

Strategic objectives for the Foundation for Entrepreneurship: 2015-2020

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Executive Summary

This document describes the strategic objectives for the Foundation for Entrepreneurship for the period 2015-2020.

The text gives a presentation of the Foundation's work since 2010, analyses the effects of this work at the different education levels, and points out the strategically important focus areas up until 2020.

Since the Foundation's establishment in 2010, the spreading of entrepreneurship education on all educational levels has been the main indicator of the Foundation's success. And the Foundation's efforts have been effective; from 2010 until today (2014) the Foundation has succeeded in doubling the number of young people who meet entrepreneurship during their school days and further education.

In the coming years, the spreading of entrepreneurship education will remain an important focus area. Alongside this work, the Foundation will moreover focus on the quality of entrepreneurship education and on catalysing activities.

The Foundation's research and experience clearly indicate that an increased focus on quality in entrepreneurship education will increase the impact of this kind of education. The efforts to enhance the quality of entrepreneurship education encompass the development of teacher competences, pedagogical tools, effect measurements and evaluation forms and tests. Among others, we are working on an overall education model, which will be the basis for strengthening the quality of entrepreneurship education.

The three education levels have reached different stages when it comes to spreading, and enhancing the quality of, entrepreneurship education. The levels are therefore faced with different challenges in the years to come. But there are also challenges which cut across the three education levels. To meet such challenges, the Foundation will focus its efforts on, among others, establishing a qualifying continuing and further education for teachers and educators, on building new knowledge and tools for feedback, on evaluation and testing as well as on continually developing the research and analysis activity in order to increase the quality of education and to measure the impact of this education.

In order to ensure a concrete impact in the short term, it is moreover important to focus on catalysing activities – that is, activities which take place after the students finish their education and before they start up a business or are employed. Already the Foundation's Mikrolegatordning (Micro Grant scheme) has been a success. This scheme offers economic support to students who want to start up their own business. The Foundation would like to continue and expand on this work, but this will require further financing.

To sum up, in the coming years the Foundation's success will be measured based on these three core activities:

1. Spreading entrepreneurship education: The goal is for pupils and students to meet entrepreneurship at least once at every education level. That is, at least once during:
 - First years, intermediate level and final years of primary school
 - Upper secondary education
 - Higher and further education
2. Quality: The goal is to enhance the quality of entrepreneurship education. The Foundation will assess this by measuring the number of teachers who have been certified through a continuing or further education and training within entrepreneurship teaching.
3. Catalysing activities: The goal is to increase the knowledge about and create more catalysing activities. A possible and measurable indicator for this is to look at the number of students who start up their own business during, and shortly after finishing, their education.

It remains the overall objective of the Foundation's work to create qualifying initiatives that result in a higher number of entrepreneurs and innovative employees. And along with this: a higher number of jobs and more growth.