

# Entrepreneurial attitudes of young people in Flemish secondary schools

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# The Effecto and Osso research projects

- Effecto
  - Entrepreneurial attitudes of young people and the effects of “entrepreneurship education” (21 different initiatives)
  - Based on the opinion of 3130 young people (mainly age 17 to 19) and 380 teachers (from 200 different schools)
- Osso
  - Entrepreneurial attitudes of young people and the factors contributing to it
  - Representative sample of 3496 secondary school students (age 15 to 18)

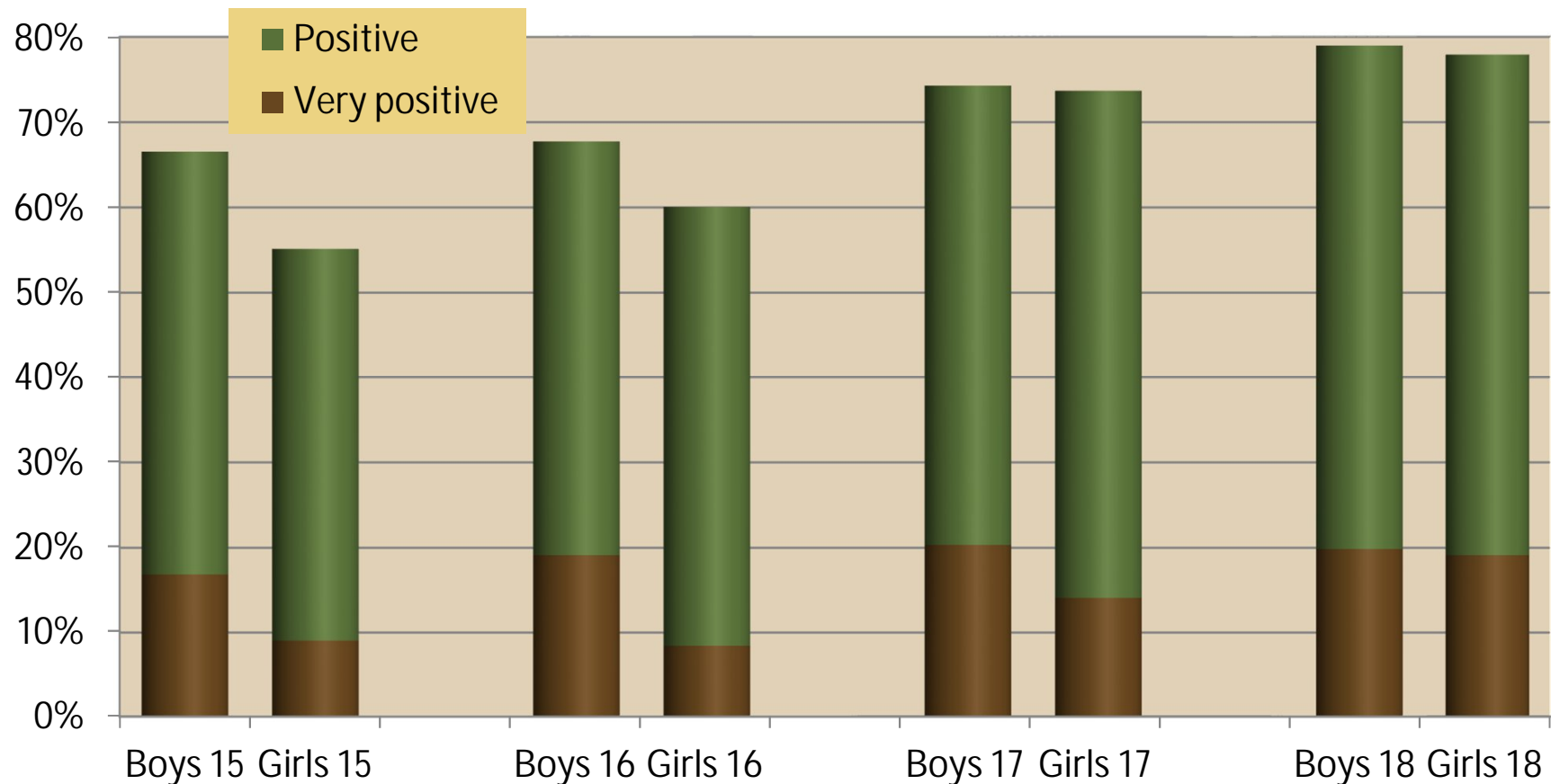
# Topics covered in the surveys

- Personal characteristics (age, gender, curriculum, familiarity with entrepreneurs, ...)
- School characteristics (location, size, culture, ...)
- Characteristics of entrepreneurship education (intensity, involvement of entrepreneurs, ...)
- Enterprising attitudes and behaviour (sense of initiative, creativity, autonomy, ...)
- Attitudes towards entrepreneurs and having one's own business (desirability, feasibility, entrepreneurial intent, ...)
- Motivational factors and employment expectations
- Assessment of entrepreneurship programmes (relevance, ...)
- Changes in attitudes following participation in entrepreneurship education

# Enterprising behaviour and entrepreneurial experience

- Entrepreneurs have a positive image with young people
- Over 1/3 of young people has a parent who has ever started (or taken over) a business or a company
- Over 40% of young people regularly organise activities
- Statements of young people about themselves:
  - 3/4 have self-confidence
  - 2/3 have a strong willingness for autonomy
  - About half have a sense of initiative

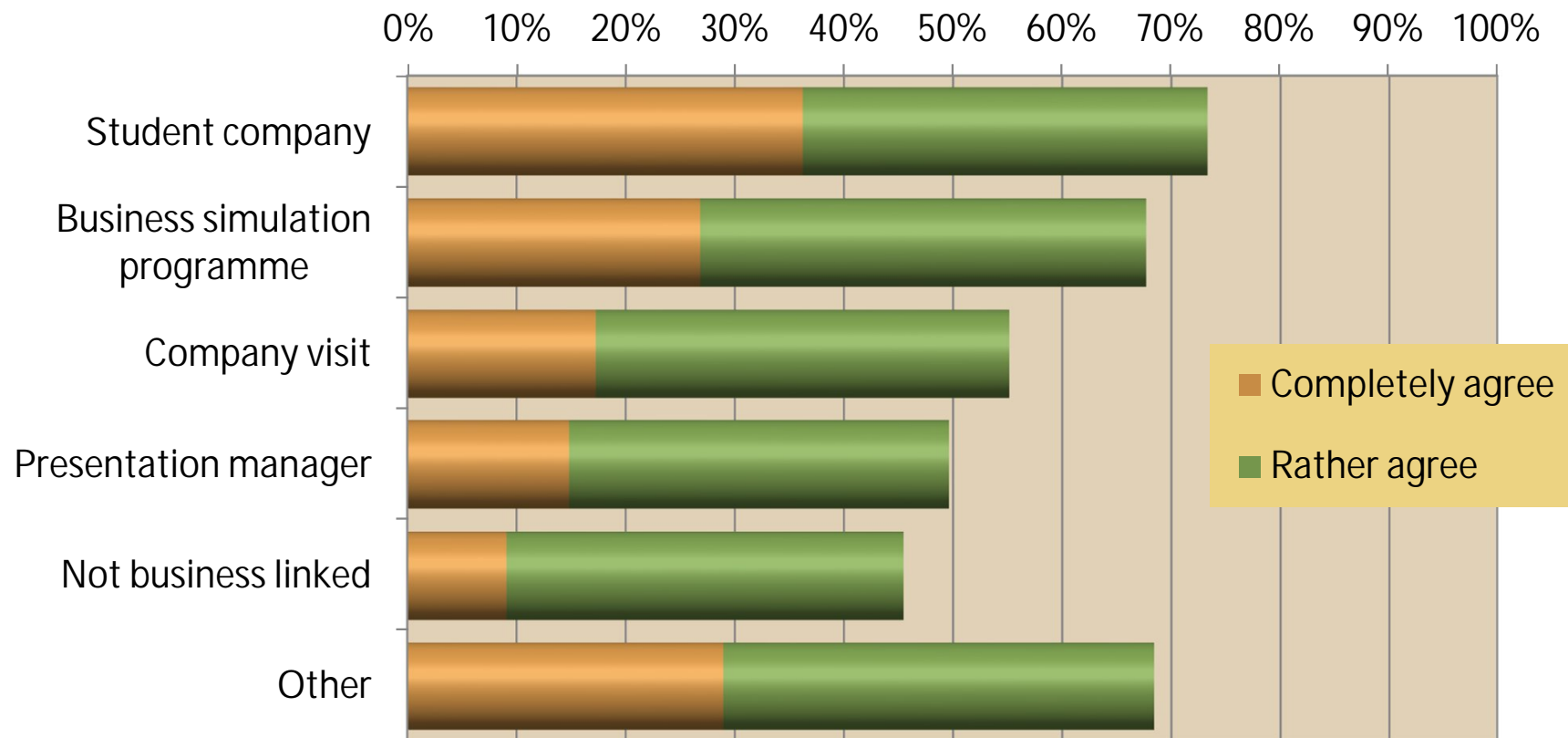
# Attitudes towards entrepreneurs by gender and age



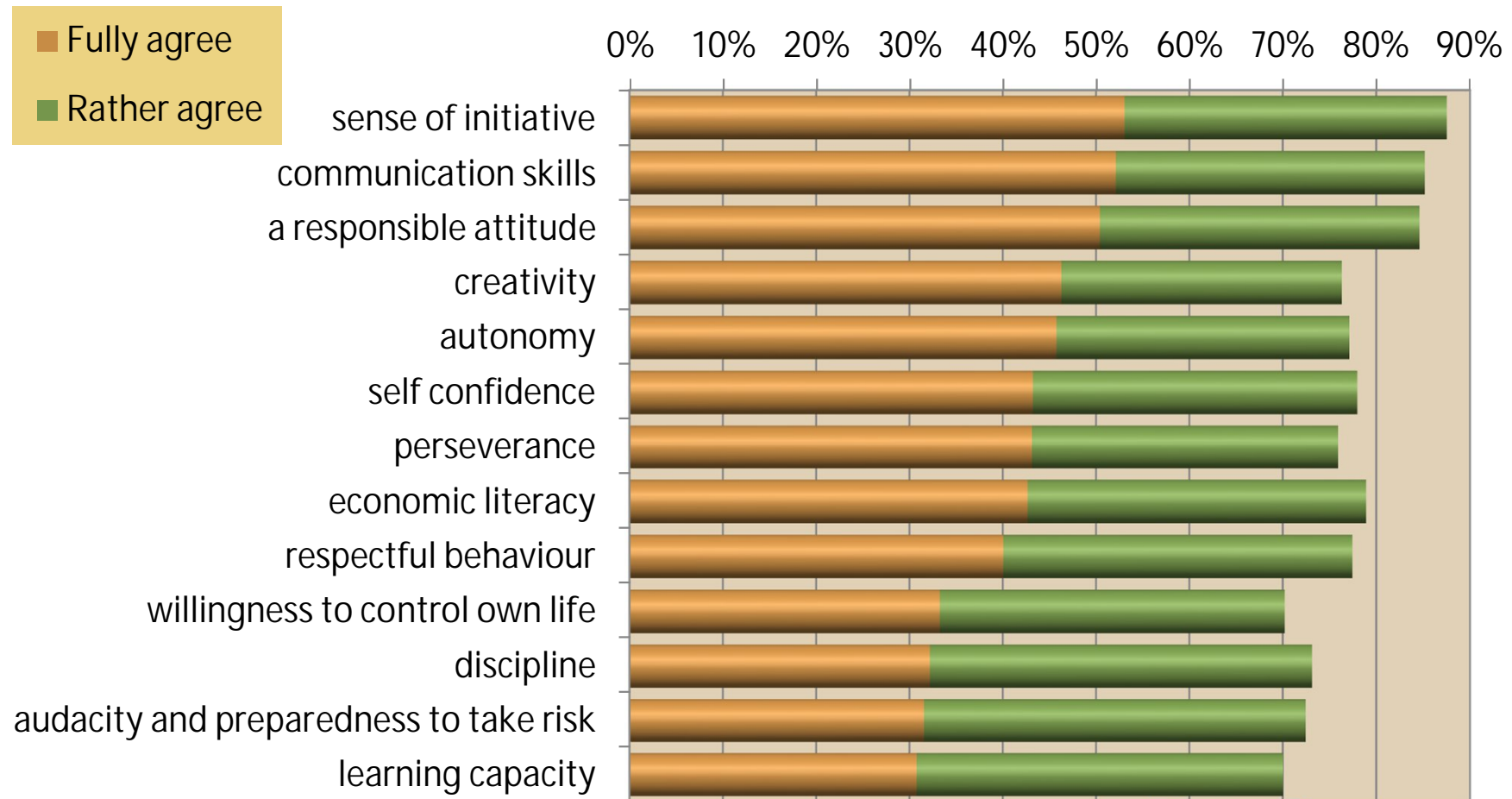
# How do young people think about having their own business or company?

- Young people see their possible own business as a means for self-development
- Half of the pupils considers the start-up of their own business to be attractive
- 30% of young people think that it would be feasible for them to start their own business
- Boys have a higher entrepreneurial intent than girls, but girls consider starting a business more “socially desirable” than boys

“I consider this activity as a very important part of my education”



# According to the teachers, the programme improves with the young people:





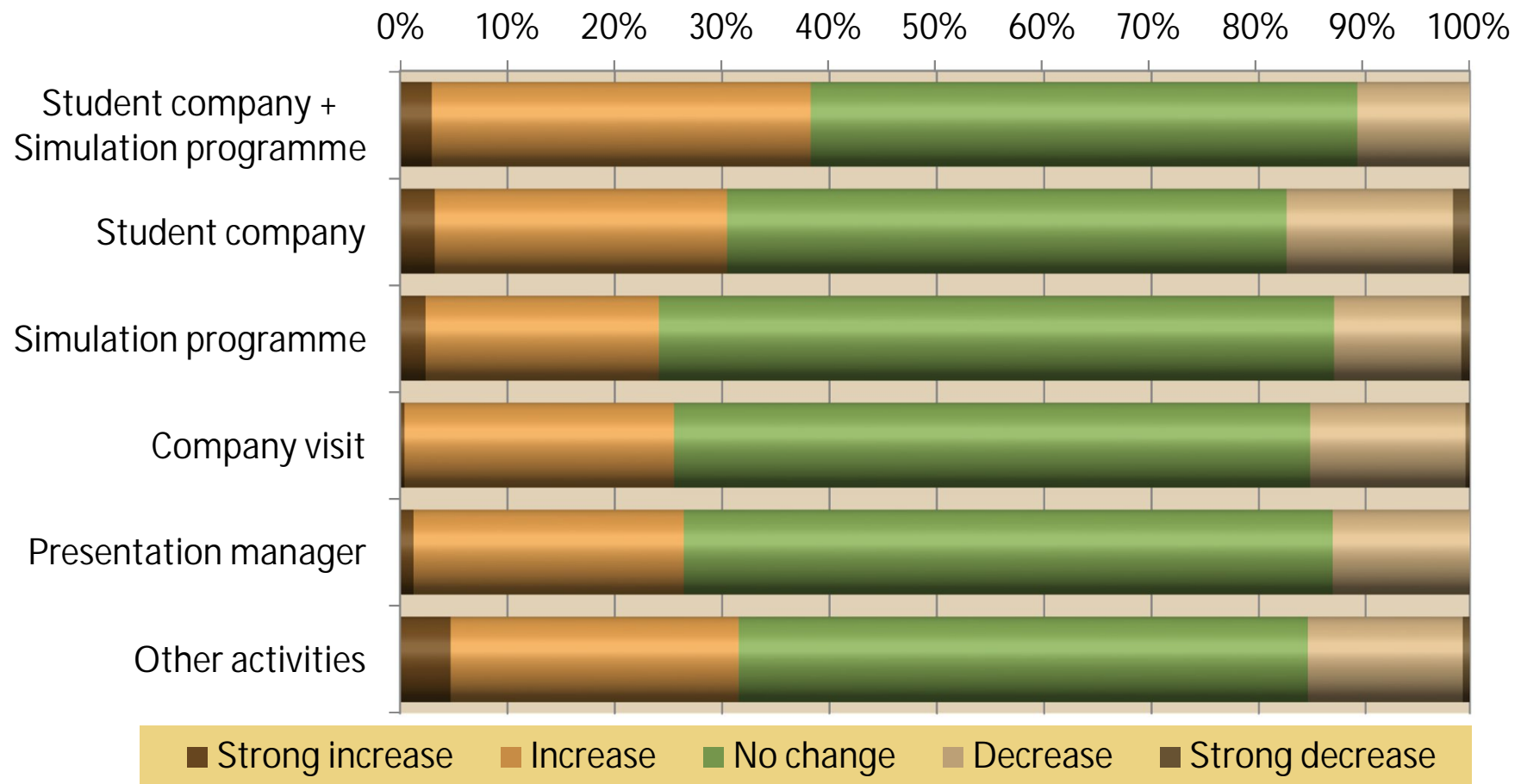
# A few of the many research results (1)

- Entrepreneurship education has an undeniable effect on entrepreneurship and enterprising attitudes, including
  - entrepreneurial intent
  - attitude towards entrepreneurs
  - perceived feasibility of starting up a business
  - creativity
- In general, the effects are higher with longer programmes and experience based activities
- The programmes impact more on the feasibility than on the desirability of starting a business
- The better a programme is assessed by the young people (including the fun factor), the higher the effects

## A few of the many research results (2)

- An increase in the entrepreneurial intent is mainly the result of an increase in the perceived feasibility
- The increase in perceived desirability of starting a business is highest with young people who link entrepreneurship to their intrinsic goals
- The increase in perceived feasibility of starting a business is highest with young people who link entrepreneurship to their extrinsic goals
- Effects of entrepreneurship education are in general higher
  - with young people with prior experience with entrepreneurs
  - in schools with an entrepreneurial culture
- The effects of entrepreneurship education are in general similar to boys and girls

# Change in opinion about the perceived desirability of a business start-up related to participation in entrepreneurship education



Full results of Effecto will be available  
from 3 Feb 2010 onwards  
(Dutch report and article in English)

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