



European Entrepreneurship Education *Summit*

July 4-5, 2019 | Lille, France

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REPORT

August 2019

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EXECUTIVE SUMMARY

More than 200 participants from across Europe attended the 2nd European Entrepreneurship Education Summit over two days on 4-5 July 2019. Attendees included academics and experts in entrepreneurship education, policy-makers and government officials, educators, business and NGOs representatives. The panel debates and interactive sessions touched upon ways to accelerate Entrepreneurship Education in Europe, the role of business and education cooperating to reduce the skills mismatch and the making of entrepreneurial schools.

Amongst all the issues discussed, panellists highlighted that Europe was on the right path: not so long ago, the word “entrepreneurship” still had a bad reputation and was highly ideological. Instead, politicians, educators, representatives of public investment banks and business stressed on the need to promote what entrepreneurs really are: people who dare to tackle the most pressing issues of our societies and find innovative solutions to solve today’s problems.

The Entrepreneurship Education Summit took place alongside the 30th Company of the Year Competition. This competition is the flagship event of JA Europe, Europe’s largest provider of education programmes for entrepreneurship, work readiness and financial literacy. 40 national winning mini-companies founded by students aged 15 to 18 years presented their work and competed in this European final alongside over 1,400 students from all over France. Participants of the Summit had the opportunity to interact with students and see entrepreneurship education in action at this biggest ever youth event bringing together a total of 1,600 students and several hundred teachers, educators, policy-makers and other entrepreneurship education stakeholders.



Highlights



- The event brought together over **200 participants from more than 40 countries** with participants of all ages from 15 and up.
 - Members of European Parliament, national Ministry representatives, local policy-makers, EU officials, EE-HUB experts and partners, business representatives, teachers, educators and students.
- **Four thematic plenary sessions** gave the participants an array of opportunities to learn new trends in entrepreneurship education, share lessons learned and discuss next steps
- **The Entrepreneurship Education Monitor** was officially launched and is available at www.ee-hub.eu/monitor
- The event actively involved on **social media** 100 people, reaching 221,635 stakeholders with 527,674 impressions (Twitter)

PROGRAMME - Day 1

Entrepreneurship Education summit 2019, Lille Grand Palais

4 July, 13:00-17:00 Student companies' trade fair & pitch presentation

40 national teams compete for the European finale after participating in a year-long JA Company Programme and qualifying at national-level. The JA Company programme annually engages over 350 000 students.

- Meet the student companies in person at their stands
- Learn about the Entrepreneurial Skills Pass (ESP) micro-credential for Company Program students and other initiatives to support further opportunities
- Meet JA Alumni representatives
- Network with peers from policy, business and non-profit sectors

4 July, 17:00-19:00 Opening Session: Accelerating uptake of Entrepreneurship Education in Europe

Join an interactive discussion with teachers, Ministers and business leaders. How can we accelerate the uptake of Entrepreneurship Education in Europe?

Moderator: Caroline Jenner, CEO JA Europe

Welcome remarks from the Regional Council of Hauts-de-France

Speakers:

- Irina Kovacs, State Secretary for National Education, Romania
- Alain Asquin, Ministerial Delegate for Student Entrepreneurship, France
- Marco Settembri, Executive Vice President, Head of Zone Europe, Middle East and North Africa, Nestlé
- Julie Teigland, Managing Partner EMEA, EY
- Arnaldo Abruzzini, CEO EUROCHAMBRES and member of the EE-HUB Advisory Council
- Joan Taló, teacher representative, Spain
- Carmen Lara Johnsson, teacher representative, Sweden

PROGRAMME - Day 2

5 July, 09:00-10:30 Launching the Entrepreneurship Education Monitor: understanding the impact of Entrepreneurship Education on youth and the economy

Moderator: Caroline Jenner, CEO JA Europe
Presentation of the EE Monitor

Speakers:

- Slavica Singer, Professor Emeritus of Entrepreneurship at the J.J. Strossmayer University, Croatia;
- Martina Dlabajová, Member of the European Parliament;
- Jonas Prising, CEO ManpowerGroup;
- Helena Jansson, Senior Vice President, Finance – International, FedEx Express and member of the EE-HUB Advisory Council;
- Dana Haidan, Europe Regional Lead for Social Impact Visa

PROGRAMME - Day 2 (continued)

Entrepreneurship Education summit 2019, Lille Grand Palais

5 July, 11:00-13:00

Business-education cooperation to reduce the skills mismatch (led by Alliance4YOUth and the European Commission DG Employment)

The business sector can provide competences in Entrepreneurship Education that the teachers do not have.

- How can the involvement of the business sector be optimised from the skills acquisition perspective?
- Can the cooperation be institutionalized in order to make it more effective?
- What can be done to make VET more attractive?

- **Panelists:**

- Manuela Geleng, Director for Skills, DG Employment, European Commission
- Kristin Schreiber, Director for COSME Programme, DG GROW, European Commission
- Inge Gorostiaga Luzarraga, TKNika - Basque Centre of Research and Applied Innovation in Vocational Education and Training
- Pierre Deheunynck, Executive Vice President, Head of Group HR, Engie
- Seshni Samuel, EMEIA Executive Member, Area Managing Partner for Talent, EY
- Sandra Bernard, Vice President, HR for EU & IMA, Firmenich
- Jeff Bullwinkel, Associate General Counsel and Director of Corporate, External & Legal Affairs, Microsoft Europe
- Christophe Cornu, CEO Nestlé France
- Belinda Douglas - Senior Director, Futureforce EMEA & LATAM, Salesforce
- Jean-Christophe Sciberras, Head of Group Industrial Relation and Social Innovation, Solvay
- Cynthia Hansen - Head of the Adecco Group Foundation, Adecco

5 July, 14:00-16:00

The making of entrepreneurial schools

The Closing Session of the Summit will discuss the way forward to making schools more entrepreneurial across Europe.

Moderator: Caroline Jenner, CEO JA Europe

Speakers:

- Minna Hämäläinen, University of Lappeenranta
- Shane Spyak, Staff Vice President – JV Integration & Sales, EMEA, Delta Air Lines
- Marie Adeline-Peix, Executive Director Regional Partnerships and Territorial Action Directorate, Bpifrance
- Francisco Alvarez Molino, Valencia region, INTERREG Boost IEER programme expert
- Epp Vodja, teacher representative, Estonia
- Andrei Florea, teacher representative, Romania

Discussion: in conversation with educators from the field. 2



Arnaldo Abruzzini
CEO, EUROCHAMBERS



Jean Arthuis
Former Member of EP



Alain Asquin
Ministerial Delegate for
Student Entrepreneurship



Jeff Bullwinkel
Associate General Counsel/
Director, Microsoft Europe



Arnaud Barbot
Centre de Formation
Alternance Stephenson



Sandra Bernard
VP Human Resources
Firmenich



Christophe Cornu
CEO, Nestlé France



Martina Dlabajova
MEP, European Parliament



Belinda Douglas
Senior Director
EMEA & LATAM, Salesforce



Andrei Florea
Teacher, I.L. Caragiale



Manuela Geleng
Director for Skills, E.C DG EMPL



Minna Hämäläinen
Junior Researcher
Project Managerce



Fadila Hechaichi
Youth Employment Manager
Solvay



Dana Haidan
EU Regional Lead
Visa



Shareena Hatta
Head of Youth Employment
The Adecco Group



Helena Jansson
Senior VP, FedEx Express



Caroline Jenner
CEO, JA Europe



Carmen Johnsson
Teacher representative, Sweden



Irina Kovacs
State Secretary
for Education
Romania



Inge Luzarraga
Collaborator, TKNika



Tanya Mihailova
Deputy Minister for Education
Bulgaria



Francisco Molina
INTERREG Boost
IEER programme expert



Elise Maury
Deputy HR Director
ENGIE



Maarit Nyman
COSME Programme
European Commission



Jonas Prising
Chairman & CEO
ManpowerGroup



Marie Adeline-Peix
Executive Director
Bpifrance



Loes Rutten
Board Member
EU Youth Forum



Seshni Samuel
Executive Member
EY EMEA



Shane Spyak
Staff Vice President
Delta Air Lines



Marco Settembri
Executive VP
Nestlé



Slavica Singer
Prof. Emeritus,J.J.
Strossmayer University



Joan Taló
Teacher representative
Spain



Julie Linn Teigland
Managing Partner
EY EMEA



Epp Vodja
Teacher representative
Estonia

OVERVIEW OF SUMMIT SESSIONS

Day one

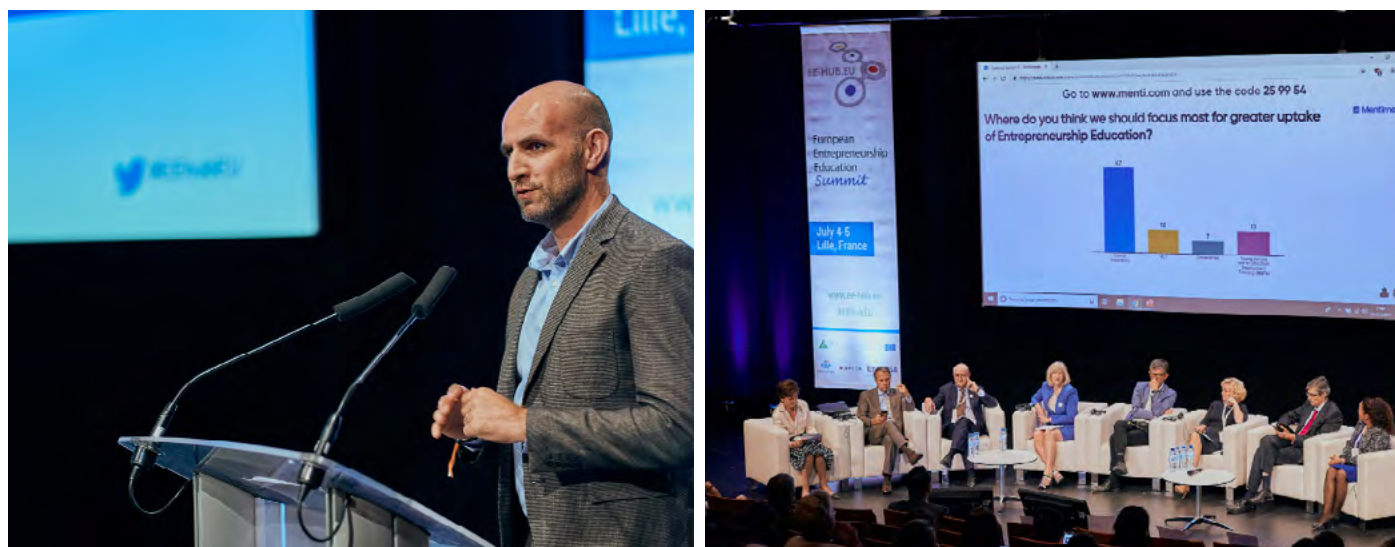
Opening Session – Accelerating uptake of Entrepreneurship Education in Europe

The opening session of the Entrepreneurship Education Summit focused on the need to accelerate the uptake of Entrepreneurship Education in Europe, and ways to achieve this goal. Policy-makers, business representatives and educators shared their perspectives from the national and the European level.

On behalf of the Region Hauts-de-France, **Antoine Macret** welcomed Summit participants to one of the most entrepreneurial regions in Europe. Mr. Macret outlined the strategy of the Hauts-de-France region to support the spread of entrepreneurship education to schools across the territory.

Caroline Jenner from JA Europe moderated an interactive panel-discussion which was overall optimistic about developments in recent years, and where the following key points were raised:

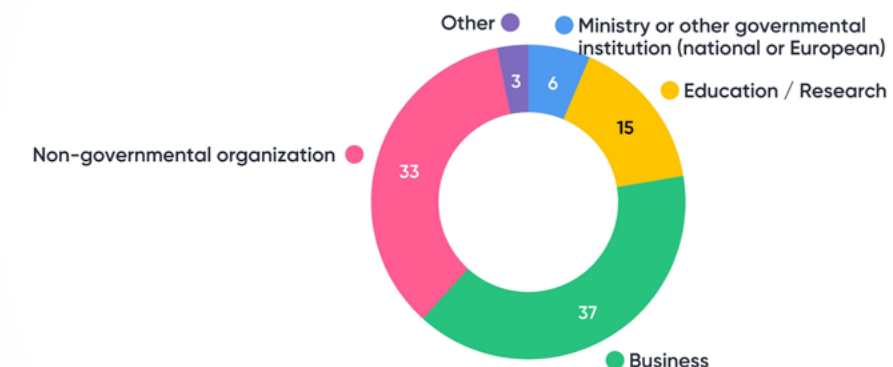
- **Business-representatives** stressed the need for the right skills in the labour market. **Marco Settembri from Nestlé** pointed out that entrepreneurship means having the **right mindset**, which is very much needed in today's companies across the whole value-chain. **Arnaldo Abruzzini from EURO-CHAMBRES** called for a common objective to expand the entrepreneurial mindset throughout our societies.
- From the **policy-makers' perspective**, and referring to the EE-HUB policy recommendations, **Alain Asquin** from French Ministry of Higher Education noted that stakeholders know what needs to be done, but not necessarily how. In France, young generations are changing the notion of entrepreneurship into something positive, and this is a significant development. **Romanian State Secretary Irina Kovacs** stressed the need to disseminate more and that this is one of the success factors behind the recent developments in entrepreneurship education in Romania. Regarding the role of Ministries of Education, they would need to focus more on teachers and in particular on preparing teachers for entrepreneurship education across all subjects.



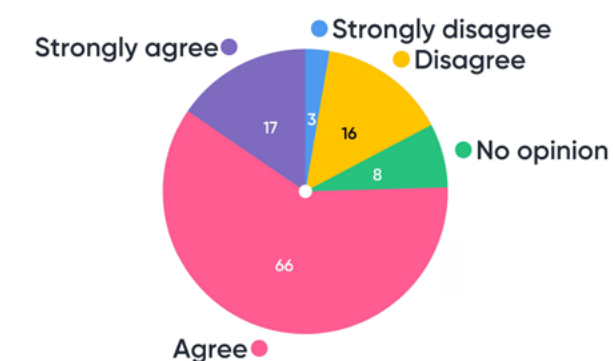
OVERVIEW OF SUMMIT SESSIONS - day one

The session also used the Mentimeter-tool to interact with the Summit audience:

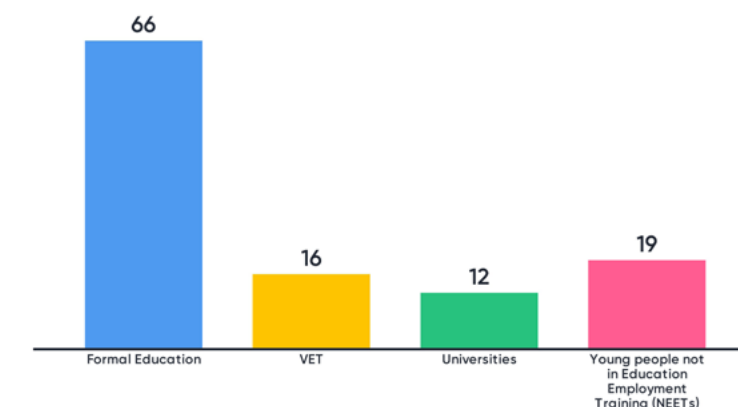
Which sector do you represent:



Over the last 3 years, we have improved regarding the implementation of EE



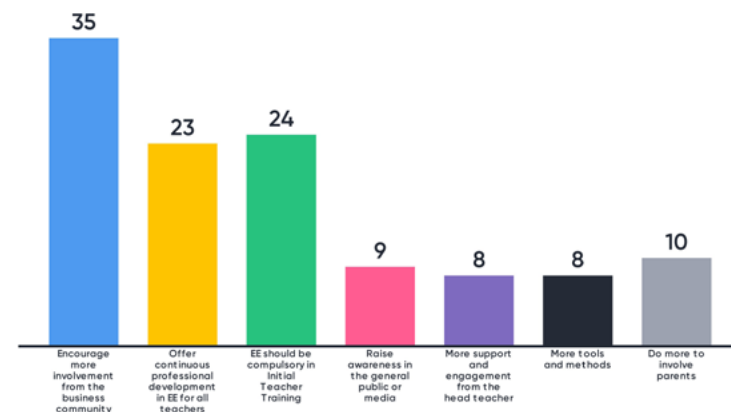
Where do you think we should focus most for greater uptake of Entrepreneurship Education?



OVERVIEW OF SUMMIT SESSIONS - day one

- **Teacher representative Joan Talo from Spain** agreed that teacher training should be one of the focus areas in order to accelerate the uptake of entrepreneurship education in Europe. **Carmen Lara Johnsson, teacher from Sweden**, spoke about the success factors behind the increase in her school from 24% of students to 38% of students having access to entrepreneurship education.
- **Julie Teigland from EY** spoke about the hesitation to let business into the classrooms, and how the objective should instead be about getting students out of the classroom.

What would be the two most effective ways to drive up student participation in EE?



After a final **Mentimeter-moment**, the following concluding remarks were made:

- Panellists agreed on the difficulty of transforming policy recommendations from paper to practice, and the need to continue joint efforts in this field.
- Need to break the historical barrier between schools and businesses.
- Ministries and public authorities shall ensure the right framework, support strong cooperation with other stakeholders and promote cross-country collaboration.
- The challenge is to create the conditions for the new generations. To create prosperity, we need a better society for the young people.
- Focus on initial teacher training is crucial, and there is a need for more events where teachers can work with other teachers to exchange experiences and learn from each other's projects.



OVERVIEW OF SUMMIT SESSIONS - day one



TESTIMONIAL

"I am thankful for the opportunity of contributing with my experience to such an important event but also for all the valuable input I got from other participants. During those two days I had the chance to meet and connect with many people that share a strong commitment and passion for Entrepreneurship Education in Europe as well as share ideas and experiences that we can use to keep working in our different areas to develop EE even more in our countries." (**Carmen Lara Johnsson**, teacher representative from Sweden)



Launching the EE Monitor: Understanding the impact of EE on youth and the economy

Day two

Caroline Jenner, CEO JA Europe officially launched the Entrepreneurship Education Monitor available on www.ee-hub.eu/monitor and which aims to:

- Collect, assess and disseminate information and research on EE;
- Monitor progress at national and European level towards the goal that every young person should have at least one practical entrepreneurial experience before they leave school;
- Identify main trends and reflect on policy recommendations.



Caroline Jenner presented the outline and content of the first Entrepreneurship Education Monitor, a living “co-working” experiment developed by the EE-HUB with contributions from experts, policy makers, educators, business people, researchers and young people. The Entrepreneurship Education Monitor was developed with pro-bono support from EY, through the EY Ripples initiative.

The Entrepreneurship Education Monitor is an important tool for the EE-HUB’s work to support peer-learning, showcase good practice, inspire governments, businesses, teachers, volunteers as well as to increase awareness around recent research and reports.

The 2019 edition of the Monitor includes the following thematic content:

1. A pan-European survey to check the pulse of EE: We surveyed more than 300 stakeholders from business, education, NGOs, academia on the state of play for EE from their perspective. There is clearly optimism: 77% of respondents said they feel their country has progressed on EE in the last 3 years. As we move into a new mandate at the European Commission and the European Parliament, we feel it is even more important to bring stakeholders and these institutions closer together around this topic.
2. **Showcasing the Entrepreneurship Competence Framework (EntreComp)** and examples of how it can be applied, e.g. research in primary school.
3. Recent research and reports stressing **the need for more EE from an employer’s perspective**;
4. **The value of EE analysed by looking at the Global Entrepreneurship Monitor**
5. **Research on the role of leadership** looking at the principal’s role in making schools more entrepreneurial;
6. Specialist perspectives **on cultural entrepreneurship, migrants and entrepreneurship, vocational education and training, assessment.**

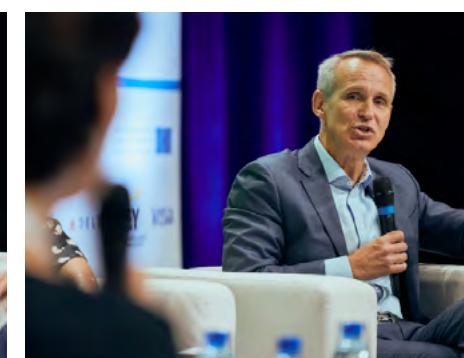
Launching the EE Monitor: Understanding the impact of EE on youth and the economy

You will find videos and interviews, reports on trends, opinions, articles, links to further research, extracts from reports and summaries of academic papers and policy-documents. Stakeholders are invited to check it out and contact the EE-HUB for potential contributions: www.ee-hub.eu/monitor



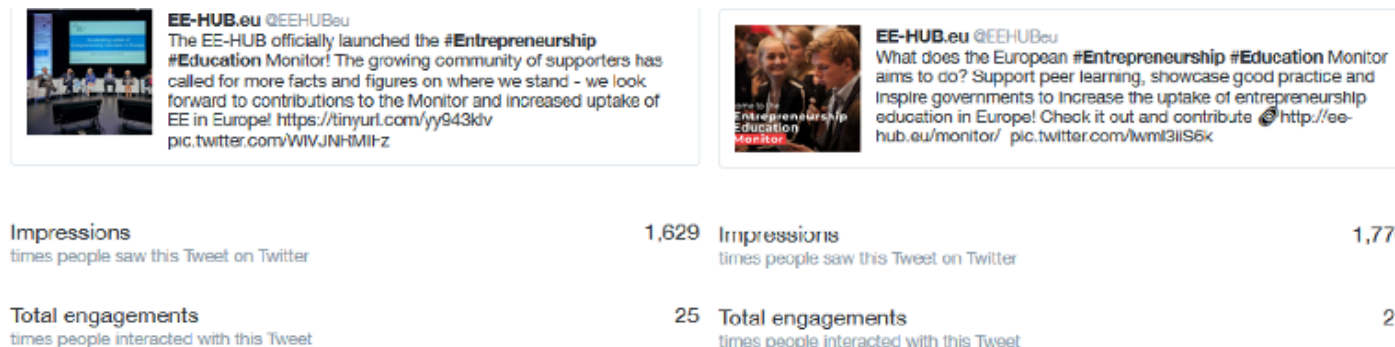
The interactive panel discussion that followed was moderated by **Caroline Jenner, CEO JA Europe** and focussed on analysing the need for monitoring as well as identifying the action needed from different stakeholders to increase the uptake of Entrepreneurship Education.

- **Professor Slavica Singer** spoke about the **Global Entrepreneurship Monitor**, and how such a tool has brought about change in some countries. But she also stressed that the impact has not yet reached the full range of educational systems: **“evidence is here, but the action is not.”**
- **Martina Dlabajová, Member of the European Parliament**, welcomed the Monitor because data is needed to justify policy-making. The European Parliament is already doing a lot in this field, for instance in the areas of skills and especially digital skills, but more work is needed focussing specifically on entrepreneurship education.
- **Jonas Prising, CEO of ManpowerGroup** outlined recent research by his company in the area of skills for the world of work and stressed how critical Entrepreneurship Education will be for the future of work. **Helena Jansson from FedEx** agreed and added that companies today do not find the right skills-set on the market. The critical issue, however, is not to convince the young generations about the importance of entrepreneurship education, but to convince the teachers.



Launching the EE Monitor: Understanding the impact of EE on youth and the economy

- The increasing uncertainty in today's societies has led Visa to focus on helping micro and small businesses thrive and empowering them, according to Dana Haidan. Business involvement makes a huge difference, especially since the education sector does not focus much on the negative side of entrepreneurship. More openness to failure is needed across the societies in Europe.
- In their concluding remarks, panellists called for a skills revolution that should happen in a scalable way. Soft skills that are linked to adaptability and flexibility are increasingly important and we also need to change the way of thinking about Life Long Learning.
- Monitoring can highlight regional differences between countries, help the private sector repurpose, and support evidence-based policy-making.



Business-education cooperation to reduce the skills mismatch (led by Alliance4YOUth and the European Commission DG Employment)

- Two sets of panel discussions involving youth representatives, policy-makers and the business community from the Alliance4YOUth initiative.
- Involvement of 8 global companies and two Directorates of the European Commission
- Four Mega trends affecting the future of work from Loes Rutten, Board Member of the European Youth Forum
- Closing remarks by former MEP Jean Arthuis

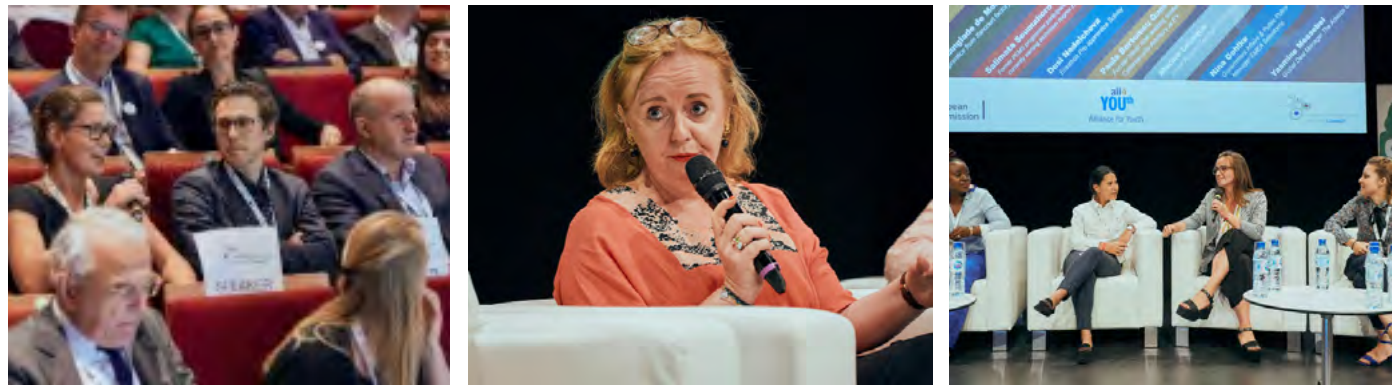


- Youth representatives were asked the question: Which word comes to mind when thinking of your future working life? Here's what they answered:
 - Versatile missions
 - Transformation of the world of work
 - "Multicultural environmentalist"
 - Continuous development and growth
- Tech sector has an opportunity but also a responsibility to prepare young people for the jobs of tomorrow
- Example of "AI in school" programme in France, which is bringing AI skills to people who may be unemployed (bringing new skills to people).



- Business must see employees as people who have goals and to create the right conditions for them to achieve those goals

Launching the EE Monitor: Understanding the impact of EE on youth and the economy

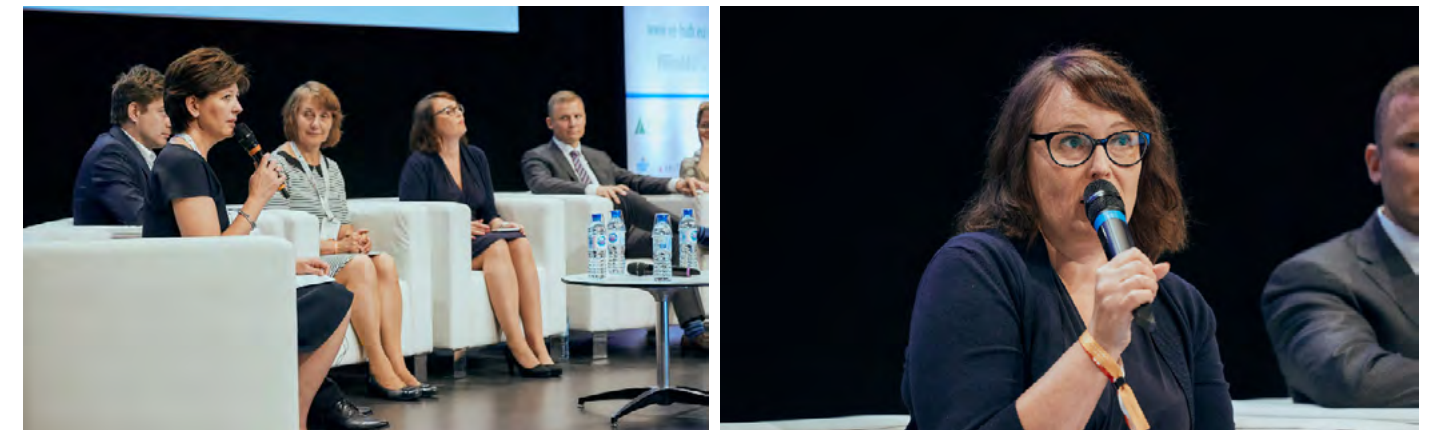


Closing Session – The making of entrepreneurial schools

- Schools are at the heart of any effort in increasing entrepreneurial learning for students.
- A video message from Dr. Andreas Schleicher (OECD), opened the session with a message on the future of schools: <https://www.youtube.com/watch?v=bDg4ysBemll&feature=youtu.be>
- Recent research from University of Lappeenranta was presented by Minna Hämäläinen, focussing on the head teachers' role in implementing entrepreneurship education.

Minna Hämäläinen from University of Lappeenranta (Finland) highlighted the following regarding the principal's role in schools:

- The implementation of entrepreneurship education is very much affected by how it is supported through resources, time, expert assistance, cooperation with external stakeholders and so on.
- Principals as school managers play an important role as educational leaders and gatekeepers, providing resources, creating connections, and providing examples of expected behaviour.
- Entrepreneurship education benefits from long-term and multi-disciplinary processes. These processes need a strong involvement of management.
- School management can, by its actions, influence whether EE is implemented in school intentionally or "accidentally".



For schools, the implications are wide-ranging:

- The management of entrepreneurship education in schools seems not to be person-dependent, but rather knowledge-dependent.
- Schools' entrepreneurship practices are affected by the principals' entrepreneurship education development work.
- Enterprise-related training afforded to teachers and principals, seems to be a very effective way when promoting the networking with external stakeholders.
- Entrepreneurship education in schools seems not very well to be included in school strategies or annual plans, neither systematically planned or measured.
- Principals need more support for managing entrepreneurship education in schools.
- Entrepreneurship education should be more systematically included in schools' annual plans.
- Training for principals, tools for planning entrepreneurship education and assessing the results.

Closing Session – The making of entrepreneurial schools

- Representing Valencia Region as well as INTERREG Boost IEER programme, Francisco Alvarez Molino outlined the status at local level where initiatives are often not coordinated by associations or universities. Aolaprende is an initiative regrouping 5 public universities and is involved in sharing INTERREG best practice. He stressed that cooperation with the society as a whole is essential in order to achieve more entrepreneurship education at all levels.
- Speaking from the perspective of a financial institution, Marie Adeline-Peix from Bpifrance called for the possibility for a higher number of students to have access to entrepreneurial learning. It is all about opening up schools to the rest of the world, and entrepreneurship education plays a key role in this process. A company that is created with accompanying structures will always be more successful than a stand-alone initiative.



- Panellists agreed that the making of entrepreneurial schools starts with teachers. Teachers need to be more entrepreneurial and collaborate with the world of work.
- **Shane Spyak from Delta Air Lines** was vocal about the company's engagement to support young generations and explained the high return on investment that it brings to the company. Engaging in Entrepreneurship Education is an opportunity for employees to engage in something new, learn and develop, as they become business volunteers. At Delta Air Lines, there is evidence that Entrepreneurship Education boosts the self-confidence of the employees who engage in mentoring activities in schools.
- **Teacher representatives Epp Vodja from Estonia and Andrei Florea from Romania** contributed to the discussions with their hands-on experiences from the classroom.



Closing Session – The making of entrepreneurial schools



COMMUNICATION ACTIVITIES

Pre-event communications focused on announcing the agenda and the speaker line up, both through the event website and the EE-HUB Twitter handle.








The majority of the communications activity took place during the event with a high number of active followers and commentators.

Below is an overview of the key facts and figures, as well as the top tweets:







- Live stream of 5 July 11am session reached 45,000 views.



COMMUNICATION ACTIVITIES

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	EE-HUB.eu @EEHUBeu · Jul 5			6,250	53	0.8%
	What if the #solution was right in front of us? The 2nd European #Entrepreneurship #Education Summit continues today with great speakers #ALLiance4YOUth @NestleEU @Visa @Delta @JonasPrising @ManpowerGroup @Mdlabajova @FedEx @madelinepeix @Bpifrance @JeanArthuis #EEhubEU #COYC19 pic.twitter.com/RqMF6NevTN					
	EE-HUB.eu @EEHUBeu · Jul 5			1,095	15	1.4%
	"Business cannot stay out of the conversation" says Dana Haidan, Europe Regional Lead for Social Impact @Visa . pic.twitter.com/tkbFSmGydq					
	EE-HUB.eu @EEHUBeu · Jul 5			4,382	44	1.0%
	Policymakers need evidence to form opinions and legislate: the #EEhubEU #entrepreneurship #education provides the evidence we need to increase uptake says @Mdlabajova from @Europarl_EN pic.twitter.com/rJ799OwjNY					
	EE-HUB.eu @EEHUBeu · Jul 5			1,268	17	1.3%
	"We don't need job protection, we need a skill revolution" says @JonasPrising , CEO of @ManpowerGroup about the #FutureOfWork #EEhubEU #COYC19					
	EE-HUB.eu @EEHUBeu · Jul 5			2,550	36	1.4%
	"As a business, we struggle to find the right #skills . Instead we look for personality and features like #EEhubEU and #creativity and then teach these skills" says Helena Jansson, SVP Finance at International @FedEx #entrepreneurship #education #EEhubEU pic.twitter.com/4bt4QMTcx0					
	EE-HUB.eu @EEHUBeu · Jul 5			1,502	40	2.7%
	"Let's not confuse ideology and trends" says @JonasPrising , CEO of @ManpowerGroup , taking the example of automation which creates more jobs than destroying! Europe needs to embrace these changes and #entrepreneurship #education is part of the solution #EEhubEU pic.twitter.com/wliPHKg5b8					
	EE-HUB.eu @EEHUBeu · Jul 5			295	2	0.7%
	"Apprenticeship is a win-win relation. We learn from apprentices and they learn from the business" says @NestleFr CEO Christophe Cornu at the European #entrepreneurship #education summit #EEeuHUB pic.twitter.com/63sEkw5Ss					

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	"Business cannot stay out of the conversation" says Dana Haidan, Europe Regional Lead for Social Impact @Visa . pic.twitter.com/tkbFSmGydq					
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	"As a business, we struggle to find the right #skills . Instead we look for personality and features like #EEhubEU and #creativity and then teach these skills" says Helena Jansson, SVP Finance at International @FedEx #entrepreneurship #education #EEhubEU pic.twitter.com/4bt4QMTcx0					
	EE-HUB.eu @EEHUBeu · Jul 5			1,502	40	2.7%
	"Let's not confuse ideology and trends" says @JonasPrising , CEO of @ManpowerGroup , taking the example of automation which creates more jobs than destroying! Europe needs to embrace these changes and #entrepreneurship #education is part of the solution #EEhubEU pic.twitter.com/wliPHKg5b8					

An announcement was published after the event on the EE-HUB website: <http://www.ee-hub.eu/consortium-media/news/733-launch-of-the-first-european-entrepreneurship-education-monitor.html>

SUMMIT VISUALS

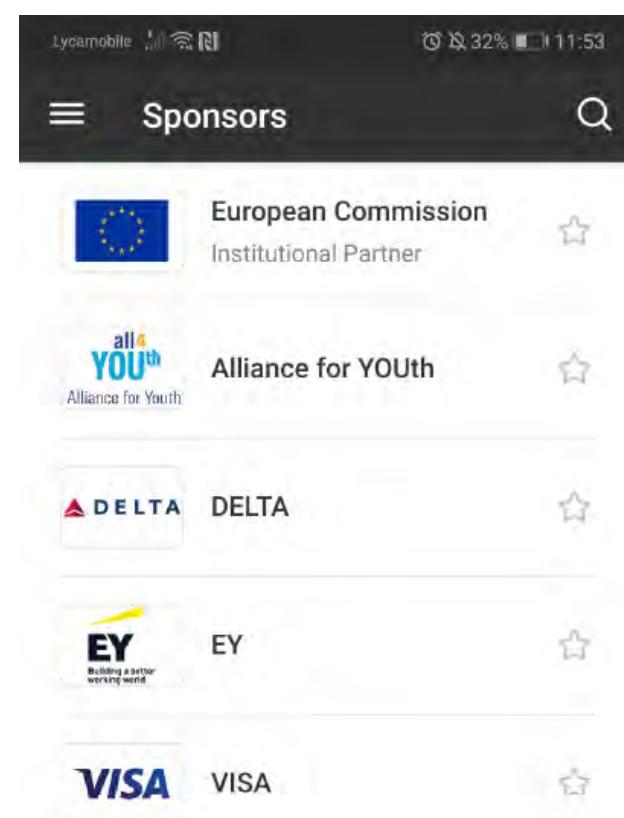
Inside auditorium in Lille Grand Palais where Summit sessions took place:



Outside Lille Grand Palais to welcome participants:



Summit App



The JA Europe event app featured a dedicated section for the Summit where participants could find the programme, profiles of the speakers and interact with other participants and speakers.

ORGANISERS



An initiative of



Led by JA Europe and endorsed by the European Commission, the EE-HUB is a specialised international network bringing together European and national governments, businesses, NGOs, researchers and educators to collaborate and share knowledge. It is a unique source of expertise, experience and research, with the mission to increase the quantity, quality and impact of entrepreneurship education in Europe. Together with JA Europe, the EE-HUB advocates that every young person should have at least one practical entrepreneurial experience before they leave school.