

Promotion of entrepreneurship at schools

Sense of initiative and entrepreneurship are among the eight key competences for lifelong learning which are listed in an EU recommendation from 2006. In Austria, self-employment is definitely an attractive option for many. Nevertheless, entrepreneurship does not have the status it should actually have. To change this and, at an early stage, to awaken the interest and desire, in particular among young people, to take the step to self-employment, the Ministry of Economy and the “Women in the Economy” initiative of the Austrian Federal Economic Chamber with support of the Ministry of Education launched the Austria-wide project “Female entrepreneurs visit schools” in September 2017.

As part of this project, successful female entrepreneurs visit schools as ambassadors for entrepreneurship to enthuse young people for an entrepreneurial career. They tell them, based on their own example, which opportunities entrepreneurship opens up and everything that can be achieved with entrepreneurial spirit. With this, they also want to encourage female learners in particular to take up an entrepreneurial career. Digitisation, especially, offers many possibilities for innovative business ideas. “Female entrepreneurs visit schools” aims to show young people how exciting and interesting self-employment can be.

On a central [website](#), interested teachers at all school types of secondary level can indicate their wish to invite a female entrepreneur as a role model to their class. The schools have to pay no costs for this. On this website, female entrepreneurs can also express their interest in taking part in this project. They are supported in their work with a guideline comprising ideas and suggestions (such as presentation templates) for the classroom. In addition, teachers are provided with exercises and short videos on the topic of “entrepreneurship”. The offer is rounded off with the web app “Do you have entrepreneurial spirit?”, a tool for self-appraisal which confronts pupils with different situations from the everyday life of female entrepreneurs, to find out if they have entrepreneurial spirit.

More information:

Unternehmerin macht Schule (Female entrepreneurs visit schools):

<https://www.wko.at/Content.Node/kampagnen/unternehmerinmachtschule/start.html>

Leitfaden für Unternehmerinnen (Guideline for female entrepreneurs):

https://www.wko.at/Content.Node/kampagnen/unternehmerinmachtschule/Guideline_UMS.pdf

Recommendation 2006/962/EC on key competences for lifelong learning:

<http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=LEGISSUM:c11090&from=DE>