PLANNING AND IMPLEMENTING ENTREPRENEURSHIP EDUCATION MEASURES

Bruxelles, 11th October 2013

Pierluigi Richini
ISFOL Researcher
Research Team Leader
“Models and methods for the training on management and entrepreneurship”
ENTREPRENEURS AND ENTREPRENEURSHIP
Entrepreneurs
are those persons (business owners) who seek to generate value, through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets.

Entrepreneurial activity
is the enterprising human action in pursuit of the generation of value, through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets.

Entrepreneurship
is the phenomenon associated with entrepreneurial activity
## Participation to CVT initiatives in Italy
(employed people, 25-64 years aged)

### Professional status

<table>
<thead>
<tr>
<th></th>
<th>Formal (%)</th>
<th>Non formal (%)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top managers</td>
<td>1.5</td>
<td>13.2</td>
<td>413.067</td>
</tr>
<tr>
<td>Middle managers</td>
<td>2.3</td>
<td>11.6</td>
<td>1.162.110</td>
</tr>
<tr>
<td>Professionals</td>
<td>1.7</td>
<td>12.1</td>
<td>1.105.894</td>
</tr>
<tr>
<td>Entrepreneurs / Owners</td>
<td>1.2</td>
<td>4.3</td>
<td>231.802</td>
</tr>
<tr>
<td>Clerks</td>
<td>2.3</td>
<td>6.4</td>
<td>6.975.463</td>
</tr>
<tr>
<td>Blue-collar workers</td>
<td>0.7</td>
<td>1.8</td>
<td>7.356.754</td>
</tr>
<tr>
<td>Term-contract workers</td>
<td>7.4</td>
<td>6.8</td>
<td>262.903</td>
</tr>
<tr>
<td></td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Total Italy</td>
<td>1.5</td>
<td>4.8</td>
<td>21.253.162</td>
</tr>
</tbody>
</table>

http://isfoloa.isfol.it/handle/123456789/263?mode=full
At the beginning of the economic downturn
The unemployment of top managers

About a quarter of the fired top managers in Italy, in the period 2008-2010, consisted in older people with lower levels of qualification

Who were they?
The independent workers: 4 clusters
(from a sample-survey of 10,000 Italian self-employed, 2011)

- Traditional, Conservative (31%)
- Traditional, Progressive (26%)
- Net-Builders (22%)
- Professionals (21%)

Self-employers: Professional identities and training pathways
Entrepreneurs and self-employed

Higher age and lower qualification than people of the other clusters

Operating in traditional economic contexts (mainly retail), with just a few employees

In general, this is the group more distant from the training practices
Entrepreneurs and self-employed, without employees

**Middle aged** and **better qualified** than the “Traditional conservatives”

Mainly operating in **primary and secondary economic sectors**

Not positive attitude towards training

But interested both to experiential training methodologies and peer exchange
Professionals, free-lancers
(mainly in legal, fiscal, economic fields of activities)

Managers of the “administrative complexity”, with high level qualifications and strong attitudes towards continuing training
Very similar to the previous group, the cluster is more characterized by the presence of entrepreneurs and self-employed workers.

Inclined to create networks with other entrepreneurs, in order to develop their business and to promote the exchange of new knowledge and skills, especially using NTIC.

With employees to support their activity.
4 cluster of independent workers: generational diversity
KEY FACTORS TO SUCCESS AND REQUIREMENTS
ISFOL study about Entrepreneurship Education

1. Framework of the European and Italian policies for the Entrepreneurship Education

2. Case study

3. Network of experts and stakeholders

4. Linking with other research and analysis activities about related themes (Entrepreneurs training needs, Managers, Innovation of training methodologies, SMEs etc.)
Case study
1. Ministry of Labour
2. Ministry of Education
3. Regions (Veneto, Puglie, …)
4. LLL Program National Agency
5. Unioncamere (Chambers of Commerce Agency)
6. ITER Network (Municipalities gency)
7. Confindustria (Owners’ Association)
8. Training agencies and national experts in Entrepreneurship Education
9. European Training Foundation (EU Agency)
10. ASFOR (Italian Association for Management Education)
Key factors to success
9 KEY FACTORS TO SUCCESS

1. Fostering partnership between teachers, entrepreneurs and local community

2. Combining school and work activities

3. Promoting new training approaches and methodologies among the teachers

4. Promoting an active role of youngsters in the learning process (*learning by doing, peer education*)
5. Facilitating the leading role of young learners in the general framework of active citizenship

6. Social responsibility and involvement of the enterprises

7. Innovation

8. Designing funding initiatives for projects that combine training and business creation

9. Promoting a European perspective of the initiatives
REQUIREMENTS

1. Governance
2. Support to teachers and trainers
3. Higher level of cooperation between schools and enterprises
4. Pedagogic innovation
5. Active role of youngsters
6. Network of stakeholders at national, regional and local level