



TELE Analyzing and Development Phase



How to narrow and concretize the research of “entrepreneurship” in each country?

Entrepreneurship workshops/courses in partner countries

Extent: An overview of 2-3 courses p. partner 1-2 pages per E. Workshop/course

Workshops/courses in Germany

1. **Center for female founders in Dortmund**

URL: <http://www.wirtschaftsfoerderung-dortmund.de/de/standort/nordstadt/g-zentrum/>

The center for female founders was founded 2010 in the framework of the promotion of economic development in Dortmund. It is one of five projects of “NORDSTADT+” (“north of the city+”) which was founded to increase the economic power of the inner city. The center for female founders is supported by the European Social Fund and the Federal Ministry of Transport and Digital Infrastructure. First of all it was built for women from the north of Dortmund (a problem area in Dortmund) or women who want to found their own business there. But it also addresses to other women, who already have a business idea and want to risk the step into freelance work. Furthermore women who have been unemployed for a long time or women who want to open up new vocational perspectives can go to the center for female founders. The center offers guidance concerning the founding process and business orientation, but also gives possibilities to qualify, different events and a place to meet each other. In different workshops the women can learn something about the construction of a business plan and a business concept (also something about taxes, marketing and contracts), the process of founding out of long unemployment and the chances.

2. **Startercenter NRW**

URL: <http://www.startercenter.nrw.de/startercenter/existenzgruendungsberatung-unsere-dienstleistungen.html>

The Startercenters in North Rhine-Westphalia were founded by the Ministry of Economy, Energy, Industry, Middle Class and Trade in NRW. Today, there are about 78 Startercenters in Germany. The centers address to every person, who wants to found an own business and who needs help concerning the implementation of his/her business idea. The coaches offer four main counsels for a start-up:

1. general information:

- general information about the first steps into freelance work
- a starter parcel with materials concerning a start-up



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- information about events and workshops for founders
- 2. general counsel**
- checking of the business idea
- tips concerning the construction of a business plan
- information about franchising, succession planning and team foundation
- information about the business finance and support programs
- application for funds from the counsel program for economy

- 3. intensive counsel**
- checking of the business plan concerning the implication and carrying capacity
- preparation of a talk with the bank
- on demand: mediation of a volunteering senior coach or free counselors

- 4. support of founding formalities**
- tips concerning the contact with public authorities
- information about necessary founding formalities

The whole offer is exempt from charges for the people who want to make demands on the counsel. Until now the Startercenters can note some successes. On their homepage, the responsible persons upload and publish the success stories of the participants to motivate and encourage people who are still insecure about a start-up.

1.a. Find 3 different best practices

Extent: 1-2 pages per Best Practice per partner

4 + 1 phases model: an individual and a facilitation that meets the founder's demand

<http://www.netzwerk-iq.de/migrantenoeconomie.html>

The support program "Integration through Qualification" was founded in cooperation with the Federal Ministry of Education and Research as well as the Federal Agency of Labor. It's supported by the Federal Ministry of Labor and Social Affairs, the European Social Fond and the European Union. The main goal of the program is to improve the chances of migrants on the labor market. The program sets five main focuses that are essential for the vocational integration of migrants and of which one is "business start-up". Because many migrants found their own business but a lot of them have to give up their business after a short time, the program wants to support migrants from the very first. The model is created by a working group called "start-up of migrants" of the institute for socio-pedagogical research. It exists in the course of the



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“network IQ” (integration by qualification) which is supported by the Federal Ministry of Labor and Social Affairs. The persons responsible understand the integration of migrants into the labor market as a condition for the integration into German society. The model can also be deputed to people who are permanently unemployed. The different phases are:

(+1) Access and contact

This phase is about getting into first contact with the counterpart. The interested migrant gets information concerning freelance work and

he also gets sensibilized for the topic freelance work as an alternative to dependent employment.

1. Orientation

In this phase, the participants get information about chances and risks of freelance work. Furthermore it’s about getting clear about the personal ability related to the business idea and the initial situation of the participant. For that, the participants are in a one-on-one interview with the leader.

2. Strategy and Planning

At this particular time the participants get advised and attended in constructing an own business plan after a clearing up about the founding process.

3. Start

In the fourth phase, the participants finish their business plans. While doing this, they get attended because of possible difficulties. Later, the participants get advised about the implementation of different formal requirements and possible difficulties concerning the practical transfer of the business plan.

4. Consolidation and growth

The last phase is about coaching and qualifying the participants in regard to all developed questions concerning an own business until then.

Further training of teachers by NFTE (=network for teaching entrepreneurship)

<http://www.nfte.de/wie/cet/>

The association NFTE was founded 1987 in the USA for the facilitation of entrepreneurship and career opportunities for disadvantaged teenagers. It’s a non-profit association which focusses especially on the intensive further trainings of teachers in entrepreneurship education by a team of economists and pedagogues. The target group are engaged teachers who are interested in learn something about job orientation,



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economics and student companies in secondary school. The workshop is about three days for ideally two teachers per school. In this workshop, the teachers learn something about teaching entrepreneurship. The next step is about conferring the new knowledge to the teacher's students. For that, the teachers get a certificate at the end of the course called NFTE CET (=Certified Entrepreneurship Teachers) which allows them to use the NFTE curriculum in class. The topics of the workshop are among other things:

- What's an entrepreneur?
- Characteristics of successful entrepreneurs
- Marketing
- Chances to found an own business
- Profit and loss statement
- Finance strategy
- Creation and presentation of a business plan

The main goals of the courses are the facilitation of entrepreneurship and one's own initiative, the construction of a business idea, the improvement of one's knowledge concerning economics and entrepreneurship and finally the vocational preparation by using praxis oriented and interactive learn concepts. In the workshop, the teachers do not only get informed about different topics of entrepreneurship – they also learn how to teach students the new knowledge. The teaching should be student oriented, so that the student can be individual supported and encouraged. For this purpose the teacher should for example play creative games with the students. He should also change his role as a teacher for being a coach and facilitator of the students.

All you can rent

<http://www.aycm.de/das-konzept-so-genialwie-einfach/>

"All you can rent" is an indoor flea market in Dortmund. In this store, everyone who is interested in selling his own things can rent shelves, display cabinets or the shop window to display the things which shall be sold. The owners of the shop receive a weekly rent by the customer for offering a platform. Furthermore the owners get 10 percent of the profit of every sold article as a service charge. The concept of the company is very easy to understand for every interested person. The target group are all creative persons, who already design their own products/articles but do not have an own stage for selling. Although the persons do not really found an own business, this possibility is a first step to get in contact with entrepreneurship. By trying to sell own things, the salesperson gets a first feedback concerning the market demand



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by not taking a big risk at the same time. Furthermore he has to deal with the price determination and the representation of the articles. Of course, this possibility has to be understood as an approach from which on the facilitation of entrepreneurship can be slowly built up.

Target group analysis

Iceland: immigrants, school-

dropouts/schools, people with a low income/participants in Adult Education seminars

Latvia: students from vocational and general secondary education

Romania: students and ex-students (who are unemployed/have no qualification) from the vocational school

Spain: unemployed young people

Germany: unemployed and/or badly paid immigrants

Extent: 2-3 pages per partner

Long-term unemployed // (unemployed) migrants

Long-term unemployment

<http://www.arbeitsagentur.de/web/wcm/idc/groups/public/documents/webdatei/mdaw/mje2/~edisp/l6019022dstbai623389.pdf>

In April 2015, the rate of unemployment amounted 6, 5%. In the year 2013, 35, 6% of all unemployed people, were long-term unemployed. The south of Germany domiciled the smallest part of the unemployed whereas about 40% of all unemployed who live in the west of the country are long-term unemployed. Some more information about the long-term unemployed people:

- 52% of them have no completed professional education
- 18% do not have any graduation
- 3% are younger than 25 years
- 18% are immigrants
- 26% are minimum 55 years old

Long-term unemployed and entrepreneurship

<http://www.zeit.de/karriere/2014-08/migranten-gruender-infografik>

Only 1% of the long-term unemployed risked the step into freelance work (in 2013). It seems like the people aren't motivated enough to build up an own business or don't think that they have the possibilities and abilities to implement their business idea (if they already have one). The unemployed don't see entrepreneurship as a way out of unemployment or a vocational perspective.

Surprising is, that many of the founders in Germany are migrants (about 21%). In many cases, migrants found their own business with employee's right from the beginning and out of unemployment (22% of all migrant founders in contrast to 17% of German founders).

But the risks of freelance work are oftentimes misprized by the migrants, so that 15% have to give up their business after 1 year. After 3 years, the discontinuation rate is even higher (30%). The little persistence of the business in force can often be explained through financial problems – 25% of migrant founders have to deal with them.



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Furthermore migrants are often previously self-employed than Germans: 48% of all migrant founders are younger than 30 years old, in contrast to 37% of the German founders. The biggest migrant groups that found their own business are Turks, Russians, Poles and Italian.

Methods that meet the needs of unemployed and migrants

It's always important to keep the long-time unemployment as well as the migrant background at the back of one's mind. More than 50% of the long-term unemployed don't have a completed professional education, so that they didn't handle with education, learning and theory for a long time. A workshop or the chosen methods should be less theoretical and more practical. Although a theoretical base is important and necessary for entrepreneurship, an exclusive theoretical workshop with too many information all at once would probably not be meaningful.

Furthermore it is important to know, that 26% of the long-term unemployed are 55 years or older. To reach this people, the workshop has to be motivating and activating. The people got to know the chances of freelance work.

But also the risks should be explained. Especially the high discontinuation rate of immigrants shows, that many migrants who found their own business don't have enough knowledge concerning a professional entrepreneurship. The motivation and activation could be less important in the practical work with migrants (although it is useful to motivate and reach migrants, who didn't get the chances of entrepreneurship until now) because many of them already risk the step into freelance work, whereas trainings for professional entrepreneurship (business plan, taxes, financial management etc.) are much more important.

The strategy of the 4+1 phases program (see: Best Practice) is a good possibility to reach the unemployed (migrants) and could be used as an example for creating an own workshop/ own methods.

Existing **political strategies** and concepts, **policies and institutions** in each country in the field of **entrepreneurship and fostering business initiatives.**

1. Current situation

Germany as a country of big economic power is always forced to be competitive in the context of European economic potential. A report concerning German entrepreneurship as a part of the Global Entrepreneurship Monitor (GEM) gives some information about the current effort of entrepreneurship policy (http://www.wigeo.uni-hannover.de/fileadmin/wigeo/Geographie/Forschung/Wirtschaftsgeographie/Forschungsprojekte/laufende/GEM_2013/gem2013.pdf)

In 2013, 5% of all adults tried to found an own business or have already found an enterprise which isn't older than 3 ½ years. The people who are willing to found an own business are mostly men, migrants and persons who are between 25 and 34 years old. But especially migrants are forced to give up their founded business. Nearly every fifth company was founded by migrants. Furthermore most of the migrants are male Turks (21%), Russians (10%) or Poles (7%) (<https://www.kfw.de/KfW-Konzern/Newsroom/Pressematerial/Themen-kompakt/Gr%C3%BCndungen-durch-Migranten/>) Compared to other innovative countries in Europe, the number of new foundations is under the average. On these grounds the authors of the German



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Extent:2-3 pages
per partner

entrepreneurship report demand a better entrepreneurial education in school, college and further education. The current school situation contains scant advancement. Most of the students only get one to two lessons a week of general social and economic science. There are a couple of possibilities to learn something about entrepreneurship at college and at university level, but that is only attractive to people who are already interested in economic or entrepreneurship. For that, the policy has to motivate and facilitate interest earlier in school.

2. Current initiatives

Meanwhile there are a few innovative possibilities concerning the facilitation of entrepreneurship in school, further education and in a very small context also for disadvantaged social groups.

2.1. Primary and Secondary school

There is no special school subject in primary school which contains economic or entrepreneurship. Only the subject "general science/ general studies" deals with economics in a small context. The Federal Ministry for Economic Affairs and Energy demands an own school subject for economics but for rescheduling earlier, German policy intervene.

Entrepreneurship in school http://www.unternehmergeist-macht-schule.de/DE/Dieldee/UeberdieSeite/ueberdiesseite_node.html

An example for the facilitation is a webpage which focusses on entrepreneurship in schools and offers material concerning information about entrepreneurship for students, teachers and school administrators. The website is founded by the Federal Ministry for Economic Affairs and Energy and is also supported by 15 different initiatives, for example by the Chambers of Commerce and Industry or the German Confederation of Skilled Crafts. The main goal of this project is to facilitate creativity, responsible behavior, readiness to take on responsibility and motivation. Students, who visit the website, can for example do some experiments or games that deal with entrepreneurship. Teacher can use material concerning entrepreneurship like ideas for workshops or role plays to spark interest in economic affairs. Considering the target groups, the purpose of the website is to focus attention on economic topics in school. The most important offers are the following ones:

- practical facilitation concerning the implementation of economic projects (the students can for example visit local enterprises or they get supported in founding an own little "student enterprise" in school)
- interactive trainings for teachers
- teaching units and worksheets of economic topics
- economic knowledge for students



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2.2. Adults

German policy neglected the facilitation of entrepreneurship for a long time. For that, it's not enough supporting students from now on. The today's adults, who didn't learn much about entrepreneurship, have to be supported too. Meanwhile there are many political initiatives which are doing this.

German Entrepreneurial Week <http://www.gruenderwoche.de/>)

An example is the „German Entrepreneurial Week“, initialized by the Federal Ministry for Economic Affairs and Energy too. The founding week lasts one week every year and is a nationwide initiative. The main goals of this week are to:

- get young people into the entrepreneurial topic
- facilitate especially women in founding their own business
- facilitate founder implementing their ideas
- give participants and partners the possibility to exchange their experiences and ideas
- give successful ideas and initiatives of entrepreneurship public and multimedia attention

For that, many partners and sponsors offer numerous workshops, trainings, competitions and other events concerning the topic freelance work and entrepreneurship during the founding week. The awareness week is takes place in the framework of the Global Entrepreneurial Week, which is conducted in over 130 countries worldwide.

Start-Up Coaching Germany <https://www.kfw.de/inlandsfoerderung/Unternehmen/Gr%C3%BCnden-Erweitern/>

Another example for an initiative to facilitate entrepreneurship is a project with which a company's founder gets a professional start-up coaching. In this project, the KfW, a German bank works together with the European Union and gets also supported by European social stocks. Business founders in the field of trade and industry, as well as liberal professions and social entrepreneurs in a not-for-profit legal form, are eligible to apply for the “Start-Up Coaching in Germany” project. Business founders receive an amounting from 50% up to 75% of the advisory fee. All applicants must have been active on the market for less than two years. The project was also expanded to open it up to self-employed individuals – whether they are self-employed on a full-time basis or simply have a long-term sideline job.

2.3. Disadvantaged groups



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It's much more difficult to find initiatives, political strategies or projects which facilitate disadvantaged groups like migrants, common labors or women. Migrants often found an own business which unfortunately does not exist for a long time. Most of the common labors don't even try to found a company, only 6% of them risk the step into self-dependence.

Project MIQUA – start-up assistance for migrants

<http://www.egz-leipzig.de/blog/24-seminare/127-projekt-miqua--hilfe-fuer-migranten-auf-ihrem-weg-als-gruender-und-unternehmer>

Everyone who wants to build up an own business, has to tackle a lot of bureaucracy. This is already a difficult task for Germans, it's often more difficult for migrants, who maybe don't know exactly the culture, rules or the language. The project deals with the question, how migrants can be facilitated best in founding their own business. The project is supported by European Union and initiated by the Federal Ministry of Transport and Digital Infrastructure. It offers free workshops and trainings concerning marketing, funding, insurances and taxes. Furthermore the migrants can use a free consultation that applies entrepreneurship. If there are linguistic barriers, a native speaker can be ordered too.

IQ network – integration by qualification

<http://www.netzwerk-iq.de/fachstelle-migrantenoeconomie.html>

The nationwide support program “integration by qualification” wants to improve the odds of migrants on the employment market in Germany. It's facilitated by the Federal Ministry of Education and Research in cooperation with the Federal Ministry of Labour and Social Affairs. The project focusses on five main topics of which one is the business start-up. For prohibiting the – in many cases – closing down of a company which was founded by migrants, the project facilitates the founder right from the beginning to the assurance of the livelihood. For that, the support program IQ determined 4+1 phases, in which the project supports company founders. The different phases are:

- **(+1)** Access, contact
- **1** orientation
- **2** strategy and planning
- **3** start
- **4** consolidation and growth

In the different phases the participants work either self-contained, accompanied by advisers or with other participants in workshops and trainings.

Start-up business of unemployed



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<http://www.arbeitsagentur.de/web/content/DE/BuergerinnenUndBuerger/ArbeitundBeruf/Existenzgruendung/BeratungfuerExistenzgruender/Detail/index.htm?dfContentId=L6019022DSTBAI485488>

There are nearly no special support programs or initiatives to facilitate or motivate unemployed founding their own business. Though they are entitled to get a financial grant for the start-up, most of the unemployed either do not understand the amount of terms and bureaucracy or aren't motivated or self-confident enough to risk the step into entrepreneurship.