
- international perspective

Universities and Colleges

- student enterprises / Graduate program
- learning how to draw up a business plan, identification and evaluation of business opportunities

JA-YE Møre og Romsdal

History:

- 2000 – 50% post (100% in 2003)

Upper secondary schools – Mini Companies

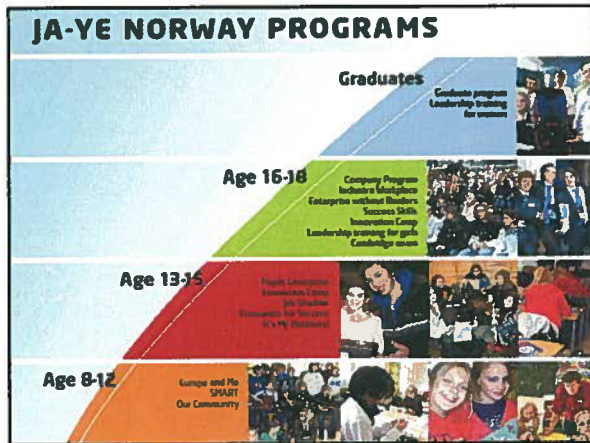
- 2006 – 2 important occasions:

1. *More money from the government to JA-YE Norway*

- *Gave one more person in UE M&R*

2. *Hoppid.no*

"An over all program for entrepreneurship in Møre og Romsdal"



Lower Secondary School and "Utdanningsvalg"

Lower Secondary School – A new subject "Utdanningsvalg".

Goal - "help students to make good decisions for their future"

JA-YE's programs suits in very well. We recommend:

- Innovation Camp
- Economics for Success and
- Pupils Enterprise

Innovation Camp:

- Small groups of students (4-5)
- About 4 – 5 days
- Solve problems from local companies
- Competition

Local companies presents a problem

The students are challenged to find solutions

Business-advisors and teachers can help.

The Innovation Camp stimulate:

- Creativity
- Teamwork
- Problem solving skills
- Presentation skills
- Collaboration between schools and business
- Understanding of value creation

Challenges for Møre og Romsdal County:

- More citizens in the hole county
- Students fullfill their education (drop-out)
- New companies

Mini Companies Upper Secondary school

Duration: 34 weeks, approximately 3-4 hours a week

Age group: 16- 19 years

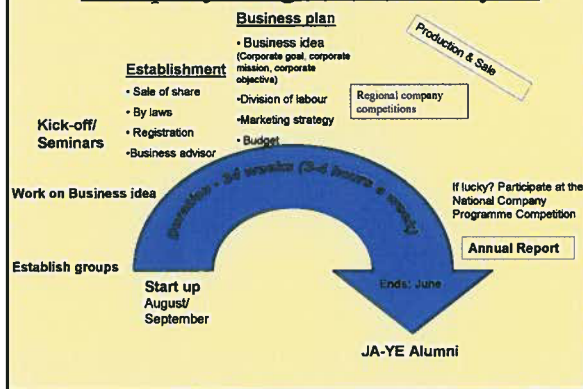
Start up: In the beginning of the School year (August)

End: In the end of the school year (June)

2009-2010
93 Mini Companies
430 students



Company Programme life cycle



The teachers role:

-Implementing

-Follow up

-Guide

-Connect to the curriculum

Business advisor

-Mentor & Coach

-Guide the company

-Advice

-Quality

-Network



Effects of entrepreneurship education in Norway and Sweden

Start up rate among students who have participated in the JA-YE Company Program – Upper Secondary Level - the hard facts: Students from 1990 to 2003

	Norwegian survey 2005
Below 21 years	0,0 %
21 - 24 years old	14,8 %
25 - 28 years old	10,4 %
29 +	26,6 %
Total	16,6 %

The average start up rate in Norway is for comparison 7,0 %

This study has been twice in Norway and three times in Sweden.

The conclusions are the same. The level of entrepreneurial activity among students who have participated in the Company Program is at least double of what is the activity in the average population...



...the soft skills... -- students from 1990 to 2003

By doing the JA-YE Company Program, the former students answered:

- Made the schoolwork more interesting and stimulating: 80%
- Influenced on the relations between students and teachers in a positive way: 64%
- Influenced on the friendship between the students in a positive way 70%

By doing the JA-YE Company Program, the teachers answered:

- Meant a lot for the students abilities to solve problems: 89%
- Made the schoolwork more interesting and stimulating for students: 87%
- Meant a lot for the students motivation to start their own business: 73%
- Meant a lot for their cooperation skills: 91%
- Meant a lot regarding their attitudes to start their own business: 73%
- Teaching this way, was a very positive experience for me as teacher:81%

NM for Graduate Program



VibraTools SB HiÅ
 No 1 Best overall company
 No 1 Business plan prise
 No 1 Innovation prise



Beltech SB
 No 1 HR-prise

Study from October 2006 done by Eastern Norway Research Institute. "What happened later" - Students doing the Graduate Program in Universities

	All	Year s 02/04	Years 04/06
No desire/plans to establish my own business	65 %	63 %	66 %
Will / want to establish my own business within 3 years	17 %	12 %	19 %

Conclusion:

The level of entrepreneurial activity among students who have participated in the Graduate Program is at least double of what is the activity in the average population...

Total sample app. 1000
 Random sample 596
 Answers from 43 %

Conclusions

- Entrepreneurship in the education system can make a difference in the value creation for a nation.
- It takes a whole village to raise a child.
- It's important to start early to create an entrepreneurial attitude and culture among students.
- The students from Upper Secondary schools are the driving force for entrepreneurship in higher education, at least in Norway...



 Junior
 Achievement
 Young
 Enterprise



**Entrepreneurs
 are made, not
 born**

www.ue.no

www.hoppid.no