

ACTION PLAN



South Moravian Region
Brno, CZECH REPUBLIC, May 2021

Regional and Policy context.....	3
Policy instrument addressed	4
Players involved	4
Learning from the E-COOL project and proposed policy improvement.....	5
Funding sources for the actions to be implemented.....	5
Action 1 - Entrepreneur+	6
Action 2 - Leadership programme	7
Action 3 – Youth Entrepreneurship Summer Programme	8
Endorsement	9

General information

Project: E-COOL

Partner organisation: South Moravian Region

Country: Czech Republic

NUTS2 region: Southeast NUTS2 Region

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Regional and Policy context

The regional context of the entrepreneurship is widely defined in the **Regional Action Plan of the South Moravian Region (RAP)**. As the document defines the actual problems as well as the actions to be taken, we consider it to be the relevant policy instrument to be addressed. Main regional problems regards to entrepreneurship competence are following:

- Educators, schools, parents and the public do not have a sufficient overview of why entrepreneurship competence should be developed, nor about its benefits, do not consider it important and do not support it effectively.
- The absence of a systemic support framework for the entrepreneurship, initiative and creativity competence development, beyond the horizon of RAP on the national and regional level.
- The level of entrepreneurship competence of the school graduates does not meet the needs of regional labour market.
- Entrepreneurship competence in schools is not implemented horizontally in accordance to the European Entrepreneurship Competence Framework.
- Entrepreneurship competence development is not continually covering all the levels of education (kindergartens, primary schools, secondary schools, high schools, universities).
- Only few school graduates set up their own businesses.
- Educators and parents do not use pupils' preferred forms of communication and sharing of the entrepreneurship competence content.

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- X Other regional development policy instrument

Policy instrument addressed

The main policy instrument relating to entrepreneurship education for SMR is **Regional Action Plan for Education Development (RAP)** which is implemented under the **Operational Programme Research, Development and Education (OP VVV)** – an operational programme of the Czech Republic for the 2014-2020 period. The programme emphasizes the connection between education and the labour market in line with the priorities of the Europe 2020 strategy: “Growth promoting inclusion”, namely the key activity “Programme for New Skills and Jobs”. One of the RAP areas is to promote entrepreneurship, initiative, and creativity. Evaluation of education and its relevance to the labour market are ongoing. This document has been updated and extended on behalf of sharing the experience in the E-COOL project and subsequent verification and implementation to SMR region. The RAP is also interconnect with the **Regional Innovation Strategy of the SMR 2014-2020 (RIS SMR)** which is the main strategic document of the South Moravia Region (SMR) for implementation of policies to promote competitiveness based primarily on innovation and maximization of the economic benefits of public investment into the research and the education. Within the framework of SME’s support, it is necessary to develop entrepreneurial mindset among young people already in the context of education that is linked to the business sector.

As mentioned above, the policy instrument to be addressed is the **Regional action plan of the South Moravian Region (RAP)**. Original RAP has been updated and extended to **Regional action plan of the South Moravian Region (RAP II)**. The RAP II will be implemented through an individual project ending in 2023, co-financed by the **Operational Programme Research, Development and Education (OP VVV) 2014-2020**. The new project contains the individual actions purposed and developed on the base of lessons learnt from the E-COOL actions presented by the partners as the good practice cases. The regional stakeholders and the South Moravian Region (lead partner of the new individual project) have developed a set of actions to support entrepreneurship competence development aimed to the primary and the secondary schools in the target region.

Players involved

During the Phase 1 of the E-COOL project there has been launched and managed a very cooperative entrepreneurship stakeholder platform gathering the relevant key players of the South Moravian Region. The regional stakeholders (i.e. Regional chamber of Commerce, South Moravian innovation centre - JIC, LIPKA, South Moravian Centre for International Mobility) and the South Moravian Region (lead partner of the new individual project) have been cooperating on the learning phase of the E-COOL project intensively. Main partners bearing the planned entrepreneurship competence development activities are the South Moravian innovation centre (JIC) and LIPKA – school facility for environmental education.

Learning from the E-COOL project and proposed policy improvement

Especially the interregional seminars organized in Brno and Groningen were significant for influencing proposed policy instrument of the target region. Presented good practices together with the possibility of personal meeting and experience sharing helped to get a complex overview. The extended version of GP (more detailed IE template for GP) was very useful for understanding more detailed characteristics of the good practice projects. Also the stakeholder meetings were very inspiring and scoring and assessments showed which of the GP would influence and improve the existing policies. SMR political representatives were attending stakeholder meetings or they were informed about the relevant GPs and the actual progress of project. There have been selected three GPs which are planned to be tested verified and adapted to the needs of South Moravian Region: Entrepreneur+ (Romanian GP), Leadership program (Latvian GP) and Youth Entrepreneurship Summer Program (Greek GP).

Funding sources for the actions to be implemented

Individual project covering the costs of the actions to be implemented during the Phase 2 of the E-COOL project will be co-financed by the ESF programmes (OP VVV 2014 - 2020, managed by the Ministry of Sports and Education of the Czech Republic) and by the South Moravian Region budget and national budget of the Czech Republic.

Action 1 - Entrepreneur+

Context

This action derives from Groningen seminar good practice (November 2019) dealing with the methodology of entrepreneurship competence development support. As there is no complex on-line entrepreneurship competence support platform available in the Czech Republic, the Romanian good practice is treated to be an interesting matter of inspiration. Romanian GP has been implemented to the target region, joining the South Moravian Region (lead partner), JIC and LIPKA (regional stakeholders - partners). The action has been incorporated into the RAP II activities implemented within the OP VVV 2014 – 2020 programme.

Description

Entrepreneur+ is originally an international project (RO, HU, SK) based on the on-line entrepreneurship competence support platform combined with the personal interaction. As far as we know there is no complex on-line entrepreneurship competence support platform available in the Czech Republic. Product has a very good sustainability potential using the e-learning lessons aimed to the entrepreneurship competence support, such as business plan development, including the environmental component of the innovative ideas and business plans.

Project will develop a complex of e-learning lessons, tutorials, videos and webinars. Plans and ideas developed by the student teams will be presented at the workshops. Best ideas would be further chosen to be implemented to the practice (student mini-projects).

At least 3 rounds of the programme pilot realisations are planned in 2020 – 2023, supporting at least 200 students, creating 10 e-learning modules and supporting 9 mini-projects.

Stakeholders involved

South Moravia Region – lead partner
LIPKA (partner)
JIC (partner)

Indicative timeframe

2021-2023

Indicative costs

64.900 EUR

Indicative funding sources

OP VVV 2014 – 2020 – ESF programme managed by Ministry of Sports and Education, national and regional budget co-financed

Action 2 - Leadership programme

Context

This action derives from Groningen seminar good practice (November 2019) dealing with the methodology of entrepreneurship competence development support. Latvian good practice case is based on the international Junior Achievement organization activities. As the JA is operating in the Czech Republic as well, the stakeholders and the lead partner decided to adapt Leadership programme to the South Moravian Region project implementing the Regional Action Plan II priorities within the OP VVV 2014 - 2020.

Description

The Leadership programme is based on the existing entrepreneurship competence support programmes Junior Achievement Latvia. So far, there is no systematic support to the leadership competence development programmes in the Czech Republic. Thus at least 45 pupils and students may benefit from at least 3 rounds of leadership courses for secondary school students (3x5 days of workshops, meetings, trainings, etc.). The participants would develop individual and group outputs in their schools. Project activities are based primarily on the individual support to the young leaders and additional support to their innovative ideas.

Stakeholders involved

South Moravia Region – lead partner
LIPKA (partner)
JIC (partner)

Indicative timeframe

2021-2023

Indicative costs

30.700 EUR

Indicative funding sources

OP VVV 2014 – 2020 – ESF programme managed by Ministry of Sports and Education, national and regional budget co-financed

Action 3 – Youth Entrepreneurship Summer Programme

Context

The action derives from a good practice presented in Brno seminar (December 2018) regarding the cooperation of private and public sector. Greek good practice case is based on the entrepreneurship and environmental skills development. As the South Moravian Innovation Centre (JIC) project partner runs various activities with the same target groups (secondary school students), the stakeholders and the lead partner decided to adapt Youth Entrepreneurship Summer programme to the South Moravian Region project implementing the Regional Action Plan II priorities (RAP II).

Description

The Youth Entrepreneurship Summer Programme has some common features with the existing activities conducted and implemented mainly by South Moravian Innovation Centre (JIC) project partner. There will be organised 4 rounds of the residential 5-day entrepreneurship workshop programmes supporting at least 60 participants and developing at least 20 team ideas. During the 5-day programme the secondary school students will go through intensive entrepreneurship and environmental training closed by the team idea projects.

Another workshop concept is aimed to the secondary school teachers – at least 2 rounds of “Teacher summer school” will be organized within the project. At least 35 teachers will be supplied with the interactive tools they may use during their further practice.

Stakeholders involved

South Moravia Region – lead partner
LIPKA (partner)
JIC (partner)

Indicative timeframe

2021-2023

Indicative costs

73.200 EUR

Indicative funding sources

OP VVV 2014 – 2020 – ESF programme managed by Ministry of Sports and Education, national and regional budget co-financed

Endorsement

Date: 9.7. 2021

Name of the organization:

THE SOUTH MORAVIAN REGION

Signature(s) of representative of the relevant organisation(s):

