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The entrepreneurship awareness raising policy among young people

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30 April 2024 | Riga

What's the framework ?



« Entrepreneur' house Hauts-de-France »

Only **one program** for every aspects of our entrepreneurship policy :

- A **clear and understandable** framework for everyone
- A **complete path** from initiation to the entrepreneurial spirit to post-creation support
- A **community** of committed partners

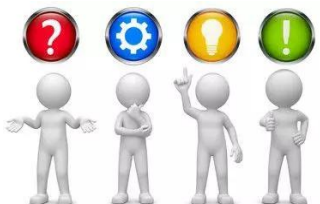


What is it ?



Objectives :

- ▶ To develop an entrepreneurial spirit among pupils and students
- ▶ To develop skills : autonomy and self-affirmation, to take the initiative, responsibility, self-confidence..
- ▶ To clarify their career orientation, to reinforce their employability



With whom ?

*« The entrepreneurship awareness raising policy relies on **a group of partners** who support young people in their entrepreneurial experiences »*



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How ?

**To raise
awareness**

To promote

To support

To experiment



By giving people the chance to experiment entrepreneurship



By promoting entrepreneurial culture and changing perceptions



By helping people to take action and encouraging impacts projects



By experimenting and developing new practices.



How ?

To animate



→ By animating the partners committee (Co.Opé) :

- Seeing the big picture
- Encouraging collaboration between partners
- Structuring actions



How ?



Events

- ➡ By proposing an annual program of events called « **Young & bold** » :
- A **regional label** for all the actions carried out in Hauts-de-France
 - A **stronger partnership** with the academic region and with the support of all the others partners
 - **Opened for all** the entrepreneurship actors and all the students
 - A **collaborative tool** to manage the calendar and to promote sharing



How ?



Events



➔ Objectives :

- To promote young people through a project or an entrepreneurial path and to encourage them to create, innovate and undertake
- To create a new dynamic in a classroom or school
- Partnership approach for all the project
- To encourage meetings between young people, professionals and to promote the key players in entrepreneurship

➔ Expected :

- A large number of local events throughout the year with greater visibility
- Reducing the event's carbon footprint thanks to proximity
- Promoting and sharing events among all the partners



DATA



- ▶ **440 000** pupils (between 11 and 18 years old) and students reached (2016-2023)
- ▶ **100 273** young pupils (under 11 years old), students and teachers reached (school year 2022-23)
- **First French region to create « HUBHOUSE »** on 6 campuses for stimulating entrepreneurial spirit



DATA



A balanced distribution
between men and
women : 44% Women
and 56% Men

	Men	Women	Apprentice	
Pupils between 11 and 15 years old	8 424	8 285	0	
Elected officials, institutional actors	21	4	0	
Teachers	630	823	0	
Entrepreneurs, CEOs, economic actors	248	168	0	
Students	36 168	24 490	686	
Pupils between 15 and 18 years old	9 921	9 703	52	
Pupils under 11 years old	349	301	0	
Total	55 761	43 774	738	100 273

Put into perspective



Pupils under 11 years old

- 625 730 pupils*
- **350** reached
- = 0,06%

Pupils between 11 and 15 years old

- 318 100 pupils*
- **16 709** reached
- = 5%

Pupils between 16 and 18 years old

- 214 068 pupils*
- **19 676** reached
- = 9%

Students

- 233 200 students*
- **61 344** reached
- = 26%

*Academic region data for 2021

Time for questions

A large, bold, teal-colored question mark is positioned to the right of the text "Time for questions". The question mark is stylized with a thick stroke and a solid teal fill.

Thank you!

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The project SEE is implemented in the framework of the Interreg Europe programme and co-financed by the European Union.

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