



„Promoting entrepreneurial attitudes in schools in Baden-Württemberg“

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Initiative for start-ups and business transfer / **ifex**



Baden-Württemberg

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Baden-Württemberg

- inhabitants: 10.814.000
- area: 35.751,46 km²
- capital: Stuttgart
- BW next to France, Switzerland, Austria
- in Germany next to: Bavaria, Hesse, Rhineland Palatinate

Belgium: inhabitants: 10.951.266

area: a bit smaller 30.528 km²

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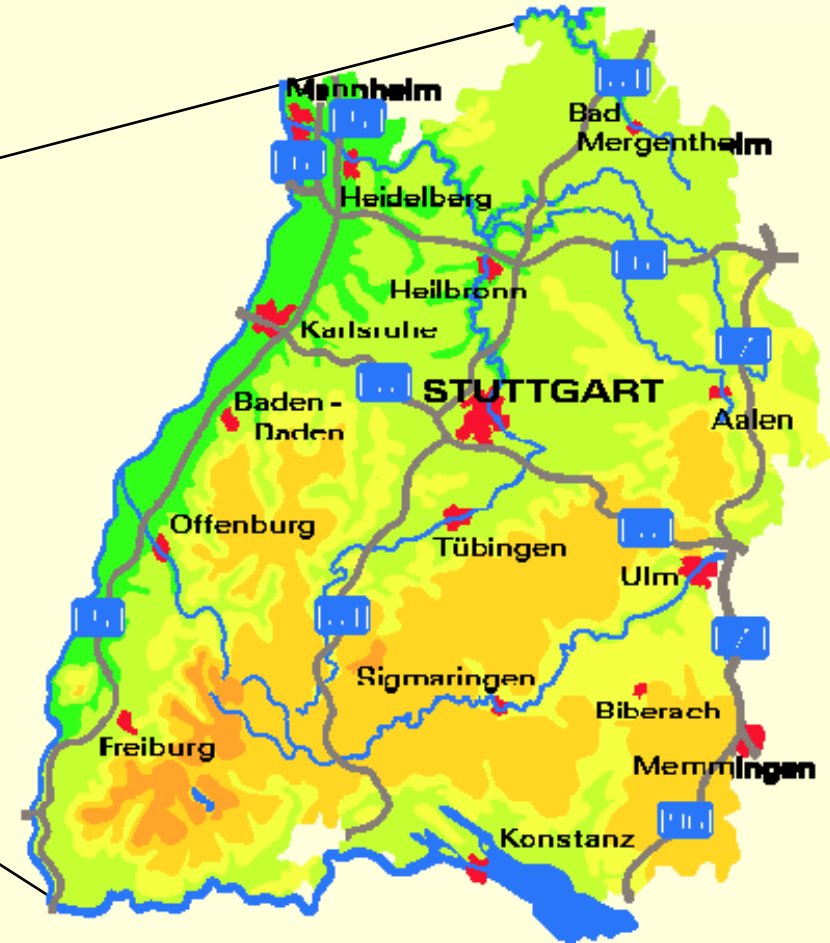


Source: TUBS - Wikipedia



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Entrepreneurship in Baden-Württemberg



- About 4,0 % are unemployed
- About 10 % are self-employed (approx. 573.000 entrepreneurs, 30% female)
- Approx. 82.000 start-ups in 2012

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Core areas of our initiative



- School and Entrepreneurship
- Start on Campus
- High growth company start-ups
- Business Succession
- Female Business Starters and Entrepreneurs
- Entrepreneurship International
- Regional Networks and Projects
- Ethnic Minority Entrepreneurship
- Small Business
- Sector specific measures

www.gruendung-bw.de

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Targets for the core area „School and Entrepreneurship“



- Sensitize pupils /school students for entrepreneurial thinking and acting
- To wake up an entrepreneurial spirit and mind
- Self-employment / entrepreneurship as one vocational option
- Bridging the gap between theory and practise
- Strengthening the understanding of economic processes
- Learning by doing
- social competences and soft skills

Cooperation and partnership

With Ministry of Education, Youth and Sports in BW:

- economic education is part of the national curriculum in all schools – it is a school subject
- projects to foster economic knowledge are welcome and are even supported in the national curriculum

With teachers, business organizations, entrepreneurs, business owners, private initiatives, project executing organizations, national projects like JUNIOR, business@school

With Chambers of Industry and Commerce; Chambers of Trade (Crafts)

With the federal ministry of Economics and Technology: member of “Initiative of entrepreneurial spirit“





Initiatives and instruments for school



- Projects:
 - contact points for school firms / mini-enterprises
 - legal advice for school firms
 - "SchulBankKredit" - how to get a loan for a start-up by the bank
 - JUNIOR - pupils experience economy
 - school firms in the legal form of a cooperative
 - CHANCE CHEF - to successfully run an enterprise in the craft sector
- online business plan game contests
- to focus on role models (e.g. entrepreneurs into schools)
- member in „Initiativkreis Unternehmergeist“ (BMW - Federal Ministry)
www.unternehmergeist-macht-schule.de



Contact point for school firms and mini-enterprises



IHK Schwarzwald-Baar-Heuberg (Chamber of Industry and Commerce):
„Schüler- und Juniorfirmen Beratungsstelle“ (contact point):

<http://www.schwarzwald-baar-heuberg.ihk.de/?id=381>

- Foundation of school firms and mini-enterprises
- Events, counselling and coaching
(e.g. seminars, workshops, round tables for teachers)
- Best-practise by male and female entrepreneurs
- contact between companies and mini-enterprises
- competitions

Legal advice for school firms



Hello!
How can I help you?



Do we need an
authorization for our
idea?

Do we have to register
our enterprise anywhere?

Which legal form of a
company makes sense?

Do we have to pay
taxes?

Are we allowed to
advertise?



4 Chambers of Lawyers (bar associations)



The 4 Chambers of Lawyers of Baden-Württemberg agreed to offer a list of lawyers who are willing to consult mini-enterprises (school firms) if they have legal questions.

If teachers or pupils who are in the process of creating a mini-enterprise (school firm) need advice while they are creating their mini-enterprise, they can choose a lawyer out of this list of their region's chamber of lawyers.

The costs thereby incurred shall be covered by the Ministry of Finance and Economics.



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SchulBankKredit



Until now:

Seed capital to set-up the own business had to be paid out of one's own pocket, by parents or sponsors or by selling a share.

In future:

Pupils can apply for a loan with the L-Bank to get seed capital for their setting-up of a business. (Win-win-situation: pupils talk to trainees of the L-Bank)

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Project: „SchulBankKredit“



- pupils can get a loan for their start-ups by the L-Bank (development bank).
- condition: to hand in a business plan with cost budget
- if the business plan is interesting they (with their teacher) get an invitation by the L-Bank to present their business ideas
- the conversation is led by trainees of the bank (with mentor) (win-win situation)
- the loan can be refused, approved or there have to be made corrections
- Aim: „learning by doing“



JUNIOR – pupils experience economy



Statewide project of the
„Institut der deutschen Wirtschaft Köln JUNIOR gGmbH “

- starting at the age of about 15
- contract between JUNIOR-enterprise and JUNIOR
- different assurances for the mini-enterprise by JUNIOR
- project is limited to one year
- different competitions: national, statewide and Europe wide

www.juniorprojekt.de



Cooperatives of school firms



Project of the cooperative association of Baden-Württemberg with different partners

- school firms in the legal form of a cooperative founded as a result of the international year of cooperatives
- to live the idea of a cooperative: individual responsibility, self-help, self-management
- every school cooperative has got a partnership with a real cooperative
- entry in a special register for school firms in the legal form of a cooperative

<http://www.partner-fuer-schule.nrw.de/dev/t3/schuelergenossenschaften/schuelergeno-nrw-bw/baden-wuerttemberg/partner-bw.html>



CHANCE CHEF:

**CHANCE – Handwerk erfolgreich führen
(to successfully run an enterprise in the craft sector)**



Project by 6 Chambers of Trade and its umbrella association (BWHT)

- integrated into the national curriculum - 3 different levels for different kind of schools and for different age groups with different kind of exams in the end
- acquisition of a certificate of the Chamber of Trade: „licence for entrepreneurial thinking and acting“

it implies:

- cooperation and meeting with companies
- work with the strategy game: CHANCE
- to acquire economic know how / knowledge
- participating in entrepreneurial school projects

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