

Entrepreneurial mindset and intrapreneurship in young
people through the dynamization of skills, teaching
methodologies and the entrepreneurial ecosystem.

SEVILLE CHAMBER OF COMMERCE ACTION PLAN

Seville, Spain



31/05/2021

An interregional cooperation project for
improving SMEs competitiveness policies.

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1 Part I- General Information

Project: Entrepreneurial mindset and intrapreneurship in young people through the dynamisation of skills, teaching methodologies and the entrepreneurial ecosystem (E-COOL).

Organisation: Cámara Oficial de Comercio, Industria, Servicios y Navegación de Sevilla (Official Chamber of Commerce, Industry and Shipping of Seville)

Country: SPAIN

NUTS2 region: Andalusia

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2 Part II - Legislative context

The Action Plan aims to have an impact on:

- Investment programme for growth and jobs
- European Territorial Cooperation Programme
- Other regional development policy instruments

1.2.1 Introduction:

Fostering entrepreneurship is an important driver of smart, sustainable and inclusive economic growth and has been a primary objective of EU regions since its inclusion in the 2020 Strategy. Improving entrepreneurship generates both economic and social benefits; it is not only a driving force for job creation, competitiveness and growth, but also contributes to the personal fulfilment of the individual and has an impact on a range of societal goals. The EU therefore encourages initiatives to develop entrepreneurship in order to unlock the growth potential of enterprises and individuals. However, self-employment per se is not a personal goal for Europeans in general, with only 37% of Europeans (Eurobarometer 2012) stating that they would like to be self-employed/self-employed.

The Entrepreneurship Action Plan, adopted by the European Union in 2013 to foster Europe's entrepreneurial spirit, includes initiatives to educate young people in entrepreneurship. To ensure that the EU economy remains globally competitive, young Europeans need to be motivated and inspired to develop their entrepreneurial mindset. The EU 2020 Action Plan suggests that young people who have the opportunity to be **educated in entrepreneurial skills are more likely to start a business and are better equipped to face the challenges of their professional and personal lives.**

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These are all excellent reasons to ensure a higher quality entrepreneurial education for our young people. Most approaches in recent years have focused on improving the skills that young people need to acquire within the education system. However, an integrated approach, in which the school, the family and the social environment all play their part, is needed to create an ecosystem in which entrepreneurial mindsets, attitudes and ideas can flourish.

In this context, the objective of the E-COOL project is the identification and exchange of good practices with a quadruple helix approach that will allow:

- Creating more fruitful entrepreneurial ecosystems
- Promoting the entrepreneurial spirit and mentality of young people.

The participation in the Interreg Europe E-COOL project aims to improve the local policy instrument Plan de Fomento de la Cultura Emprendedora del Sistema Educativo Público de Andalucía dependent on the **Consejería de Educación y Deporte de la Junta de Andalucía** by **implementing new projects and methodological approaches to enhance the entrepreneurial mindset and intrapreneurship in young people**.

In Andalusia, the **Directorate General for Teacher Training and Educational Innovation of the Regional Ministry of Education and Sport** is the entity in charge of designing and developing regional support measures and plans that favour the promotion of entrepreneurial culture among young people. These measures are articulated, designed, managed and coordinated through the "Inniciativa, Entrepreneurial Culture" programme.

In this regional ecosystem, other institutions carry out activities to promote entrepreneurship and entrepreneurship:

- The Official Chamber of Commerce, Industry and Shipping of Seville (CCSEV), as an advisory body to the public administration in matters of cooperation between the public and private sectors, including entrepreneurship. The CCSEV works with the Regional Government to improve regional business development, and implements services funded by the ERDF.

- The Andalucía EMPRENDE Foundation, a public foundation dependent on the Regional Ministry of Employment, Training and Self-Employment, also participates in activities to promote entrepreneurship and in support services for entrepreneurs throughout the process of creation, development and consolidation of business projects. This body manages and promotes specialised programmes, either to promote entrepreneurial culture (as is the case of the Inniciativa Entrepreneurial Culture Programme), or to promote the acquisition of entrepreneurial skills among young people (Hackathon Emprende, university CADEs).

The current Action Plan proposed in this document will contribute to the improvement and effectiveness of regional policies in promoting youth entrepreneurship, contributing to economic development and competitiveness, and the sub-objectives:

- Achieve more effective policies that promote entrepreneurial mindsets by developing evidence-based policies and integrating recent innovative approaches to inspire young people, especially those based on improving entrepreneurial environments and teaching methodologies.

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- To increase the knowledge of policy makers, practitioners and civil servants working in the field of entrepreneurship initiatives and education.
- Raise awareness of the benefits of entrepreneurship education and promote cooperation between EU regions in the development of new policies.

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Based on this rationale, this action plan aims to encourage the stimulation of policy learning activities through the exchange and transfer of experiences and good practices from other EU regions, on the basis of new projects, actions, methodologies and programmes that promote entrepreneurship in secondary education and the creation of better business environments.

Lessons learned through initiatives in other EU regions will be transferred to the Andalusian context, contributing to the improvement of support measures that favour the promotion of entrepreneurial mindsets among young people. In this way, new tools will be provided with sound advisory programmes at each step of the way towards entrepreneurship. The Action Plan will include measures to reconcile the needs of entrepreneurship with education.

Participation in this project has strengthened the regional ecosystem through the creation of a "working group" (regional stakeholder group) that has generated new dynamics and maximised the efforts developed at different levels to validate the project activities, contributing to the implementation and validation of the Action Plan to be carried out in the region.

To this end, the Action Plan will follow the following strategic lines:

- Promoting the accreditation of **entrepreneurial skills** (linked to the Devon GP Young Enterprise Programme).
- **Fostering entrepreneurship in young people:** The education system, which is primarily responsible for creating and attracting talent, should be fully integrated into the innovation ecosystem and well connected to its main actors. This connection is reasonably good at university level, but is more limited in primary and secondary education.
- **Encouragement of open participation to enable joint learning** by teachers and pupils in cooperation with other social agents.

3. Part III - Description of the Actions to be carried out

The Operational Programme ROP 2014-2020 highlights a structural weakness of Andalusia: overcoming the lower weight of the private sector compared to the average of Spain and the European Union. This low participation translates into several indicators: lower number of companies, smaller size, lower innovation capacity, less competitive companies, lower rate of external investments, and a serious unemployment problem, which is also a consequence of the factors mentioned above. This situation is not only due to the economic crisis, but to a historical weakness of the economic structure that can only be resolved with a profound transformation of the production model and a stronger business fabric. Andalusia has traditionally been a rural region, with many difficulties in the past to be entrepreneurial, a low

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desire to be self-employed and a certain distrust towards entrepreneurs. To achieve a new model, we need a stronger economic fabric with increasingly competitive companies, a more entrepreneurial society and better trained human resources, and it is essential to increase the recognition of the role of entrepreneurs in society.

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Increasing the number of enterprises requires a better environment and support for entrepreneurs, but also increasing the willingness of the population to be entrepreneurs. In recent years, progress has been made in providing services to entrepreneurs and promoting entrepreneurial attitudes in higher education, with the support of Andalusia's Decree 219/2011, to improve the entrepreneurial culture in the education system; however, according to the diagnosis made by the ERDF and ESF operational programmes, not enough efforts have been made in primary and secondary education, where there is ample room for improvement. In addition, the EU Council issued several recommendations to Andalusia, including Rec. 4, which calls for an evaluation and improvement of the previous Strategy for Entrepreneurship and Youth Employment 2013-2016, in particular by improving cooperation with the private sector and strengthening the capacities of mentors and teachers.

3.1.1 Action 1: Accreditation of entrepreneurial competences (linked to Devon GP's Young Enterprise Programme good practice)

This action focuses on the promotion of entrepreneurship competences with the aim of fostering the empowerment of students with employability competences to facilitate links with other social actors and entities surrounding the educational environment. Accreditation creates a mutual objective and requires collaborative efforts, enabling institutions to initiate and support the process of rebuilding or changing the culture throughout the organisation.

The Andalusian Regional Government, through the Directorate General for Teacher Training and Educational Innovation, will launch a pilot action in several educational centres in collaboration with two other public-private actors: Accenture Foundation and the Public Employment Service, with the aim of promoting entrepreneurship in the educational sphere.

Interregional learning E-COOL



The content of this action is partly inspired and enriched by the cross-regional learning carried out during the workshop held on 18 June 2020 on entrepreneurship education methods. Namely the good practices of Devon County Council PP5: Jacob Coburn made a detailed presentation of the concept, approach and methodology of the entrepreneurship training of the Young Enterprise: Enterprise Programme.

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The Enterprise Programme aims to provide a hands-on learning opportunity to bring young people into contact with the reality of the world of work by developing adaptability, entrepreneurial mindset and employability skills.

One of the most innovative features of this good practice is the Accreditation Scheme: By participating in a self-assessment through an internet platform, students receive a certificate to demonstrate the development of employability skills.. It is this methodology that partially inspires the proposed action.

As could be seen during the explanation of Devon's good practice, in order to determine whether these competences have been met, students are asked questions related to the 11 competences at the beginning and at the end of the programme. Teachers are asked to rate their students' competence development in the eight core competences found in the European Entrepreneurship Competence Framework (EntreComp) at the beginning and at the end of the programme. The volunteer entrepreneurship advisors are asked what difference they perceive the programme has made to the students they have supported, in addition to the impact the programme has had personally on their own competences. This allows schools to see the development of all young people participating in the programme and includes this in our annual reviews and is used to decide on any modifications or additions needed for future programmes.

Representatives from the Directorate General for Teacher Training and Educational Innovation attended the interregional learning event where they were introduced to the online assessment tool presented by the Devon partner, providing them with valuable insights for the implementation of the accreditation tool in the Andalusia region for the first time.

Activity 1: "Tres Pasos + Skills Workshop".

This initiative, called "Workshop Three Steps + Skills", aims to give students the experience of participating in a selection process -simulated- of a job advertisement in their sector of activity, published on the Andalusian Employment Service website. Through the platform Emplea+ "Juntos por el Empleo - JxE" of the Accenture Foundation, online courses on "Digital Knowledge" and "Basic Skills" will be offered to students.

The objectives of this initiative are:

- To characterise entrepreneurship from an integrative perspective,
- To approach in a simulated manner and as realistically as possible, the personnel selection process with students of Vocational Training.
- To favour the acquisition and development in students of basic competences (Soft Skills), necessary to face the dynamics of the labour market and to stimulate the entrepreneurial culture.
- To provide students with basic digital skills to successfully address the recruitment process through the online courses of the Emplea + platform "Juntos por el Empleo - JxE" of the Accenture Foundation.
- Reinforce students' basic skills for employability through an online training package on the Emplea + platform.

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This action is aimed at intermediate and higher vocational training students, and is divided into 3 training blocks:

Block 1: Digital literacy content through the Accenture Foundation's JxE Platform:

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- Online course "Update your CV".
- On-line course "Employment on the net".

Block 2: 3-step content:

- The professional profile and the job offer.
- The curriculum vitae.
- The job interview

Block 3: Contents on basic skills for employability and the stimulation of entrepreneurial culture, through the platform Emplea + "Juntos por el Empleo - JxE" (Together for Employment - JxE) of the Accenture Foundation:

- Online course "Achievement orientation".
- Online course "Tolerance to frustration".
- Online course "Being digital".
- Online course "Communication"

This action has been carried out in an experimental phase in 6 schools in the province of Granada in the last edition and for the current school year a total of 16 schools in the city and province of Granada have registered.

Action 2: Soft Skills for the development of entrepreneurial culture.

This is an action to reflect with teachers and students on a set of soft skills, which are of vital importance to undertake any entrepreneurial initiative. To do this, we use the Platform "Together for Employment (JxE) of the Accenture Foundation, creating a specific training pack consisting of:

- Online courses for students on competences (Awareness level).
- Online courses for students on competences (In-depth level)

The objectives of this Action are:

- To reflect with teachers and students on a set of soft skills, which are of vital importance for undertaking any entrepreneurial initiative.
- Work with students on a series of Soft Skills for the development of an entrepreneurial culture.

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- Complete the student's curriculum vitae through a virtual process, at the end of which you will be able to certify whether it is satisfactorily developed.

The target group for this action is composed of the following students

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- ✓ Students in 3rd ESO PMAR (Programme for the Improvement of Learning and Performance) and 4th ESO of Applied Education (Introduction to Vocational Training).
- ✓ Students in the first year of intermediate vocational training (any vocational family).
- ✓ Basic Vocational Training (of any professional family).
- ✓ Lifelong learning

The training pack aims to act on a number of soft skills: self-control, frustration tolerance, creativity and innovation, initiative and decision-making, flexibility and self-organisation.

An important element of this initiative is that the participating schools will have pedagogical autonomy for the educational integration of this experience.

This action has been requested by 110 centres throughout the region of Andalusia.

3.3.2. Action 2: Fostering entrepreneurship in young people: MICRO CHALLENGES (linked to the good practice "Giovani Innovatori in Azienda" of the Puglia PP6 region).

The aim of this initiative is to intensify efforts in education, in particular in compulsory secondary education and vocational training to train young people in the skills required by a digital and changing labour market. Inspired by the good practice "Giovani Innovatori" of partner 6, the proposal for students in primary, secondary and vocational education and training is based on an entrepreneurial challenge linked to social or business challenges.

Interregional learning E-COOL



The approach of this action has taken elements inspired by those of mutual learning developed through the exchange of experiences, in particular:

"Giovani Innovatori in Azienda" of the PP6 region of Puglia. The overall objective of the initiative is to facilitate contact between young innovators and local businesses.

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In relation to the beneficiaries, young professionals with innovative ideas can find matches with the demands of SMEs and SMEs can have better access to bottom-up innovative solutions and invest in promising new businesses.

Apulian companies are invited to illustrate specific innovation needs, while young people are offered the possibility to present innovative ideas. Thus, the initiative supports young people's potential to innovate and creates opportunities for them to present and test their innovative ideas in the framework of a company or business. At the same time, it empowers SMEs by supporting their access to innovative ideas and thus increasing the sustainability and longevity of the Apulian SME system.

Cooperation with the business sector is essential to propose challenges/needs for innovation in order to build a training programme in cooperation with local SMEs in the province of Seville. In this sense, the Chamber of Commerce of Seville will cooperate with the Directorate General for Teacher Training and Educational Innovation to propose the most suitable companies to the profile of the students and put them in contact with the young people in the schools.

This experimental proposal materialises as a result of the participation in the E-COOL project. It is an activity that is being proposed for the first time in the region and which represents an initiative to connect local companies and the educational sphere for the development of entrepreneurial skills.

One of the key elements that define challenge-based learning is interdisciplinary work, which enables students to relate knowledge from different disciplines with a specific objective: to find functional learning that allows them to apply and put into practice not only the knowledge they acquire, but also their competences, especially certain skills such as effort, critical thinking, problem solving, creativity, communication, empathy and collaboration.

Based on the same approach as the good practice of the Puglia region, local companies in the province of Seville will be identified that will be able to raise several challenges linked to business issues (development of new products, marketing and improvement of network presence or ideas for improvements related to sustainability or environment).

Each micro-challenge will be addressed by a school, adapted to the type of learners, through a structured process that ensures alignment of objectives and expectations, in order to ensure that the proposal to be solved is achievable but also that it is adequately addressed and that the participant obtains a valuable result.

Each school will choose a team of 5 students. The challenge will be solved in a free-format infographic that responds to the chosen challenge situation and will be attached to the participation form. The challenge will be posed through an online platform that will allow the gamification of the process, and will have a strong communication component and a system for monitoring the results.

The proposed ideas will be analysed, depending on their degree of innovation and feasibility, and will then be presented to the companies for discussion and implementation or redefinition if necessary.

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3.3.2. Action 3: Open Participation Tables (inspired by the Best Practice of Hanze University Groningen (NL): Expect the Unexpected - Join the Serendipity Table as host.

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The potential for innovation can be increased through the Serendipity Tables or Open Participation Tables. Thus, the philosophy of this initiative is "that many innovative possibilities remain untapped because society and organisations are organised in patterns and structures in such a way that they limit the exploration of new possibilities and do not express their ideas". The aim of the Serendipity Table is to connect groups and individuals from different backgrounds and to stimulate participants to adopt entrepreneurial behaviour.

The Serendipity Tables bring together people from different cultural, social and economic backgrounds who, through a working methodology guided by a host, create connections and innovative ideas in different areas of entrepreneurship.



This action, open participation tables, is inspired by the good practice presented by Hanze University Groningen (NL):⁹¹ Expect the Unexpected - Join the Serendipity Table as host.

This methodology is being piloted at I.E.S. Politécnico Hermenegildo Lanz in Granada, after learning about the good practice of the serendipity tables. in the framework of the Interregional Seminar organised in Groningen in November 2019.. This centre began with a project to create a physical space where students could not only incubate their business ideas or projects, but also have the opportunity to experience the acquisition and development of basic entrepreneurial skills for employability. From there, they recovered an old space in the caretaker's house to turn it into an authentic incubator in co-working format.

This refurbishment has been financed with the school's own resources, a Learning with Business call and an Educational Innovation Project, all within the framework of the "Innacia, Entrepreneurial Culture" Programme.

Through the serendipity table, the soft skills (soft competencies) were worked on in teams made up of students from different training cycles, around 6 members per team. Once the tables had been formed (randomly), the Desing Thinking methodology was followed and the times were measured in a Sprint format, all under two different challenges: Improve your School and Improve your Environment -improve your school and improve your environment-, specifically the Vega de Granada. To guarantee the dynamics, the MIRO platform was used, an

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infinite virtual table that allowed them to develop their innovation project to arrive, by serendipity, at a series of prototypes, applications and innovative ideas.

On the basis of this pilot experience, a new, broader action has been designed: the open collaboration roundtables, which are conceived as spaces for open collaboration between educational centres and associations and entities from the socio-economic environment. The philosophy of these roundtables is to work on soft skills and the involvement of different agents depending on the skills to be worked on.

The open participation roundtables will be governed by a series of principles such as **representativeness**, guaranteeing that all actors involved in the issue are represented at the roundtable, **effective participation**, and that all actors have a space and a voice in the discussion process so that they are heard during the design, development and follow-up of the proposals. In addition, the involvement of the greatest possible number of actors related to the issue to be resolved or debated will be encouraged in order to ensure the vision of multiple perspectives.

4. Actors involved

The action plan will be implemented by the Directorate General for Teacher Training and Educational Innovation at Junta de Andalucía, which is in charge of the set of programmes that promote entrepreneurship in young people, and the creation of better entrepreneurial environments in education (policy owner).

The Directorate General for Teacher Training and Educational Innovation, as the body responsible for education policy in the region, with the support of the Seville Chamber of Commerce, will be responsible for:

- ✓ Carry out the proposed actions
- ✓ Secure funding for the implementation of the new services foreseen in the Action Plan.
- ✓ Monitoring the Action Plan

Schools and teachers will also be actively involved as the main beneficiaries of training activities to develop entrepreneurship skills.

The Chamber of Commerce of Seville will also play a relevant role as a link with the companies that present their challenges in the micro-challenges action and will be the main interlocutor with the Interreg Europe programme to report on the progress and monitoring of the actions during Phase 2 of the E-COOL project.

Private companies will be involved in the design and approach of business challenges that are adapted to the profiles of the educational field.

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5. Calendar

Action 1: ACCREDITATION OF SKILLS

Soft skills:

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- Training period for participating teachers (10-hour online course through the Virtual Classroom for Teacher Training): APRIL 2021.
- Development of the training pack with the students: Months from APRIL to JUNE 2021.

Three Steps + Skills Workshop:

- Training period for participating teachers (10-hour online course through the Virtual Classroom for Teacher Training): From 14 DECEMBER 2020 to 17 JANUARY 2021, foreseeably.
- Workshop: Months from JANUARY to MAY 2021

The results of this initiative will be known between the end of 2021 and 2022.

Action 2: MICRORETOS

This action will be carried out during the school year September 2021-June 2022.

Action 3: OPEN PARTICIPATION TABLES

This action will be carried out during the school year September 2021-June 2022.

6. Indicative costs

The proposed activities will be financed with the Junta de Andalucía's own resources already foreseen in its annual budgets. They do not entail any additional cost over and above what is already foreseen as they will be carried out with the resources of its own educational staff.

7. Sources of funding

The actions foreseen in this document will be financed from the Education budget of the Junta de Andalucía. The 2021 annual budget for education is 11,552,772,129 euros.

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7. Endorsement

Project Acronym	E-COOL
Project Title	Entrepreneurial and Intraentrepreneurial Mindset in Young People through the Dynamization of Competences, Teaching Methodologies and Entrepreneurial Ecosystem
Name of Organization	Dirección General de Formación del Profesorado e Innovación Educativa Consejería de Educación y Deporte de la Junta de Andalucía
Name of Organization (English)	General Directorate of Teachers Training and Educational Innovation of the Regional Ministry of Education and Sport of Junta de Andalucía
Name of Partner Concerned in the Application Form	Official Chamber of Commerce of Seville

We hereby confirm:

That we are informed about the preparation of the above Action Plan

That the topic tackled by this project is in line with our organization's policy

That we have been actively participating in the local stakeholder group and have welcomed the learning opportunities offered during the exchange of Good Practices

That we will consider the opportunities for implementation of action plan through our policy instrument.

Name of Signatory	Manuel Martín González
Position of Signatory	Head of Service of Education Plans and Programmes




E-COOL
Interreg Europe



Entrepreneurial and Intrapreneurial Mindset in Young People through the
Dynamisation of Competences, Teaching Methodologies and Entrepreneurial Ecosystem

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