



ACTIEPROGRAMMA  
ONDERWIJS EN ONDERNEMEN



**Education  
takes action!**



[www.onderwijsonderneemt.nl](http://www.onderwijsonderneemt.nl)

**Enterprising individuals help to make a society more resilient; it is an entrepreneurial outlook that pushes back boundaries and creates opportunities. This is what the Netherlands needs. Our educational system must ensure that all young people become acquainted with entrepreneurship.**



## **Minister of Economic Affairs**

“I am doing everything possible to ensure that the Netherlands is a clean, clever and enterprising nation. I stimulate our youngsters to excel, be creative and to display courage. For instance by starting up one’s own business or innovating existing businesses. It is education in particular that offers people a wealth of opportunities to acquaint themselves with entrepreneurship.”

*Minister Van der Hoeven*

It is primarily the educational system that allows us to open up people’s minds to the opportunities offered by entrepreneurship and to teach them the know-how, the mindset and the skills needed. It is for this reason that the Dutch government encourages entrepreneurship in education; from primary school up to and including university.

The ministers of Economic Affairs, of Education, Culture and Science, and of Agriculture, Nature and Food Quality have been promoting entrepreneurship in education since the year 2000. This was done together with (umbrella) organisations in the field of education and the business community. We now see an increase in the number of schools devoting attention to entrepreneurship. The Dutch government is focusing on the continued encouragement, support and professionalisation of educational institutions in this field. The objectives up to 2011 are as follows:

- > An increasing number of educational institutions in the Netherlands have integrated entrepreneurship in their policy, their organisation and their curriculum.
- > A growing number of pupils and students show more entrepreneurial behaviour and start up their own business within a period of five years after completing their education.

To promote entrepreneurship in education, and to bring the education sector and the business community closer together, the government has set up an Actieprogramma Onderwijs en Ondernemen (Action Programme Education and Entrepreneurship) as a follow-up to the former Leren Ondernemen partnership (Learning Entrepreneurship). This programme is implemented by the public agency SenterNovem at the assignment of the three ministries.

Entrepreneurship in education has the support of several parties like the business community and educational institutions and sectoral organisations. SenterNovem is pleased to collaborate with such organisations on the Action Programme.

It is the intention that the Action Programme will achieve the objectives in the following way:

## COMPILING AND DISSEMINATING GOOD PRACTICES

A total of 28 projects were launched in 2008. All these projects differ by nature and are spread over all the education levels: from primary school up to and including university. All of them emanated from the Ondernemerschap en Onderwijs 2007 subsidy scheme (Entrepreneurship and Education). SenterNovem monitors these projects and gives assistance where necessary. The results of the projects are disseminated and serve as an inspiration to others.

SenterNovem also gathers data on entrepreneurial projects from the field via the website [www.onderwijsonderneemt.nl](http://www.onderwijsonderneemt.nl). Everyone able to put forward good practices may add a description of their project. This website will play a significant role in transferring knowledge and sharing experiences.

Thanks to the Entrepreneurship and Education 2007 subsidy scheme there are 28 projects developing their entrepreneurship education. They are divided among the sectors as follows:

- > Primary Education: 9 projects
- > Secondary Education: 8 projects
- > Middle Vocational Education: 5 projects
- > Higher Education (Higher Professional Education (HBO) and university): 6 projects (also known as Centres for Entrepreneurship)



## Minister of Agriculture, Nature and Food Quality

“Entrepreneurship is essential in the agricultural sector. That entrepreneurship is already present. I think DAFNE is a shining example in this respect. Wageningen University and several agricultural higher vocational education institutes have joined forces to give further training to students, teachers and researchers in the spirit of enterprise and entrepreneurship. This nurtures innovation.”

*Minister Verburg*

### SUCCESSFUL ENTREPRENEURSHIP EDUCATION

Little is known about successful entrepreneurship education. Monitoring ongoing projects is providing more insight into the subject and can accelerate the development of entrepreneurship education. Which approach is effective? Is it possible to transform an approach taken in one sector of education to make it appropriate for use in another? SenterNovem commissions research into questions such as these.

### EDUCATIONAL ENTREPRENEURSHIP NETWORKS

Educational institutions in primary education, secondary education and middle vocational education can set up networks in association with the regional business community, Chambers of Commerce, knowledge centres, teacher training institutes and other authorities. While SenterNovem supports these networks by means of a subsidy scheme the networks themselves determine their own working methods. The project decides what is necessary to successfully realise the objectives mentioned in the box.

Network objectives:

- a. To effectively shape and embed entrepreneurial activities (in terms of vision, programme and structure) in their own institute(s);
- b. To structurally support the generation and transfer of knowledge on entrepreneurship education within the network;
- c. To stimulate other educational institutions and regional parties to be active in education and entrepreneurship.

## **ENTREPRENEURSHIP TRAINING PROGRAMMES**

Enterprising teachers and school managers working on all educational levels have the opportunity to follow courses in entrepreneurship education. SenterNovem encourages the development of these courses for entrepreneurship training.

## **NATIONAL ENTREPRENEURSHIP CERTIFICATE**

In addition to their regular study programmes several educational institutions of higher education are now offering students the opportunity to achieve a certificate in entrepreneurship. The Action Programme intends to expand this initiative and bring a national certificate that devotes specific attention to knowledge and attitude, from middle vocational education up to and including university.

## **PROGRAMME FOR EXCELLENT STUDENTS**

Students following higher education will be offered the opportunity to acquire entrepreneurship skills and know-how in the United States. SenterNovem is setting up a traineeship programme in association with the Kauffman Foundation. Institutes of higher education may recommend candidates for this programme.

The Kauffman Foundation is an institute that is highly experienced in entrepreneurship education. It works in association with universities such as Harvard and Stanford as well as with first-rate companies in the United States.



## ENTREPRENEURSHIP IN HIGHER EDUCATION

In 2008 six Centres of Entrepreneurship were founded with help of a subsidy of 12 million euros. Eight universities and seven higher vocational education institutes were involved, plus various regional networks of businesses and other organisations. Because more enthusiasm for entrepreneurship is seen in institutes of higher education an additional subsidy is made available. Within the framework of the Innovation Platform's 'valorisation agenda' the three ministries are working on the new call for proposals.

### Centres of Entrepreneurship

- > Gelderland Onderneemt! (GO!): a partnership between HAN University of Applied Sciences, ArtEZ Institute of the Arts and Radboud University.
- > Holland Program on Entrepreneurship (HOPE): a partnership between Erasmus University, Delft University of Technology and Leiden University.
- > Maastricht Centre of Entrepreneurship: Maastricht University.
- > Coöperatie Amsterdamse scholen voor Entrepreneurship (CASE): the University of Amsterdam, the Free University Amsterdam, Hogeschool van Amsterdam and INHOLLAND participate in CASE.
- > Dutch agro-food Network of Entrepreneurship (DAFNE): the DAFNE consortium is a partnership between Wageningen University, Van Hall Larensteijn University of Applied Sciences, HAS Den Bosch University of Applied Sciences and CAH Dronten University of Applied Sciences.
- > Centre of Entrepreneurship in the Creative Industry: Utrecht School of the Arts.



### Minister of Education, Culture and Science

"Our prosperity depends on entrepreneurship. This has been the case for centuries now. Through education we are now providing a considerable impuls to enable schools to devote more attention to entrepreneurship in the curriculum. Young people will then enter the labour market already experienced in taking the initiative and in setting up their own business."

*Minister Plasterk*

## WHAT ELSE DOES THE ACTION PROGRAMME INVOLVE?

SenterNovem's involvement in the Action Programme entails dealing with the transfer of knowledge, giving advice, uniting parties, and providing a stimulus to the field as a whole. SenterNovem is participating in an European project called SEET (Stimulating Entrepreneurial Education and Training). Eight partners from six countries share their experiences in the field of entrepreneurship and education and use each other's good practices.

To promote entrepreneurship in education for pupils, students and teachers, the Action Programme also organises an annual competition. Prizes are awarded for the most enterprising project in primary education, secondary education, middle vocational education and higher education. The competition focuses attention on good practices in a light-hearted way.

The Action Programme also serves as a stimulus for the field as a whole to conduct their activities properly and professionally. SenterNovem has drawn up a quality framework as a guide for implementing the Action Programme.

More information can be found on the website [www.onderwijsonderneemt.nl](http://www.onderwijsonderneemt.nl) on the English section. Most information is in Dutch, however.



The Action Programme Education and Entrepreneurship unites inspiring initiatives, brings parties together and offers support in conducting joint activities. It provides assistance to educational institutions for them to develop and make education in entrepreneurship (regionally) sustainable, to transfer knowledge and to study the effects of entrepreneurship in education. The programme also actively disseminates information and activities to focus attention on the subject.

## **MORE INFORMATION**

[www.onderwijsonderneemt.nl](http://www.onderwijsonderneemt.nl)

## **QUESTIONS?**

[onderwijsonderneemt@senternovem.nl](mailto:onderwijsonderneemt@senternovem.nl)

## **CONTACT**

SenterNovem

Juliana van Stolberglaan 3

Postbus 93144

2509 AC Den Haag

telefoon: 070 3 735 735

fax: 070 3 735 100

July 2009

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**SenterNovem**

The Action Programme Education and Entrepreneurship is implemented by SenterNovem at the assignment of the Ministry of Economic Affairs, the Ministry of Education, Culture and Science, and the Ministry of Agriculture, Nature and Food Quality.