

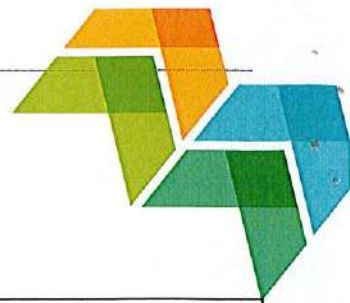


# Entrepreneurial and Intrapreneurial Mindset in Young People through the Dynamisation of Competences, Teaching Methodologies and Entrepreneurial Ecosystem

## E-COOL ACTION PLAN



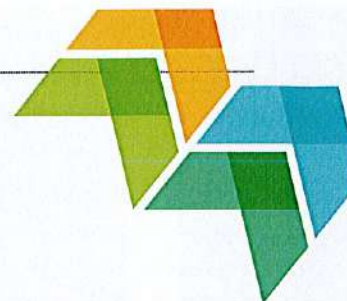




Action Plan by:

Partner organisation	The Agglomeration Opole Trust
<p><b>Other partner organisations involved</b></p>	<ul style="list-style-type: none"> <li>❖ 21 municipalities from the Agglomeration Opole, especially secondary and vocational schools from the area;</li> <li>❖ Opolskie Voivodeship, Regional Employment Office in Opole (WUP);</li> <li>❖ County Employment Offices in Opole and Krapkowice;</li> <li>❖ Opolskie Voivodeship, OCRG: Opolskie Centre for Economy Development ;</li> <li>❖ Opole Chamber of Commerce;</li> <li>❖ The Chamber of Crafts in Opole;</li> <li>❖ Education Support Centre in Opole;</li> <li>❖ Department of Strategic Studies and Socio-Economic Policy, Faculty of Economics, University of Opole;</li> <li>❖ Academic Incubator of Entrepreneurship University of Opole;</li> <li>❖ Opole University of Technology;</li> <li>❖ European Information Point Europe Direct-Opole;</li> <li>❖ Science and Technology Park in Opole;</li> <li>❖ Entrepreneurs from the area of the Opolskie Voivodeship;</li> <li>❖ Associations working for the development of entrepreneurship.</li> </ul>
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# Table of Contents

<b>1. THE BACKGROUND OF IMPLEMENTED MEASURES.....</b>	<b>4</b>
1.1. AIM OF THE ACTION PLAN.....	4
1.2. REGIONAL POLICY INSTRUMENTS.....	6
1.3. BACKGROUND OF PLANNED ACTIVITIES.....	9
1.4. SUMMARY OF THE SWOT ANALYSIS.....	12
1.5. LINKS OF THE ACTION PLAN WITH THE E-COOL PROJECT .....	15
<b>2. ACTIONS .....</b>	<b>16</b>
2.1. ACTION 1 – ORGANIZATION OF LESSONS SHAPING ENTREPRENEURIAL ATTITUDES AMONG STUDENTS OF SCHOOLS IN THE REGION .....	16
2.1.1 <i>The background</i> .....	16
2.1.2 <i>Details of the action</i> .....	17
2.1.3 <i>Players involved</i> .....	19
2.1.4 <i>Timeframe</i> .....	20
2.1.5 <i>Costs</i> .....	20
2.1.6 <i>Funding sources</i> .....	20
2.2. ACTION 2 – ORGANIZATION OF THE ENTREPRENEURSHIP TALENT COMPETITION .....	21
2.2.1 <i>The background</i> .....	21
2.2.2 <i>Details of the action</i> .....	22
2.2.3 <i>Players involved</i> .....	23
2.2.4 <i>Timeframe</i> .....	24
2.2.5 <i>Costs</i> .....	24
2.2.6 <i>Funding sources</i> .....	24



# 1 THE BACKGROUND OF IMPLEMENTED MEASURES



## 1. The background of implemented measures

### 1.1. Aim of the Action Plan

In order to respond to challenges concerning the achievement of sustainable and inclusive growth, regions in the European Union have focused their activities on entrepreneurship through joint initiatives under the INTERREG EUROPE Programme. Activities for the development of entrepreneurship provide benefits in the economic and social spheres, not only increasing the level of competitiveness and creating new jobs, but also contributing to the self-fulfilment of individuals. Therefore, initiatives for young people, including education in the scope of building entrepreneurial attitudes and developing an entrepreneurial mindset, are especially significant. According to the European Union Action Plan for 2020, young people with the opportunity to obtain a specialized entrepreneurship education are more likely to start their own businesses and are prepared to take on the challenges in their professional and personal lives<sup>1</sup>.

Present document constitutes the Action Plan to be implemented under the project *Entrepreneurial and Intrapreneurial Mindset in Young People through the Dynamisation of Competences, Teaching Methodologies and Entrepreneurial Ecosystem - E-COOL*. The project aims to provide young people with a chance for high-quality education in the field of entrepreneurship, beyond the activities focusing mainly on the improvement of competences of young people. The project incorporates integrated activities aimed at creating an environment for shaping modern entrepreneurial attitudes and creative thinking and for developing entrepreneurial ideas of young people<sup>2</sup>.

Action Plan specifies activities planned for the implementation, their time frames, entities involved in the implementation, and costs and sources of financing. The objective of the Action Plan is to diagnose the socio-economic development of the region (with particular emphasis on the Opole Agglomeration) and the scope of the labour market, education and entrepreneurship in the context of the situation of young people. Document was developed in order to identify effective measures

<sup>1</sup> Source of the information about the project: website <https://www.interregeurope.eu/e-cool/> [Access: 31.01.2020].

<sup>2</sup> Ibidem.

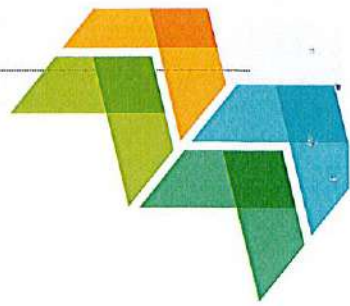


inspired by the lessons learned and the exchange of experiences from interregional cooperation for the improvement of regional policy instruments.

Activities specified in this document were inspired by good practices developed under the project *Fomento de la cultura emprendedora en el ambito educativo* implemented by *Andalucia Emprende, Fundacion Publica Andaluza, Spain*.

New methodologies promoting entrepreneurship among young people, included in the Action Plan, will be directed to 60 post-primary education institutions in the Opolskie Voivodeship, with particular emphasis on institutions in the Opole Agglomeration.





## 1.2. Regional policy instruments

**The Action Plan aims to impact:**

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Regional development policy instrument

- **Regional policy instrument that will be affected by the Action Plan**

Policy instrument indicated in the application for co-financing:

**Regional Operational Programme of the Voivodeship of Opolskie 2014-2020  
(the 2014-2020 ROP OV)**

- *TO3 - SMEs competitiveness.*
- *Priority line II. Competitive economy.*

Policy instrument that will be affected by the Action Plan:

- *European Union funds for the Opolskie Voivodeship for 2021 – 2027*
- *Regional Innovation Strategy for the Opolskie Voivodeship until 2027*

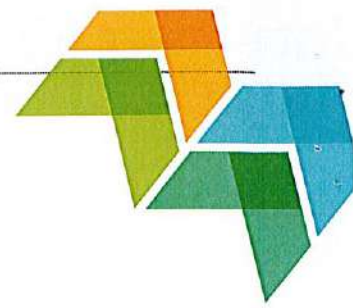


The difference between the regional policy instruments indicated in the application and instruments that will be affected by the Action Plan results directly from the change in the financial perspective at the European Union level. The focus on the originally indicated regional policy instrument was related to the time period when the application was being developed, considering current real possibilities of influencing the change of the instrument. However, the period of project implementation and development of the Action Plan covered the transition period between the implementation of regional operational programmes for 2014-2020 and the new financial perspective for the years 2021-2027. In 2020 it was impossible to introduce changes to the programmes implemented in 2014-2020, when the European Commission allowed only the introduction of changes related to the SARS-CoV-2 (COVID-19) virus pandemic. Therefore, in order to ensure the most considerable effects in the context of the impact on regional policy instruments, it was necessary to indicate programmes different than instruments originally indicated in the application form.

The project application specified the impact of the Action Plan on **the 2014-2020 ROP OV**, with an indication of areas with the possibility of a real, positive interference in the implemented regional policy. However, due to the planned duration of activities concerning the new financial perspective (from 2021), similarly to the other partners of the E-COOL project, the Agglomeration Opole Trust focused its activities on **changing new policy instruments. European Union funds for the Opolskie Voivodeship for 2021 – 2027** will constitute the replacement for the Regional Operational Programme of the Voivodeship of Opolskie 2014-2020.

The extension of originally described impact of the project on the regional policy instruments is also connected with works on the new **Regional Innovation Strategy for the Opolskie Voivodeship until 2027**, in which the Agglomeration Opole Trust actively participated. The AOT was included in the group of **Experts for the Regional Innovation Strategy for the Opolskie Voivodeship until 2027**, composed of representatives of science, economic self-government and business spheres. The AOT participated in strategic workshops, consultation meetings and conferences organized as part of the work on the document. The project of RIS until 2027 takes into account a number of objectives set in the context of the development of entrepreneurship of young people and entrepreneurship education in the region. The plan of the innovative development of the Opolskie Voivodeship specifies the need to ensure creative intellectual capital and discovering the market of talents addressing horizontal challenges for the region. Among the factors necessary for the development of the region, the draft document of the RIS includes measures aimed at strengthening the cooperation of educational and scientific institutions with the environment in the area of teaching and conducting research, including the support for the development of education related to the needs of the economy, and promoting and rewarding entrepreneurial attitudes in science. It points to the need to implement measures aimed at creating entrepreneurial attitudes focused on creativity and creative thinking. Partner's experience made it possible to link the project implementation with the region's policy, focusing on the opportunity to try to influence new policies.





- **Possibility to influence regional policy instruments**

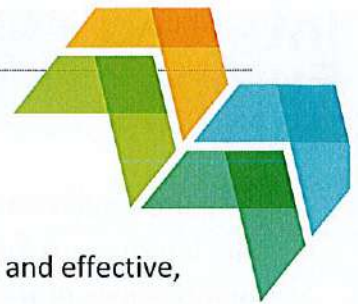
The Opole Agglomeration Trust does not have a direct impact on regional policy instruments, however, the partner has the experience and competences adequate to try to achieve a positive impact on the newly programmed financial perspective in the region (functioning as **the Intermediate Body of the 2014-2020 ROP OV** and participating in **the Union of Integrated Territorial Investments**). The AOT representatives actively participated in works of the team for the development of **the Regional Innovation Strategy for the Opolskie Voivodeship until 2027**. Moreover, representatives of the Agglomeration Opole Trust actively participate in works on documents related to obtaining EU funds under the new programming period and participate in consultations and works on strategic documents of the Opolskie Voivodeship, that will determine the direction of the development of the region until 2030.

The Opole Agglomeration Trust was also asked by the institution responsible for programming the new financial perspective in the region (Marshal's Office of the Opolskie Voivodeship) to prepare initial project plans for the next programming period from the European Union funds for the Opolskie Voivodeship for 2021 – 2027 (equivalent to the Regional Operational Programme of the Voivodeship of Opolskie 2014-2020, the regional policy originally indicated in the application for co-financing). One of the plans was dedicated to vocational education, composing of description of tasks planned for the implementation and expected results. The plan included the implementation of elements of good practices from Spain (which are the inspiration for this Action Plan) and the application of entrepreneurial learning methods inspired by the Spanish project. If the project will be included in a newly developed document of supralocal significance, the Development Strategy of the Opole Agglomeration until 2030, it will be possible to adapt and finance the implementation of good practices selected under this Action Plan in municipalities jointly implementing the document, as an element of non-competition project in a new regional policy instrument.

It is forecasted that the effects of implementing measures included in the Action Plan and adapting the elements of good practice in the above-mentioned documents under the new financial perspective will have a real impact on the implemented regional policy. This can be achieved through:

- ❖ promotion of interregional good practices exchange and transfer of know-how in the field of entrepreneurship among young people,
- ❖ implementing innovative collaboration actions related to target groups,
- ❖ taking action leading to improvement of the entrepreneurial mindset among young people,
- ❖ creation of a new action plan in order to provide professional support for young entrepreneurs,





- ❖ taking actions aimed at stopping the emigration of young people,
- ❖ simplifying procedures and make entrepreneurial support more accessible and effective,
- ❖ promoting innovative strategic projects, demonstration projects and pilot projects.
- ❖ simplification of financing instruments that facilitate the development of young entrepreneurship and vocational training,
- ❖ creation of new financing instruments that facilitate entrepreneurship among young people, including special attention to those interested in emigration,
- ❖ improvements in the processes of selection and evaluation concerning young people entrepreneurship,
- ❖ change of the rules regarding public subsidy programmes. The mentioned rules should be changed in order to make them more accessible for young people. Conditions of support (grants, loans) from EU and national/regional funds should be transformed in order to make them mutually complementary and more accessible.

### **1.3. Background of planned activities**

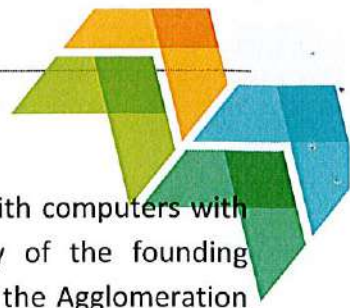
#### **○ Diagnosis of the region - selected statistical data**

The need to implement measures for the entrepreneurship of young people results from the situation of the region. The simplified diagnosis of the socio-economic situation of the Opolskie Voivodeship (with particular emphasis on the Opole Agglomeration) was conducted in order to identify the needs concerning activities aimed at the increase of the level of young people's entrepreneurship in the region (identified in present Action Plan)<sup>3</sup>.

According to the diagnosis, the Opole Agglomeration is a strongly urbanized area where social, economic and spatial realities are undergoing intense changes. New social and demographic trends appear; not only the structure of the economy is transforming, but also the natural environment, the landscape of cities and rural areas. The Opole Agglomeration, compared to other urban functional areas in the country, is distinguished by the highest level of equipment with social infrastructure. Moreover, the Opole Agglomeration is characterised by a high rate of computerization of schools at all levels of education. According to the data of the Central Statistical Office of Poland, in 2012 the

<sup>3</sup> The diagnosis was conducted adopting the Desk Research method, consisting in collecting and analysing available data. The diagnosis included the analysis of following document: Development strategy of OA for the period 2014-2020, 2014-2020 Regional Operational Programme for the Opolskie Voivodeship, Development Strategy for the Opolskie Voivodeship until 2020, Regional Innovation Strategy for the Opolskie Voivodeship until 2020.





computerization rate in primary schools (the percentage of schools equipped with computers with the Internet access for students) amounted to 100% in the vast majority of the founding municipalities of the Opole Agglomeration - the average of all municipalities in the Agglomeration was equal to 98.58%.

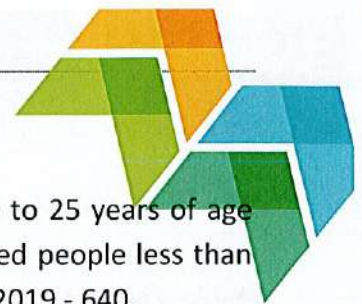
The whole area of the Opolskie Voivodeship faces the challenge related to the process of depopulation. In the years 2014-2019 a negative trend was observed in the area of the Opole Agglomeration, related to the constantly decreasing population. Although the decline in the area of the Agglomeration was constant, it was not worsening - in 2019 the population decreased by 2.3% compared to 2014. Higher values were recorded at the regional level - in the Opolskie Voivodeship the depopulation in the analysed years amounted to 4.8%. The main reasons for this decline are the low birth rate and the negative migration balance. Moreover, the region's population is ageing, reflecting the situation observed nationwide. In the Opole Agglomeration in 2014 for every 100 inhabitants of the working age there were 51.71 inhabitants in non-working age.

Furthermore, the situation of the region in terms of social capital was not favourable. The Opolskie Voivodeship is characterized by a considerably low indicator of social trust and the average activity in non-governmental organizations. The aforementioned phenomenon of depopulation and ageing of the society, which has negative consequences in the socio-economic dimension, have an impact on the social development of the region.

The Opolskie Voivodeship is characterized by an average level of economic development with a relatively slow pace of economic growth. The indicator of entrepreneurship included in the diagnosis (concerning the number of economic entities per 10 thousand inhabitants) was lower in the voivodeship compared to the national average values. According to research conducted by the Polish Agency for Enterprise Development, the region is one of the eight voivodeships in Poland where the lowest values of the degree of entrepreneurship were recorded. Such results reflect the insufficient entrepreneurial attitudes and behaviours of the population. In recent years the situation has slightly improved - according to 2018 data, the synthetic indicator for the Opolskie Voivodeship increased to 47.3. According to the current data, there are 43 active SMEs per 1000 inhabitants of the Opole region.

The labour market in the Opole Agglomeration is not diverse, it also lacks interesting job offers related to new technologies and technical or social sciences. Compared to other voivodeships, in the Opolskie Voivodeship the lowest number of job offers for people with higher education was recorded. Professional activity among women is lower compared to the employment level of men. The negative situation in the labour market in the Opolskie Voivodeship is also illustrated by the data concerning the high unemployment rate, in 2014 amounting to 7.8. Attention should be drawn to the fact that the highest rate was recorded in the young group of people aged 20 to 29, being twice as high as the total unemployment rate in the Opolskie Voivodeship. The unemployment rate among young inhabitants of the voivodeship was equal to 14.8 in 2014, in 2019 lowering to 6.4. A better situation in this respect was recorded in the Opole Agglomeration. According to the data of the Central Statistical Office the total unemployment rate in the Opole Agglomeration has decreased





over the years. The number of registered unemployed among young people up to 25 years of age is also constantly decreasing. In 2019 there were almost 1,000 young unemployed people less than in 2014 - in 2014, the number of unemployed people under 25 was 1,626, and in 2019 - 640.

According to the research concerning the state of innovation, the region is characterised by a relatively low level of innovation in the economy, enterprises and the R&D sector. Cooperation between the spheres of business, science and business environment institutions require measures to support it. The lack of adequate cooperation between the economy and the research and development spheres was indicated in the RIS until 2020, reflected in the least significant level of expenditure on innovation in the country. Economic entities in the region purchase new technologies, but do not participate in their production, which reveals deficiencies in the knowledge transfer system. However, numerous innovators are active in the region despite relatively low innovation indicators. The voivodeship's innovation centre is located in two cities: in Opole and Kędzierzyn-Koźle, where research and development activities and most of the activities of institutions supporting the development of innovation are concentrated.

#### ○ **Implemented measures - the current situation**

Measures in the scope of shaping and strengthening entrepreneurial attitudes among young people were implemented in the Opolskie Voivodeship, including the Opole Agglomeration, in the previous EU financial perspective for 2014-2020. Participation in the E-COOL project is complementary to the implemented system of supporting entrepreneurial attitudes, both at the level of local markets and the region. These activities resulted in the development of a support system at the local and regional level, providing the basis for further activities for the development in this direction in the future financial perspective from 2021.

The significance of building creative attitudes serving the development of entrepreneurship among young people is currently well understood, with local governments trying to respond to the challenges in this area by implementing appropriately targeted education and implementing related activities, financed both from their own resources and from the European Union funds. An example of such measures are lessons concerning entrepreneurship and career counselling conducted in schools along with workshops, trainings and extracurricular activities.

Another example of numerous activities implemented in 2014-2020 constituting the part of the ecosystem of measures for entrepreneurial attitudes is the support for vocational education through the implementation of numerous projects. An example of such projects is the series "Kształcenie zawodowe dla rynku pracy" (Vocational education for the labour market) financed by the ESF (organizing specialist classes for students, using innovative forms of transfer of knowledge) and the project "Virtual Company" implemented by the Opolskie Economic Development Centre, as part of which innovative methods of working with students were used and 50 career centres established in schools in the Opolskie Voivodeship. Young entrepreneurs participating in the project submitted





their ideas for virtual enterprises, receiving all the necessary support and mentoring. Another exemplary project implemented in the voivodeship is the series "Opolska Kuźnia Przedsiębiorczości" (Opole Forge of Entrepreneurship), co-financed by the European Social Fund. The project was directed to people up to 25 years old, its aim was to provide counselling and training on the subject of establishing and running a business, focusing on building and supporting creative attitudes, supporting the development of entrepreneurship and self-employment.

Another activities undertaken in the voivodeship include competitions concerning the entrepreneurship, such as competitions "e-Biuro" or "Laptop na Bank", aimed at developing young people's interests in the economy and entrepreneurship, focusing on developing skills, creative thinking and providing information on entrepreneurship and ICT.

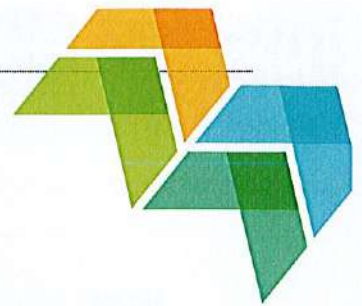
Webinars and trainings for teachers were conducted aiming at the development of social and entrepreneurial competences of school students, an example of which is the "Edukacja Społeczna" (Social Education) webinar, concerning cooperation with non-governmental organizations and enterprises, or "Edukacja i rynek pracy" (Education and labour market) workshops addressed to leaders and career advisers.

Activities planned for the implementation under the Action Plan are coherent with the regional policy, providing the AOT with the possibility to expand the catalogue of implemented initiatives. Being durable and characterized by repetition, they can also inspire further initiatives undertaken in the region in order to educate and strengthen entrepreneurial attitudes among young people through acquired skills and competences, developed resources and enhanced cooperation between educational institutions and enterprises from the voivodeship.

#### **1.4. Summary of the SWOT analysis**

A summary of the strengths and weaknesses, and opportunities and threats for the development of entrepreneurship in the region is the SWOT analysis of the Opolskie Voivodeship and the Opole Agglomeration in the area of the labour market and entrepreneurship. The SWOT analysis was conducted as a result of the socio-economic analysis for the proper selection of tasks to be implemented under the E-COOL project. The SWOT analysis is presented in the table below.





## STRENGTHS

## WEAKNESSES

High level of indicators concerning social infrastructure in the Opole Agglomeration;

Very high rate of computerization of schools at each level of education in the Opole Agglomeration;

The Opole Agglomeration is characterized by a positive situation in terms of the level of unemployment compared to other agglomerations of comparable size - the number of the unemployed in the Opole Agglomeration decreases, including the decrease of the unemployment among young people up to 25 years old;

The increase in the number of national economy entities operating in the Opole Agglomeration entered into the REGON system;

High level of innovative attractiveness of the Opole Agglomeration.

Depopulation occurring in the Opole Agglomeration and in the Opolskie Voivodeship, and negative changes in the demographic structure;

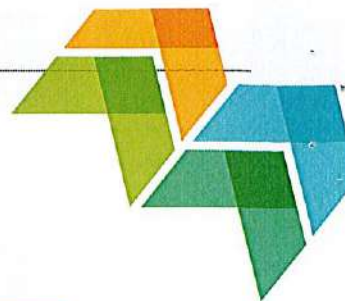
Low social trust indicators and an average activity among non-governmental organizations in the Opolskie Voivodeship;

Constantly decreasing share of women among people taking up employment;

The regional labour market is not enough diversified;

The unemployment rate of young people aged 15-29 is twice as high as the total unemployment rate in the Opolskie Voivodeship





## OPPORTUNITIES

## THREATS

Increasing the attractiveness of development areas in the Opole Agglomeration e.g. by equipping and preparing multi-functional halls and zero emission development areas;

Activity of Science and Technology Park and industrial parks in the Opole Agglomeration and in the voivodeship;

The increase in the level of entrepreneurship of inhabitants of the voivodeship;

Improvement of the didactic process in the Opole Agglomeration and the Opolskie Voivodeship;

Investments in infrastructure and R&D equipment of research units and universities;

Identified potential in terms of increasing the level of cooperation between the sectors of business, science and business environment institutions, as well as cooperation between the economy and the research and development spheres.

Relatively low number of job offers concerning new technologies or technical sciences in the Opolskie Voivodeship;

The Opolskie Voivodeship is characterized by an average level of economic development;

Relatively low level of innovation in the R&D sphere.





## 1.5. Links of the Action Plan with the E-COOL project

Objectives of the E-COOL project are coherent with diagnosed needs of the Opolskie Voivodeship in the scope of activities aimed at shaping pro-entrepreneurial attitudes among young people. Activities undertaken in this area may have a positive effect both in the economic and social spheres. Due to initiatives implemented in order to build entrepreneurial attitudes and develop an entrepreneurial mindset, young people are provided with the opportunity to get the knowledge and support in this scope. Participants of activities under the Action Plan are expected to be more prepared to face challenges in their professional and personal life, and are more likely to start their own business in the future. Interventions in this area have a chance to increase the level of competitiveness and develop new jobs in the region, and to achieve social goals.

Addressing current needs of education require a modern approach and integration of activities for new ways of transferring knowledge and involving students in active participation. These objectives are coherent with the objective of the *Fomento de la cultura emprendedora en el ambito educativo* project, which goal is to provide young people with a chance for high-quality education in the scope of entrepreneurship, beyond the activities focusing merely on improving the competences of young people. Activities planned to be implemented under the E-COOL project fit into the challenges of implementing integrated measures for a strong environment in which it will be possible to shape modern entrepreneurial attitudes and creative thinking of young people.

Furthermore, activities implemented under the project *Fomento de la cultura emprendedora en el ambito educativo* ensure cooperation between the entities of education and the economy. Expected effect of the measures implemented in the region basing on the activities of the partner from Spain will be the improvement of cooperation between entities in the region, and the development of new models that could be used to further strengthen cooperation between sectors of science, business and business environment institutions. Such result would considerably support activities under the regional policy implemented in the previous financial perspective, that is in 2014-2020. Positive results of the project will be observed at the level of local markets and the region, supporting the the potential of technical and managerial staff, and of the young generation, particularly significant in the context of strengthening the economic sphere of the region and ensuring proper conditions for stable development of local economic markets.

Activities planned for implementation under the E-COOL project, inspired by good practice from the *Fomento de la cultura emprendedora en el ambito educativo* project, will allow the Agglomeration Opole Trust to involve local self-governments due to the fact that the AOT associates 21 communes of the voivodeship. Due to planned implementation of activities and pursuing strong cooperation, targets inspired by the project implemented by the Andalusian Public Foundation, it will be possible to implement an innovative, modern approach to building local partnerships and cooperation in the area of promoting entrepreneurship of young people from the Opolskie Voivodeship.





# 2. ACTIONS

## 2. Actions

### 2.1. Action 1 – Organization of lessons shaping entrepreneurial attitudes among students of schools in the region

#### 2.1.1 The background

The action was inspired by good practices developed in the project *Formento de la cultura emprendedora en el ambito educativo* implemented by Andaucia Emprende, Fundacion Publica Andaluza (Spain). The main objective of the project implemented in Spain was to promote entrepreneurial culture in the education system including, inter alia, organization of activities directed to school students and of the opportunity to meet local entrepreneurs in order to learn to operate in the real business environment.

Project implemented in Spain was very successful, which was reflected by increasing interest of participants in following years when next editions of the project were conducted. The success of the endeavour demonstrated the high demand for continuous improvement of the education system to develop innovations and promote entrepreneurship in the region. Diagnosed needs of the Opolskie Voivodeship also correspond with the need to implement creative solutions related to entrepreneurship and the potential of the new economy. Taking inspiration from the project has a real chance to introduce innovative activities for the region, which would support the initiatives undertaken to strengthen entrepreneurial attitudes among young people.

Measures conducted in Spain constituted an inspiration for the AOT due to the durability and continuity of activities under the *Formento de la cultura emprendedora en el ambito educativo* project. It is expected that implementation of measures would ensure the foundation for developing models of activities that could be implemented in a wider time perspective and be further extended depending on the current needs of the region in the scope of the promotion of entrepreneurship, e.g. extended for other target groups, for a larger number of participants, or by inviting entities representing other spheres of the economy to cooperate. Activities aimed at strengthening entrepreneurial attitudes among young people can be an annual event, creating good opportunities





for permanent work with students to familiarize them with the entrepreneurial culture, constituting also an opportunity to build relationships between entrepreneurs from the region and young people in the region.

Good practices that are an inspiration for activities that will be implemented in the Opolskie Voivodeship emphasized the significance of cooperation with other entities, institutions and companies, which was one of key factors of the success of the project. It is expected that adapting the elements of good practice will strengthen cooperation in the field of entrepreneurship development between the business and education environment in the Opolskie Voivodeship. With the involvement of local governments it will be possible for the region to develop an innovative approach to building local partnerships cooperating in order to strengthen entrepreneurial attitudes among young people and to promote an entrepreneurial culture, inspired by the good practices.

### 2.1.2. Details of the action

Following stages are planned to be implemented as part of the first activity:

<b>1.</b>	<b>Selecting schools from the Opolskie Voivodeship, especially schools from the Opole Agglomeration, where the activity will be implemented.</b>
<b>2.</b>	<b>Selecting coordinators of entrepreneurship of young people, with particular emphasis on the possibility of engaging teachers/people participating in the implementation of career counselling and entrepreneurship classes in selected schools.</b>
<b>3.</b>	<b>Conducting the information campaign promoting active participation in the project in a coherent and uniform manner by all entities implementing the activity.</b>
<b>4.</b>	<b>Conducting a series of classes concerning the entrepreneurship development in schools.</b>
<b>5.</b>	<b>Conducting meetings with young entrepreneurs who will share their knowledge and experience, study visits to local entrepreneurs.</b>
<b>6.</b>	<b>Development of project ideas in the four areas (indicated below) by participants. Projects developed by participants will constitute ideas for new activities that</b>





have a chance to be implemented in the region. Inspired by Spanish good practice, four areas were selected for participants to choose from:

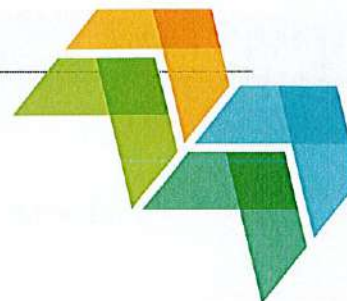
- **technical talent (focused on the development of the technical sphere),**
- **social talent (aimed at the development of the social sphere),**
- **mobile talent (with the use of mobile apps),**
- **talent in the area of environmental protection.**

**7.**

**Pre-selection of projects for the competition conducted as part of Action 2 (Entrepreneurship Talent Competition).**

Among the significant factors influencing the implementation of the planned activities attention should be drawn to the global situation related to the outbreak of the SARS-CoV-2 (COVID-19) virus, difficult to predict at the current stage of planning of works. The implementer of activities will make every effort to respond to emerging barriers and challenges in the most effective manner, adjusting the implementation of activities to the current situation.





### 2.1.3. Players involved

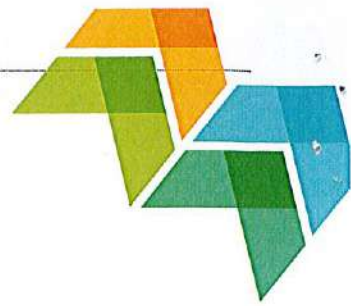
The application for co-financing of the project specified a list of involved entities:

1. Opolskie Voivodeship, Regional Employment Office in Opole (WUP);
2. Opolskie Voivodeship, OCRG: Opolskie Centre for Economy Development;
3. Municipalities from Opolskie region with special emphasis on 21 municipalities – members of Agglomeration Opole Trust;
4. Opole Chamber of Commerce;
5. European Information Point Europe Direct-Opole;
6. Academic Incubator of Entrepreneurship University of Opole;
7. County Employment Offices in Opole and Krapkowice;
8. Science and Technology Park in Opole;
9. Department of Strategic Studies and Socio-Economic Policy, Faculty of Economics, University of Opole;
10. Regional Center for Education Support;
11. The Chamber of Crafts in Opole.

Entities particularly involved in the ongoing implementation of planned activities include:

<ul style="list-style-type: none"> <li>• Agglomeration Opole Trust.</li> </ul>	<p><b>Coordinating and monitoring of implemented activities</b></p>
<ul style="list-style-type: none"> <li>• 21 municipalities from the Agglomeration Opole, especially secondary and vocational schools from the area;</li> <li>• The Opolskie Economic Development Centre;</li> <li>• Education Support Centre in Opole;</li> <li>• University of Opole;</li> <li>• Opole University of Technology;</li> <li>• Entrepreneurs from the area of the Opolskie Voivodeship;</li> <li>• Associations working for the development of entrepreneurship.</li> </ul>	<p><b>Cooperation in implementing planned activities</b></p>





#### 2.1.4. Timeframe

**Activity will be implemented in the years**

**2021-2023**

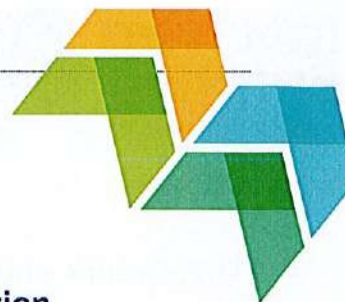
#### 2.1.5. Costs

26.619,72 EURO.

#### 2.1.6. Funding sources

As part of the preparation for the new EU financial perspective (2021-2027), the implementer of the activity made an attempt to guarantee the financing of the measures indicated in the Action Plan (as an element of a bigger project supporting vocational education) in a non-competitive mode under the programme implemented at the regional level – European Union funds for the Opolskie Voivodeship for 2021 – 2027 (new edition/new name for the Regional Operational Programme of the Voivodeship of Opolskie 2014-2020). Given above, the project fiche (a simplified project description) was submitted to the Managing Authority (Marshal's Office of the Opolskie Voivodeship).





## 2.2. Action 2 – Organization of the Entrepreneurship Talent Competition

### 2.2.1 The background

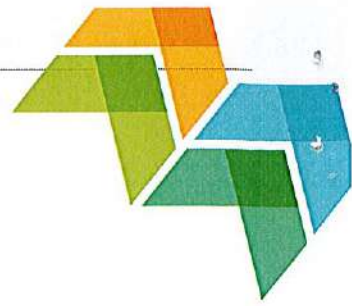
The action was inspired by good practices developed in the project *Formento de la cultura emprendedora en el ambito educativo* implemented by *Andaucia Emprende, Fundacion Publica Andaluza* (Spain). As part of good practice, young people coordinated by experts were engaged to develop innovative projects in four specific categories. The action will be implemented in the Opolskie Voivodeship in the form of a competition.

Lessons learned from the project showed that the achieved success of the good practice implemented in Spain can be repeated in the Opolskie Voivodeship because it responds to diagnosed needs of the region in the context of the necessity to build and strengthen the entrepreneurial society and strengthen the region's innovativeness. Objectives of good practice are coherent with needs of the Opolskie Voivodeship given the need for further work on the creative process related to entrepreneurship and the potential of the new economy.

Subjecting achieved effects of good practice implemented in Spain to the analysis, it should be stated that the cooperation between business and education planned to be established under the project is crucial in the context of the social impact of the project and activities aimed at supporting future entrepreneurs from the region. Implementing actions inspired by good practice, it will be possible to strengthen local partnerships aimed at strengthening entrepreneurial attitudes among the young inhabitants of the region and to build an innovative approach to building future cooperation between the business and education environment. Implementation of elements of good practice in the region will require close cooperation and good coordination between the coordinating partner, participating schools and sponsors.

Continuity and durability of the project *Formento de la cultura emprendedora en el ambito educativo* were also a significant factor deciding on choosing the good practice for the implementation in the region. Elements of good practice will be permanently adapted in the regional support system for the development of pro-business attitudes among young people, providing the possibility of extending this model of the competition in next years, in which subsequent editions of the competition will be held. Another key aspect of chosen good practice is its ability to adjust objectives of the competition to the level of development of other countries/regions in which its elements will be implemented. Due to this fact the action will be able to be extended or adapted to the current needs of the voivodeship also in subsequent editions of the competition, with the subject of the activity focused on a modern, innovative economy and smart specialization of the region, focusing on building the potential for effective cooperation in the region, with the activity enabling the implementation of education concerning building project consortia.





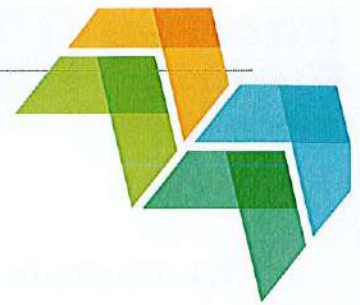
### 2.2.2. Details of the action

Following stages are planned to be implemented as part of the second activity:

<b>1.</b>	<b>Development of documentation and competition provisions.</b>
<b>2.</b>	<b>Involvement of a team of experts whose task will be to support students participating in the competition.</b>
<b>3.</b>	<b>Organization of workshops for teams participating in the competition.</b>
<b>4.</b>	<p><b>Selection of the winners of the competition and awarding of prizes – as part of the competition, the jury will select four good practices, one in each of the following categories:</b></p> <ul style="list-style-type: none"> <li>➤ <b>technical talent (focused on the development of the technical sphere),</b></li> <li>➤ <b>social talent (aimed at the development of the social sphere),</b></li> <li>➤ <b>mobile talent (with the use of mobile apps),</b></li> <li>➤ <b>talent in the area of environmental protection.</b></li> </ul>

Among the significant factors influencing the implementation of the planned activities attention should be drawn to the global situation related to the outbreak of the SARS-CoV-2 (COVID-19) virus, difficult to predict at the current stage of planning of works. The implementer of activities will make every effort to respond to emerging barriers and challenges in the most effective manner, adjusting the implementation of activities to the current situation.





### 2.2.3. Players involved

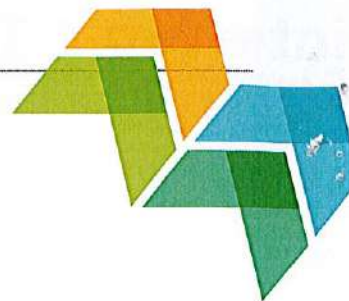
The application for co-financing of the project specified a list of involved entities:

1. Opolskie Voivodeship, Regional Employment Office in Opole (WUP);
2. Opolskie Voivodeship, OCREG: Opolskie Centre for Economy Development;
3. Municipalities from Opolskie region with special emphasis on 21 municipalities – members of Agglomeration Opole Trust;
4. Opole Chamber of Commerce;
5. European Information Point Europe Direct-Opole;
6. Academic Incubator of Entrepreneurship University of Opole;
7. County Employment Offices in Opole and Krapkowice;
8. Science and Technology Park in Opole;
9. Department of Strategic Studies and Socio-Economic Policy, Faculty of Economics, University of Opole;
10. Regional Center for Education Support;
11. The Chamber of Crafts in Opole .

Entities particularly involved in the ongoing implementation of planned activities include:

<ul style="list-style-type: none"> <li>• Agglomeration Opole Trust.</li> </ul>	<p><b>Coordinating and monitoring of implemented activities</b></p>
<ul style="list-style-type: none"> <li>• 21 municipalities from the Agglomeration Opole, especially secondary and vocational schools from the area;</li> <li>• The Opolskie Economic Development Centre;</li> <li>• Education Support Centre in Opole;</li> <li>• University of Opole;</li> <li>• Opole University of Technology;</li> <li>• Entrepreneurs from the area of the Opolskie Voivodeship;</li> <li>• Associations working for the development of entrepreneurship.</li> </ul>	<p><b>Cooperation in implementing planned activities</b></p>





#### 2.2.4. Timeframe

Activity will be implemented in the years

2021-2023

#### 2.2.5. Costs

56.955,94 EURO.

#### 2.2.6. Funding sources

As part of the preparation for the new EU financial perspective (2021-2027), the implementer of the activity made an attempt to guarantee the financing of the measures indicated in the Action Plan (as an element of a bigger project supporting vocational education) in a non-competitive mode under the programme implemented at the regional level - European Union funds for the Opolskie Voivodeship for 2021 – 2027 (new edition/new name for the Regional Operational Programme of the Voivodeship of Opolskie 2014-2020). Given above, the project fiche (a simplified project description) was submitted to the Managing Authority (Marshal's Office of the Opolskie Voivodeship).

Date:

07.09.2021

Signature:

Przewodniczący Zarządu  
Stowarzyszenia Aglomeracja Opolska  
  
Andrzej Kasiura

Członek Zarządu  
  
Joachim Wojtala

Stamp of the organisation:

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