

Let'



ENTERPRISE



Newsletter n. 2

Let seniors teach sense of initiative and entrepreneurship through innovative multimedia storytelling approaches

www.letsenterprise.eu



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Dear Newsletter subscriber,

We would like to give you an update on our participation in a European project entitled ' LET'S : Let seniors teach sense of initiative and entrepreneurship through innovative multimedia storytelling approaches'.

Each partner - from Italy, UK, Portugal, Poland, Germany, Bulgaria, Turkey, Switzerland and Finland - searched for 5 good practices / educational programmes, -methods etc. in which the stress was on encouraging own initiative and entrepreneurship. Initiative and entrepreneurship was examined from the point of view of attitude, resources (knowledge and skills), and context. Each country thought in each case whether the practice was encouraging toward attitudes, or knowledge and skill issues, or context (cultural/life situation/community).

The results of this transnational research will be put together in an e-book gathering 40 of the best practices in the field of Adult education.

When analyzing the good practices related to the sense of initiative and entrepreneurship in partner countries, it became obvious that the needs of entrepreneurs are equal in all countries. Entrepreneurship needs supporting; technical, administrative and juridical. Many of these practices were emphasizing these things. Especially when the person is considering starting his/her own business, it is important to get encouragement. Most of the practices offered different kind of advice. It seemed to be important to offer help in a very concrete way. Individual support and consulting was mentioned in most of the models.

Although there were many similarities in these practices, also differences between countries was noticeable. For example religion and traditions can influence on entrepreneurship in some countries. For instance in Turkey the Muslims prefer to use their own savings or family funds instead of loaning money from the bank, which naturally affects on their decisions.

The next phase for all the partners will be to produce video films of senior entrepreneurs who have succeed in their career. This very practical illustration of what has so far been researched will constitute an essential tool for inspiration and learning and bring good added value for many trainings around Europe.

In the meantime, have a look at the best 5 practices identified in the UK:



PRIME (the Prince's Initiative for Mature Enterprise)

Time of implementation. For how long was the practice in action?

There are constantly free courses of variable length on offer, as well as a free one-to-one consultancy and mentoring service.

Who was it financed / implemented by

The charity was set up by Prince Charles, with the philosophy that 'the experience and skills which people build up over a lifetime are an invaluable resource, it is madness for society not to make use of this'. Courses are free.

Target group

This charity targets the over 50's. Enterprise isn't just about youth. People of any age can set up business, but it's particularly useful for the over 50's as there are not a lot of other options. Despite legislation supposedly outlawing age discrimination, older people still face difficulty finding an employer willing to give them a job.

The main content of the practice

This is an excellent first port of call for seniors considering to set themselves up in business, as it gives help and advice, but also acts as a link to other organizations that offer help to start a business in the area of the person who sent in the request. PRIME will also send out a pack of starter materials that will help to consider self-employment, and give information about any workshops, seminars or open drop in days. Then there is the free mentoring programme for people over 50 who are just beginning to think about setting up their own business. This service is about exploring initial thoughts around self-employment. It is an opportunity to have a soundingboard, to check ideas and to discover the best way of moving forward. This is best described as having a 'critical friend'. This mentoring is most useful for people at the early stage – when they are just starting to think about setting up business. This can be a powerful catalyst for senior entrepreneurs, where talking to a mentor can be critical to them in preparing their business plans or finding the courage to take the leap into entrepreneurship.

As one of the country's most well-known portal of help towards senior entrepreneurs, PRIME has an impressive list of people who went through their services and successfully set themselves up in business. The charity also forwards information about local help organizations and other useful services.

www.primebusinessclub.co.uk



School of Movement Medicine

Time of implementation. For how long was the practice in action?

The SMM offers workshops on an ongoing basis, see website for details.

Who was it financed / implemented by

The school is based in Devon but runs courses nationwide as well as internationally. Founded and run by Ya'Acov and Susannah Darling-Kahn, who come from backgrounds as diverse as Gestalt psychotherapy, systems theory and family constellation, movement and voice work and free movement practice. Prices vary.

Target group

'Anyone in a body'... The work of SMM rests on the understanding that whatever one's shape, age, background or ability, there's creative inspiration in everyone. Movement Medicine aims at helping find that inspiration, give it form, and place it in the driving seat of people's lives.

The main content of the practice

This is a good place to connect to one's deepest dreams and passion, all pre-requisites for taking the leap into entrepreneurship, especially for seniors. The intention of Movement Medicine is to support people to live these dreams. MM puts one in touch with a deep trust in the creative process of life. The sheer joy and freedom found in the dance helps people to overcome their fears, find genuine, authentic, and responsible expression of who they are, and gives them the tools to integrate all this into their day-to-day lives. Through the practice, people find their nobility, their courage, their love, and their capacity to live a life they can feel good about. MM gives people the confidence to 'go with their heart' and trust their own authority. There is always the invitation in the dance to pay attention, bring everything into movement, and remember again and again who you really are and what you are capable of creating.

Many people have reported coming back from a MM workshop with the inspiration and encouragement they needed to radically change their life and align it with their deepest heart's desire. There is a strong inter-generational element here which is of great value in integrating seniors in an active society. Great accent is placed on community building and the inspirational spark can thereby travel and be passed on to many more seniors on the brink of daring to become entrepreneurs.

www.schoolofmovementmedicine.com



School for Social Entrepreneurs (SSE)

Time of implementation. For how long was the practice in action?

Year course

Who was it financed / implemented by

The school for Social Entrepreneurs exists to provide training and opportunities to enable people to use their creative and entrepreneurial abilities more fully for social benefit. SSE supports individuals to set up new charities, social enterprises and social businesses across the UK. There are schools in every part of the country. The fees structure varies but in general places on the programme are funded by grants or bursaries, or students are helped to generate sufficient income to meet their expenses and to contribute to the cost of the programme. The SSE seeks to ensure that fees present no barrier to participation.

Target group

Students are of all ages, from 19 to 74. There is no mould for social entrepreneurs, but a diverse range of approaches from people of different ages, backgrounds, gender, interests and expertise. What they share are entrepreneurial skills and characteristics allied to a social mission or purpose.

The main content of the practice

The SSE has no set curriculum, it is an action based approach. It is acknowledged that entrepreneurs prefer action to reflection, they aren't interested in learning programmes that don't seem relevant to them, and they often move straight into action without any educational preparation. They learn as they go. Action learning involves small groups meeting to talk intensively about their recent achievements and problems in a non-judgmental atmosphere. People can ask each other questions, but do not give advice. In this environment, students can be open and honest, acknowledge the personal and emotional issues that affect their projects' development, and learn from each other' experiences. These discussions are underpinned by training in essential skills like fundraising, marketing and business planning, and the chance to grill experts witnesses, policy makers, politicians and funders.

The SSE programme use a variety of different support interventions and learning methodologies, to provide the tailored personal development and organizational support that social entrepreneurs need.

www.sse.org.uk



Upturn

Time of implementation. For how long was the practice in action?

8 day programme over 8 weeks

Who was it financed / implemented by

Centre for Micro Enterprise (London Metropolitan University)

Target group

People aged 45+ in the London area.

The main content of the practice

To help people develop the skills needed to set up their own business. This is achieved by taking people through the various stages of turning their idea into reality: business self image and networking, designing the business plan, market research and market planning, finances and taxation information, E-commerce and ICT, how to pitch and present, legal information.

020 7320 1383 or email info@upturnonline.co.uk



Inbiz

Time of implementation. For how long was the practice in action?

From one to three days

Who was it financed / implemented by

Inbiz was established in 1990 and has grown to become a respected market-leader in its field. It focuses on enterprise creation and neighbourhood regeneration. It develops and delivers innovative enterprise support programmes by working with organisations such as Jobcentre Plus, Business Link, Learning and Development Councils and a host of other partners. Inbiz has many centres in locations across the UK.

Target group

Anyone wanting to develop their entrepreneurial skills.

The main content of the practice

Skilled Inbiz advisers deliver a range of innovative self-employment and business start-up support programmes to help people into business. A number of different programmes are run on an ongoing basis, tailored to the different levels of involvement in the business world: AWARENESS is the most basic course, where one can learn about the advantages and challenges of becoming self-employed. PREPARATION AND PLANNING is about helping effective planning to get the best possible start into self-employment. GETTING STARTED allows people to work with their experienced advisor to get the new business off the ground. SUPPORT AND SURVIVAL offers an ongoing support system to young businesses. REGENERATION consists of programmes to stimulate business growth in regeneration areas.

www.inbiz.co.uk

