



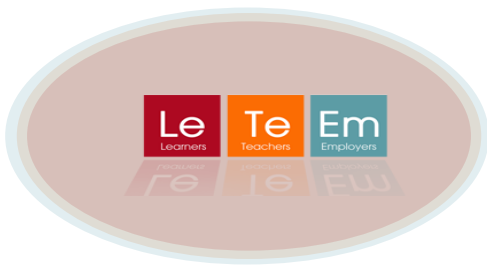
LeTeEm - Learners, Teachers and Employers

## LeTeEm final seminar\_Workshop 3 Cooperation with Business Partners & Employers

*Chiara Davalli, EBN*

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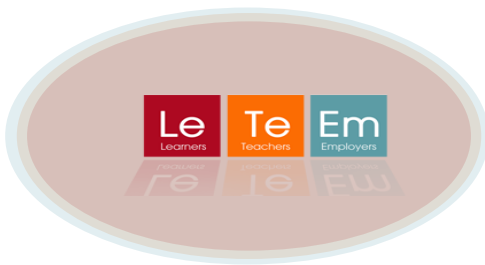
EBN is an **international community** of 220 smart and specialised organisations that **connect and coach** innovators, entrepreneurs and SMEs to start, **grow, and transform our economies**



**EBN's ecosystem** is drawn from a diverse range of organisations with a common interest in

- **Innovation**
- **Entrepreneurship**
- **Economic development**





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Members:

- 155 EU|BIC
- 60 Associate

Types

- 151 innovation centre / incubator
- 18 University / Research Centre
- 39 Govt Agency
- 8 Chamber



EU|BIC



EU|BIC satellite



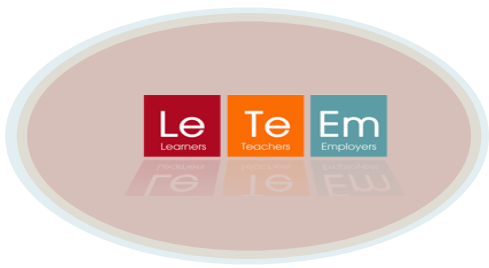
EBN associate member



Esinet member



Soft Landing member



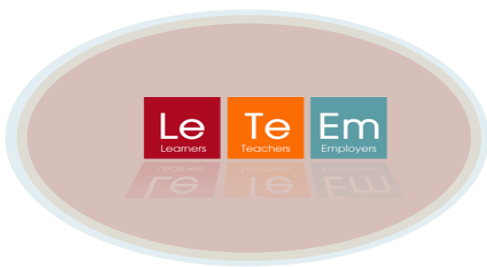
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WHY?

***“The earlier an entrepreneurial spirit is encouraged, the better the results for society”***

Educating the Next Wave of Entrepreneurs, World Economic Forum 2011



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**The Europe 2020 strategy recognises entrepreneurship and self-employment as essential pillars for the achievement of smart, sustainable and inclusive growth.**

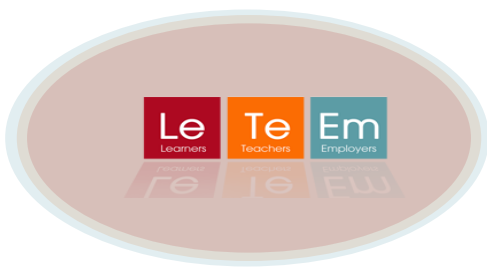
Several flagship initiatives at European level address them: Agenda for new skills and jobs, Youth on the Move – initiatives on education, etc.

**EBN and its members act as supporters and active players in the development and expansion of entrepreneurship also by addressing young students, working closely with schools and their teachers.**



- Our core mission is to **generate a new class of innovation-based entrepreneurs which innovate, grow & expand**
- **Educate, train and coach the seed of champions** that will create the future class of entrepreneurs





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**CEEI Guadalajara (Spain):** all weeks we give advices to youth coming of different educational schools of the region, also coming since the numerous villages, about how to build an innovative enterprise **using the imagination** and since an initial or basic idea, giving them the opportunity to **interact with veterans businessmen that give to them a real vision of the real entrepreneurship world.**

**Tagusvalley (Portugal):** is an active player in the field of education for entrepreneurship since 2008 as **we consider this to be the ideal long term tool for the necessary societal change in our regions towards a more active, engaged and entrepreneurial society.**

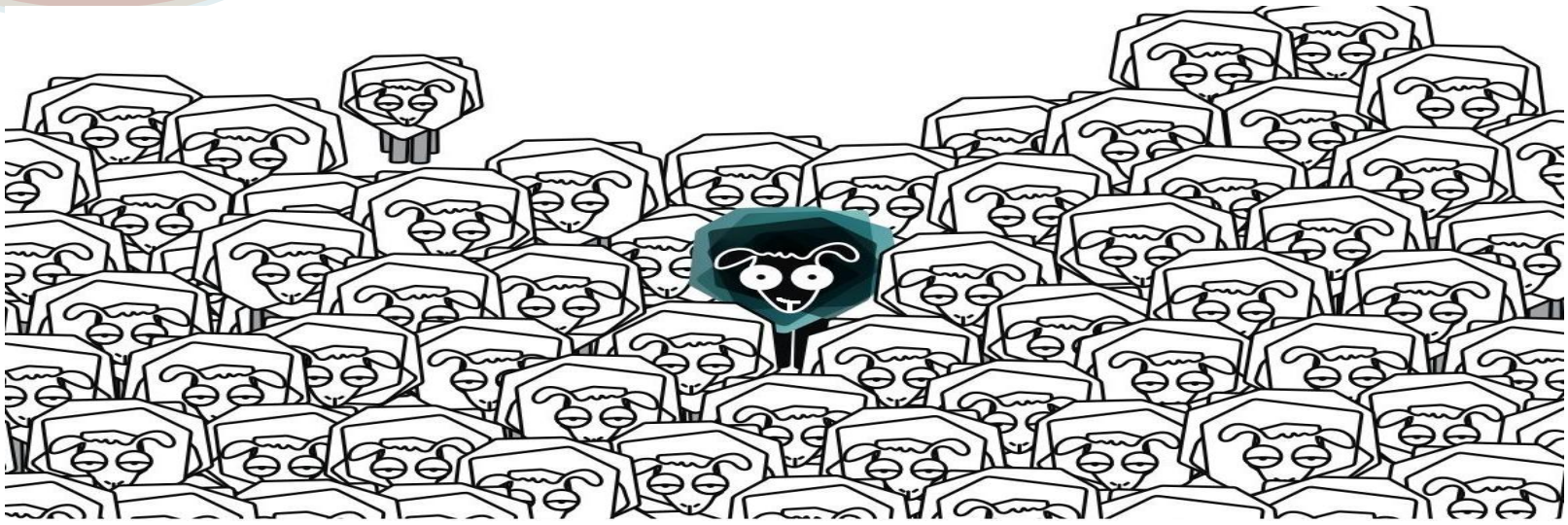
**BDF - BIC Friesland (Netherlands):** is keen to **share and harvest knowledge about stimulating entrepreneurship among students and graduates.** With our incubator we host a lot of student start-ups and try to expand our **linking pin role in between education and business by developing entrepreneurship training programmes for students,** both locally and internationally.





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take risks  
and conquer your fears.





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***Entrepreneurship is neither a science nor an art.  
It is a practice.***

***—Peter Drucker***

***Called ‘Learning by Developing’ (LbD), this methodology has been chosen by the project team as it directly addresses the problems of building close ties between education and the workplace and engendering creativity and innovation in both fields.***





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# *The role of employers in LeTeEm project*

## NEEDS

Of key importance in enhancing learners' employability, entrepreneurial potential and familiarity with the working world are **partnerships between education and training institutions and employers**. As stated by the Council of the European Union (9876/09),

“competitiveness and growth of Europe's economy could be improved by putting the knowledge triangle to work, notably by developing partnerships between employers and education and research institutions which are aimed at fostering innovation and ensuring its transfer into practice.”

In this way, employers' knowledge and experience can be used, in the course of the lifelong learning process, **to help each individual acquire the knowledge, skills, competences and positive attitude towards work that will support his or her chances of finding a suitable job or starting his or her own business.**



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# *The role of employers in LeTeEm project*

## **MEETING THE NEEDS:**

- *The teaching and learning approach that is a **collaboration between teachers, students and businesses** is designed to help students understand the realities of the world of work.*
- *LeTeEm encourage young European students to **develop employability through creative thinking, curiosity and enquiry, critical thinking, social and communications skills, confidence and practicality;***
- *Through the LbD4All methodology students developed entrepreneurial skills on a Web2.0 technology platform; **they learnt about entrepreneurship by working closely with real entrepreneurs, working on concrete tasks and assignments***

authenticity | partnership | experiencing | investigative approach | creativity



# *The role of employers in LeTeEM project*



## PREPARATION

**Stage0:** Teachers locate a willing employer/s to take part.

**Stage1:** Meet with the teacher who will describe:

- The students that want to do the project (ages, subjects they learn, capabilities).
- The time scale they would like.
- Any other important points

**Stage2:** Work with teams to prepare a possible project and write an 'Employers task sheet' that will be used to introduce the project to the students.

**ALERT: The tasks should be as close to real tasks within your business as possible!**



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# *Employers in LeTeEM*

## Week by week project guide

### **Week 1 Employers define a task**

Task - You have to provide a specification of what you want the students to do.

- You can devise more than one brief if you wish to give the student team a choice.

### **Week 1: Teacher/Employer liaise on the brief**

Task - Teacher approval of the project/s briefs

### **Week 1: Teacher briefs students**

Task - Before you meet the students that will do the task their Teacher prepares them for the initial meeting with the employer and gives them the final version of the 'Employers task sheet'.

### **Week 2: Students clarify with Employer**

Task - Students initial meeting for finalisation of the 'Students project plan' with the employer.

### **Week 3 to Week n: students weekly progress reports**

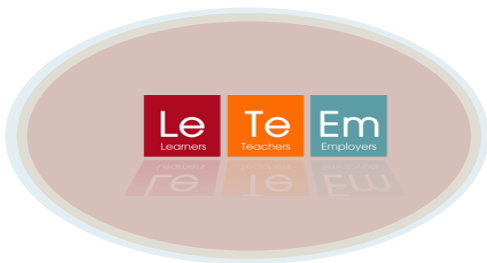
Task - Completion of the 'Students project plan'.

### **Final week: students present**

Task - Students deliver the products/results to the company



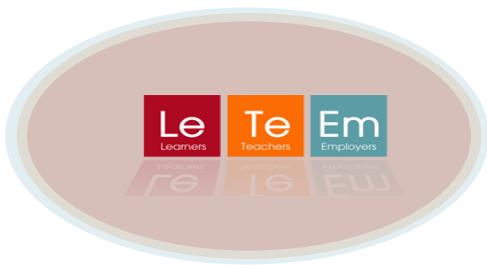




# *Employers in LeTeEM*

## Week by week project guide

Project tasks	Links to subject areas
Graphics package (logo/brochure/packaging, marketing text/translations/pricing to publish)	ICT, Arts, Design, Languages, Economics, Mathematics, Biology (Ecology), Entrepreneurship (Civics), Specialised elective subjects
Online marketing campaign (social networking/advertising/marketing texts/guerilla marketing/viral marketing/blogs & website)	ICT, Arts, Languages, Economics, Mathematics, Entrepreneurship (Civics), Specialised elective subjects
New products/services	ICT, Arts, Languages, Economics, Mathematics, Entrepreneurship (Civics), Psychology, Philosophy, Specialised elective subjects
Apps (functionalities/logo/interface design/animation/Navigation flow through the App/marketing)	ICT, Arts, Design, Languages, Economics, Mathematics, Biology (Ecology), Entrepreneurship (Civics), Specialised elective subjects
Online sales and trading (eBay/website/Paypal/Bitcoin/satisfaction warehousing/tracking systems/returns & customer satisfaction/pricing strategies)	ICT, Arts, Design, Languages, Economics, Mathematics, Biology (Ecology), Entrepreneurship (Civics), Specialised elective subjects
On/offline arts campaign (theatre/museum/orchestra/band etc – website/street theatre/social network/blogs/brochure/leaflets)	ICT, Arts, Design, Languages, Economics, Mathematics, Biology (Ecology), Entrepreneurship (Civics), Specialised elective subjects



# #BUZZWORDS



#networking

#team-up

#humanfactor

#partnership

#opportunity spotting

#creativeintelligence

#emotionalintelligence

#courage

#learning

#inspiring

#selfconfidence

#decisiontaking

#concrete

#focussed

#realistic

#challenging

#inspiring

#opportunities

#vision

#innovation

#b2e

#openness

#engagement

#trust

#credibility

#authenticity

#partnership

#creativity



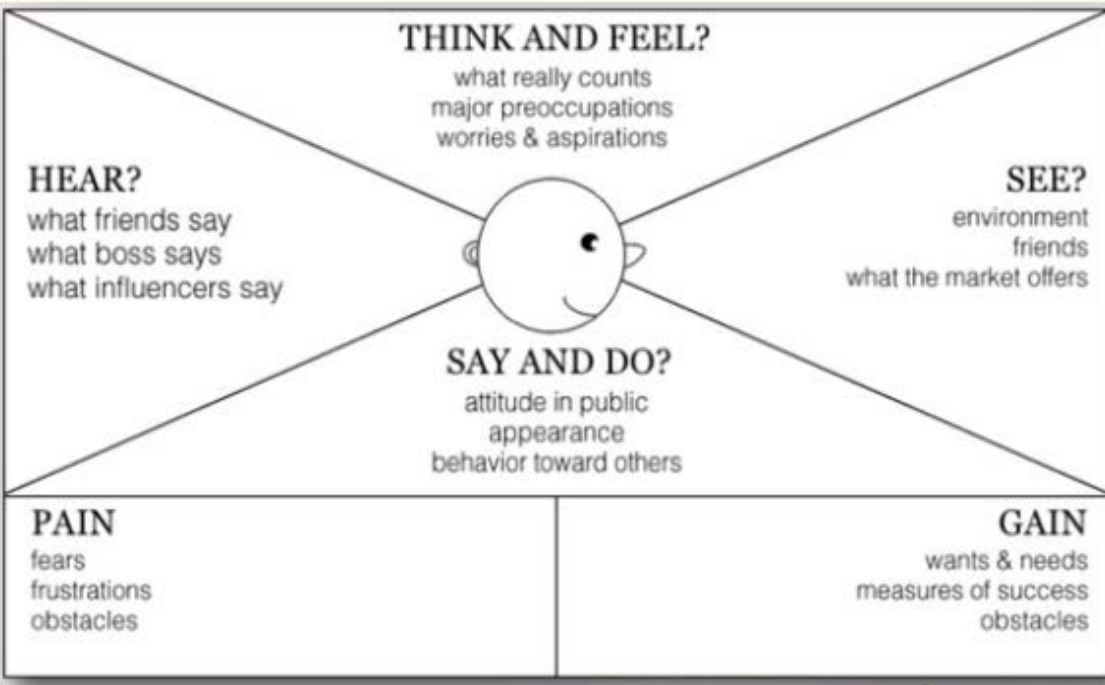


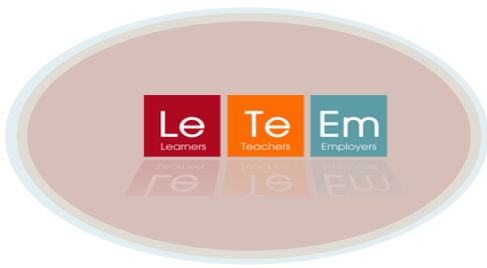
## Define pupils' needs: draw his/her persona

A good way to start is by using the Empathy Map a flexible visual tool that breaks down key areas of understanding about the beneficiary which can then be referred to when designing a better LbD experience:

- what they see around them in their local environment
- what their hear their family and friends saying
- what makes them happy
- what makes them sad/concerned

These can then be tested against a conversation with a beneficiary or with people who work with them on a regular basis. The empathy map can then be updated to form a reference tool for use throughout an innovation design process by asking “would person X like this/benefit from this/use this” etc.

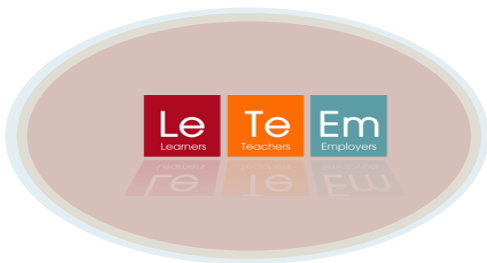




- **Swap profiles**
- **Think about possible tasks for your pupils: propose/discuss them together with an employer**
- **Define a small plan for a LbD experience (i.e. what is the objective, how long should it take, how many students should be part of each team, what are their profiles, etc.)**
- **Share**
- **New buzzwords**







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# Thank you

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