

STIMULATING ENTREPRENEURIAL EDUCATION AND TRAINING

SEET THE OSLO AGENDA

EXECUTIVE SUMMARY

**SEET IS FUNDED UNDER THE
EU LEONARDO DA VINCI PROGRAMME**



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Education and Development
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THE OSLO AGENDA: SEET EXECUTIVE SUMMARY

Context

Stimulating Entrepreneurial Education and Training (SEET), a transnational network, is funded under the EU Leonardo da Vinci Programme for Partnerships. The SEET Project was proposed in response to the need to strengthen Entrepreneurial spirit across Europe.

The overall aim of SEET, as proposed in the original application submitted by SYNTRA Flanders is to “create the basis for a transnational network to improve the valorisation and dissemination of existing tools, materials and methodologies on the implementation of national or regional policies to stimulate entrepreneurship within VET and to enhance the transfer of entrepreneurial competences to young people”.

The SEET Partnership currently comprises seven organisations from six countries, who are involved with supporting, developing, and / or delivering entrepreneurial Vocational Education and Training:

- | | | | |
|---------------|-----------------|---------------------|-----------------------|
| • Belgium | DBO | Paul Schram | |
| • Belgium | SYNTRA Flanders | Ben Bruyndonckx | (Network Coordinator) |
| • Iceland | Fiknf | Svanborg Jónsdóttir | |
| • Netherlands | Senternovern | Jos van Meegen | |
| • Norway | NHO Telemark | Kerstin Laue | |
| • Spain | Scienter Espana | Begoña Arenas | |
| • Portugal | AUDAX | Dana Redford | |
| • Wales | Welsh Assembly | Elin McCallum | |

Each organisation applied for funding under the Leonardo Da Vinci programme to their National Agency. The funding proposals submitted by the Project partners stated that the partner organisations subscribe to the recommendations within the “Oslo Agenda for Entrepreneurship Education” (October, 2006). The Project responds specifically to the recommendation of “Build[ing] common European and national platforms of existing programmes, projects and teaching material, in order to help sharing and dissemination”.

The SEET Steering Committee decided to further explore the contribution and links to the Oslo Agenda from the SEET partner organisations; elements of the Oslo Agenda to which partner organisations believe they have the capacity to contribute further in the future; and the potential areas in which future transnational projects, building on SEET, could be developed. This document provides a summary of the research (two questionnaires) and discussions undertaken by Jane Turnbull (the SEET Project facilitator and evaluator) with SEET Partners during the period April to September 2009.

The Oslo Agenda – An Overview

The aim of the "Oslo Agenda for Entrepreneurship Education" is to accelerate progress of promoting entrepreneurial mindsets in society in a structured way through effective action. The Agenda offers a menu of actions from which stakeholders can develop and adapt..

The Agenda was developed as a result of the "Entrepreneurship Education in Europe: Fostering Entrepreneurial Mindsets through Education and Learning" Conference, an initiative of the European Commission jointly organised with the Norwegian government, held on 26th and 27th October, 2006 in Oslo.

During the Conference experiences and good practice were shared, and participants proposed ways to move entrepreneurship education forward. The ideas advanced in Oslo by a broad representation of stakeholders from thirty three countries (including national, regional and local governments, business associations and entrepreneurs, promoters of programmes, school teachers, academics and students) resulted in a catalogue of initiatives, based on successful experiences in Europe, which could be usefully transferred and adopted within the EU and neighbouring countries.

There are six sections comprising the Oslo Agenda for Entrepreneurship Education:

- A Framework for Policy Development
- B Support to Educational Establishments
- C Support to Teachers and Educators
- D Entrepreneurship activities in Schools and in Higher Education
- E Building links and opening education to the outside world
- F Communication activities.

Contribution to the Oslo Agenda by SEET Partner Organisations

The SEET partner organisations address and contribute to the Oslo Agenda in four key areas:

- Promotion of entrepreneurial education and training (especially at regional level)
- Engaging with policy and decision makers to ensure support for entrepreneurial education and training
- Development and delivery of entrepreneurial education and training
- Training trainers, including support for practice based pedagogical tools

This list of the most frequently mentioned interventions provides a snapshot of some of the areas that the SEET partner organisations contribute to the field of entrepreneurial education and training. It is important to note the diverse ways in which the SEET partner organisations

engage in developing entrepreneurship education. This diversity is one of the strengths of the SEET Partnership, which also reflects the distinct realities of each Member State.

The table below presents the Oslo Agenda initiatives in which five or more SEET partner organisations state that they are making a significant contribution, with examples of the work they are doing under each initiative.

Oslo Agenda Initiative	Ways in which SEET Partners Significantly Contribute to the Target
A1 Ensure political support for entrepreneurship education at the highest level	<ul style="list-style-type: none"> • Dialogue, advice and information at ministerial level • Strategic entrepreneurial action plans
A5 Create Steering Groups, both at European and at national level	<ul style="list-style-type: none"> • Members of SEET, a European network, that also engages at regional level • Members of national steering committees and collaborate with other organisations and networks
A6 Promote entrepreneurship education at regional level	<ul style="list-style-type: none"> • Training trainers • Dialogue / engagement with politicians • Strategic entrepreneurial action plans • Networking and supporting networks • A resource for those delivering entrepreneurial education and training • Online Knowledge Centre • Entrepreneurial Class Week
B4 Support the use of practice-based pedagogical tools	<ul style="list-style-type: none"> • Inform teachers and trainers • Developing tools and teaching materials • Training teachers and trainers • Expertise in mentoring • Share / promote best practice materials and tools • Part of programme content
E6 Conceive, develop and promote a label for "entrepreneurial schools" and "entrepreneurial universities".	<ul style="list-style-type: none"> • Development of quality criteria for schools • Acknowledgement of good practice • Identification of further challenges to address • Developing a project in which one national certificate for students will be established • Consortia / networks of universities / colleges
F1 Launch awareness campaigns at European and national level	<ul style="list-style-type: none"> • Conferences and seminars • Entrepreneurial Class Week / Global Entrepreneurship Week • Progression model, which became the basis of the national strategic plan • Award campaigns for entrepreneurial pupils / students • National awareness campaign for young people • Tailored staff development for teachers / lecturers • Awareness raising among senior management and key stakeholders in education

The Contribution of the SEET Network to the Oslo Agenda

Partners have identified the key ways in which the SEET Project addresses and contributes to the Oslo Agenda.

- Promoting and sharing transnational exchange of best practice through a range of communication approaches
- Contacts and networks with key stakeholders and building relationships with policy makers
- Networking - bringing those involved in entrepreneurial education and training together; which supports the exchange of information at a range of levels and identifies opportunities for collaborative work
- Opportunities to benchmark at a European level and work towards building common European platforms of existing programmes, projects and teaching materials
- Encouraging the mobility of teachers and trainers
- Supporting the use of practice-based pedagogical tools
- The start of a European-wide network
- The potential to start the description of a comparative European policy framework

The table below presents examples of the ways in which the SEET Network contributes to six of the Oslo Agenda initiatives.

Oslo Agenda Initiative	How SEET contributes
A5 Create Steering Groups, both at European and at national level, where all the different stakeholders involved in entrepreneurship education can be represented.	<ul style="list-style-type: none">• SEET is a European network, with a Steering Committee• SEET provides contacts at a European level and stimulates knowledge transfer for partner countries.• Sharing experiences and ideas - inspiration for school-leader and teachers to continue the good work• Generating new ideas and perspectives• LinkedIn group (online)• Representation at regional, national and European level
A6 Promote entrepreneurship education at regional level, with a coherent programme bringing together local stakeholders and addressing the various levels of education	<ul style="list-style-type: none">• Steering Committee meetings and ongoing communication• Transnational Study Visits (exchanges)• The online Transnational Knowledge Centre• SEET Newsletter• LinkedIn• Informing national discussion• New ideas• Policy forum• Different approaches to entrepreneurial education at regional level are promoted through SEET channels• Share good practice, expertise, and information• Sharing best practice from different educational levels

Oslo Agenda Initiative	How SEET contributes <i>continues</i>
A1 Ensure political support for entrepreneurship education at the highest level.	<ul style="list-style-type: none"> • Contact with key EU policy makers in Brussels • Organising transnational seminars to bring high level policy makers together and looking at comparison of national politics on entrepreneurial education • Policy forum
B4 Support the use of practice-based pedagogical tools ... Embed these activities as a recognised option in official school programmes, particularly at secondary level.	<ul style="list-style-type: none"> • One element of the Steering Committee agenda is to discuss and promote best practice • Transferable case studies / good practice • SEET can identify internationally proven effective tools.
E6 Conceive, develop and promote a label for "entrepreneurial schools" / "entrepreneurial universities"	<ul style="list-style-type: none"> • Brainstorming with the participating partners • SEET can identify similar projects in different countries and the impact of such "labels" or certificates.
F1 Launch awareness campaigns at European and national level, ensuring that entrepreneurship is understood in its broader sense (not just about running a business).	<ul style="list-style-type: none"> • SEET newsletter • Transnational Study Visits (open to the regional network from each country, providing the opportunity for people from different countries to learn, share experiences and network) • Sharing existing programmes, projects and teaching materials through the online Transnational Knowledge Centre • SEET works at regional, national and transnational levels • Contribution to Global Entrepreneurship Week • SEET organisation of Transnational Events

Elements within the Oslo Agenda where SEET Could Make a Greater Contribution

The SEET Partners have identified a number of initiatives within the Oslo Agenda that they believe a future Project, building on the SEET Network, could and should address. The most frequently mentioned ideas that would be focused on:

- Evaluation; including benchmarking and the opportunity to compare national and regional results
- Developing and promoting a quality achievement label for good entrepreneurial education and training practice for schools, universities and other training centres
- Providing teacher training and innovative training practices

In addition, Partners suggested research to assess the impact of entrepreneurial education, publishing a best practice document, publishing a comparative policy booklet, seeking political support, mentoring, role models, continuing and enlarging the SEET network, launching awareness campaigns and building common European and national platforms.

SEET Partners were given the list of initiatives from the Oslo Agenda and asked to indicate the key areas that they thought a follow on SEET Project could focus. The four priority initiatives mentioned most frequently by the Partners (were:

- A6 Promote entrepreneurship education at regional level, with a coherent programme bringing together local stakeholders and addressing the various levels of education through a range of different instruments.
- B9 Develop research to assess the impact of entrepreneurship education on individuals, communities, society and the economy
- C1 Providing specific training to teachers in entrepreneurship is a policy issue and should be attached to the national curriculum reforms.
- C4 Launch innovative actions for training teachers on entrepreneurship with a European dimension to be supported under the Community Lifelong Learning Programme

The analysis of Partner has been and will continue to be addressed at SEET Steering Committee meetings. The Partners intend to build on and extend the role of the SEET Partnership and Network, which has already demonstrated added value to entrepreneurship education.

Comment

The Oslo Agenda Report is an additional outcome from the SEET Project that was not originally conceived at the outset. This Executive Summary (informed by the full Report) presents:

- Data showing how the SEET Network contributes to the Oslo Agenda. This may be used in the reports submitted to National Agencies and in dialogue with EU, national and regional stakeholders and policy-makers
- Information on how each of the SEET Partner organisations is contributing to the Oslo Agenda, which provides further understanding of the work of the SEET Partners.
- The data presented shows how the SEET Network and partner organisations contribute to the Oslo Agenda (and has informed the presentation at the Transnational Seminar, on Policies and Impact on Entrepreneurial Education (January, 2010)
- Those areas of the Oslo Agenda that SEET Partners would like to contribute to more. This can be used to inform future discussion about project opportunities by providing supporting evidence and argument for new project proposals.

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