

2nd General Lyceum of Aliveri, Evvoia Greece



Erasmus+KA19 2017-18

“Generazione Web Europeo”

Code number: 2017-1-IT02-KA219-036828

Entrepreneurship education

- Entrepreneurship education is more than preparation on how to run a business. It is about how to develop the entrepreneurial attitudes, skills and knowledge which, in short, should enable a student to *'turn ideas into action'*.
- Entrepreneurship education is about enabling young people to develop the skills they need for life and work.
- These crucial skills are **teachable** and must be integrated into educational subjects at all levels.

Vocabulary connected with work

- Primary sector
- Secondary sector
- Tertiary sector
- Employee - Unemployed
- Good - Service
- Autonomous work - Dependent work
- Partner
- Full time work - Part-time work
- Apprenticeship work Μαθητευόμενη εργασία
- Qualifications -Education - Training Επιμόρφωση
- Social enterprise - Digital enterprise

Inquiry - The occupations of my family

Identity of the professions of the group's parents

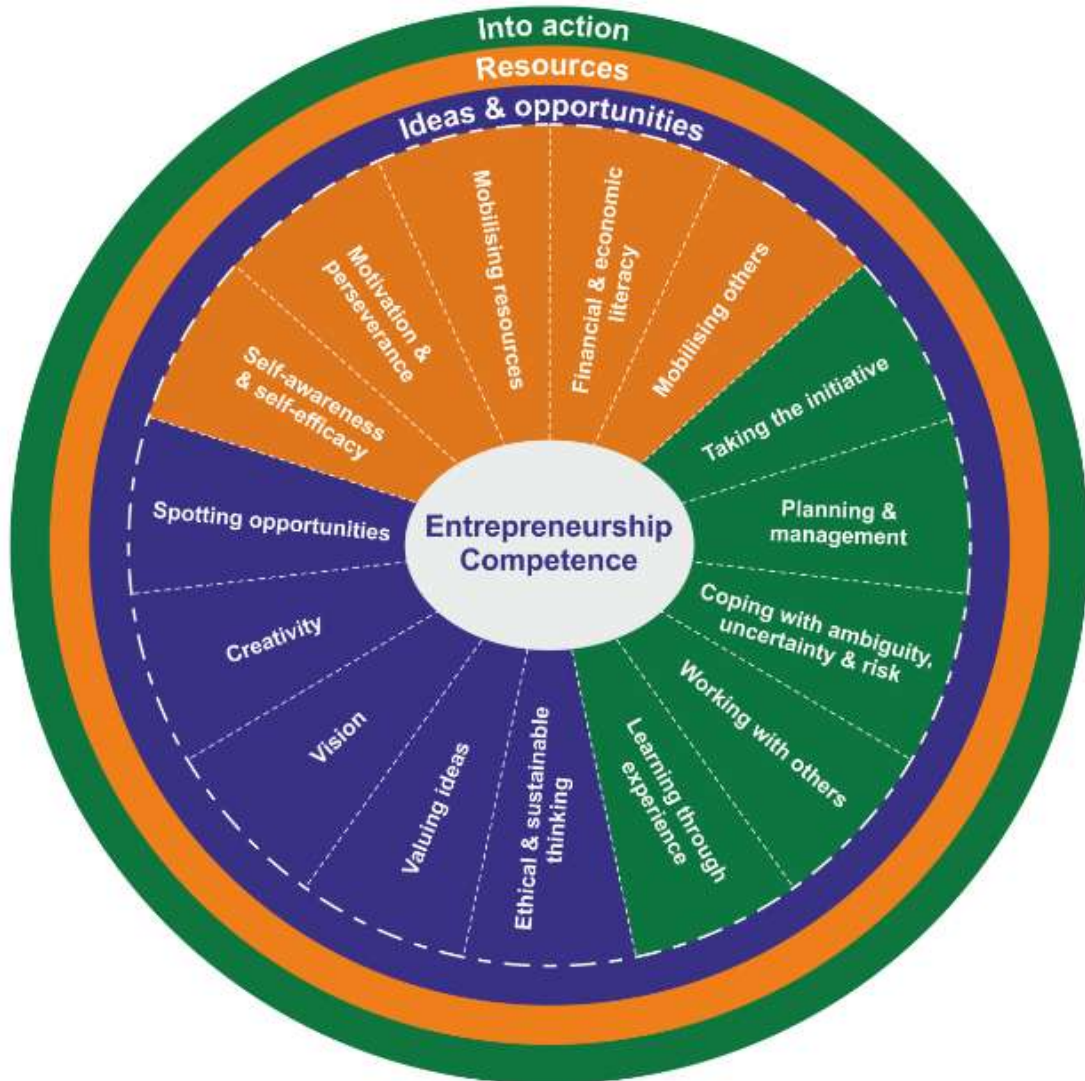
Profession

- Which sector does it belong to?
- Does it produce goods or services?
- Is the worker autonomous or dependent?
- Does he work full-time or part-time?
- What are his abilities?
- How did he acquire his abilities?
- Is he a craftsman?
- Does he own a business?

Sectors of my family occupations

- Primary sector
- Secondary sector
- Tertiary sector

Entrepreneurship competence skills

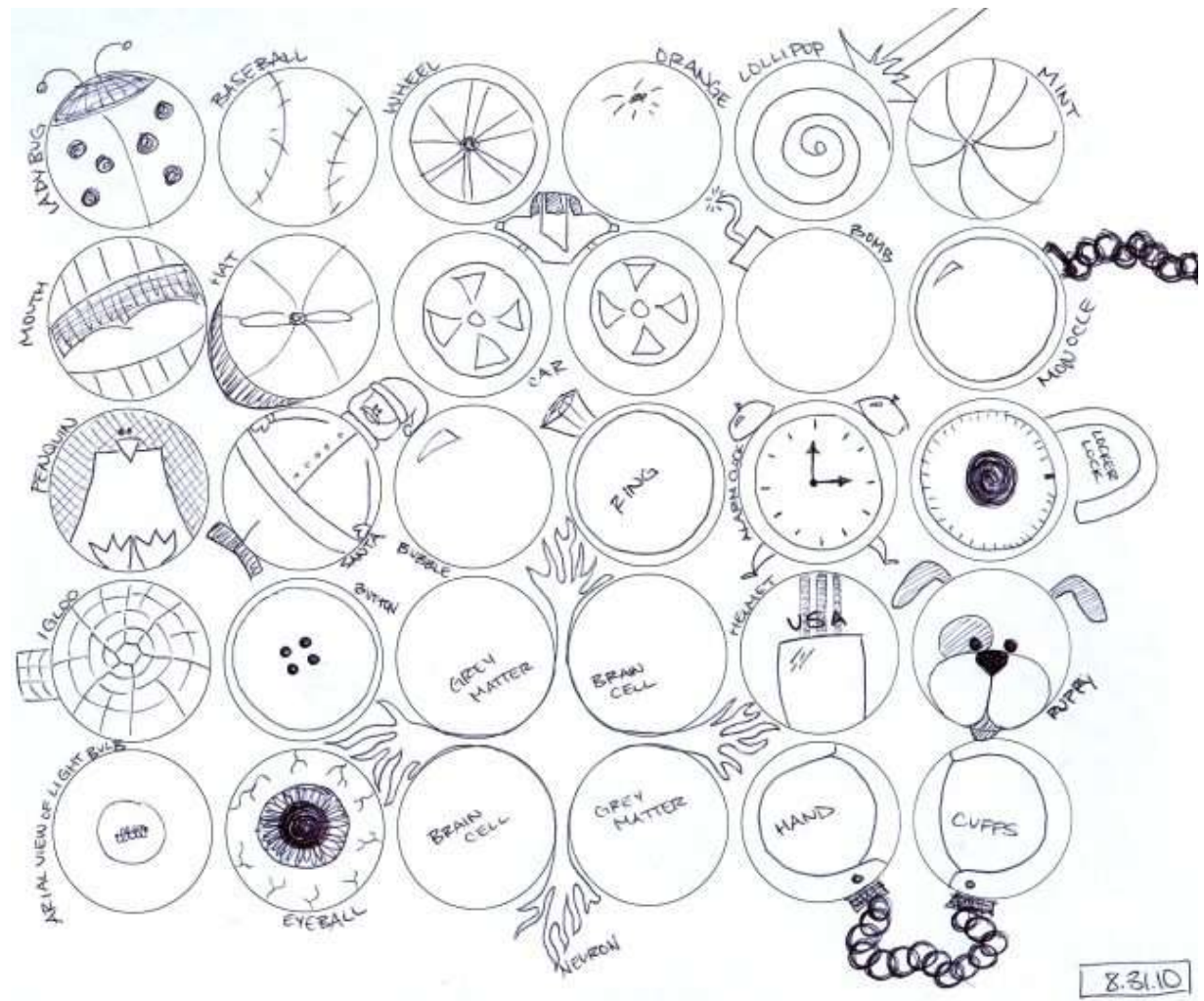


How entrepreneur are you? The 30 Circle Challenge

The 30 Circle Challenge. Turn as many of the blank circles as possible into recognizable objects in 60 seconds. Quantity is key, so don't think too much about the drawings, just sketch!

A 5x6 grid of 30 blank circles, arranged in 5 rows and 6 columns. Each circle is intended for a drawing challenge where the participant must create a recognizable object within 60 seconds.

30 Circles Challenge example



<http://www.un.org/sustainabledevelopment/sustainable-development-goals/>



1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	

Ideas for the project



- Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all

- [Sustainable tourism](#)



- Goal 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation

Circular economy Κυκλική οικονομία

Reduce - Reuse - Recycle

Do not throw it away ... Give it away!

CIRCULAR ECONOMY



Create a site for booking affordable vacation with return p.e. Olive picking προσιτές διακοπές με ανταπόδοση

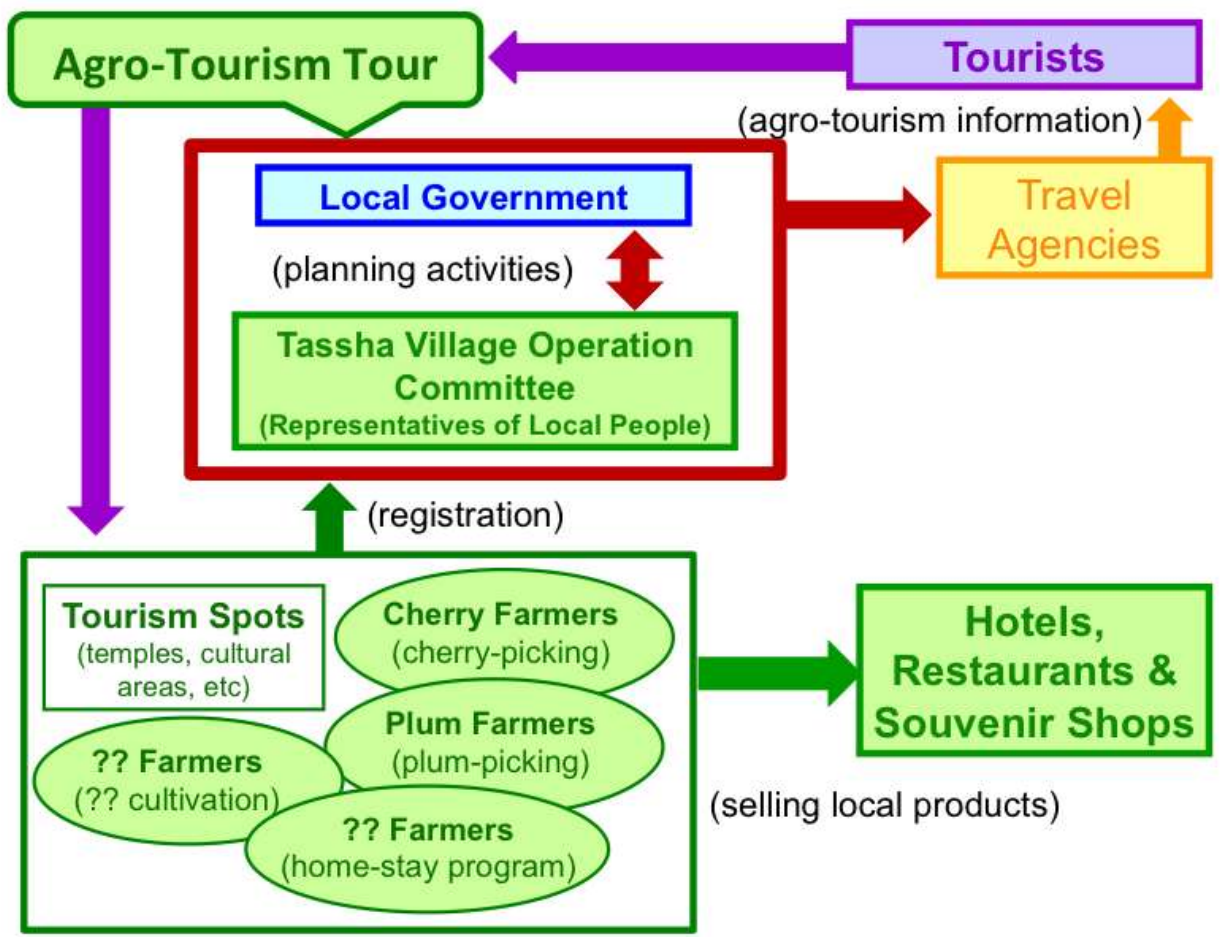


Volunteering in social media Εθελοντισμός

Care for forests, cleaning, planting against cheap rooms and light meals



Start a business - Agro tourism



Create a site for Pet sitters

<http://www.capital.gr/epikairotita/3117379/keepet-online-platforma-gia-filoxenia-katoikidion>



Fair Trade (Chocolate – coffee)

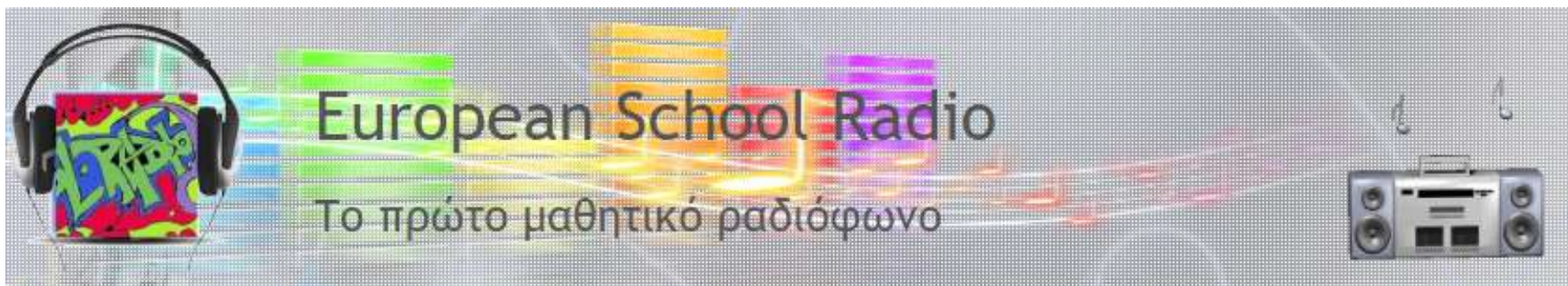
Fair-trade

Definition: An organised social movement that aims to help producers in developing countries achieve better trading conditions and promote sustainability. It advocates for higher prices for exporters as well as higher social and environmental standards.



European School Radio

<http://europeanschoolradio.eu/>



European School Radio

<http://europeanschoolradio.eu/>

<http://blogs.sch.gr/kglarou/files/2016/07/FINAL-SPOT.mp3>



Your business idea

- Starting your business
- Circular economy
- Do not throw it away ... Give it away!
- Create a site for booking affordable vacation with return
- Volunteering in social media - Care for forests, cleaning, planting against cheap rooms and light meals
- Start a business - Agro tourism
- Create a site for Pet sitters
- Fair Trade (Chocolate – coffee)
- European School Radio

Your social enterprise business idea

Social enterprise ideas, unlike conventional business ideas, typically result from a desire to solve a social need. In this sense they are similar to many non-profit organisations.

In this activity, please address the following questions about your planned social venture:

- What is your social enterprise business idea?
- Why is it important to solve this problem?
- Who will be involved in the social enterprise?
- What are your next steps in driving this idea forward?

Starting your business

- Canvanizer tool <https://canvanizer.com/slideshow/wctjCoyjRWeKc>

Create Business Model
(cziakia@sch.gr)

[Share Canvas](#)
[Canvas History](#)
[Canvas Settings](#)

<p>Problem [?] Insert</p> <p>We have to find a way to earn money We need Money to pay our Extra needs</p>	<p>Solution [?] Insert</p> <p>What can we do? Let's sell something. What? Something that we could make of our ones.</p>	<p>Unique Value Proposition [?] Insert</p> <p>What is the value? We all can feel proud of ourselves. We are creative. We are hard working people. We try to solve our problems. We do something that someone else can win also.</p>	<p>Unfair Advantage [?] Insert</p> <p>What could go wrong? We are not the only people with needs. We are not the only people that want to sell a product. Why someone will come to us?</p>	<p>Customer Segments [?] Insert</p> <p>What a customer needs? Food is always necessary! Food products and mainly the healthy ones are the best. We can sell pies. We can sell traditional handmade pies.</p>
<p>Key Metrics [?] Insert</p> <p>What is the profit? Is everything about Money? Is everything about covering some needs?</p>		<p>Channels [?] Insert</p> <p>How our project is going to be famous? We can use the local newspapers to promote our Project. We can use the local radio to promote our product. We can use Internet to find more customers.</p>		
<p>Cost Structure [?] Insert</p> <p>What is the cost? We do not need many money. We are going to choose simple products</p>		<p>Revenue Stream [?] Insert</p> <p>Where is the money? As much as we work, as much as we sell so much we are going to earn.</p>		

Social Enterprise: Turning Ideas into Action

- Idea validation
- Technology and social innovation
- Business models for social enterprises
- Tools to develop a business model
- Building a team
- The core components of marketing
- Pitching a business idea
- Connecting and networking
- Funding sources for social enterprise
- Social enterprise legal structures

<https://www.futurelearn.com/courses/social-enterprise-idea-action/>

Digital Marketing

- Online opportunities
- Create your online presence
- See how Search works
- Take advantage of search
- Improve SEM campaigns
- Ensure success with analytics
- Help nearby people find you online
- Learn more about social media
- Take advantage of mobiles
- Learn more about display ads
- Get the most out of your videos
- Increase your online sales
- Make the first steps to get to the internet
- Use email marketing
- Make sure searches lead to you
- Draw attention with Search Engine Marketing (SEM)
- Start with analytics
- Become known locally
- Advertise on social media
- Get to know the potential of mobile phones
- Advertise on other websites
- Extend to foreign markets
- Create your own online store

Students' group

	First name	Class
1	Panagiotis	A1
2	Stavros	A1
3	Adreas	A1
4	Florian	A1
5	Vassilis	B2
6	Antonis	A2

7	Katerina	A1
8	Maria	A1
9	Hlektra-loanna	B1
10	Nicki	B1
11	Ioanna-Maria	B1
12	Evangelia	B1
13	Constantina	A1

14	Micheliana	A1
15	Evangelia	A2
16	Christina	B2
17	Evangelia	A2
18	Emmanouela	B2
19	Sophia	B2
20	Margarita	B2

