

Redford Research International

Entrepreneurship and Public Policy in Portugal: Putting Education and Training into Action

SEMINÁRIO

**Trabalho, Políticas Activas de
Empreendedorismo e Estratégia UE 2020**

Presented by: Dana T. Redford, PhD



Portuguese Studies Program

May 25th, 2010

Lisbon, Portugal

Empreendedorismo em Portugal?

Redford Research International

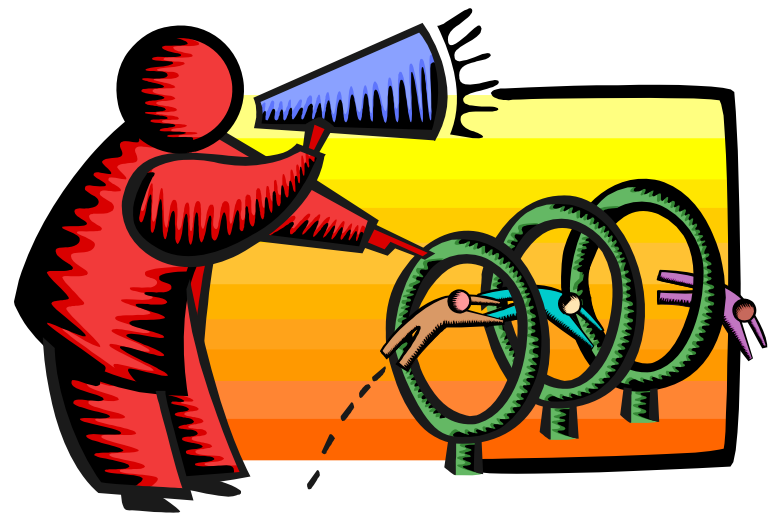
The Strategy for 21st Century Portugal

- Strategies for Entrepreneurs
 - Competing with BIG Business
 - Complementing BIG Business
 - Cooperating with BIG Business
- Strategies for Big Business
 - Tool for Accelerating Innovation
- Strategies for Public Policy

What is Entrepreneurship?

Redford Research International

- An approach to management that starts with **opportunity**
- Not just small companies
- Not just start ups
- Not simply promoters



What is Entrepreneurship?

Redford Research International

- A process
- Not a person
- About BIG companies that happen to be small
- Not about small business
- Important to BIG business

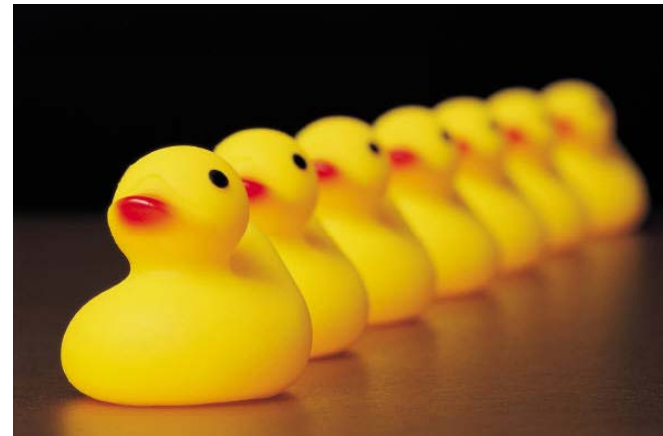
Entrepreneurship

Redford Research International

The pursuit of Opportunity beyond
the Resources you currently control



Harvard Business School
Working Definition

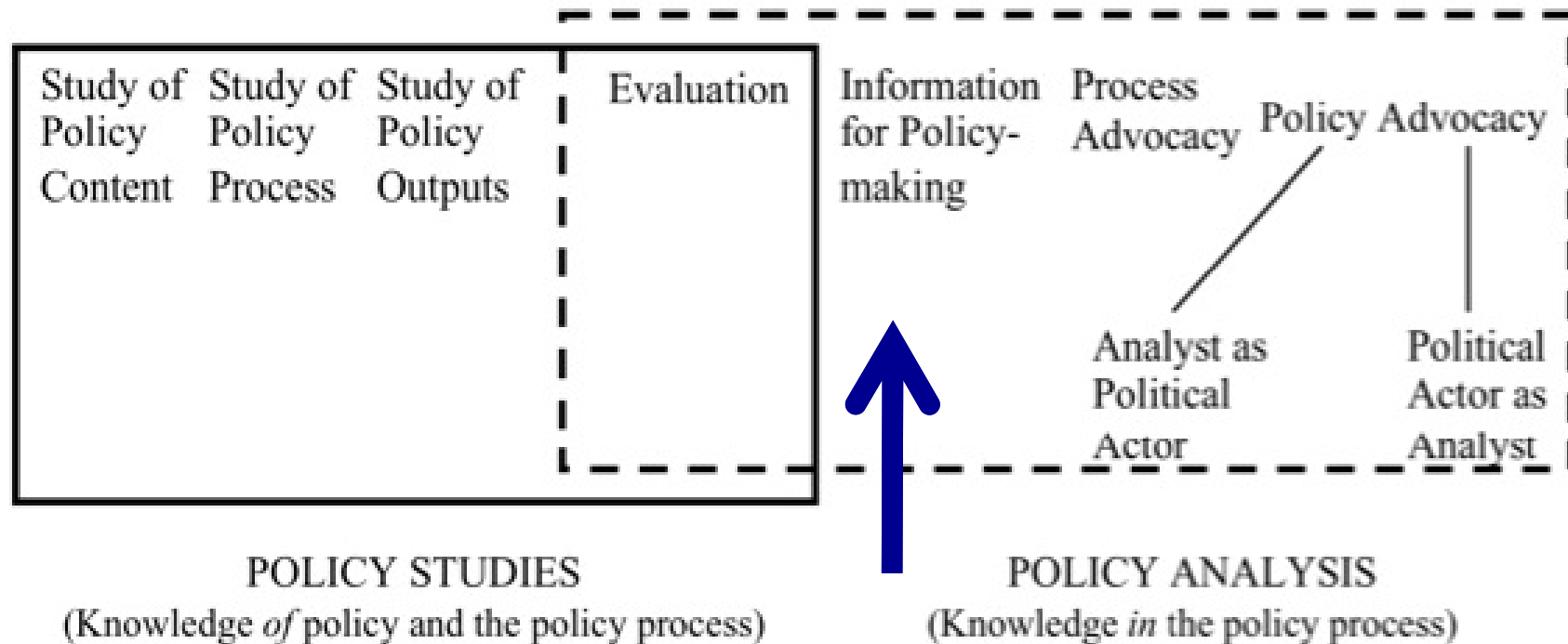




ENTREPRENEURSHIP AND PUBLIC POLICY IN PORTUGAL

Study of Public Policy-making

Redford Research International



Hogwood & Gunn, 1981

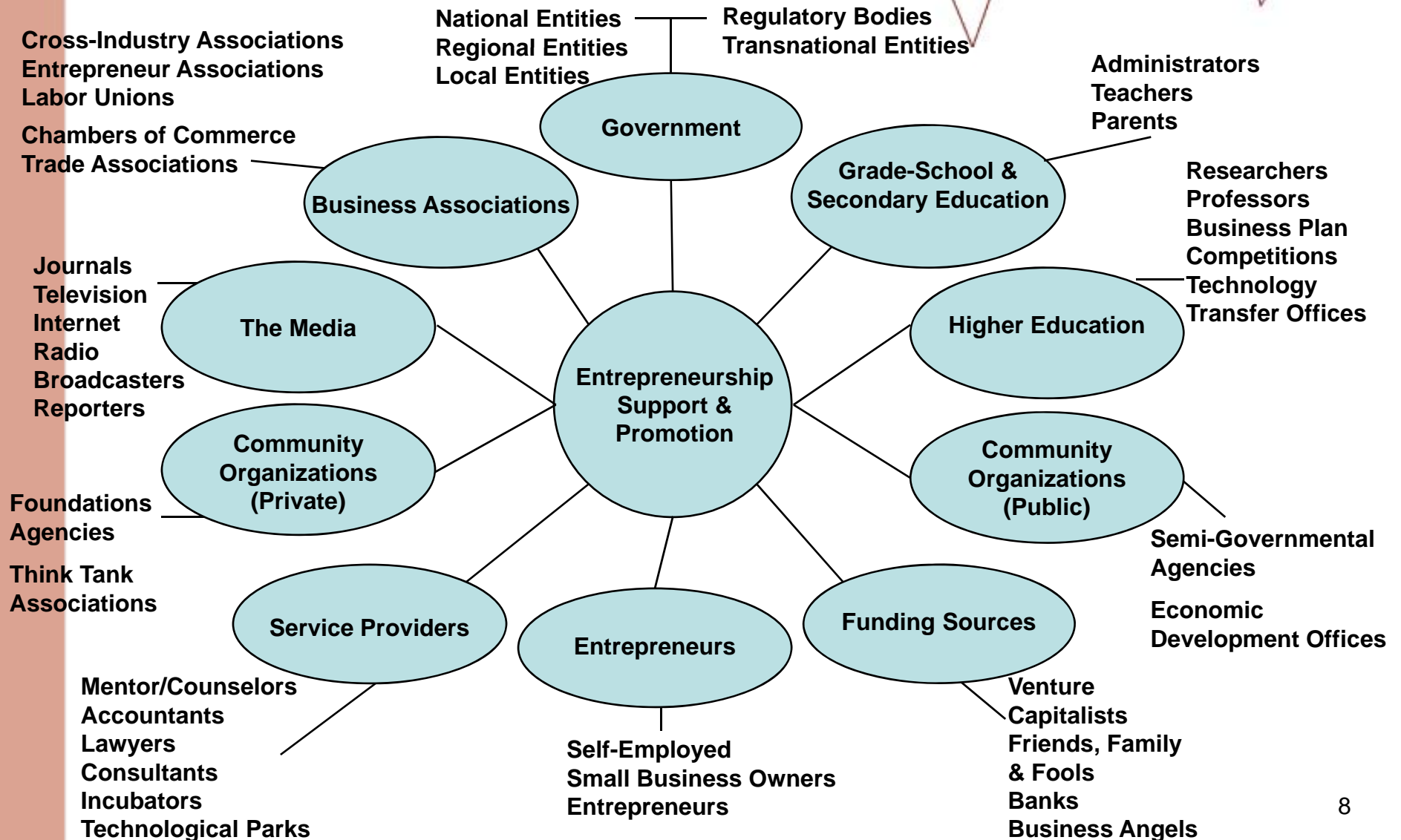
Lisbon Strategy: “Universities and technical institutes should...require or encourage students to take entrepreneurship courses.”

Commission 2006b, p.9

Theoretical & Empirical Research Model

Redford Research International

Entrepreneurship Support & Promotion Infrastructure



The Role of Entrepreneurship Education

Redford Research International

1. Show Entrepreneurship as a **possible career choice**
2. Advocate the **mindset** and type of **creativity** employed in entrepreneurial endeavors
3. Give students the technical and business **skill-set** necessary to have a successful entrepreneurial career
4. Assume the responsibility as educators to **advancing the body of knowledge** associated with the entrepreneurial phenomenon. Their **findings** should not only be **disseminated** to **students** but also to **policy-makers** and the **public at large**

Entrepreneurship in Portugal

Redford Research International

- Importance of Promoting Entrepreneurship in Portugal

- According to Eurobarometer 2003:

- **47% of EU-15** population want to be self-employed.

- **67% of Portuguese** want to be self-employed (the highest within the EU)

- According to Redford, 2009:

- **63.7% of Portuguese post-secondary students** population want to be self-employed.



Educational System

Redford Research International

- Educational System & Entrepreneurship
 - Only 14.8% of students believe the Portuguese educational system develops a state of mind that encourages the creation of new firms
- Capacity Building of Entrepreneurship Education
 - 63.7% of post-secondary students believed in the possibility of owning their own business in the future

Post-Secondary Educational System

Redford Research International

- **Post-Secondary System & Education System – Entrepreneurship Offerings**
 - 20 years behind the United States; many years behind other EU countries - only country in the EU not to have a program or offering in primary or secondary schools in 2002
 - 28 courses, 826 students (0.2% of total) = Low participation rates

Overview Portuguese Students

Redford Research International

- During 2005/2006 **only 826, or 0.2%**, of students at the post-secondary level participated in an entrepreneurship class in Portugal
- **Only 14.8% of students** believe that the Portuguese educational system develops a state of mind that encourages the creation of new firms
- **63.7% of students** believe in the possibility of owning their own business in the future
- After graduation only 16.1% want to create their own business whereas 81.2% want to work for others

Obstacles for Students

Redford Research International

Starting Early in the Educational Cycle

2007/2008 only 0.3% of the total student population in primary and secondary school were participating in PNEE according to the Ministry of Education

Risk Taking → Need for a Discussion of Risk

49.9% of respondents point to the bureaucracy of governmental entities and fear going bankrupt (58%)

Practical Experiences in Class

Experiential learning practices for class assignments

Obstacles for the System

Redford Research International

- Need for a coordinated National Strategy
- Duplication of resources
- Need for cooperation between Ministries at the strategy and operational level
 - Not just at the Ministerial level
 - Not just at the operational level

Thank You

Redford Research International

Email: Dana.Redford@RedfordResearch.com