Entrepreneurship education in Estonia

1 OVERVIEW

In Estonia, at the national level, several Ministries and the Estonian Chamber of Commerce have adopted a policy document on the promotion of entrepreneurship education entitled “I am an entrepreneur”. Entrepreneurship education is recognised as a cross-curricular objective at all levels of schooling. Entrepreneurial competences are among the essential competences that ought to be acquired at all school levels. In secondary education, it is a part of the compulsory subject "Civic studies" and the optional subject "Economics and business studies".

There are methodological materials (guidelines) available for schools and teachers to implement entrepreneurship education throughout the country. Support available to schools and teachers is diverse. Examples include the Enterprise in Schools, an initiative aimed at changing the curriculum and embedding entrepreneurship as an integral part of the teaching. The ENTRUM programme presents a different approach. Recognised as one of the best youth entrepreneurship programmes, it promotes the development of the students’ entrepreneurial mindset and skills through bridging school-based learning with the outside world.

2 GOOD PRACTICE CASE STUDIES

ENTRUM

2.1 SUMMARY OF THE INITIATIVE

ENTRUM is the Youth Entrepreneurship Ideas Contest and Development Programme. It was originally launched by Estonia's largest energy company Eesti Energia in cooperation with the Estonian Chamber of Commerce. The programme starts with the concept of an ideal personality for entrepreneurial people and has set up a four-step methodology to create the entrepreneurial mindset. ENTRUM targets 13-19 year olds and bridges the gap between entrepreneurship education in the formal education system with the non-formal education system. The age range is one of the most significant in terms of formative years, as what happens during this time often determines life choices.

2.2 BRIEF DESCRIPTION OF THE INITIATIVE

The objective of ENTRUM is to provide access to entrepreneurial activities to young people. ENTRUM started in 2010 based on the premise that there is an ideal personality with an enterprising mindset, and young people can be taken through a four-step methodology to acquire this status. The main objective of programme is to create a new generation with a strong entrepreneurial mindset and

---

1 This country fiche was prepared by Technopolis Group with contribution from 3s, DTI and ICF as part of the ‘Entrepreneurship 360 - Promoting entrepreneurial learning in primary and secondary education and in vocational education and training project’ commissioned by the European Commission, DG Education and Culture.

The content of this document, including the case studies and the descriptions of the initiatives reflect the information available as of August 2015.
appropriate practical skills, professional contacts and experience with launching business ideas. The programme focuses on the fields of information technologies, creative industries, ecological business, services and social entrepreneurship. The enterprising mindset is defined as a personality which:

- Acts wisely: Is determined to achieve the goal, is able to adequately assess him or herself and the consequences of choices made, is able to consciously use resources, is able to establish relationships and cooperate
- Thinks creatively: Is curious, open and willing to learn; is able to find new ideas/solutions; is able to solve problems creatively and can learn from mistakes; is able to notice and use global opportunities
- Initiates courageously: Is self-motivated and independent; dares to dream big and ambitiously and set high goals; wants to achieve the best; dares to make decisions and take risks
- Takes responsibility and cares: Takes into account people and the surrounding environment, acts responsibly, and copes with failure and uncertainty

ENTRUM is an important inclusive approach which addresses the 13-19 age group irrespective of whether they are still in formal education. The approach taken is one whereby it can run alongside traditional education programmes as it specifically sets out to develop an entrepreneurial mindset rather than more generic skills.

ENTRUM engages young people through a number of interactive events which take place on a monthly basis. These events include opportunities to share the experience of invited entrepreneurial leaders, seminars and games which deliver entrepreneurial skills and business-project development, face-to-face coaching sessions and hands-on activities developed and run by young people in their communities. Venture creation is supported by establishing and running networks that bring together learners who are interested in starting a new venture by actively involving local entrepreneurs.

The whole programme ends with a national business ideas contest, the winners of which get additional input and support for the development of their business start-ups or social entrepreneurship projects. The events include the following:

- Opening show "Define your creative passion and start boldly!"
- One-day session "Define your idea!"
- Night session "Think smart!"
- One-day session "Act wisely!"
- One-day session "Take responsibility!"
- Superfinals "Be the master of your own life!"

2.3 TARGET GROUP(S) ADDRESSED

The target group of ENTRUM is 13-19 year olds. It is for students who are at secondary or professional schools, as well as those who are out of school. The target group has been chosen because most important decisions shaping a person’s professional and personal life are made at this particular age.

2.4 ORGANISATIONS INVOLVED

More than 200 different organisations are involved in the ENTRUM Network, including secondary and vocational training centres, universities, centres for vocational guidance and counselling, chambers of craft, entrepreneur counselling services, trade and trainees associations, other youth programmes, and international, large and small enterprises. More than 70 mentors support the participants in practical ways and help them to start their own projects.
The main partners involved in planning and implementing the ENTRUM programme are the Chamber of Commerce of Estonia, Enterprise Estonia, Foundation Creative Estonia, and the Ministry of Economic Affairs and Communications.

2.5 ACHIEVEMENTS, RESULTS

Altogether, more than 600 young people are participating in the ENTRUM programme and pupils are developing more than 80 projects. The programme has achieved great success and has been acknowledged by several international awards. In 2013, ENTRUM was announced as the winner in the best youth entrepreneurship programme category of the World Chambers Congress’ international competition.

2.6 LESSONS LEARNT

New initiatives concerning entrepreneurship are developed on a regular basis in Estonia, and although ENTRUM is successful when it comes to impact, the programme is in danger of being closed due to lack of funding.

Further information

Organisation: SA ENTRUM tegevjuht / ENTRUM Foundation CEO
E-mail: darja.saar@entrum.ee or info@entrum.ee
Website: www.entrum.ee or www.entrum.ee/en
Further documents: http://centres-eu.org/partners/sa-entrum/

3 EXAMPLES OF ON-GOING INITIATIVES ADDRESSING ENTREPRENEURSHIP EDUCATION

3.1 JOB SHADOW DAY

A Job Shadow day is an annual event implemented by the JA-YE network. Junior Achievement is very active in Estonia. The focus of their activity portfolio is on developing the entrepreneurial spirit of young people by giving them the ability to think economically, but also ethically. The Job Shadow day enables students to get real experience in a workplace by spending 12 hours with professionals from a number of different industrial and business sectors. The event targets students from secondary schools and VET institutions. The wide range of industrial and business sectors involved allows students to choose those which are most interesting and relevant to them for their future careers. Each year the take up of this initiative reaches around 3,000 students and a similar number of their counterparts in the form of entrepreneurs and professionals.

3.2 KOOLIELU - EDUCATION PORTAL

Koolielu, is an education portal maintained by the Information Technology Foundation for Education (HITSA). The Foundation is a non-profit association. It promotes the development of digital skills among students at all levels of education. In addition it provides access to guidance materials to exploit the possibilities offered by information and communication technologies in teaching and learning. The main objective of the online platform is to provide teachers with materials, guidance and advice on a number of subjects taught in primary and secondary schools. The portal devotes a specific section to entrepreneurship education, where teachers can get access to textbooks, presentations and other guidance materials to support the integration of entrepreneurship skills in schools.
3.3 National Secondary School Curriculum

The National Secondary School Curriculum is an online portal of the Estonian Ministry of Education and Culture. It is freely available to all schools and provides an online repository of curricula guidance for individual subjects taught in Estonian secondary schools as well as cross-cutting education themes, one of them being Civic Initiative and Enterprise. Under the theme of Civic Initiative and Enterprise students are provided with the skills to become active and responsible members of society. This includes supporting the understanding of interactions and mechanisms present within civil society and raising awareness of the role and importance of businesses, and business-related ethical issues.

3.4 24-Hour Camp

The 24-hour Camp is an idea-generating workshop for pupils. Through a 24-hour intensive training session, students develop interpersonal and problem-solving skills and learn to work to very tight deadlines. Students participate in teamwork, address problems in a creative way, while also getting to learn about marketing and financial analysis. The Camp brings together groups of 5-9 persons who are given a problem and they have to come up with a solution within 24 hours. The groups have access to support materials, resources and tools during their work. During the 24 hours, they go from a business idea through to the creation of a company.
### 3.5 Further Information and Contact Details on the Initiatives

<table>
<thead>
<tr>
<th>Title of initiative in English</th>
<th>Job shadow day</th>
<th>Education Portal Koolielu</th>
<th>National Secondary School Curriculum</th>
<th>24-hour camp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title of the initiative in the local language</td>
<td>Töövarjupäev</td>
<td>Haridusportaali Koolielu</td>
<td>Gümnasiumi riiklik õppekava</td>
<td>24 tunni laager</td>
</tr>
<tr>
<td>Type of initiative</td>
<td>Programme for young entrepreneurs</td>
<td>Curriculum guidance</td>
<td>Curriculum guidance</td>
<td>Programme for Young Entrepreneurs</td>
</tr>
<tr>
<td>Name of implementing body</td>
<td>Junior Achievement Estonia</td>
<td>Hariduse Infotehnoloogia Sihtasutus</td>
<td>Ministry of Education and Culture</td>
<td>MTÜ Sent</td>
</tr>
<tr>
<td>Level of education</td>
<td>Secondary, VET</td>
<td>Primary, Secondary</td>
<td>Secondary</td>
<td>Secondary</td>
</tr>
<tr>
<td>Target group</td>
<td>Pupils</td>
<td>Teachers</td>
<td>Teachers</td>
<td>Pupils</td>
</tr>
<tr>
<td>Language in which further information is available</td>
<td>Estonian</td>
<td>Estonian</td>
<td>English</td>
<td>Finnish</td>
</tr>
<tr>
<td>Contact person</td>
<td>Maria Abel</td>
<td>Laura Vetik</td>
<td></td>
<td>Siret Villmann</td>
</tr>
<tr>
<td>Contact e-mail address</td>
<td><a href="mailto:maria@ja.ee">maria@ja.ee</a></td>
<td><a href="mailto:laura.vetik@hitsa.ee">laura.vetik@hitsa.ee</a></td>
<td></td>
<td><a href="mailto:siret@sent.ee">siret@sent.ee</a></td>
</tr>
</tbody>
</table>