



GOOD PRACTICES - CASE IDENTIFICATION /1ST LEVEL ANALYSIS

1. Good Practice title:

Student entrepreneur competition

- *sustainability and efficiency of local microfinance programs*
- *social outreach of microfinance and mitigating the negative effects of financial exclusion*
- *microfinance as a local employment tool*
- *social and technological innovation in microfinance*
- *involvement of priority groups (with special regard to gender equality)*
- *promotion of local microfinance funds and entrepreneurship initiatives*
- *OTHER good practices in microfinance provision*

2. Territory of implementation/application (country/region/...)]

Hungary and the neighbouring countries (Hungarian-speaking population)

3. Timeframe:

year of introduction: year of termination: (leave 0000 if ongoing)

4. Brief description of the promoting organization:

Fejér Enterprise Agency: non-profit Local Enterprise Agency. FEA was established in 1991 by 47 founders. The founders include the local government of Székesfehérvár, the General Assembly of Fejér County, several chambers, banks, enterprises and private people.

The mission of FEA is to provide high-level, easily accessible financial, advisory and training services in Hungary to start-ups and existing micro and small enterprises operating in the Transdanubian region in order to improve their skills and abilities which enable them to make their financial situation, social standing and living conditions better.

In order to fulfill its social mission and to realize the goals set by the founders, the Foundation performs concentrated business development activity, which basically focuses on the following main fields:

- Business Development Services



- Training programmes to disseminate entrepreneurial knowledge
- Microcredit programmes to finance enterprises

5. Main objective of the initiative:

The objective is to promote entrepreneurship among students between 14-18 years of age. The participants of the competition get involved in a series of interesting and innovative exercises, e.g. shooting a video about a business idea, simulating a business environment and on-line team games. Thus the competition realizes the “learning by playing” principle, allowing the young students to acquire up-to-date business skills and basic knowledge on entrepreneurship.

6. Brief explanation of the initiative:

The competition is organized and managed through the www.diakvallalkozo.hu website. The contestants apply and upload their portfolio on-line. Part of the final round is run on-line and the judging system is also managed through the website.

7. Target group and measures to involve the target group:

Students of high schools and vocational institutions (secondary education). The competition is anticipated by a campaign in all of the high schools nation-wide: the students receive the call for application on-line, with the conditions of the competition and the prizes.

8. Innovativeness:

The innovative feature of the competition:

- partly managed on-line through the Credinfo system
- interactive and virtual exercises, simulation of a business environment and video of an innovative business idea
- active involvement of the target group
- widely acclaimed and recognized initiative (supported by schools, municipalities, foundations...)

9. Outcomes:

The project is implemented through the Interreg Europe programme co-financed by ERDF.



European Union
European Regional
Development Fund

ATM for SMEs
Interreg Europe



- First competition organized in 2013
- 110 teams submitted their application: in total 60 teachers and 440 students