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NETWORK
OF ENTREPRENEURIAL
SCHOOLS

ENTREPRENEURSHIP EDUCATION

Cascais - Portugal

Project “Network of Entrepreneurial Schools”

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Partner organizations of the project:

Agência DNA Cascais - Cascais Um Concelho Empreendedor
Directorate of Secondary Education of Karditsa
DYPALL Network
Scoala Gimnaziala Traian Craiova
Maltas Vidusskola

Network of Entrepreneurial Schools is developed under the framework of the project “Network of Entrepreneurial Schools” is the result of a research of best practices and policies related to Entrepreneurship Education in 4 different countries and that will serve as a basis to develop innovative action experiments for entrepreneurship education approaches.

**DNA.
CASCAIS**



DYPALL
DEVELOPING YOUTH PARTICIPATION
AT LOCAL LEVEL



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ENTREPRENEURSHIP EDUCATION

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YOUTH ENTREPRENEURSHIP IN PORTUGAL

Entrepreneurship is a growing phenomenon throughout the world, not only because entrepreneurship contributes to job creation, but also because it contributes to the sustainability of the competitiveness of a country's economic activity.

Portugal is a country where entrepreneurship tends to affirm itself. As the result of the impact of the economic crisis that affected the country in 2008, generating moments of difficulty, entrepreneurship was seen as a possible way out of the crisis. When the country started to have some difficulties in generating economic growth, entrepreneurship emerged as an alternative and a strategy for the country, starting to emerge a set of financing opportunities for projects, competitions, programs of ideation and acceleration of business and support structures to entrepreneurs.

The socioeconomic crisis in Portugal has proved to be a crucial factor for young entrepreneurship. The search for economic and social stability and lack of income-generating opportunities is reflected in the creation of new businesses.

The interest in the study of entrepreneurship and the creation of new companies has increased and the investment of Governments and Institutions in developing an entrepreneurial profile in the population is well known, as well as creating mechanisms to support new companies, whether through lines credit, technology incubators or coworking spaces or events for the promotion of business networks.

At the same time, there has been a growing academic interest in exploring the "entrepreneur profile".

Most of the young Portuguese see entrepreneurship as something positive, admitting the possibility of starting a new business. However, despite the strong entrepreneurial intent, the early stage entrepreneurial activity is above the average for innovation-oriented economies.

Aversion to risk, fear of failure and lack of knowledge / experience are the main reasons for the breakdown of Portuguese entrepreneurial intention.

With youth unemployment rate still above what would be desirable, young people need to be supported in terms of employment so that they can be successful on a professional level. Whether it's to start a business, or to have some support in their professional career, Portugal developed some support measures for young entrepreneurs.

PROGRAMS TO SUPPORT YOUNG ENTREPRENEURSHIP

EMPREENDE JÁ

The Entrepreneurship program has been developed to foster a culture focused on creativity and innovation among young people, and to support the creation of young people's businesses, creating more jobs and helping the country's youth to draw their professional path. The program is based on two actions: support to the development of projects, and support to the sustainability of the projects developed under the framework of Empreende Já program.

● www.eja.juventude.gov.pt

GARANTIA JOVEM

Garantia Jovem is one of the supports for young entrepreneurship that appears as a

direct response to the high rate of unemployment. This program intended to support young people who have just graduated from the education system or that is in the labor market, providing training and facilitating their transition to another job within 4 months. The target group of this program are young people under 30 years who are neither working, training or education (NEET).

● www.garantiajovem.pt

RPGN

The Business Management and Perception Network (RPGN) is a national support model developed by the Portuguese Institute of Sports and Youth and IAPMEI - Portuguese Agency for SME and Innovation, under the program "Impulso Jovem". The program focus on innovation, providing young people with training workshops as well as financial support for the development of entrepreneurship projects. The program is aimed at young people between the ages of 16 and 30, unemployed or candidates to a first job.

● www.rpgn.juventude.gov.pt

FINICIA

FINICIA program facilitates the access of young people to a Microcredit line up to € 25,000, with competitive interest rates. In addition, it strengthens the skills of young people, as well as supporting the implementation of business ideas and projects.

● www.iapmei.pt

STARTUP VOUCHER

Support for the development of entrepreneurial projects in the idea phase, which supports the design phase. It consists of the attribution of several technical and financial tools, which include a monthly subsidy of around 700 euros, intended to enable the creation of new innovative companies by young entrepreneurs.

- www.startupportugal.com

MOMENTUM PROGRAM

Support for recent graduates and finalists of Higher Education who have benefited from social action grants and who, at the end of their studies, want to develop a business idea.

- www.startupportugal.com

ENTREPRENEURSHIP EDUCATION IN PORTUGAL

For many years the Portuguese educational system was considered as inadequate when it comes to promoting creativity and fostering entrepreneurship. However, in recent years there has been a series of progress through the teaching of entrepreneurship in universities or at the level of compulsory schooling.

Regarding Portuguese Higher Education, the Catholic University, in 1992 was the first institution of Higher Education known to offer Education for Entrepreneurship.

Initially related to the areas of Management and Economics, today, entrepreneurship has become an academic discipline in universities.

Nowadays, at the level of entrepreneurship in higher education, there is already a relatively diversified supply of curricular units, post-graduations and master's degrees in entrepreneurship in several Portuguese institutions.

There are also other initiatives that, although not directly related to education, end up being directed to young people, comprising studies, seminars and entrepreneurship competitions, in the most diverse fields of activity and promoted by different public and private entities.

Between 2006 and 2009, the Directorate General for Innovation and Curriculum Development promoted a National Project for Entrepreneurship Education (PNEE), which was integrated into the Educational Project of the Schools that joined it, translating into the promotion of a more entrepreneurial culture in young people from the most elementary levels of compulsory schooling.

With this project, it was intended that the schools develop an entrepreneurial culture, translated by the development of projects of initiative of groups of students, duly framed by the national curriculum and that translate into tangible results, presupposing a global project of the school in this domain.

The purpose of this project was to promote entrepreneurship in primary and secondary schools, leading to the sustained development of an entrepreneurial school culture according to three vectors: personal development; employability and citizenship and social inclusion.

The program sought to ensure that students have developed, at the end of compulsory schooling, a multidisciplinary and transversal set of competences that involved three dimensions: key competences to entrepreneur throughout life, curricular competences and participation and civic action in society.

The program also sought to foster the establishment and streamlining of public-private partnerships by building meaningful links between school, business and the community.

Integrated into the program was developed a collection of digital documents, addressed to teachers, called Education for Citizenship that containing an Education Guide for Entrepreneurship. The Entrepreneurship Education Guide specially developed for school teachers, from elementary to secondary school, aimed help them to have a more entrepreneurial teaching attitude towards their students and contribute to the development of a set of competences in their students (self-confidence, risk-taking, initiative, resistance to failure, planning, organization, creativity, innovation and interpersonal relations).

In 2012, the National Council for Entrepreneurship and Innovation was created in Portugal, whose mission was the implementation of the Strategic Program for Entrepreneurship and Innovation (Strategic Program +E+ I). It aims to achieve four strategic objectives: a more entrepreneurial society, a broad base of innovative companies with a strong export component, a networked country and inserted in the international networks of entrepreneurship, knowledge and innovation, and results oriented

Strategic Program +E+ I also invest in national strategy, to young entrepreneurship, through various measures and initiatives, such as: greater awareness of entrepreneurship in schools, from primary and secondary education to higher education institutions, to create at an early age opportunities at school for young people to be entrepreneurial and more motivated for entrepreneurship.

In basic education, entrepreneurship education aims to promote personal qualities such as creativity, entrepreneurship and contribute to the development of an entrepreneurial attitude, which will be useful in young people personal life and in their professional activity.

As regards secondary education, the promotion of personal qualities continues to be relevant, but the promotion of entrepreneurship also involves sensitizing students to self-employment as a possible career option.

Also in the private sector, in the last few years, there have been many entities that have developed, by themselves, activities of Entrepreneurship in the School and, themselves, have been a very important vector in raising awareness of the entrepreneurship with students.

ENTREPRENEURSHIP EDUCATION PROJECTS

APRENDER A EMPREENDEDOR

Promoted by Junior Achievement Portugal (JA Portugal), this program inspires and prepares children and young people to succeed in a global economy through transformative experiences based on three fundamental pillars: Citizenship and Financial Literacy, Education for Entrepreneurship and Skills for Employability. The different programs at all levels of education seek to provide young entrepreneurs with fundamental skills that strengthen the world of work and bring them closer to the world of schools and encourage the development of a culture of individual responsibility.

● www.japortugal.org

E+M - EMPREENDEDOR MAIS E MELHOR

Clube Mais - Entrepreneurship education methodology consists of a set of activities, which aim to have a cyclical approach to entrepreneurship, in a transversal way, over a period of two years.

Developed by ADC Moura, a local development association, it aims to provide young people with the acquisition of knowledge and know-how with the process of creating a personal project or business. It allows to develop skills of innovation, autonomy, creativity, initiative and organization, among others, favoring access to employment.

● www.adcmoura.pt

GESENTREPRENEUR

With more than 10 years experience, the "Entrepreneurial Schools" program, managed by GesEntrepreneur has as main objectives to create an entrepreneurial culture and promote the spirit of initiative, cooperation and creativity in the school communities, enabling school students to have a real experience in the field of entrepreneurship. The project aims that participation in these programs allow students to develop a set of skills that are essential in the current context and that allow to extend their range of future opportunities.

Teacher Training: Teachers are invited to participate in certified training actions in order to sensitize teachers to the topic of entrepreneurship and to prepare them for the implementation of entrepreneurship activities with students.

Teaching resources: GesEntrepreneur constantly invests in curriculum development, creating new contents and pedagogical activities that support the work that is developed by the teachers.

These resources are available on an online platform, and are organized by levels of education and themes, such as: creativity, communication, financial concepts, among others.

Entrepreneurship sessions in schools: During the school year GesEntrepreneur team developed several training sessions in order to support teachers.

● www.gesentrepreneur.com

ROAD SHOW FOR ENTREPRENEURSHIP

Promoted by StartUp Madeira, rs4e - road show for entrepreneurship is a project whose main objective is to enable students, aged between 6 and 25, to have a first contact with the fascinating world of entrepreneurship through the concept of "learning by doing".

The interventions, adapted to the students' ages, are carried out in several establishments of basic education, secondary and professional schools and universities of the Autonomous Region of Madeira Island.

RS4E intends to awake and stimulate the predisposition to entrepreneurship, raise awareness for the existence of business opportunities and of the importance of value creation and self-employment as a means of promoting economic efficiency and social stability.

It is also intended that students acquire some notions of the business environment and that

Young people have contact with important and cross-cutting themes in all business activities such as Innovation.

Since its first edition in 2005/06, rs4e has already involved a total of 19.021 students, 374 teachers and 1018 classes from 42 schools in Madeira.

● www.rs4e.com

BETWEIEN

Entrepreneurship Academy is a joint project of the Autonomia University of Lisbon and the company Betweien (spinoff of the University of Minho).

Entrepreneurship Academy offers programs focused on fostering entrepreneurial skills for all audiences. The Entrepreneurship Academy, with many years of experience in project implementation, with scientifically supported research, promotes the most varied projects always with the aim of promoting an entrepreneurial culture. The intervention of the Entrepreneurship Academy in the school environment provides various contents and programs, such as Entrepreneurship Workshops, Events, Teacher Training, Books and Learning Resources, Ideas Competitions, which seek to foster the development of an entrepreneurial attitude, being aimed both at students and at teachers.

● www.betweien.com

THE INVENTORS

The Inventors is a school program that introduces children to the skills and tools of the 21st century.

Based on a pedagogical philosophy, the program is developed on a project basis where students are given the freedom to explore and create. It covers programming, electronics, robotics, design, rapid prototyping tools, animation, among others.

They believe that the education system must inspire students, arousing their curiosity for the creation and the quest for knowledge, as well as creating in them the confidence that they are able to create and make their imagination come true.

● www.theinventors.io

CODE ACADEMY

The Kid's Code Academy intends to make children's into rock-stars of coding as it prepares them for a digital society.

The platform, Blanc, helps children's with ages between 6 and 12, to learn the basics skills of coding, with games, videos, exercises and many other tools. All content is based on the United Nations Sustainable Development Goals, contributing to the development of students as responsible citizens.

With an impact study developed by Calouste Gulbenkian Foundation it was proven, that

these students also improve their math and logical thinking performance, as well as the motivation to go to school.

● www.academiadecodigo.org

APPS FOR GOOD

Apps for Good is an international program based in London since 2010 and founded by Iris Lapinski. In Portugal, the Directorate-General for Education, CDI Portugal and Apps for Good launched the pilot project in January 2015.

APPS for Good is technology education program that challenges students and teachers to develop applications for smartphones or tablets, showing them the potential of technology in transforming the world and the communities. With a design methodology, students have the opportunity to experience the product development cycle.

● www.cdi.org.pt/apps-for-good

EMPREENDEDOR CRIANÇA

Recognized for the work developed with companies, the Portuguese Industrial Association - Chamber of Commerce and Industry has already made a commitment to promote this issue with children's and young people, believing that an effective intervention is done by investing in people from the earliest levels of education.

Ateliers Empreender Criança initiative, aims to create environments in which students can exercise their capacity to imagine changes, in order to develop their capacity for initiative, creativity, self-confidence, leadership, teamwork, responsibility and citizenship in everything they will carry out, whether in academic and professional life or in the personal and social aspects of daily life.

Each program is assumed by a teacher and consists of 30 sessions of 45 minutes, divided into four modules: "I create my business now!"; "I want to sell my product"; "What results do I hope to get?"; "What's it like to be an entrepreneur?" All sessions are based on animation videos, games, comic books, among other teaching materials.

● www.empreender.aip.pt

YOUNG ENTREPRENEURS BY EDUCAIXA

Young Entrepreneurs is an educational program created by EduCaixa to support teachers in developing the entrepreneurial skills of students aged between 14 and 18 years.

This objective is achieved through a pedagogical proposal that starts from problem-based learning and cooperative work as a resource to awaken entrepreneurial skills, foster personal growth and empower initiative.

Students have to work as a team to define a problem well, detect the opportunities it presents, design a project that provides a

solution and define its business model, build a prototype, test it and, finally, communicate effectively.

● www.fundacaolacaixa.pt

APPS FOR GOOD

The National Competition of Young Entrepreneurs, promoted by the Youth Foundation aims to promote qualified, creative and social entrepreneurship, fostering the generation of innovative ideas and businesses. The project intends to foster, recognize, distinguish and reward the innovation, creativity and talent of young entrepreneurs and identify young talents through the organization of activities of proximity and relationship with the main actors involved in the education and training of young people.

Also intends to foster in young people analytical capacity, stimulating reflection, critical thinking, capacity for expression and argumentation, imagination and creativity in the context of detecting business opportunities.

The project involves the teachers in the dynamization of activities that enhance the creativity and the valorization of the talent, promoting an improvement of the training mechanisms of the young people.

● www.geratalentos.pt

The project "Entrepreneurship Manual - Have Ideas to Change the World", is an initiative of the Alice Nabeiro Educational Center (CEAN), and the School of Education of the Polytechnic Institute of Viana do Castelo (ESE -IPVC) which aims to stimulate the production of ideas or entrepreneurship projects for children from 3 to 12 years old.

The Manual was presented to the Ministry of Education in 2009 and was later the object of implementation in schools that accepted the challenge, both in Portugal and in Extremadura.

The European Union also recognized it in 2013 as a pioneering and innovative project in the "Entrepreneurship Education - A Guide for Educators", challenging other schools to adopt it. In 2014 it was considered one of the twenty most inspiring projects by the Organization for Economic Co-operation and Development (OECD).

● www.deltacafes.pt

YOUTHSTART

The Youth Start Entrepreneurial Challenges Project is a European policy experimentation project in entrepreneurship education. It promotes practical experiential learning programs at the compulsory school level by developing an innovate, transferable and scalable program through the collaboration of the high-level public authorities of Austria, Luxembourg, Portugal and Slovenia.

The program is oriented by a framework of entrepreneurial competencies and experiential learning theory and is aligned with Europe Entrepreneurship 2020 Action Plan. The project was coordinated by PEEP, an NGO that supports evidence-based policymaking in education reform and economic development.

● www.peep.pt

YOUNG AUDAX

YA is a five-days non-residential activity taking place at ISCTE University and organized by 2010 by Audax-IUL. The project aims to foster entrepreneurship in the younger generation and be a launching pad for future entrepreneurs, whether entrepreneurs, social entrepreneurs or intrapreneurs.

The program is built on three vectors: 1) allow universities to open themselves abroad, influencing the university to use new methodologies in entrepreneurship education; 2) based on the teaching of entrepreneurship through non-formal education methodologies and 3) based on the involvement of the parents and the families of the young people during the program.

Throughout the program, young people will have several workshops and will be supported by mentors in the development of a business idea. On the last day they have the opportunity to pitch their ideas to invited guests, putting into practice the knowledge acquired and the skills developed.

● www.audax.iscte-iul.pt

YOUTH ENTREPRENEURSHIP IN CASCAIS

The Municipality of Cascais, created in 2007 the DNA Cascais Agency, a non-profit organization whose objective is to contribute, to the promotion, encouragement and development of entrepreneurship, with a special focus on the promotion of social and youth entrepreneurship in the municipality of Cascais. DNA Cascais works mainly in the development of skills and knowledge sharing among its community, promoting and stimulating creativity and innovation, and at the same time supporting the construction of a business environment in Cascais.

DNA Cascais Agency has in Youth and School Entrepreneurship one of its main lines of action, working with the students and schools of the county in entrepreneurial projects that aim at the development of new attitudes among the young citizens, from the Basic Education, Vocational and Professional Education to Secondary Education.

DNA Cascais Entrepreneurship Program is one of the largest education programs for entrepreneurship in Portugal, with the main objective of eliminating some of the gaps in the Portuguese educational system, preparing young people for the labor market, instilling in them an entrepreneurial attitude, as well as other business competences.

The program offers young students a set of personal tools that allow them to develop a

entrepreneurial mindset and a multidisciplinary vision that helps them to define and achieve their life goals.

The program DNA Cascais Entrepreneurial Schools acts in a practical way with the students in the creation of entrepreneurial projects, with a constructive character that aim to increase the capacity of decision making. This work is carried out through sessions that appeal to creativity, the extensive use of critical thinking and that promote greater self-knowledge among teachers and students.

This project has already been developed for 13 years in the schools of Cascais looking, since its genesis, to present a transversal character, both in terms of the age groups involved, and in its adaptation to the different areas of education, such as Mother Language, Science, Mathematics and Economics, among others.

Regarding to the age groups covered, and the DNA Cascais Agency being an entity that promotes the entrepreneurial spirit, it was understood that this entrepreneurial spirit must be instilled very early.

The program is based on the principle of assuming entrepreneurship as an essential competence that contributes to the development of the Community by assuming itself as an agent of social change.

The methodology developed by DNA Cascais in its Entrepreneurial Schools program is based on 5 fundamental pillars that underpin any of the projects to be developed under the program:

Dynamic: Based on diverse and appealing methodologies;

Collaborative: Promote the development of group activities;

Interactive: Facilitate cooperation between the student and teacher, making the student a generator of knowledge;

Integrated: Develop entrepreneurial skills;

Continuous: They are translated into an evolutionary process throughout all levels of education.

In order to foster innovation and foster forms of cooperation between public and private sectors, essential to increase competitiveness, the programs are developed considering an extensive network of partners: StartIUPI, Science4you, Junior Achievement Portugal, Associação Inspirar o Futuro, Chamber of Commerce from Cascais and Europeia University, among others.

The entrepreneurship education project have given over the last 13 editions of the project, opportunity for more than 48 000 students to take part in these journeys for a better future. Throughout its editions DNA program Cascais Schools Entrepreneurs has trained 357 teachers, reaching more than 50 schools in Cascais.

Due to its innovative and differentiating character, this project has known a significant impact in the municipality and consequently increased over the years the involvement of DNA Cascais with students and teachers. In all projects, teachers are a key element during the process, playing a key role with students, assuming themselves as reference figures in the education system and in the development of the student's personality.

By understanding this aspect, it's fundamental to also offer to the teachers training actions in the area of entrepreneurship. Therefore, considering that this is an effective education project for entrepreneurship, the role of DNA Cascais in schools involves all actors - parents, schools, teachers, partners and companies in the municipality. Only with a transversal approach change will be possible, capable of generating positive results for the entrepreneurial ecosystem.

Considering the benchmark of competences to be developed in the context of the entrepreneurship education programs presented by the European Commission in the report "Entrepreneurship Education at School in Europe" the program Cascais Entrepreneurial Schools intends to work the following competencies:

Understanding Entrepreneurship

How to identify opportunities and create solutions;
To know processes of innovation and creativity;
Know the different phases of the entrepreneurial process;
Understand how the economy works;
Understand how the labor market works;
Financial Literacy;
Social Responsibility and Ethics in organizations.

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How to have an entrepreneurial attitude

Sense of initiative and ability to reach goals;
 Motivation, persistence and commitment;
 Creativity, curiosity and tolerance; Self
 confidence; self-efficacy and self-awareness.

Entrepreneurship skills

Planning and Organization; Lead and Delegate;
 Communication and evaluation; Identify risk
 and take responsibility for actions and
 decisions; Ability to work in a team and
 autonomously; Ability to identify strengths and
 weaknesses; Connect ideas and creative
 problem solving skills; Commitment and ability
 to mobilize commitment; Risk mitigation;
 Divergent thinking.

ENTREPRENEURSHIP EDUCATION PROJECTS IN CASCAIS

JUNIOR ACHIEVEMENT PORTUGAL

JA Portugal is a non-profit organization whose mission is to inspire and prepare young people to succeed in a global economy, through three pillars: Education for Entrepreneurship; Financial Literacy and Skills for Employability. JA Portugal's programs reach all levels of education, ensuring entrepreneurial education in the first cycle of higher education.

"THE FAMILY" PROGRAM

For students whose ages are between the ages of 6-7, 1st school year. This program consists



of 5 sessions in which students should identify what a family is, what the relationships and interdependencies among family members are, what the needs and desires are, and what types of work family members have.

| YEAR | SCHOOLS | CLASSES | STUDENTS | TEACHERS | SESSIONS |
|--------------|-----------|------------|-------------|-----------|------------|
| 2016/ 17 | 23 | 29 | 736 | 29 | 174 |
| 2017/ 18 | 24 | 34 | 824 | 34 | 170 |
| 2018/ 19 | 21 | 37 | 873 | 37 | 222 |
| TOTAL | 24 | 100 | 2433 | 48 | 566 |

"THE COMMUNITY" PROGRAM

It is addressed to students aged 7-8 years, 2nd school year. This program consists of 5 sessions in which students should identify what a community is, how businesses work within a community, what role the state/ government plays, what services exist for the well-being of its citizens, and what professions exist within a community.

| YEAR | SCHOOLS | CLASSES | STUDENTS | TEACHERS | SESSIONS |
|--------------|-----------|-----------|-------------|-----------|------------|
| 2016/ 17 | 19 | 20 | 489 | 20 | 120 |
| 2017/ 18 | 27 | 34 | 830 | 34 | 170 |
| 2018/ 19 | 23 | 28 | 672 | 28 | 168 |
| TOTAL | 27 | 82 | 1991 | 37 | 458 |



“A EUROPA E EU” PROGRAM

“Europa e Eu” program is aimed at students in 5th and 6th school year, aged between 10 and 12 years. During 6 sessions students will explore the relationship between natural, human and capital resources found in different countries, taking into account European businesses that produce goods and services for consumers.

| YEAR | SCHOOLS | CLASSES | STUDENTS | TEACHERS | SESSIONS |
|--------------|----------|-----------|-------------|-----------|------------|
| 2016/ 17 | 3 | 7 | 194 | 7 | 42 |
| 2017/ 18 | 6 | 26 | 690 | 26 | 130 |
| 2018/ 19 | 8 | 31 | 806 | 31 | 186 |
| TOTAL | 8 | 64 | 1690 | 31 | 358 |

"IT'S MY BUSINESS" PROGRAM

Targeted only to students in the 7th and 8th school years, aged 13-15 years. It consists of 6 interactive sessions with the students, with the aim that they know how to identify and understand entrepreneurship concepts, with a strong emphasis on social studies, reading and writing.

| YEAR | SCHOOLS | CLASSES | STUDENTS | TEACHERS | SESSIONS |
|--------------|-----------|-----------|-------------|-----------|------------|
| 2016/ 17 | 7 | 20 | 508 | 20 | 120 |
| 2017/ 18 | 8 | 30 | 766 | 30 | 150 |
| 2018/ 19 | 10 | 27 | 729 | 27 | 162 |
| TOTAL | 10 | 77 | 2003 | 33 | 432 |

“ECONOMICS FOR SUCCESS” PROGRAM

The Economics for Success program targets 9th grade students aged 13-15. During 6 sessions the program provides practical information on personal finances and the importance of identifying education and career goals based on the interests, values, and qualities of the students.

| YEAR | SCHOOLS | CLASSES | STUDENTS | TEACHERS | SESSIONS |
|--------------|----------|-----------|-------------|-----------|------------|
| 2016/ 17 | 8 | 20 | 478 | 20 | 120 |
| 2017/ 18 | 7 | 28 | 715 | 28 | 140 |
| 2018/ 19 | 8 | 32 | 864 | 32 | 192 |
| TOTAL | 8 | 80 | 2057 | 36 | 452 |

"THE COMPANY" PROGRAM

This is the flagship program of Junior Achievement. Considered a good practice by the European Commission, it also counts on the high sponsorship by the Portuguese Presidency of the Republic. The program challenges high school students to create and manage a mini-company, over a one-year classroom and classroom context.

| YEAR | SCHOOLS | CLASSES | STUDENTS | TEACHERS | SESSIONS | PROJECTS |
|--------------|-----------|-----------|-------------|-----------|------------|------------|
| 2016/ 17 | 9 | 24 | 546 | 16 | 144 | 37 |
| 2017/ 18 | 6 | 23 | 518 | 11 | 207 | 26 |
| 2018/ 19 | 7 | 26 | 728 | 12 | 156 | 41 |
| TOTAL | 10 | 73 | 1792 | 17 | 507 | 104 |

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YOUNG ENTREPRENEURS COMPETITION

Organized by DNA Cascais, since 2007, this ideas competition targets students from the 9th to 12th school years, this initiative aims to instill a spirit of initiative in the young people of Cascais. The project DNA Cascais Young Entrepreneurs project, developed in a ideas competition aims to provide young people with knowledge about the different phases of the entrepreneurial cycle, as well as gathering business ideas in the various areas of activity.

Since 2016, this project is developed with the support of Europeia University, that support the school students in mentoring sessions about finances and marketing and gives the opportunity for the winning projects to benefit from a week in Madrid, being able to know the entrepreneurial ecosystem of the city of Madrid.

| YEAR | SCHOOLS | CLASSES | STUDENTS | TEACHERS | SESSIONS | PROJECTS |
|--------------|-----------|-----------|-------------|-----------|------------|------------|
| 2016/ 17 | 11 | 35 | 800 | 12 | 96 | 89 |
| 2017/ 18 | 9 | 31 | 817 | 13 | 136 | 73 |
| 2018/ 19 | 8 | 29 | 783 | 11 | 145 | 87 |
| TOTAL | 12 | 95 | 2400 | 15 | 377 | 249 |



YOUNG ARTISTS

With the objective of promoting cultural and creative entrepreneurship, DNA Cascais Young Artists is an initiative that aims to promote art and culture among the young people, from 2nd and 3rd cycle of Basic Education.

Based on one of the symbols of the Municipality, Santa Marta Lighthouse, schools and youths from the Municipality were challenged to present artistic project proposals. The applications submitted, in the first phase in the form of a memorandum will be subject to analysis by a selected Jury and the 10 best projects had the opportunity to carry out the project, being assigned a replica of the Santa Marta Lighthouse (with ± 150cm).



| YEAR | SCHOOLS | CLASSES | STUDENTS | TEACHERS | SESSIONS | PROJECTS |
|--------------|----------|-----------|------------|----------|------------|-----------|
| 2016/ 17 | 3 | 19 | 539 | 5 | 114 | 38 |
| 2017/ 18 | 5 | 21 | 445 | 8 | 126 | 37 |
| 2018/ 19 | | | | | | |
| TOTAL | 5 | 40 | 984 | 9 | 240 | 75 |

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DNA CASCAIS IUPI

DNA Cascais IUPI is a project aimed at children from the 3rd and 4th School Year (8 and 9 years old), promoted in partnership with Start IUPI and whose objective is the development of skills and attitudes that allow widening the range of choice and which facilitate the process of building each other's dreams.

The project is divided into 5 different phases:

- **Teacher Training:** In order to give teachers the possibility to develop skills in entrepreneurship and how they can work on the theme of entrepreneurship in the classroom with their students. It's a certified training with 25 hours;
- **IUPI BE:** This program aims to help children to know their unique potential, so that they can grow with the power of choice, respecting

themselves and doing what they like, living in a more fulfilling way.

- **IUPI Biz:** This program consists of a game about entrepreneurship, where participants live the value creation cycle: Product, Price, Promotion and Square. As a team, they create their own company, produce products, give them a price, create promotional strategies and finally sell their products in the market.
- **DNA IUPI Fair:** It consists of a small fair whose main objective is to give projection to the program and promote the relations of all the participants of the different classes. At DNA IUPI Fair they can present to the community the products developed during the different sessions.
- **"Start IUPI Book - Doing Things!":** For parents and educators the book, with several activities and inspiring stories, is based on the development of seven competencies (Self-confidence, Listening, Presentation, Win-win partnerships, Responsibility, Identifying opportunities, Organization and planning).

| YEAR | SCHOOLS | CLASSES | STUDENTS | TEACHERS | SESSIONS | TRAINING |
|--------------|-----------|-----------|-------------|-----------|------------|-----------|
| 2016/ 17 | 11 | 23 | 563 | 23 | 208 | 22 |
| 2017/ 18 | 18 | 49 | 1193 | 23 | 294 | 21 |
| 2018/ 19 | 8 | 11 | 297 | 11 | 121 | - |
| TOTAL | 37 | 83 | 2053 | 57 | 623 | 43 |

In the school year 2018/ 2019, the project changed name, having suffered some methodological changes and different activities were developed in the classroom, with the same main goals.

ENTREPRENEURIAL SCIENTISTS

As a result of the partnership between DNA Cascais and Science4you, this project, addressed to students from the 5th and 6th (11 and 12 years old) aims to promote creativity and innovation, developing a scientific and educational kit.

Science4you is a Portuguese company dedicated to the development, production and marketing of educational and scientific toys, as well as to the area of animation through science.

During the school year, students, with the support of Science, Design and Technological Education teachers in a classroom context, should prepare a scientific and educative toy project, with potential from the point of view of entertainment. The aim will be to develop a retail product that complies with safety standards in terms of use.

| YEAR | SCHOOLS | CLASSES | STUDENTS | TEACHERS | SESSIONS | PROJECTS |
|--------------|----------|-----------|-------------|-----------|------------|------------|
| 2016/ 17 | 3 | 19 | 539 | 6 | 114 | 38 |
| 2017/ 18 | 3 | 19 | 494 | 6 | 114 | 43 |
| 2018/ 19 | 2 | 15 | 390 | 4 | 90 | 39 |
| TOTAL | 4 | 53 | 1423 | 11 | 318 | 120 |



MY DNA BOOTCAMP

This initiative, developed by DNA Cascais, aims to support young people in a more conscious decision-making process with a greater focus of self-knowledge regarding their career and vocational choices and to strengthen the link with the companies from Cascais, promoting also a better knowledge of their business and activity.

Over the Bootcamp, during one week, young people, aged between 14 and 18 years, have the opportunity to appreciate a non-residential Bootcamp with focus on 3 vectors:

- **Training:** How to position themselves in the market in a differentiating way; What is their personal value proposition?; How to take decisions consciously
- **Entrepreneurship:** Intrapreneurship; Present creative and innovative solutions to the needs identified by companies from Cascais (each company will launch a challenge for the participants to solve).



19 ENTREPRENEURSHIP EDUCATION

Cascais, Portugal

1st Session | Entrepreneurship: from idea to business

2nd Session | Entrepreneurship and everyday applicability (attitude, add value and differentiation)

3rd Session | How to identify challenging situations and how to deal with the opportunity to growth with alternative solutions (how to create value)

4th Session | Verbal and non-verbal communication, planning and organization capacity, ability to take decisions, creative knowledge, delegation and leadership skills

5th Session | Motivation and commitment, autonomy and trust, goal and results oriented

6th Session | How to live in multicultural environments, deal with change

7th Session | Frustration, error tolerance, emotional intelligence, management priorities, time management and conflict management

8th Session | Identifying value and entrepreneurial skills, talents in themselves and in others, teamwork.

- **Jobshadowing:** Knowing the economic context of Cascais and the business environment; Have a first work experience; Follow the daily activity of an entrepreneur (from the same professional area that they want to study).

| YEAR | PARTICIPANTS | COMPANIES | DAYS TRAINING |
|--------------|--------------|-----------|---------------|
| 2016/ 17 | 12 | 5 | 10 |
| 2017/ 18 | 14 | 7 | 5 |
| 2018/ 19 | - | - | - |
| TOTAL | 26 | 9 | - |

| YEAR | SCHOOLS | PARTICIPANTS | TRAINING EDITIONS |
|--------------|-----------|--------------|-------------------|
| 2016/ 17 | 12 | 42 | 2 |
| 2017/ 18 | 16 | 44 | 2 |
| 2018/ 19 | 6 | 16 | 1 |
| TOTAL | 23 | 102 | 5 |

TEACHERS TRAINING

“Development of entrepreneurial competences the classroom context” is a training course with 25 hours, addressed to School Teachers, where each teacher develops skills and competences in order to train their students with entrepreneurial skills, attitudes, knowledge and behaviors necessary for their daily life. All the sessions had theoretical sustainability, practical exercises.



CASCAIS GET REAL

Cascais Get Real is a project led by DNA Cascais, developed in the period 2017-2019, as the result of a challenge launched by the EUIPO - European Union Intellectual Property Office, and whose purpose is to promote a collective awareness of the young people, for the value of intellectual property and for damages caused by counterfeiting and piracy.

Through awareness raising actions among young people, video contests and comics and media campaigns with artists and opinion makers, the project aims to contribute to a greater awareness of the value of innovation, intellectual property and copyright.

WORKSHOPS

Development of specific workshops, with a duration of 1 to 2 hours, with specific topics such as Entrepreneurship and Innovation; Marketing; Finances; Communication; Creativity and Entrepreneurial Skills. Each year an average of 50 workshops are developed for students of different ages, reaching an annual average of 3000 students

ENTREPRENEURSHIP EDUCATION

MENTORING

Support to the development of applications, identification and development of projects by the schools, under the topic of entrepreneurship, such as: Science in the School; APPS for Good; Science on Stage



INSPIRE YOUR TEACHER

Teachers are the biggest factor in school performance of young people, yet their role is little recognized by society. This lack of recognition leads to a demotivation of teachers, resulting in a lower quality of teaching, contributing a higher rate of school failure. The Inspiration Your Teacher's Campaign, promoted by the organization "entrepreneurial minds", through which the social mission of teachers is valued, aims to recognize and thank the role that teachers assume, so that they feel motivated and can do more and better, translating into an increase in the students' school performance.



21 ENTREPRENEURSHIP EDUCATION

Cascais, Portugal

CASCAIS ENTREPRENEURSHIP EDUCATION IN NUMBERS 2016 - 2019



ENTREPRENEURSHIP AND EDUCATION CONFERENCE

With the aim of contributing to education promoting a culture conducive to the acquisition of knowledge and the development of attitudes, capacities and values that promote the entrepreneurial spirit, a conference on "Entrepreneurship and Education" is held each year, addressing topics such as "The relevance of education for entrepreneurship in Portugal", "The role of school in the entrepreneurial ecosystem" and debating and sharing of experiences in entrepreneurship education at different levels of education.

The Conference have an average presence of 90 people, including teachers and researchers, youth and education workers from different municipalities, NGO members and companies that work in the area of entrepreneurship education.



| | START IUPI | JAP FAMILY | JAP COMMUNITY | JAP ME AND EUROPE | JAP É O IT'S MY BUSSINESS | JAP ECONOMICS FOR SUCCESS | JAP COMPANY | ENTREPRENEURIAL SCIENTISTS | YOUNG ENTREPRENEURS COMPETITION | YOUNG ARTISTS | MY DNA BOOTCAMP |
|---|------------|------------|---------------|-------------------|---------------------------|---------------------------|-------------|----------------------------|---------------------------------|---------------|-----------------|
| KNOWLEDGE | | | | | | | | | | | |
| Identify oportunities and create solutions | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Innovation and Creativity Processes; | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Entrepreneurial cycle | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| How economy works | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Labor market context | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Financial Literacy | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Ethics and Social Responsibility | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| ATTITUDES | | | | | | | | | | | |
| Sense of initiative and ability to reach goals | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Motivation, persistence and commitment | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Creativity, curiosity and tolerance | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Self confidence and self-awareness | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| SKILLS | | | | | | | | | | | |
| Planning and Organization | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Leadership and how to delegate | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Communication and evaluation | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Ability to work in a team and autonomously | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Ability to identify strengths and weaknesses | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Connect ideas and creative problem solving skills | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Commitment and ability to mobilize commitment | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Risk mitigation | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Divergent thinking | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |

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The Erasmus logo, which is a stylized starburst or flower-like shape.