



READY TO BUILD
THE FUTURE?
YES.

June 27, 2018 – Brussels - #YESbxl



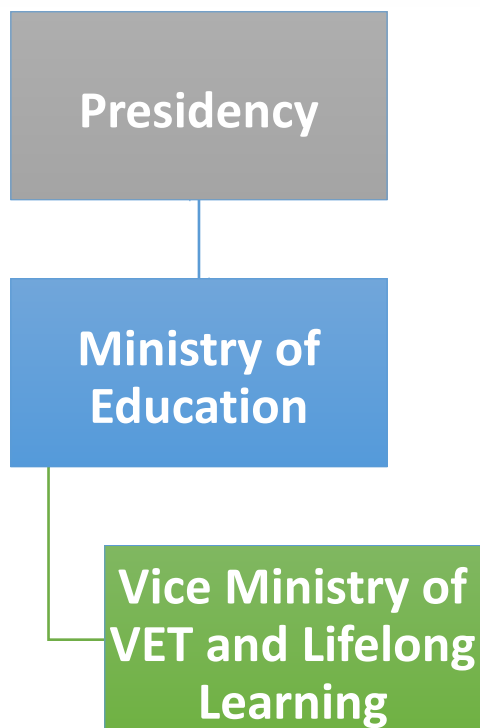
GIOVANI SI



Regione Toscana



Youth Entrepreneurial Spirit



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VICE MINISTRY OF VOCATIONAL TRAINING AND LIFELONG LEARNING

IDEATK
Institute for Applied
Creativity in VET

TKNIKA
Basque Centre of
Research and Applied
Innovation in VET

EEI-IVAC
Basque Institute of
Qualifications

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Tknika

LH-RI APLIKATUTAKO IKERKETA ETA BERRIKUNTZAKO EAE-KO ZENTROA
CENTRO DE INVESTIGACIÓN E INNOVACIÓN APLICADA DE LA FP DEL PAÍS VASCO
BASQUE CENTRE OF RESEARCH AND APPLIED INNOVATION IN VET



Entrepreneurship and change
management area



ikasenpresa

Developing skills

**Learn to Enterprise
by enterprising**



urratsbat

Creating companies

**The push you need
to startup**

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irekin

Teacher, go ahead!

**Spreading
Entrepreneurial culture**

IKASENPRESA

**Learn to enterprise
by enterprising**

FOCUSED ON STUDENTS

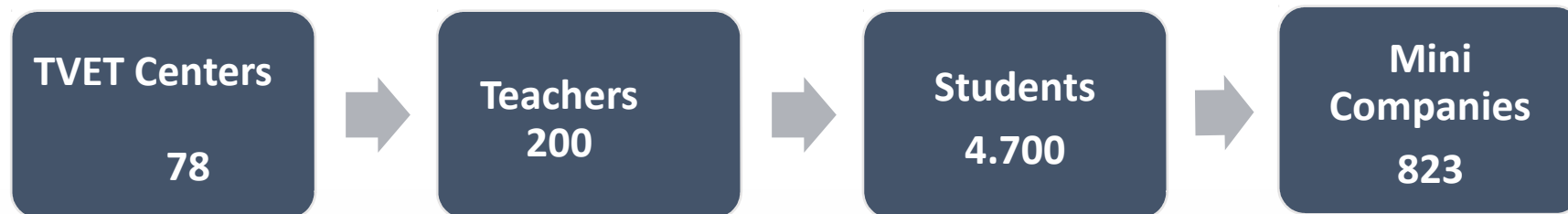
**Develop students skills
to become:
Professionals
Employable
Entrepreneurs
Intraentrepreneurs**

STARTUP AS A LEARNING TOOL

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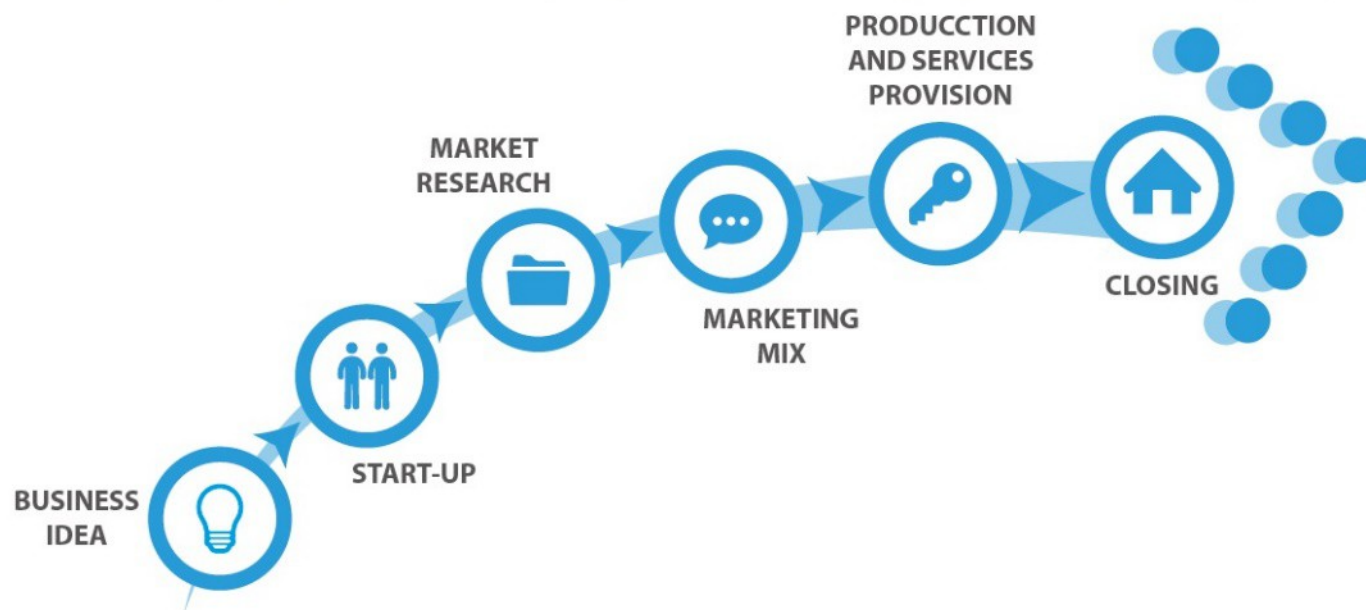
SCHOOL YEAR	VET SCHOOLS INVOLVED	STUDENTS COMPANIES CREATED
05-06	5	7
06-07	21	34
...
14-15	46	325
15-16	53	420
16-17	73	630



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YES

CREATION IKASENPRESA



Technical skills

Transversal skills

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IKASENPRESA NEW PACKAGE

OER for developing these six steps:

Lesson Plan

Unit Nr. 1: BUSINESS IDEA Estimated time: 11 hours

Learning objectives:

1. Acknowledge and assess all those skills related to the Entrepreneurial initiative.
2. When making decisions about personal strategies to search for a job or self-employment, behave with a creative, pro-active and entrepreneurial spirit.
3. Be aware of the key factors that makes it possible the Young people entrepreneurial initiative
4. Acknowledge the role of the company within the economy
5. Acknowledge the importance of the innovation
6. Build work teams on the basis of different roles
7. Search and define a business idea
8. Redact a business model based on Canvas

CONTENTS	Parts			
	1	2	3	4
Assess the main innovative features of the sector concerned with the specific studies (materials, technology, process organisation...)	X			
Assess the key factors of an entrepreneur (initiative, creativity, leadership, communication, decision making, planning, self-training)	X			
Evaluate the Risk as a main factor when developing a entrepreneurial activity		X		
Apply different tools to define the business idea		X		
Surf internet to browse for data related to companies within the same activity field		X		
Assess the general environment (nearby) of the business idea to be developed		X		
Assess a typical company within the same activity field		X		

Assessment

THE BUSINESS IDEA

	ADVANCED 4	INTERMEDIATE 3	BASIC 2	POOR 1
Promotion team (20%)	Know his/her role in the team and acts accordingly.	Identify the different roles of the team and is able to assign a role to him/herself.	Identify and know the different roles that can be in a promotion team promoter.	Does not know the different roles that can be in a promotion team.
Definition (15%)	Innovative and well defined business idea.	Well defined business idea.	Little defined business idea.	Poorly or undefined business idea
Creativity (10%)	Creative business idea or idea came from Brainstorming or similar method.	Creative business idea	Little creative business idea	Non creative business idea and similar to existing ones.
Viability (10%)	Business idea with good viability.	Potentially viable business idea.	Difficulty producing viable business idea	Business idea without viability analysis.
CANVAS (30%)	Complete Canvas model with pictures.	Complete Business Canvas model. The added value of the business idea is clear and well defined.	Use of the Business Canvas model to define the business idea.	Defined the business idea without using the Business Canvas model.
SWOT (15%)	Detailed SWOT analysis, included conclusions and used them to improve the business idea.	Detailed SWOT analysis with conclusions.	SWOT analysis with 6 or more characteristics.	SWOT analysis with less than 6 characteristics.

Handbook

Manual ikasenpresa ekingure

1. Ideas de Negocio

En esta fase comenzaremos trabajando el concepto "EMPREDER." Para a continuación desarrollar una idea de negocio. Se trabajará la creación de ideas mediante técnicas de creatividad e inspiración, con el objetivo de crear una idea sólida en la que se basará la Ikaenpresa.

TRABAJANDO...

- Concepto de emprendimiento
- Formación de equipo
- Organigrama
- Búsqueda de inspiración
- Brain Storming
- Idea de negocio
- DAFO
- Canvas

Herramientas:

- El nuevo paradigma laboral
- Dasi, Mateo Consejo para emprendedores
- Recomendaciones para emprendedores
- Franquicias: todo franquicias.com
- Explicación Belbin
- Plantilla DAFO
- Web para realizar un DAFO
- Generación de modelo de negocios
- Artículo CANVAS de Trabajar desde casa CANVAS
- Plantilla CANVAS
- Web para realizar un CANVAS 1
- Web para realizar un CANVAS 2
- VIDEO Canvas
- Cronograma

Evaluación:

- UD1

Mapa Conceptual

Tasks, dynamics, videos and other materials

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VET CENTRES MEETINGS TO DEVELOP STUDENTS SOFT SKILLS

- **IKASENPRESA INITIAL MEETINGS**
- **IKASENPRESA CONGRESSES:
570 students -5 workshops – 5 days**
- **IKASENPRESA FAIR 2018:
1700 students selling products and services**

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URRATSBAT

The push you need to startup

**A project to support entrepreneurship
at the basque country**

**One teacher per centre helping
students to create their own business**

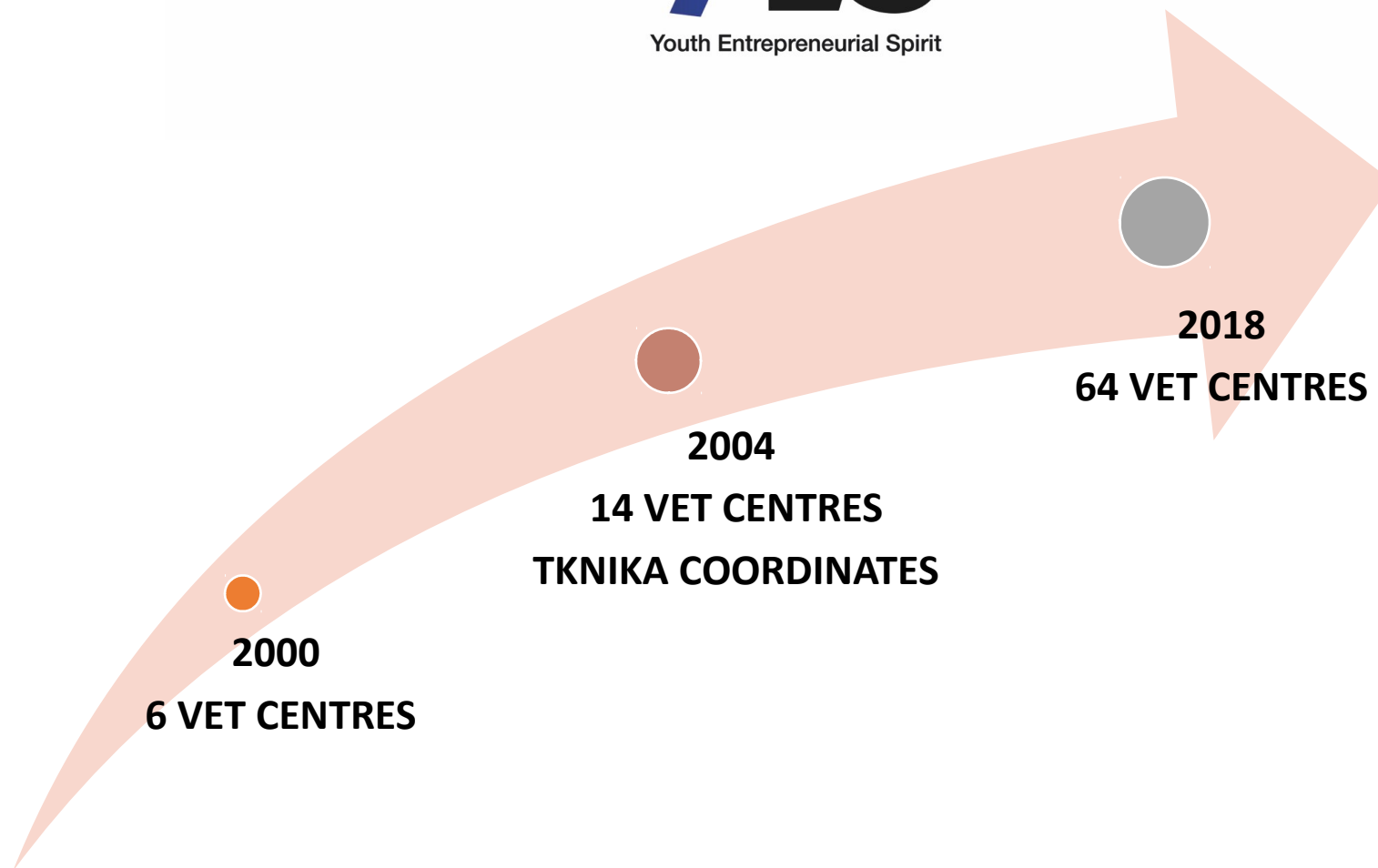
• Programme addressed to:

- Students and former students
- People related to the school via Training for the Employment or Distance Training.

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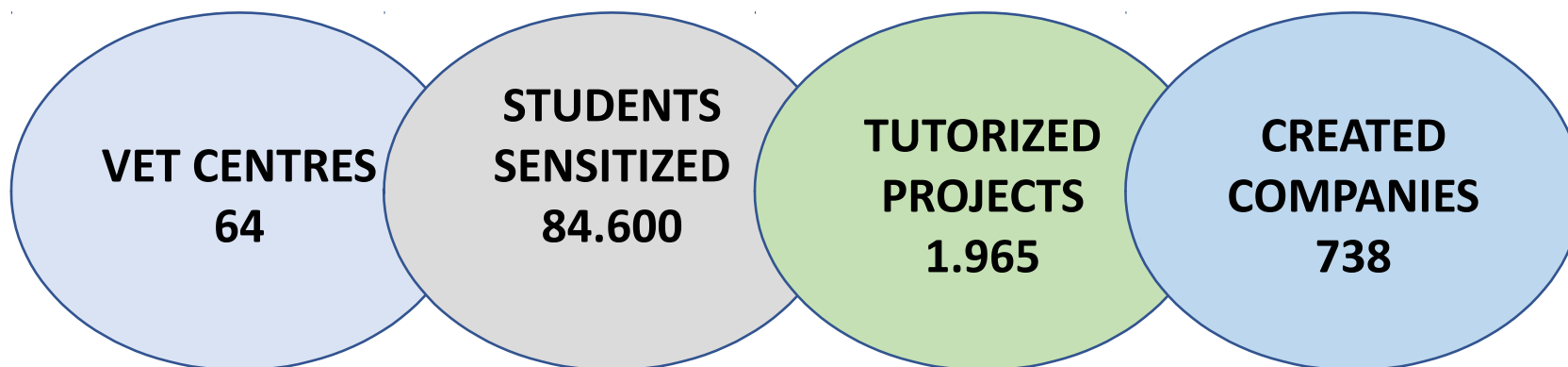


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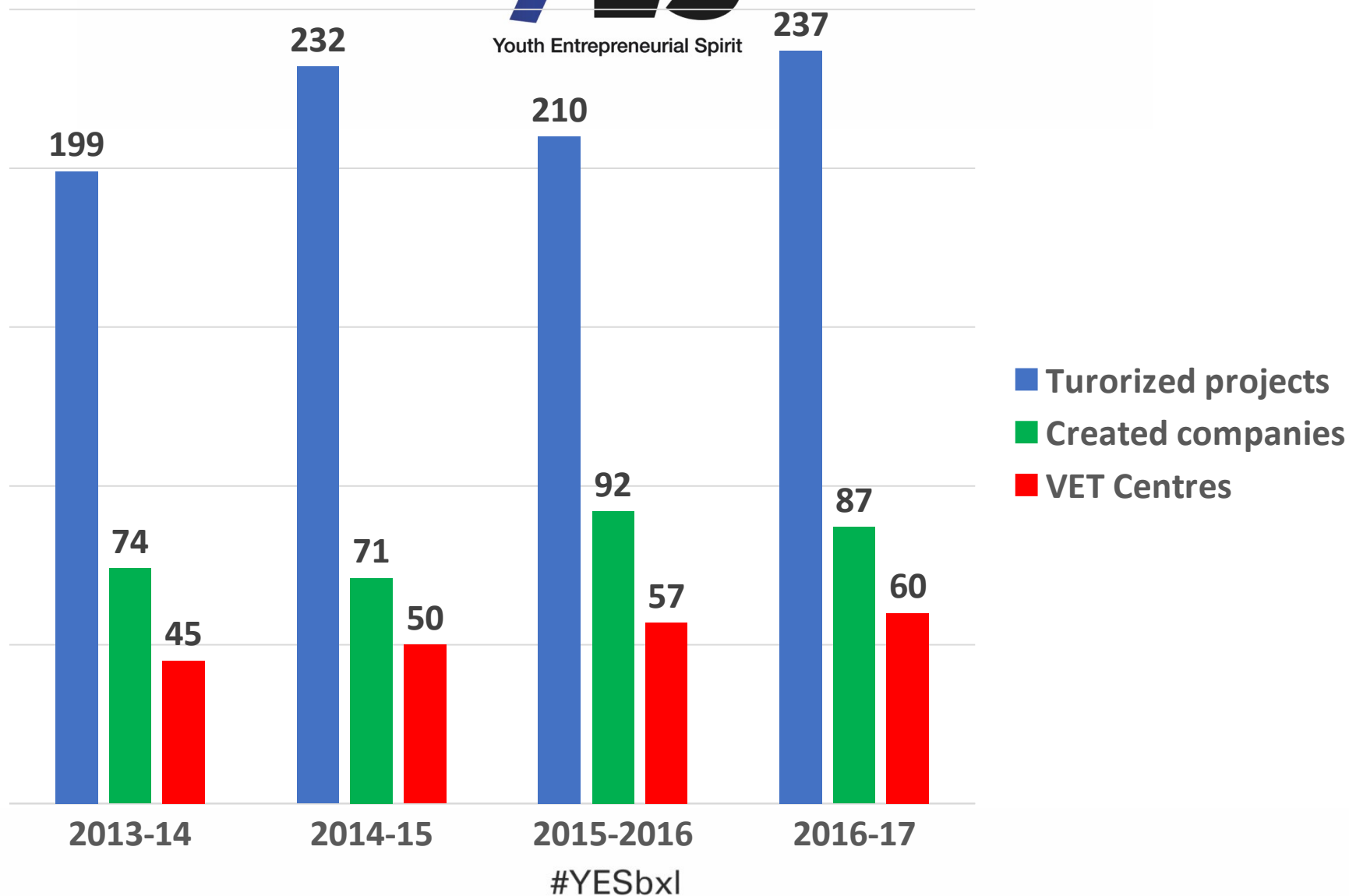


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URRATSBAT NOWADAYS (2005-2018)



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Percentage of companies still operating: 70%

Average employment rate: 1,63 jobs

ECONOMIC SECTOR OF URRATSBAT COMPANIES:

SERVICE 82%

- 70% Software industry, Image and sound , Automotive, Hostelry, Pumbling & Electric ang Gas Installations
- 12% Commerce

INDUSTRIAL SECTOR 6% Manufacturing

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OTHER ENTREPRENEURIAL INITIATIVES

•URRATSBAT COMPANIES NET:

To **help** Urratsbat companies in their **first steps**

2017 Market Place

- 39 exposing companies
- Branding course
- Financing debate

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FOCUSED ON TEACHERS

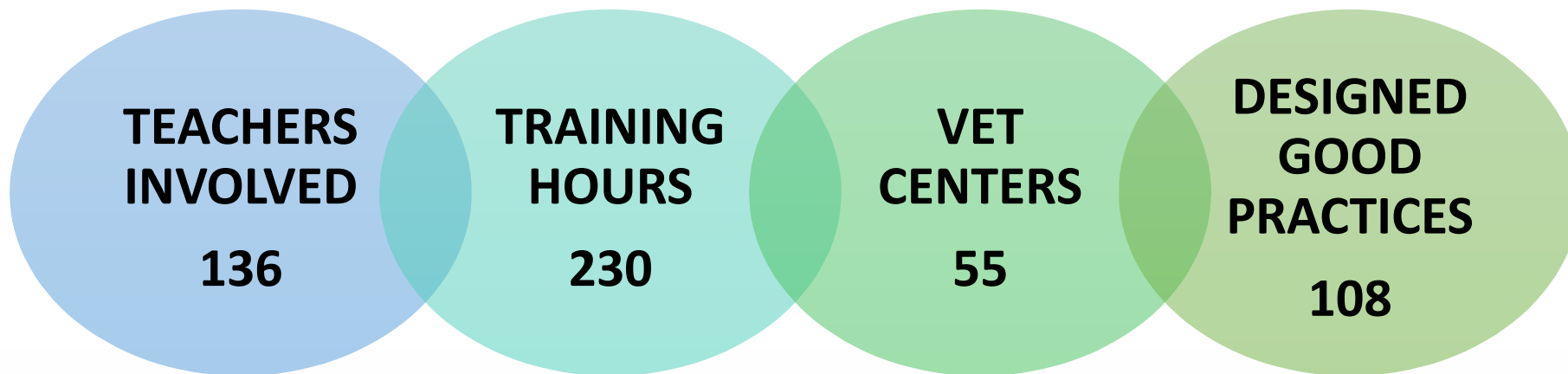
*“Entrepreneurial teachers
and entrepreneurial centres
in order to get
entrepreneurial students”*

IREKIN
Spreading
Entrepreneurial
culture

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Spreading Entrepreneurial culture among VET teachers with a five step training itinerary

New programme launched on march 2016:



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YES

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Irekin teachers involved at the BBPP Contest:

2017: 28,13%

2018: 40,91%

BBPP CONTEST: A clear sample of the NET WORK

<http://irekinfpeuskadi.com/en/irekin/>

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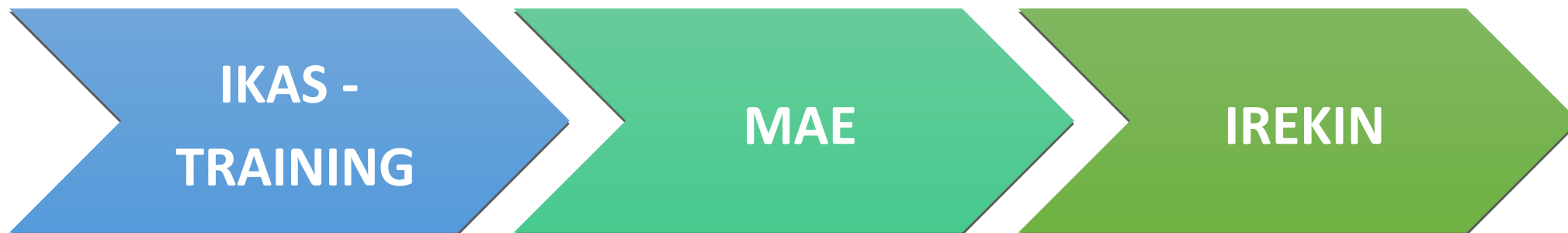
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But how do we implement it?

TEACHERS ROLE

- Teachers, the key factor for change
- Teachers should serve as a reference for students to follow
- Training
- Changing mindsets
- Leave the COMFORT ZONE
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Specific programmes for the teachers



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Eskerrik asko!

Thank you!

¡Gracias!



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