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**SEE**

# **Sustainable Entrepreneurship Education (SEE)**

**“INCREASING AWARENESS OF  
ENTREPRENEURSHIP EDUCATION  
AMONG TEACHERS, SCHOOLS,  
AND OTHER STAKEHOLDERS”**

2nd collaborative document October 2024- March 2025



**SMART**

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## 1. INTRODUCTION

In today's rapidly evolving world, fostering entrepreneurship education among young people has become a critical priority. With global challenges such as climate change, economic inequalities, and shifting job markets, empowering youth with entrepreneurial skills is more urgent than ever. The Sustainable Entrepreneurship Education (SEE) project addresses these challenges by equipping individuals aged 15 to 20 with the tools, competencies, and mindset needed to thrive in the modern economy while contributing to a more sustainable and equitable society.



Entrepreneurship education is more than teaching young people how to start businesses; it is about cultivating a mindset that values creativity, innovation, proactivity, and opportunity recognition. These competencies enable individuals to take initiative in economic settings and equip them to solve complex societal and environmental problems with sustainable solutions. Developing this entrepreneurial mindset early prepares young people to tackle future challenges, adapt to rapid technological changes, and act as agents of change in their communities.

(Fig. 1)

However, implementing sustainable entrepreneurship education comes with significant challenges. Teachers and schools often struggle with time and resource constraints, making it difficult to incorporate entrepreneurial activities into curricula. Concerns about the commercialization of education and difficulties in measuring program effectiveness further complicate implementation. Teachers may lack the training, tools, or confidence to deliver entrepreneurial education effectively, while schools struggle to foster meaningful partnerships with external stakeholders.

This is where collaboration with key stakeholders becomes essential. Sustainable entrepreneurship education cannot thrive in isolation; it requires the active involvement of teachers, schools, policymakers, businesses, and communities. Teachers play a pivotal role in inspiring and guiding students, but they need adequate support to facilitate entrepreneurial learning. Schools must foster creativity, experimentation, and real-world opportunities, while policymakers can provide supportive frameworks and resources to make entrepreneurship education accessible.

At the same time, businesses and other stakeholders bring real-world perspectives and resources. Acting as mentors and role models, they bridge the gap between classroom learning and practical application, enabling students to develop innovative and sustainable solutions.

The SEE project underscores the importance of multi-stakeholder engagement in driving systemic change. By fostering partnerships among educators, industry, and policymakers, the project aims to create a holistic ecosystem for sustainable entrepreneurship education. Raising awareness among teachers, schools, and stakeholders is a critical prerequisite for ensuring the long-term success and impact of such programs. Without broad-based understanding and support, even the most innovative approaches may fail to achieve their transformative potential.



To address these issues and drive progress, the SEE project organized its second interregional policy learning event, hosted by Rottal-Inn on November 18-19. This milestone event brought together partners, educators, policymakers and other stakeholders from across Europe. It provided a platform for dialogue, strategy development, and learning, allowing participants to share experiences, explore solutions, and deepen their understanding of the challenges and opportunities involved in raising awareness for entrepreneurship education.

### The event featured several components:

- Good Practice presentations from each project partner, showcasing successful initiatives and strategies for implementing entrepreneurship education.
- A World Café-style workshop, where participants collaborated on six key themes: Teachers, Companies, Political Bodies, School Staff, Students, and Teacher Training Organizations. At the beginning of the workshop, participants identified various stakeholders relevant to entrepreneurship education and collectively agreed on these six groups as the most impactful for the overarching theme, „Increasing awareness of entrepreneurship education among teachers, schools, and other stakeholders.“ This process highlighted the interconnected roles of these stakeholders in advancing entrepreneurship education and ensured a targeted exploration of challenges and solutions.
- Study visits to exemplary institutions, including the Unternehmergegymnasium Bayern and the Hans Lindner Foundation’s “Ideen machen Schule” program.

These activities underscored the importance of collaboration, innovation, and practical implementation in raising awareness of entrepreneurship education. By linking theory with real-world examples and fostering dialogue among stakeholders, the event highlighted the indispensable role of teachers, schools, and external partners in ensuring that entrepreneurship education becomes an integral part of educational systems.

Through initiatives like SEE, the focus remains on empowering youth to pursue entrepreneurial careers and use entrepreneurship as a tool for driving innovation, sustainability, and societal progress. Achieving this requires building awareness and collaborative ecosystems where teachers, schools, policymakers, and businesses work together to inspire and equip the next generation of proactive, creative, and responsible leaders.



## 2. GOOD PRACTICES SHARED BY PARTNERS

A core aspect of the SEE project is identifying, analysing, and disseminating Good Practices that successfully promote entrepreneurship education. By sharing concrete examples from different regions, partners aim to inspire and support teachers, schools, and policymakers in overcoming shared challenges. The presented initiatives highlight diverse approaches—including teacher training, student engagement, and business collaboration—demonstrating how entrepreneurship education can be implemented effectively across contexts.

This section summarizes the Good Practices shared during the second interregional event, emphasizing the innovative solutions and strategies adopted by each partner region. These practices serve as valuable models for fostering entrepreneurial mindsets and sustainable development among young people.

### Riga, Latvia: Career Education Support Centers of Riga General Education Institutions (CESC)

Riga's Career Education Support Centers (CESC) showcase a structured and scalable model for supporting teachers and promoting entrepreneurship education. The centers coordinate a network of career counsellors across schools, offering monthly training sessions, workshops, and teaching resources. Teachers benefit from interdisciplinary tools that encourage entrepreneurial thinking in the classroom.

Collaboration with Junior Achievement Latvia strengthens the program by involving students in entrepreneurial activities such as trade fairs and competitions. The CESC model demonstrates how centralized support systems can effectively empower teachers and ensure consistent entrepreneurship education delivery.

### Hauts-de-France, France: DISPOSITIF IDEE

The DISPOSITIF IDEE initiative connects regional educational authorities with local businesses to develop entrepreneurial programs aligned with the economic needs of Hauts-de-France. By fostering partnerships between educators and partner companies, the program equips students with real-world skills while aligning education with regional priorities.

Through hands-on projects, students gain practical insights into entrepreneurship, while teachers receive support to integrate innovative teaching methods. This model highlights the value of bridging education and the job market.

### Harghita County, Romania: Money Magician Competition

Harghita County's Money Magician Competition is a dynamic financial and business challenge for Hungarian-speaking high school students in Transylvania. Teams compete in a three-stage contest: an online challenge, regional finals, and a super final. Students solve business case studies and present their solutions, fostering teamwork, problem-solving, and entrepreneurial thinking.

The competition engages teachers as mentors, ensuring that theoretical knowledge is applied practically. Over 400 students participated in its latest edition, underscoring the program's scalability and ability to engage youth effectively in entrepreneurship education.

### Gent, Belgium: Entrepreneurial Coaching for Teachers (Vlajo)

In Belgium, the Vlajo Entrepreneurial Coaching Program empowers teachers as facilitators of entrepreneurial learning. Through annual workshops and webinars, teachers are introduced to innovative didactic methods and provided with toolkits to create interactive classroom environments.

By shifting teachers' roles from traditional instructors to coaches, Vlajo promotes student-centered learning that enhances critical thinking, creativity, and real-world problem-solving. Research results show measurable improvements in student engagement and entrepreneurial skills.



## Lazio, Italy: B Corp School

The B Corp School program, developed by InVento Lab, equips high school students with practical skills in sustainability, ethics, and entrepreneurship. Through experiential learning, students engage in real-world challenges such as designing social impact projects and running sustainable business simulations. The program emphasizes collaboration between schools, teachers, and local businesses to foster critical thinking, teamwork, and leadership.

A structured roadmap ensures successful implementation, starting with school engagement and culminating in a final competition where students present their projects. Continuous feedback loops and training for teachers enhance the program's impact, preparing students for roles in sustainability and social entrepreneurship.

## Westpomeranian Region, Poland: Industry Business Simulations

Westpomerania's Industry Business Simulations initiative provides practical tools for secondary school teachers and students to explore entrepreneurship. Through simulated business activities, students make decisions on investments, staffing, and pricing, experiencing the challenges of running a business.

Teachers receive comprehensive training and certification, supported by technical resources and promotional tools. Since 2021, over 2,000 students have participated, demonstrating the initiative's success in bridging theoretical and practical learning.

## 3. WORKSHOP INSIGHTS

The World Café workshop was a core component of the interregional event, fostering collaboration and dialogue among partners and stakeholders. Organized around six thematic tables—Teachers, Companies, Political Bodies, School Staff, Students, and Teacher Training Organizations—the workshop created a dynamic space for exchanging ideas and identifying actionable solutions. These themes were specifically chosen because they represent the most relevant stakeholders in fostering entrepreneurship education, as identified by participants at the workshop's outset. Other stakeholder groups the participants identified but didn't discuss in detail were: media, (non-profit) organisations, parents, alumni and fellows.

Participants rotated through multiple discussion rounds, building on insights and perspectives gathered from earlier exchanges. This collaborative approach enabled a comprehensive exploration of challenges and opportunities for raising awareness of entrepreneurship education.



(Fig. 2)

## Teachers: Empowering Educators to Drive Change

Teachers emerged as key drivers of entrepreneurship education but face barriers such as limited training, resources, and time. Proposed strategies to address these challenges include:

- Developing tailored training programs to equip teachers with entrepreneurial methodologies and innovative tools.
- Creating digital toolkits, lesson plans, and ready-to-use resources to simplify implementation.
- Establishing peer networks to facilitate collaboration, idea sharing, and mutual support.

By empowering teachers with resources, training, and collaborative opportunities, schools can enhance the delivery and sustainability of entrepreneurship education.

## Companies: Strengthening Partnerships between Schools and Businesses

Companies play a crucial role in bridging education with real-world entrepreneurial experiences. Key recommendations include:

- Facilitating mentoring programs, internships, and hands-on projects that connect students with industry professionals.
- Supporting schools through expertise-sharing, sponsorship, and business plan competitions.
- Hosting networking events and business open days to foster meaningful engagement.

Collaboration between businesses and schools ensures that students gain practical entrepreneurial skills while companies benefit from nurturing a future-ready workforce.

## Political Bodies: Enabling Change through Policy and Support

Policymakers hold the responsibility of creating frameworks that prioritize entrepreneurship education. Key strategies include:

- Embedding entrepreneurship education into regional and national curricula.
- Allocating funding and incentives to support teacher training and entrepreneurial activities.
- Implementing monitoring systems to assess the impact and effectiveness of policies.

Political leadership ensures long-term, systemic support for entrepreneurship education.

## School Staff: Building Capacity and Reducing Administrative Barriers

Administrative challenges often hinder schools' ability to focus on entrepreneurship education. Recommendations include:

- Reducing administrative burdens to allow leadership teams to focus on strategic planning.
- Strengthening internal communication to align school staff with entrepreneurial goals.
- Promoting leadership programs that empower staff to advocate for innovation.



## Students: Promoting Hands-On, Experiential Learning

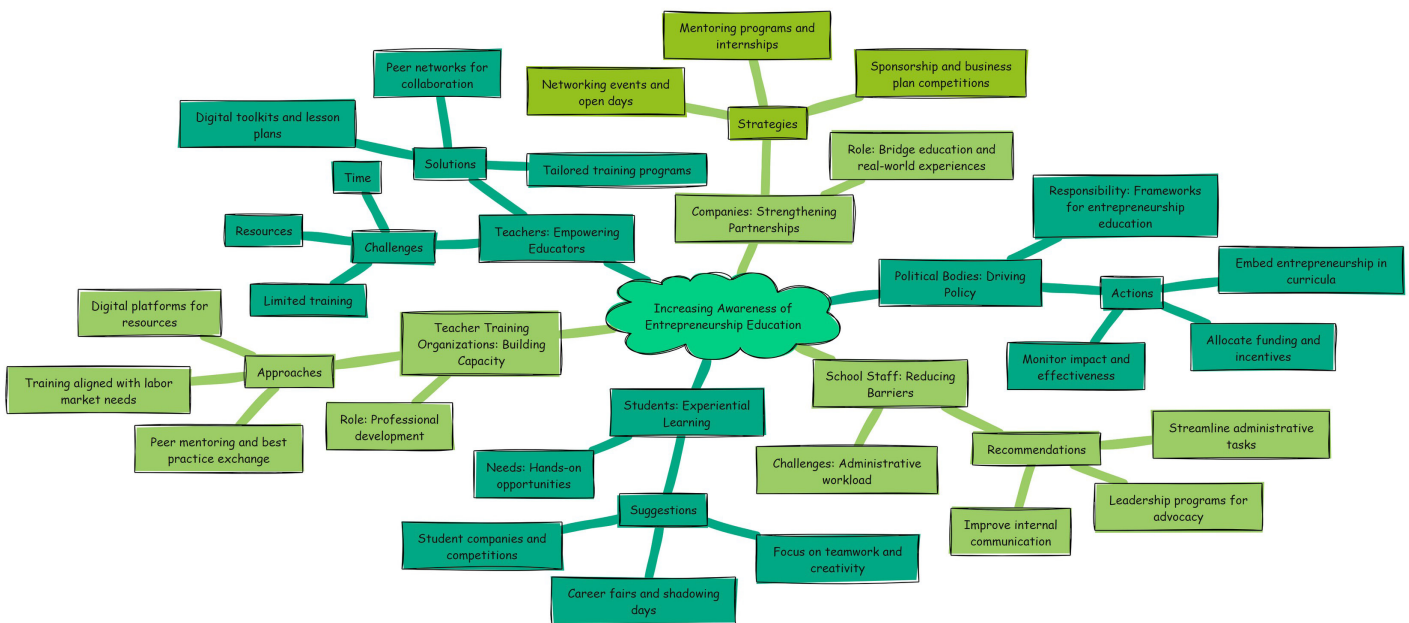
Students need practical, engaging opportunities to develop entrepreneurial mindsets. Proposed solutions include:

- Introducing student companies, business competitions, and project-based initiatives.
- Offering career fairs, shadowing days, and real-world challenges to inspire participation.
- Emphasizing soft skills such as teamwork, resilience, and creativity.

## Teacher Training Organizations: Sustaining Professional Development

Teacher training organizations play a vital role in building educator capacity. Recommendations include:

- Offering ongoing training programs that align with evolving labour market needs.
- Leveraging digital platforms to deliver flexible and accessible training resources.
- Establishing networks for peer mentoring and best practice exchange.



(Fig. 3)



## 4. STUDY VISITS

The event also included study visits to institutions demonstrating best practices in entrepreneurial education:



(Fig. 4)

- Unternehmerymnasium Bayern integrates entrepreneurship education into high school curricula, enabling students to develop business projects with professional mentoring.



(Fig. 5)

- Hans Lindner Foundation displayed its “Ideen machen Schule” program, a business plan competition fostering creativity and entrepreneurial thinking among students

## 5. CONCLUSION AND RECOMMENDATIONS

The SEE project’s second interregional policy learning event highlighted the collective effort needed to embed entrepreneurship education into schools and communities. Through multi-stakeholder collaboration, practical implementation, and policy support, the event reinforced the importance of empowering teachers, inspiring students, and building strong partnerships with businesses and policymakers.

The recommendations derived from the event are designed to address both immediate challenges and long-term needs, ensuring sustainable and impactful entrepreneurship education practices. These recommendations are interconnected, reflecting insights gathered from Good Practices, World Café discussions, and study visits:

### Key Recommendations for Implementation:

- Empower teachers by providing tailored training programs, equipping them with digital tools, and fostering peer mentoring networks to support continuous professional growth.
- Foster partnerships between schools and businesses to integrate real-world experiences into education. This includes mentorship programs, collaborative projects, and shared resources that align educational goals with labour market needs.
- Prioritize experiential learning for students, such as hands-on entrepreneurial projects, business competitions, and internships that build both hard and soft skills necessary for future success.
- Strengthen policy frameworks to embed entrepreneurship education systematically within curricula. Policymakers should establish long-term funding mechanisms, create evaluation systems, and ensure alignment with broader societal goals such as the UN SDGs.



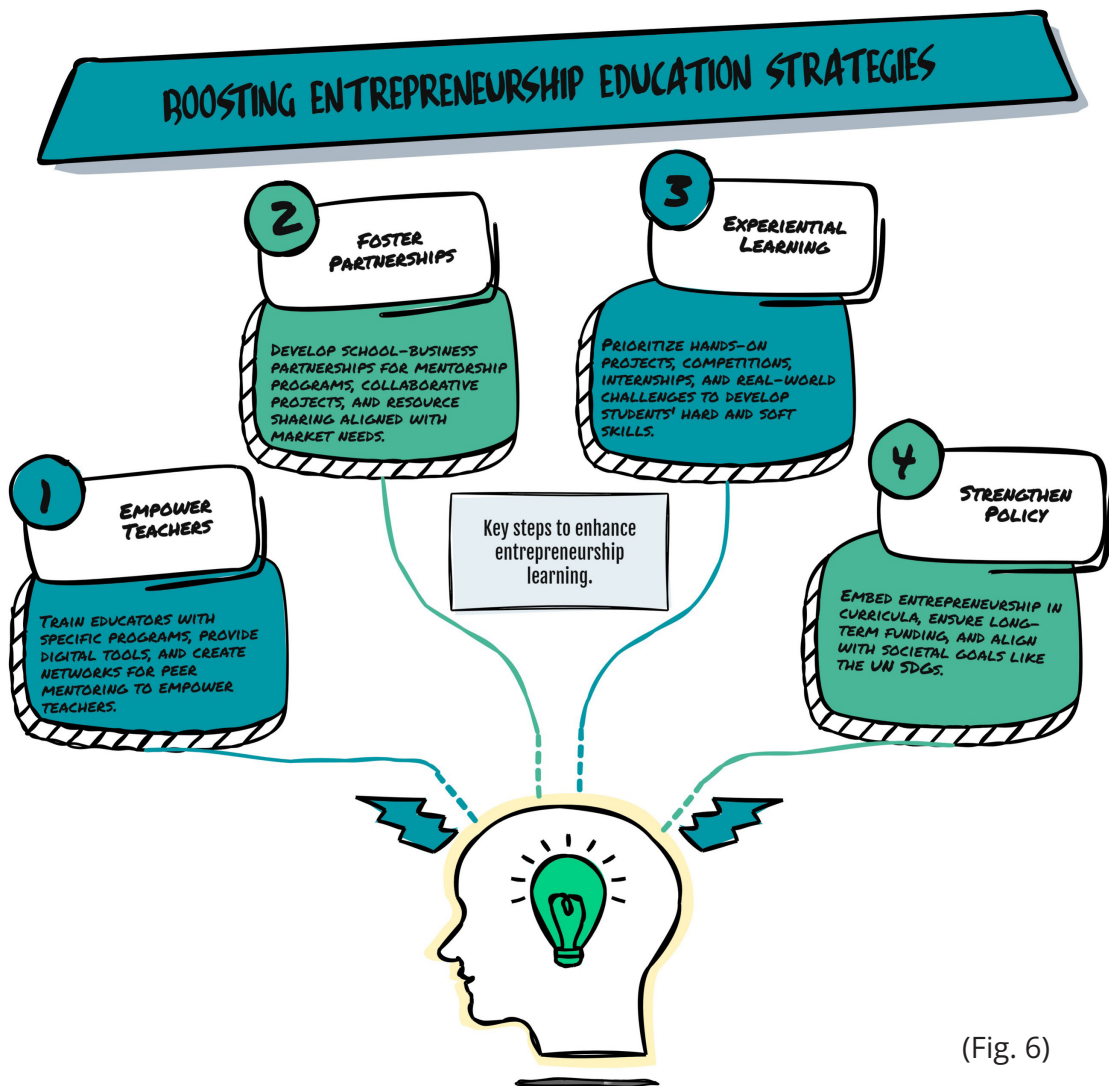
## Recurring Themes and Insights

The SEE project revealed recurring themes across its activities, underscoring the interconnectedness of the challenges and opportunities. For instance, both Good Practices and World Café discussions emphasized the need for teacher empowerment, practical resources, and cross-sector collaboration. Moreover, study visits reinforced the importance of experiential learning and stakeholder engagement in creating impactful educational environments.

Addressing these themes holistically requires cooperation among all stakeholders. Teachers, schools, businesses, and policymakers must align their efforts to ensure that entrepreneurship education is accessible, inclusive, and adaptable to regional needs.

By acting on these recommendations, stakeholders can ensure that entrepreneurship education inspires the next generation to innovate, lead, and contribute to a more sustainable and equitable future. This shared vision will not only prepare young people for economic success but also enable them to become proactive contributors to societal and environmental progress.

**Raising awareness among all stakeholders is the first and most crucial step towards embedding entrepreneurship education as a transformative force in schools and society.**



(Fig. 6)

## 6. ANNEXES

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### List of participants in the interregional policy learning event:

#### Economic Council of East Flanders, Belgium

- Sarah Levecque
- Ianick Vandaele

#### BGE Hauts de France and Hauts-de-France Regional Council, France

- Marinette Allieux
- Jeremy Beeuwsaert
- Norman Madani
- Stephane Mazzucco
- Grégory Sagez
- Camille Thirionnet

#### District of Rottal-Inn, Germany

- Michael Fahmüller
- Julia Hartl
- Inge Hitzenberger
- Katrina Jordan
- Markus Reiter
- Andreas Rohbogner
- Christian Schlaeger
- Martin Siebenmorgen
- Elisabeth Wimmer

#### Lazio Region, Italy

- Pascal Federici
- Giulia Perugini
- Gaia Urati

#### Rīga Local Government, Latvia

- Kristine Abele
- Diāna Berga
- Inga Dunke
- Jeļena Jesajeva
- Jeļena Šidlovska
- Ilze Spunde

#### Westpomeranian Region, Poland

- Krzysztof Jaworski
- Krzysztof Żarna

#### Harghita County Council, Romania

- Zsolt Berkecz
- Renata Eross
- Ottilia György
- Szeréna Nagy
- Török Réka Orsolya

