



Deliverable D22.1

European Day of the Entrepreneur 24-25/10/2013, Sofia Bulgaria (According to NETT Dissemination plan)

Work package: 2

Due date of deliverable:

Lead beneficiary: Institute of Technology and Development Foundation (ITD)

Editors: Mirolyuba Madjarova, Eugenia Kovacheca

Contributing beneficiaries UNIMI

Reviewer B. Apolloni

Status: V3

Version and date: October, 2013

Changes: Editorial Changes

Project co-funded by the European Commission within the Enterprise and Industry DG

Dissemination Level:

PU	Public	x
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the Consortium (including the Commission Services)	
CO	Confidential, only for members of the Consortium (including the Commission Services)	

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October, 2013

Revision	Date	Author	Organisation	Description
0.1	30/10/2013	M. Madjarova E. Kovatcheva	ITD	First outline of the document

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Contents

Summary	4
1. Introduction.....	5
1.1 The Initiative.....	5
1.2 The Mission.....	5
1.3 Co-organisers.....	5
1.4 The programme.....	6
2. Panel Session 10: Entrepreneurship Education. Call 2012.....	9
2.1 The Agenda.....	9
2.2 Attendees.....	9
2.3 Description.....	10
2.4 Conclusions.....	13
3. Panel Session 15: INNOVATIVE TOOLS FOR EDUCATION.....	14
3.1 The Agenda.....	14
3.2 Attendees.....	15
3.3 Description.....	15
3.4 Conclusions.....	21

Summary

This document describes the implementation of the task described in the Dissemination Plan - 11th issue of the European Day of the Entrepreneur, BG (24-25/10/ 2013) <<http://ede.uni-sofia.bg>>.

The main objectives of the deliverable are to:

- provide information on the EDE forum;
- describe the panel sessions carried out by the NETT team;
- extract the main issues and messages evolved by the discussions.

The document is structured in three chapters:

- Chapter 1 **Introduction** describes the history of the European Day of the Entrepreneur Bulgaria, the purposes of the forum and its agenda;
- Chapter 2 **Panel Session 10: Entrepreneurship Education. Call 2012** describes the details of the session – presentations given and the main messages of the discussion carried out.
- Chapter 3 **Panel Session 15: Innovative Tools for Education** is devoted to the essentials of the presentations given and discussion carried out.

1. Introduction

1.1 The Initiative

The European Day of the Entrepreneur (EDE) has a long tradition in the united Europe. In Bulgaria, this wide-scale process started in October 2003 with signing a Memorandum for Cooperation between Sofia University “St. Kliment Ohridski” and Sofia Municipality, and with the support of DG Enterprise of the European Commission. The European Day of the Entrepreneur became the most significant annual forum with an international participation and this year it was held for eleventh time.

During the last three years this forum is the core Bulgarian event held under the European Week of SMEs. It was carried out under the auspices of the Bulgarian Ministry of Economy and Energy and the Representation of the European Commission in Bulgaria on 24 - 25 October 2013 at the Inter Expo Centre, Sofia, Bulgaria.

EDE 2013 is organised by a wide network of partners: all the relevant Ministries, more than 20 representative public, non-governmental and private structures. Many international organisations show an interest in the different sessions and events held within the framework of EDE.

1.2 The Mission

“Science in Support to the Innovation in Economy” was the slogan of the EDE 11th issue this year. The Programme was structured in 2 plenary sessions and 21 panel sessions, 2 one-day Seminars, 3 practical workshops for young people with entrepreneurial spirit.

Basic lecturers were representatives from the European Commission, the state administration, associations, branch organisations, foreign, national and local authorities, non-governmental sector representatives and universities who are stakeholders in the innovation and entrepreneurial processes.

During the last meeting of the NETT consortium a decision had been taken to invite the teams of all projects acting under the call “Entrepreneurship Education” 2012, namely: TES, YEDAC, EEC, CONNECT, NETT, ENTREDU and ASTEE. It had been considered with the European Commission (DG ENTR, SMEs and Entrepreneurship unit, Mr. Baldassarri).

NETT team carried out 2 panel sessions.

The first panel session was titled ENTREPRENEUR IS MADE, NOT BORN. The NETT team offered an occasion of cross-fertilization and coordination to these teams by organizing a special session on education for entrepreneurship. The format was a set of individual presentations followed by a panel discussion. The second session was INNOVATIVE TOOLS FOR EDUCATION.

The EDE forum was attended by more than 500 participants.

1.3 Co-organisers

Co-organisers of the forum were all the relevant Ministries as well as more than 20 nationally representative public, non-governmental and private structures. Many international organizations showed an interest to the different events, held under the frame of EDE.

1.4 The programme

EUROPEAN DAY OF THE ENTREPRENEUR



24th -25th October 2013

THE SCIENCE IN SUPPORT OF INNOVATION IN THE ECONOMY

8.00 – 9.00	<i>Registration</i>	
PLENARY SESSION – HALL “VITOSHA”, INTEREXPO CENTRE Moderator: Mr. Bojil Dobrev , SRD at Sofia University “St. Kliment Ohridski”		
9.00 – 9.30	Welcome speeches	<ul style="list-style-type: none"> ➤ Prof. Ivan ILCHEV, Rector of Sofia University “St. Kliment Ohridski” ➤ Mrs. Anna Maria VILAMOVSKA, Presidency of Republic of Bulgaria ➤ Mrs. Anna YANEVA, Vice Minister of Economy and Energy (MEE) ➤ Representation of the European Commission in Bulgaria
ENCOURAGEMENT OF THE INNOVATION AND ENTREPRENEURSHIP Moderator: Prof. Kostadin Kostadinov		
9.30 -11.00	<ul style="list-style-type: none"> ➤ The National Strategy for SMEs 2014-2020 ➤ EU Policies and EU Funding Instruments for Entrepreneurs ➤ Impact of the Research in Bulgaria on the Innovation Strategies for Smart Specialisation ➤ The Science in the Name of the Name of Man ➤ Entrepreneurship Encouragement by the Support of CEED, Bulgaria ➤ The New Economy – Cyclic, Blue and Ecological ➤ Entrepreneurs are Made not Born! ➤ Starting Entrepreneurship – With Whom?, When?, and How? 	<ul style="list-style-type: none"> ➤ Mr. Ivaylo GRANCHAROV, MEE ➤ Mr. Roland STRAUSS, Managing Director of Knowledge4Innovation Platform and Managing Partner, IncubatorEurope; ➤ Mr. John Gabriel GODDARD, World Bank ➤ Mr. Leander LITOV, SU ➤ Ms. Polina ATANASOVA, CEED Fund-BG ➤ Milena Ignatova, Ecosystem Europe ➤ Mrs. Milena STOYCHEVA, Executive Director Junior Achievement, BG ➤ Mrs. Mila GRIGOROVA, Start it Smart
<i>11.00-11.30 COFFEE BREAK</i>		
13.00– 17.30	CONFERENCE ON LATE PAYMENTS	European Commission, DG Enterprise and Industry

October 24th 2013

venue time	Hall RODOPI	Hall PIRIN	Hall VIHREN	Hall RILA	Hall MUSALA
11.30 – 12.45	<p>1</p> <p>PRESENTATION OF COMPETITIVENESS OPERATIONAL PROGRAMME 2014-2020 Г.</p> <p>With the participation of DG EU Funds for Competitiveness, MEE Mrs. Elena IVANOVA, EPPM, unite “Programming, Monitoring and Evaluation of OP Competitiveness</p> <p><i>Moderator: Mrs. Eli MILUSHEVA, DG EU Funds and Competitiveness</i></p>	<p>4</p> <p>SMARTCULTURE PROJECT AND “CULTURE AND INNOVATION” CLUSTER</p> <ul style="list-style-type: none"> ➤ The entrepreneurship in the field of culture – the experience and the challenges in front of Sofia; ➤ stART's Project – Mr. Dobromir IVANOV, Manager Business Development <p><i>Moderator: Mrs. Svetlana LOMEVA, Sofia Municipality</i></p>	<p>7</p> <p>European Enterprise Promotion Awards</p> <p><i>Moderator: Mr. Ivaylo GRANCHAROV, MEE</i></p>	<p>10</p> <p>ENTREPRENEURSHIP EDUCATION Round table of the CONEECT, YEDAC, NETT projects under the Entrepreneurship Education call 2012 of DG ENTR</p> <p>Prof. P. Ruskov</p> <p><i>Moderator: Mr. Bruno APOLONNI</i></p>	<p>13</p> <p>SHEHERESADE project Storytelling in the Education of Adults</p> <p><i>One day seminar</i></p>
12.45 – 14.00 LUNCH BREAK					
14.00 – 15.30	<p>2</p> <p>EU FUNDING INSTRUMENTS FOR FINANCING ENTREPRENEURS</p> <ul style="list-style-type: none"> ➤ Mr. Roland STRAUSS, Managing Director of Knowledge4Innovation Platform; ➤ Prof. Roumen Nikolov ➤ Mrs. Jechka KALINOVA (tbc) <p><i>Moderator: Prof. Roumen NIKOLOV,</i></p>	<p>5</p> <p>CLUSTER POLICY</p> <ul style="list-style-type: none"> ➤ Support for clusters of MEE and results of European projects implemented by the Ministry; ➤ Support for clusters of OPC 2014-2020; ➤ Trends and guidelines for cluster development - P. STATEV, president of the Association of Business Clusters; ➤ Presentation of best practices from existing clusters: Srednogorie Copper Industrial Cluster; Microelectronics Cluster and industrial systems. <p><i>Moderator: Moderator: T. PALOVA, MEE</i></p>	<p>8</p> <p>IS THE REINDUSTRIALISATION POSSIBLE?</p> <ul style="list-style-type: none"> ➤ A Manufacturing Imperative for the EU'- Mr. Konstantin Pashev, Head of Unit GD "Enterprise and Industry" ➤ Mr. Ivaylo GRANCHAROV, MEE ➤ Mr. George Shivarov, Deputy Chair of BIA; ➤ Dr Roumen Atanasov, Chair of BAEE; ➤ Mr. Nikola Zikatanov, Deputy Chair of ICA Board <p><i>Moderator: Mr. I. Grancharov, MIE</i></p>	<p>11</p> <ul style="list-style-type: none"> • THE TECHNOLOGY TRANSFER AS A TOOL FOR DEVELOPMENT OF ENTREPRENEURSHIP Network of Technology Transfer Centres (ITC) • PRESENTATION AND A DISCUSSION ON THE REPORT "INPUTS TO ACTION PLAN ON INNOVATION COMMERCIALIZATION SERVICES IN BULGARIA" <p>With the participation of Mr. Kristian FILIPOV, World Bank. <i>Moderator: Mrs. Zlatina KAROVA</i></p>	<p>13</p> <p>SHEHERESADE project Storytelling in the Education of Adults</p> <p><i>One day seminar</i></p>
15.30 – 16.00 COFFEE BREAK					
16.00 – 17.30	<p>3</p> <p>INNOVATIVE TOOLS FOR EDUCATION. ELECTRONIC EDUCATION ON ENTREPRENEURSHIP</p> <ul style="list-style-type: none"> ➤ WENTELS project - training of women entrepreneurs (www.wentels.com); ➤ YEU project for training of unemployed youth wishing to become entrepreneurs (www.y-e-u.eu) ➤ Smart Classroom Project, JA BG 	<p>6</p> <p>FLORISTRY – INNOVATIONS AND ENTREPRENEURSHIP</p> <p><i>Moderator: Ms. Tzvetelina BONDEV A</i></p>	<p>9</p> <p>BUSINESS WITH ZERO BUDGET</p> <ul style="list-style-type: none"> ➤ Mr. G. Georgiev – Business Development in Web and Events ➤ Aurora Christova, Embrioo.com ➤ Mr. Svetoskav Bilyarsky, Founder of Franchising.bg. How to be different when managing own business with a small budget <p><i>Moderator: Mr. Ivaylo GRANCHAROV, MEE</i></p>	<p>12</p> <p>OPPORTUNITIES FOR YOUTH ENTREPRENEURSHIP</p> <ul style="list-style-type: none"> ➤ JA Start Up Program – Elitsa Efremova, JA BG ➤ Space Apps Challenge Bulgaria 2014 – Milena Krumova, Space Apps Challenge ➤ Hyundai Brilliant Young Entrepreneur 2014 – Dobromir Ivanov, JA BG ➤ Intel Business Challenge 2014 – P. Ruskov, JA 	<p>13</p> <p>SHEHERESADE project Storytelling in the Education of Adults</p> <p><i>One day seminar</i></p>

EE-74-NETT - Networked Entrepreneurship Training of Trainers

	Moderator: Mr. V. SPIRIDONOV, VIRTECH			➤ The Hult Prize (start-up accelerator for social entrepreneurs), Milena Koleva Innovation Management Consultant Moderator: Prof. Petko Ruskov JA BG	
18.00 – COCKTAIL AND PRESENTATION OF A FILM DEVOTED TO THE BLUE ECONOMY					

October 25th 2013

venue time	Hall RODOPI	Hall PIRIN	Hall VIHREN	Hall RILA	Hall MUSALA
09.30– 11.00	14 INNOVATIVE TOOLS FOR EDUCATION weSPOT project The Innovations in the Education on Natural Sciences. Moderator: Krassen Stefanov	16 THE ROLE OF THE PARTNERSHIP BETWEEN ACADEMY AND BUSINESS FOR THE DEVELOPMENT OF INNOVATION Prof. Roumen NIKOLKOV, Mr. Yosif AVRAMOV, Mr. Stefan HADJITODOROV, Mr. Kostadin KOSTADINOV	18 EURESP+ PROJECT EU regional platform for eco services • COOPERATION WITH ROMANIAN COMPANIES BASED ON INNOVATIONS OPPORTUNITIES with participation of of Ms. Mariyana HAMANOVA Bilateral Chamber of commerce Bulgaria-Romania One day seminar Moderator: Sonya PETKOVA	20 TH13TEEN ARTS AND Creative Industries – WHAT HAS HAPPENED AND WHAT IS FORTHCOMING? Moderator: MEE	13 SHEHERESADE project Storytelling in the Education of Adults One day seminar
11.00 – 11.30 COFFEE BREAK					
11.30 – 13.00	15 INNOVATIVE TOOLS FOR EDUCATION NETT project Consortium ➤ Strategy for the establishment of a platform supporting teachers of entrepreneurship ➤ Video Conference with CONECT partners: OECD Findings from Cross-Country Studies on Entrepreneurship Education – Andrea Hoffer, Prof. P. Ruskov; ➤ Good practices and achievements under EEWOW project implementation (Entrepreneurship Education and World of Work) – JA, BG Moderator: Eugenia KOVACHEVA	17 PRESENTATION OF THE INFORMATION SYSTEM FOR COMPETENCE ASSESSMENT BY BRANCHES AND REGIONS, DEVELOPED BY THE BULGARIAN INDUSTRIAL ASSOCIATION Moderator: Jechko Dimitrov, BLA	19 EURESP+ PROJECT EU regional platform for eco services One day seminar Moderator: Sonya PETKOVA	21 YOUTH ENTREPRENEURSHIP AND THE PROSPEROUS UNDER 30 YEARS OLD ➤ Todor Kolev (CEO & Founder of Obecto) ➤ Plamen Sakaliyski (CEO & Founder of Web Publishing House) ➤ Lyubomir Yanchev (CEO & Founder of Modern Steward) Moderator: Mrs. Mila GRIGOROVA, Start it Smart	13 SHEHERESADE project Storytelling in the Education of Adults One day seminar
CLOSING OF THE FORUM					

2. Panel Session 10: Entrepreneurship Education. Call 2012

2.1 The Agenda



EUROPEAN DAY OF THE ENTREPRENEUR

THE SCIENCE IN SUPPORT OF INNOVATION IN THE ECONOMY

October 24th 2013
– 12:45

RILA Hall
Panel Session 10

11:30



ENTREPRENEURSHIP EDUCATION

ROUND TABLE OF THE

CONEECT, YEDAC, NETT PROJECTS UNDER THE ENTREPRENEURSHIP EDUCATION CALL 2012 OF
DG ENTR

11:30 – 11:40

Presentation of the **NETT** project – Prof. Bruno Apolonni

11:40 – 11:55

Presentation of the **CONEECT** Project – Prof. Petko Ruskov

11:55 – 12:10

Presentation of **YEDAC** project – Prof. Krassen Stefanov

12:10 – 12:45

Discussion on the following preliminary agreed topics:

1. Is entrepreneurship a discipline or an handcrafted attitude?
2. Is there a bulk of entrepreneurship education that is common to all operational field?
3. Are innovative didactical tools necessary to teach entrepreneurship? - if yes, what kind of tools are suitable for entrepreneurship teaching and learning
4. Can the virtual reality help teaching entrepreneurship or may it prove misleading? In the first case which are the main features that must characterize a specific virtual reality ecosystem?
5. Which plans to create a transnational social network of entrepreneurship teachers? What is most important in this network for its members? Could a proper CMS platform be shared among the various EU projects finalized to entrepreneurship education? are there events/forums/activities that can be jointly held?

2.2 Attendees

The panel session 10 was attended by 42 participants (see the attendance list enclosed). They were representatives from different institutions – schools, universities, ministries, companies, chamber of commerce, etc. Partners from the EE projects CONEECT and YEDAC were also participating.

2.3 Description

Moderator of Panel Session 15 was Prof. Bruno Apoltoni. He made an introduction defining the purposes of the panel session and presenting the main lecturers, inviting the audience to be proactive asking questions, giving ideas or comments.

After that, **Prof. Apoltoni** gave a presentation on the **NETT project**: Networked Entrepreneurship Training of Trainers. The project has 2 years duration. It is implemented by 4 partners from 3 different Countries (2 EU and 1 Associated). He explained what the aims of the project are:

- To establish a Social Network for improving the entrepreneurship teaching in the European educational system.
- To set up as a basic step, an Internet open platform in a cloud for exchanging contents, tools and methods between (actual or prospective) entrepreneurship teachers. Hence teachers who are interested to this cross-fertilization task within the European Community are warmly invited joining us in the provisional website.
- The platform will support, with the most advanced technologies, a Social Community where people involved in entrepreneurship education will debate on this topic and find concrete helps for realizing an European way of training young people to become entrepreneurs, yet in respect of local industrial and commercial frameworks.

For achieving these aims an **Internet infrastructure** and a set of methods and contents to improve the teacher's ability to teach entrepreneurship will be established. Its fulfilment will be done through 3 steps:

1. Identification of the needs of the end users;
2. Assessment of the platform; and finally;
3. Run of contents on the platform.

Detailed presentations on the **Strategy** and the **Technical Aspects** of the NETT platform were given in the next panel session.

Prof. Petko Ruskov is a Bulgarian partner in the **CONEECT** project implementation. He gave a presentation titled: "Educating Entrepreneurship Educators".

CONEECT is an international network of universities that offers training courses for academic entrepreneurship teachers to improve the Entrepreneurship Education across Europe. Prof. Ruskov presented the goals, processes and the content of the project. The project consortium consists of 7 partners from 6 EU MS plus experts – local and worldwide. The training curriculum is structured in 5 modules:

- A: The cultural contextualisation of entrepreneurship education
- B: Entrepreneurial mindset development
- C: Creativity and opportunity recognition
- D: Giving birth to gazelles
- E: Ready to teach

Five training courses are going to be held during the project implementation in each of the countries participating in the consortium. Prof. Ruskov paid attention also on the feedback tools going to be applied. Compendium with and easy-access information, materials, documentation (text, video, audio) will be developed. The handbook will address the wider interested audience (EE educators, university management, policy makers). In October 2015 a symposium is going to be held in Berlin. The Cooperation Agreement signed has the purpose to regulate the collaboration between the CONEECT partners as listed above in implementing the project CONEECT.

At the end of his presentation Prof. Ruskov invited the audience to join CONEEECT LinkedIn Group and proposed issues to be discussed during the session:

- What does the mix of objectives in EE – ranging from creating enterprising individuals, promoting the birth and growth of new enterprises – mean for entrepreneurship education activities?
- Where do we stand with evaluating entrepreneurship education activities?
- Developments in institutionally embedding entrepreneurship education in higher education

YEDAC project had been presented by **Prof. Krassen Stefanov** who coordinates the Bulgarian team of the YEDAC consortium.

The duration of the YEDAC project is 3 years and has to expire in December 2015. The project consortium has 7 partners from Denmark, Austria, the Netherlands, Spain and Bulgaria. The purposes of YEDAC are:

- To increase the growth of enterprises in Europe;
- The hypothesis: we need to integrate entrepreneurship in schools, in school curricula, in subject matters, and create tools for teachers to integrate entrepreneurship;
- Creation of a common didactic model that integrates subject matters and entrepreneurship – a new way to learn subject matters. Based on:
 - Integration of real projects, real topics and projects in real settings, inspired by the LbD -model
 - Competence oriented understanding of curriculum
 - Integration of entrepreneurial mindset in a broad sense and entrepreneurship in a more specific sense as possible career option

Prof. Stefanov presented the didactic model which is going to include:

- Active citizenship. The will and the ability to influence on and take responsibility for one's own future as a citizen
- 21st century competences. be able to take initiative, act independently and proactively, be innovative and creative, project and network competences, ability to cooperate and communicate in a world that is constantly changing.
- The didactic model is based on and integrates research on: Learning theory and Entrepreneurship

Finally, Prof Stefanov outlined the next steps of YEDAC project:

- Research phase
 - Trans-European learning model

- Prototypes of learning materials integrated in subject matters
- Piloting at schools
- Dissemination
 - Website with learning materials
 - National conferences

After the three presentations, Prof. Apoltoni gave the floor for discussions. The issues on which he invited to discuss were preliminary disseminated through the panel Agenda.

Some of the questions raised and answers given are:

Lucilla Crosta: I'm interested what id the methodology of YEDAC

Marco Mecity: What tools are going to be developed under the YEDAC implementation?

Krassen Stefanov: The YEDAC strategy is based on the methodology of the Finland experience. YEDAC is concentrated on the development of a common didactic model that integrates subject matters and entrepreneurship – a new way to learn subject matters. The learning materials are going to be developed in the second phase of the project implementation.

Pollina Atanassova: The entrepreneurship is a style of life. That is why, it is necessary to have a community or a group in which we can share and exchange these specific ideas, positions...

What is the link between the teachers and entrepreneurs? Two opposite hypothesis were posed:

Emin Bakay: It's a special complex of skills to gain money. Those who earn money are good entrepreneurs. The teachers are not entrepreneurs and they can not teach on earning money.

Petko Ruskov: The teachers have to be entrepreneurs. They have to keep student at classes. The new technology in the classroom change the style of teaching and learning. This is a reason to improve teachers' skills.

Is it important to teach students how to earn money?

P. Atanassova: I can share the experience I have working for CEED Bulgaria. We deliver courses. Each week we have a mentor session. The best example is TELERIK company which is dealing with software development. During the training we play role games enacting different situations and then the participants (team of TELERIK) share with us that nobody has never taught them on these topics. To make a real money for a month (one semester) it's a best way to learn. Monetise is not the entrepreneurship.

Bruno Apoltoni: Monetising is not the business plan. Budget is important but not exactly.

Petko Ruskov: We can teach Entrepreneurs at a MSc level. We cannot compromise without MSc. The teachers have to be entrepreneurs. We have to keep student at classes. Everything is changed - the technology is in the classroom. This is a reason to improve the skills.

Maurizio Mesenzani: It is very important to train the educated students who can create a new job for themselves. The idea is that we have to teach people who are then capable to create new publicly valuable job passion(s) not only for themselves but for other people as well. And our task is to help teachers to teach and prepare such capable people.

P. Atanassova: The Spirit is first then the education comes. Most of the people are with different background. They have to be highly motivated, and then they will study different things on company management.

B. Apolonni: That's right. This is the difference between education in engineering and in entrepreneurship (wondering about the difference on educational approaches, if any).

P. Ruskov: I see that the problem can be considered in 2 cycles: To train "Business people" and to add value to the market. It is always extremely difficult to create a Startup company, especially if you would like to create a company for earning money but if you would like to create a start-up in order to improve certain product or certain technology, then the company will work well.

With this sentence the session was closed and people continued to discuss informally in small groups.

2.4 Conclusions

The spirit of entrepreneurship was shared among all participants and the representatives of the three participating EE projects (NETT, YEDAC and CONEECT). The presenters shared projects goals and problems. After the panel session all partners raised the main message – it is of a mutual interest to make our project' achievements, results and tools transparent and easy accessible for our consortiums.

3 Panel Session 15: INNOVATIVE TOOLS FOR EDUCATION

3.1 The Agenda

EUROPEAN DAY OF THE ENTREPRENEUR

24th -25th October 2013



THE SCIENCE IN SUPPORT OF INNOVATION IN THE
ECONOMY



October 25th 2013

RODOPI Hall

11.30 – 13.00

Panel Session 15

INNOVATIVE TOOLS FOR EDUCATION

NETT Project Consortium in partnership with
CONEECT and EEWOW projects

- Strategy for the establishment of a platform supporting teachers of entrepreneurship
 - Good practices and achievements under EEWOW project implementation (Entrepreneurship Education and World of Work) – JA, BG
- 11:30 – 11:40
Presentation of the **NETT project** – Assoc.Prof. Eugenia Kovacheva
- 11:40 – 11:55
Video conference with partners from CONEECT project.
OECD LEED Programme: Findings from our Cross-Country Studies on Entrepreneurship Education across Secondary and Tertiary Education. – Mrs. Andrea-Rosalinde HOFER, Prof. Petko Ruskov
- 11:55 – 12:10
Platform **users' expectation** by EGECED – Emin Bakay
- Questionnaire results
 - users' expectation
 - contents to be remotely shared among users
- 12:10 – 12:30
Early age education in pro-activeness and enterprise;
Trainers on entrepreneurship;
Good practices and achievements under **EEWOW project** implementation (Entrepreneurship Education and World of Work) - Mrs. Maria Yankova, JA Programme Manager
- 12:30 – 12:40
NETT strategy for the establishment of the platform supporting teachers of entrepreneurship Archè – Prof. Maurizio Mezencani
- 12:40 – 13:00
Technical aspects of the platform by UNIMI team – Dr. Stefano Valtolina
- components of the system;
 - features of the platforms: repository, courses; community
 - the place of the metadata

- roles in the platform
- 13:00 – 13:30
Make a bridge between NETT, CONEECT and EEWOW projects

3.2 Attendees

The panel session 15 was attended by 54 participants (see the attendance list enclosed). They were representatives from different institutions – schools, universities, ministries, companies, chamber of commerce, etc.

3.3 Description

Moderator of Panel Session 15 was Assoc. Prof. Eugenia Kovacheva. After the introductory words, she did a short presentation on the NETT project titled: A Social Intelligent Learning Management System for Demanding Users. She outlined the aims, objectives and the scope of the expected research results of the NETT project.

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The second presentation was this of **Mrs. Maria Yankova**, Program Manager, at Junior Achievements, Bulgaria. It was titled: Shaping and Developing of Skills for Job, Entrepreneurship and Financial Literacy. She presented the Bulgarian team of Junior Achievement. She underlined that the entrepreneurship, entrepreneurial behaviour and skills can be developed in every individual back from a very early age from the kindergarten.

Junior Achievement follows the model of partnership and a model of developing a network. Among their stakeholders are the teachers and their students, the educational system, the business sector, the public sector, the starting business. JA is the moderator and the coordinator of this entrepreneurial network in Bulgaria. JA is trying to support them with delivering training, developing materials, and by giving them the opportunity to express and discuss what entrepreneurship is, should be and what our reasons towards it are.

For the last 3-4 years JA introduced entrepreneurship to many Bulgarian schools, to our teachers. Very huge network of teachers who are proactive, innovative had been developed. They call them “our” teachers, our entrepreneurial. They are trying to introduce entrepreneurship at early stages – in elementary school, middle classes. This is not specifically about starting a business or creating jobs, because they are dealing with students 7-8-9 year old. They are trying to change the attitude of these young people towards business, the institutions, towards entrepreneurship in general. The model of JA combines teacher training, development of materials and text books that are introduced in the official curriculum of schools and universities, and, of course – the practical part, which is something the Bulgarian educational system is lacking and in which JA puts a lot of effort. Junior achievement methodology worldwide combines practitioners, business consultants, some of them volunteer and are

attending our session right now. First of all, these people are role models for the students, they bring the practical issues in the curriculum, they share their personal professional experience with the students who cannot get it from anywhere else, they mentor the students' companies in high school or university.

Mrs Yankova also mentioned the key issues outlined by the previous lector as key for the entrepreneurial education and the development of entrepreneurial spirit among the young people. More than 4000 teachers had been trained in all levels of the educational system. This is a huge network of teachers sharing experience and best practices nationwide.

Through graphs she presented how the interest is raised. In the same time she mentioned that some of the regions in Bulgaria showed lower interest mostly because the qualification forces are afraid of the financial difficulties (for example in Vidin, which is a very poor region in North-west Bulgaria).

JA has developed programs for kindergarten, pre-school, up until the university level. All these programs are presented to the students for 1 year, so far they represent, in most of the cases, an elective course, even though some of the teachers already introduced some of the topics, where appropriate, in the current curriculum – in social sciences or the practical classes they have in the professional schools.

JA also has many success stories about their students in national competitions, worldwide as well, with very ambitious projects, realised by city mayors or joint projects with companies that are realised by high school students etc.

In conclusion Mrs Yankova shared that they decided to introduce this particular project because they consider that it is very close to what have been done so far with the NETT project and it would be great if we can all share our findings and results.

The Nett strategy for establishment of the platform supporting teachers of entrepreneurship had been presented by **Prof. Maurizio Mezenani**.

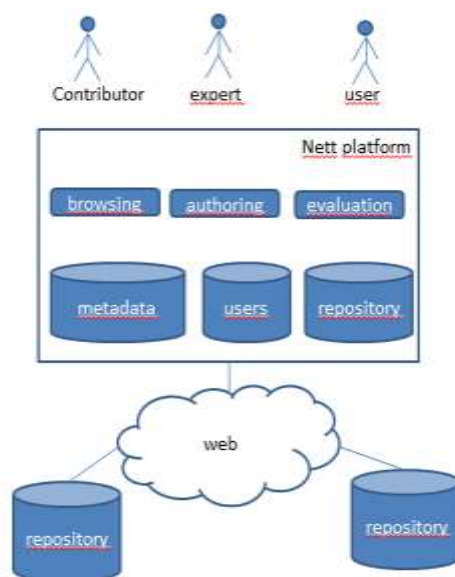
He presented the NETT strategy for teachers involvement: Then he explained the NETT platform design: “The types of knowledge, which are very close to the focus group are organised in these blocks, let’s say “building blocks” or “items” or “knowledge”. Entrepreneurship means having a vision, an entrepreneurial vision, personal initiative, communicational abilities and economic knowledge – these are the main building blocks of entrepreneurship. We chose to organise the materials around these building blocks. The involvement is based on the 2 social networks that we decided to use – LinkedIn and Facebook, because they are the most used and the most diffused. The logic is to separate profession and discussion, profession and content in LinkedIn, as a tool to exchange ideas and information, and Facebook, as a tool to share interest-related suggestions. Of course, we have a project website where we must share the things we do. We also have a part dedicated to community. The main goal is to develop an environment where teachers can participate mainly in content creation and content discovery. A lot of content in the field of entrepreneurship has already been created and is available to databases of the world – each business school, each online ... have lots of materials that are available.

The second part of the platform development will be the content review and content evaluation. If I see on the web 10 pages or 20 pages on a particular subject I must have someone who is able to say “This paper is a good paper” or “This paper is not so good” etc. and this is another part of the design that we must develop.

The third part is the content development. We are building a platform with lots of materials or links to materials, because we want the teachers to be able to use the materials in their current activities.

Then Prof. Mezencani explained what the NETT strategy on the networking is: “We would like to create a teachers’ community involving at least 4000 or 5000 people. The exchange of information between all of them is much more important than our functionalities and our features. For the involvement and the engagement of teachers it is important to understand which their feeling is, which their field is and which their suggestions are that they can give us to develop a tool which is not a “beautiful” tool, in terms of technological development, but a useful tool in their work. That is the main strategy. If there are any questions, we are here. You can find us at the website, you can find us in LinkedIn and in Facebook.” In conclusion, Prof. Mezencani invited the audience to ask questions, suggest ideas.

The next presentation was devoted to the Technical aspects of the NETT platform. It was given by **Dr. Stefano Valtolina**, UNIMI. Then she concentrated his presentation on the architecture of the NETT platform, the production of the learning materials, the life-cycle of a resources, metadata system, creation of courses and modules.



Special attention was paid to the Social Learning Management System, the design of the Intelligent Learning Management System. Finally, Assoc. Prof. Kovacheva explained the details of the NETT platform implementation and outlined the next steps of the platform development: Integration of the recommendation system in the NETT platform:

- Implement a gamification strategy;
- rewards for players (teachers) who accomplish desired tasks;
- Design and execute usability tests with real users.

He also explained that the strategy for establishing the platform has to take into consideration the differences of strategy for stimulating the creation of content by the users, by the experts by some beneficent. The platform should be established in a way to support and stimulate the participation of all interested parties. “Thus we are starting different strategies, also with Maurizio’s help, in order to

define what is the better strategy to involve, to change the role. For example, you can implement a strategy in order to, it would be good to in a specific knowledge area. But we are open for discussion. We take information from different repositories. The most important part I want to discuss now is delivering the system. When I create a content, a research, I can describe this learning object by using a set of metadata. But we also have another type of metadata. In this case we use a subset of standard metadata and we use LOM, learning object metadata. It's a standard used for creating this type of metadata. The metadata are the required skill - the requirements, the skills needed in order to use a specific learning object; the acquired skill – the skills acquired after attending the course or the module. This is the place where the contributor can set up a set of metadata when he creates a course. And this is the module interface with the use of which the contributor sets the metadata.

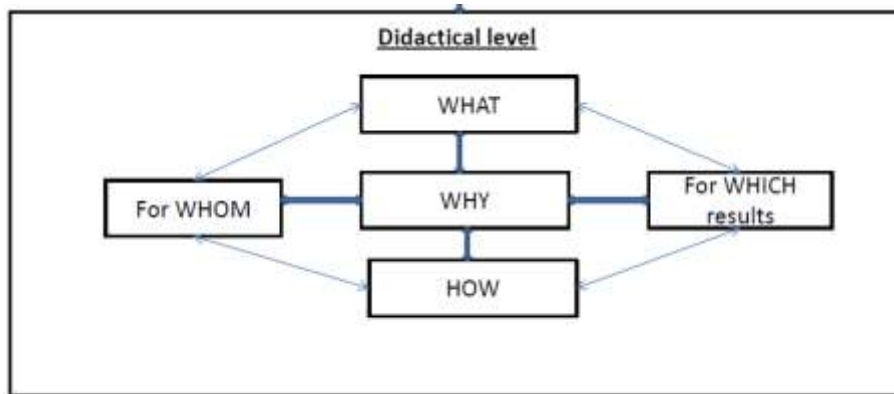
The partners from CONNEECT project were prevented from physical participation in the forum. For this reason, a video conference had been organised in which Mrs. **Andrea-Rosalinde HOFER** gave a presentation and Prof. Petko Ruskov, the Bulgarian partner in CONNEECT project also took active participation.

Andrea-Rosalinde HOFER: “First of all I would like to thank you very much for giving me the opportunity to be involved in this. I appreciated very much the presentations so far, they have been very good and made their point. I hope that by presenting what we do at the OECD, at a more global scope, in order to promote entrepreneurship education across the different levels of education. We can contribute to your work. I certainly have been able to learn a lot already and it would be great if meeting today allows us a closer collaboration in the near future. My presentation has three points, I will focus only on the first two, because I think they are most relevant to what's been discussed so far in this session. But before that, I would like to clarify, to provide a little bit more information as to why we are participating in CONNEECT project and why it was announced as Connect. I've been working for the OECD for 10 years. One and a half year ago I had the opportunity to take a training leave which was hosted by the University of Applied Sciences in Munich and the ... Centre which is also involved in CONNEECT. I had a great opportunity to develop together with the other participants a CONNEECT project in order to promote entrepreneurship education in higher education. CONNEECT and Prof. Petko Ruskov explained it yesterday, but let me summarise. CONNEECT has 2 levels: It works on an institutional level, trying to promote the availability of resources for teachers in entrepreneurship education, to organise, ideally, interdisciplinary activities to evaluate the learning outcome achievement and to link education activity with real world experience; the individual level of CONNEECT is as important as the institutional level. We do a lot of activities to promote entrepreneurship education practice - what the teachers are doing, how they are doing it and with whom they are doing it. We are trying to establish is very much linked to providing access to good practices and entrepreneurship education and to allowing educators to engage in one-week intensive courses. I'm not going into this, but into the motivation for Connect and the work of OECD.

The two points I would like to discuss with you are the mix of objectives we see in entrepreneurship education. We have a wide range of objectives for why we teach entrepreneurship in education, especially in higher education. If you want to put it on a scale, you can start from the of promoting enterprising individuals, increasing employability, the promotion of birth and growth of new enterprises. The second point is where we stand on evaluation of these education activities and what challenges do we face, what do we see from our international work on approaches that are being developed for overcoming these challenges. Since 2006 we have been working together with 80 universities and universities of applied sciences in a very intensive work programme, involving study visits where a group of international experts are visiting the universities and are engaging with a lot of experts from inside the universities, with students, with the top management, with entrepreneurship

educators, but also with the of these universities in promoting entrepreneurship in order to find out about current strategies and practices. What I'm sharing today with you is not going in to details. You can find the details of our work at our website, you can also contact me – my e-mail is on the last slide. From these 80 universities we have gained a number of insights that we have lately been able to develop together with the European Commission, with the General Directorate on Education and Culture, into a joint framework – the promotion of entrepreneurship in universities across Europe. The guided framework will be launched next month and you will also see the internet address on the last slide. Now we are also working on extending this work to secondary education and vocational education and training. We are developing a guiding framework there to help the provided education to improve. The work on this has not yet started but we would be very happy to collaborate with all of you who are here to develop this framework over the next 24 months. I would be very happy if you send me an e-mail so I can get in touch with you.

Mrs. Hofer presented a useful, simple and straightforward chart developed by Alain Fayolle. This chart basically allows a number of entries, in the sense of “why do we offer a certain education activity, a certain course on entrepreneurship activity?”



This is a question that each educator has to ask him- or herself in order to understand what exactly he or she wants to teach, how he/she wants to teach it, for what results and for whom. The “for whom”, as well as the “why”, has to be asked as early as possible in the process. We know that in reality, very often entrepreneurship courses are taught by very motivated individuals. Not always the access to teaching material is easy. So we know who the teachers are, but we don't know enough about the students. The motivations as to why the students are in the courses, they range from “because they deserve an obligatory education activity”, to “they are very interested in starting up their own business”.

I was listening with a lot of interest to the previous presentation about the strategy to setup the NETT platform and I wonder whether an approach like asking the why, the what, the how, the for whom and for what result, is also included into the process when teachers are using the platform and when experts or masters are deciding whether an education activity or course should or should not be uploaded into the platform. This is obviously the evaluation of entrepreneurship education activities. We see that the practice today is often limited to the number of students, the number of projects, student satisfaction and in terms of the approach and often this is at the end of the course. We believe, from our work with these 80 universities, that there is more need for systematic efforts to understand the learning outcomes, which, as we know from very recent research, are not limited to the entrepreneurship but there is a positive influence on wider areas of studies. Some of you may be familiar with John's work on his analyse of learning achievement over five different levels, increasing for each level the level of the degree of the capacity to abstract knowledge and to link knowledge with new areas of knowledge.

At the moment we don't have the right approaches to evaluate the entrepreneurship education to understand the outcomes that go beyond the relevance of teaching and the teacher profile aspect. We find it very difficult to have a clean picture of the teaching skills and the teaching style of the teachers. It would be good to work more on the self-assessment. Again, we are interested in learning more about the NETT project and whether teaching self-assessment ... to teachers... in order to develop detailed profiles for teachers. At the first point, I would like to highlight that we need more evaluation of courses over time. This is, of course, related to the increase of the availability of resources that we need in order to have an evaluation that includes ...

It is very important to have the commitment and dedicated resources within the institution. The need of the availability for top level management is crucial for teachers in their work. It is very useful if there are outside platforms available, but the support within the institution is crucial. Within the first presentation given by our Turkish partner there was a statistics on the division between the teachers who are interested in following training sessions and the teachers who are not interested. This was very interesting for me. But in the same time you have a very high percentage of teachers who wish to take courses online. For me this is a very interesting result.

I mentioned before that we are working in close cooperation with the European Commission on the program promoting the entrepreneur university in Europe. This is DG EAC, but now, with DG ENTR., which is co-financing projects like NETT, CONNEECT. For CONNEECT the website will be ready very soon. We are trying to improve it so it can be more user-friendly.

With this I would like to conclude and to thank you for your attention.”

After this presentation the moderator gave the floor to a discussion.

Some of the issues raised and discussed were:

- Is there a competition among the EE projects or they have to cooperate with each other. What directions of cooperation have to be undertaken?
- The users and the audience of the EE project products are one and the same. What mechanisms for attracting them have to be used? It's more important the interested audience to cooperate with our teams. Just their opinions and positions as end users are of utmost importance for us.
- How the NETT platform is going to sustain after the project expiration? The platform should be established in a way to have the capacity for self-sustaining. However, the core of the project is on the establishment of the platform itself and filling-in it with a valuable content. It is also important to establish the relevant virtual professional community which will use the platform
- How the projects can use the existing networks of teachers on EE? What is the experience of the partner countries in this area?
 - **Maria Yankova:** JA Bulgaria is trying to work in close cooperation with all nationally representative educational institutions and with those which have relationship with the issues of entrepreneurship. We are using their well developed networks, we are exchanging elements of their curricula, trying to introduce there EE. We have already discussed with the Ministry of Education and Science how JA and its network of teachers can contribute to the enrichment of the curricula and the separate teaching subjects with EE elements. We also are partnering with the JA teams of other countries. Such a fruitful partnership we have with Italy for example. We would be happy if the Turkish colleagues can explain how they are working with the Turkish networks of teachers.

- **Emin Bakay:** The programme for training teachers in EE is relatively new for the country. There are certain lessons in the secondary and higher levels of education but we still feel a lack of trained teachers and we realise that this is a problem. As a whole, the teachers are willing to attend EE training courses. However, we can summarise that for the moment we do not have a well structured system for entrepreneurship education.
- **Maria Yankova:** I believe that JA in Turkey can help very much these processes to start in the country. And how it is in Italy? Is there a big network of teachers in EE?
- **E. Kovacheva:** Maurizio is one of the main actors in the establishing of this professional community in Italy.
- **Bruno Apoltoni:** There is such a society established but its dimension is still far from the desired. There is also a web-site, which is designed to support teachers, to offer short-time courses, role-games, relevant materials. However, what has been done till the moment is not satisfactory.
- **Boris Bachev (participant):** When such development like NETT projects are financed from outside (in this case – from the EU Commission), then people are not that motivated to develop these processes. That's why I'm afraid that the entrepreneurship wouldn't be developed in the country following this way.
- **Mira:** To apply for such a financing you have to be very well prepared for the heavy competition, you have to have very clear idea on what you would like to develop under this project and very important – to defend this idea in a way to win the competition. Why do you think that the teams who are applying for these projects do not have entrepreneurial spirit do not strive to develop and implement their products?
- **Maria Yankova:** The entrepreneurship is relatively new for our country. The entrepreneurship education is the way by which many regions in the country can attract the students, the parents, the teachers, the relevant institutions to establish such communities of interested. This is also the way to develop and maintain the motivation of the people in these societies.
- **Bruno Apoltoni:** A synergy should be created between the various European projects on entrepreneurship, so as to avoid work duplication and exploiting the special expertise of each involved subject. NETT would propose itself as the supplier of the information platform for entrepreneurship teachers across all projects.

The discussion continued in a non formal way where participants exchanged opinions and ideas in smaller groups.

3.4 Conclusions

The European Day of the Entrepreneur gives a platform to people with an entrepreneurial spirit and innovative ideas, representatives of the academic society – scientists, students, doctoral students, the small and medium sized business, branch organizations, NGOs, state administration in Bulgaria to meet each other and discuss successful models and effective solutions on the innovative development of the country outlining paths for cohesion of the entrepreneurial activities with the European standards.

The two panel sessions, organised by the team of NETT project was very successful. From one side, the positions of the EE projects presented in the forum was shared and the opportunities for further

collaboration among them had been discussed. From another side, the wide interested audience had been acquainted with the undertakings of the presented projects financed by the EU funds and this gives the opportunity to attract them around their efforts establishing professional communities.