



# Entrepreneurship and entrepreneurial learning in Swedish schools

Mälardalen University

Mälardalen Competence Centre for Entrepreneurial Learning  
*- a regional co-operation platform for school development issues*

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# The Mälardalen Competence Centre for Learning (MKL)

*MKL is a regional co-operation platform for school development issues.*

All Swedish municipalities are facing major challenges concerning schools, such as demands for better results, pupils' freedom to choose a school (free choice of schools), new curricula, qualified teacher status and lack of resources.



# The strategy's

- Entrepreneurial learning and entrepreneurship at school is part of Sweden's Innovation Strategy 2020 and has been a part of Sweden's new curriculum for pre-, primary-, secondary school and sixth form.
- This shall, according to the government's Strategy for Entrepreneurship in Education (Government Offices 2009) form a common thread throughout school.
- In the upper secondary school/sixth form curriculum (GY 11) entrepreneurial learning is prescribed in several different subjects.
- Entrepreneurial learning includes dimensions such as different approaches to learning, learning activities and cooperation where forms and methods of working focus on the pupil's own activity as well as stimulating curiosity, initiative, self-esteem, problem solving, creativity and an ability to turn ideas into action.



## We aim to promote:

- that preschools and schools run by motivation, relevance, creativity and a confidence in the future which in turn will make pupils and staff feel better, be more motivated, and consequently learn more.
- that organisations allow time for developing the activities to a greater extent so that /pupils and staff feel that their work constantly has the opportunity to improve.
- preschool and school activities become a natural part of society through increased cooperation.



# Why entrepreneurship and entrepreneurial learning in schools?

## EU 2020 and paradigm shift

EU has identified eight key competences that are considered essential for personal fulfillment, active citizenship, social inclusion and employability.

### **These competences are:**

- Communication in the native language
- Communication in different languages
- Mathematical competence and basic competences in science and technology
- Digital competence
- Learning to learn
- Social and civic competences
- Initiative and entrepreneurship
- Cultural awareness and expression

### **Global problems:**

- Financial crisis
- Environmental problems
- Unemployment



# The Swedish National Agency for Education

*"Entrepreneurial learning is the Government's national strategy to make entrepreneurship imbue the entire educational system."*

*/Ministry of Education and Research*

*&*

*Ministry of Enterprise, Energy and Communications*

*"Entrepreneurship in school is an educational approach in the classroom as much as it is a knowledge of self-employment"*

*" /The Swedish National Agency for Education*

**Since Autumn of 2012, this is written into our curriculums**



# Industrial society approach – pupils approaches to learning

- Control
- What do I have to learn/study for the next exam?
- Be able to reproduce
- Answer right - wrong (stupid)
- Passive consumption



# Important!

- The environment
- Inner motivation
- To see the whole being
- Rhetoric ( homework, tests,
- How do we ask questions?
- Right and wrong
- Technical knowledge
- Business Intelligence
- Strengthen personal competences & knowledge
- Be a part of the society
- All subjects are equal (music is as important as math)
- Interdisciplinary
- Ideas creativity and innovation
- Think & do
- Review and assessment ( How? Why?)





# Why school? What do students say?

- Must get good grades
- Teachers demands
- Parents demands
- Need to get into college
- Forced to
- External motivation - external compulsion - claims outside – external

25% of the Swedish students think school is meaningless and does not have any motivation or hope for their future.



# How do we want them to think about school?

- I want to learn
- I want to increase and retain my creative
- I want to be confirmed
- I want to be seen
- I want to develop maximum
- I want to satisfy my curiosity
- I will develop my individuality
- I want to contribute to society



# Entrepreneurial characteristics

- Initiative taking
- Curiosity
- Internal motivation / confirmation
- Commitment
- Courage
- Responsibility
- Creativity
- Fantasy
- Limitless learning



# Research

Røe Ødegård describes a shift of focus:

- from passivity to activity,
- from obedience to independence
- from reproduction to innovation
- from learning discrete factual knowledge to understand context and problem solving..

(Pedagogisk entreprenørskap, Røe Ødegård, 2000)



To connect schools and universities to **real world problems and projects**, and to connect to **research and society is the future!**

We all have to leave our institutional "bubbles" to **meet each other**, to **find ways and** to **increase knowledge** together.

Knowledge and cooperation would **increase** if people **feel and experience the benefits!**



KREO for business

KREO for School

KREO for Start up

KREO Academy



# KREO's mission

To help people and organisations to grow with their ideas



We love, we create, we inspire ©



# KREO offers

Processes, tools and people  
to stimulate innovation,  
entrepreneurship and  
creativity





# KREO story

- Students transforming theory - practical tools
- Discovered a blue ocean
- Created a model
- 800 workshops, 2000 coach meetings
- Research with good results



# KREO PROCESS MODEL

IN SCHOOL

– TRAINING TEACHERS

CULTURAL SECTOR

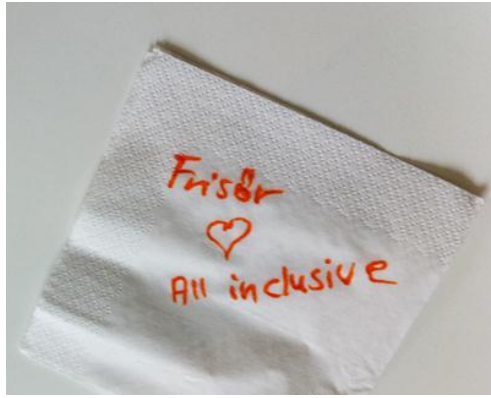
– CREATE NEW BUSINESSES



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# KREO workshop



# KREO process model

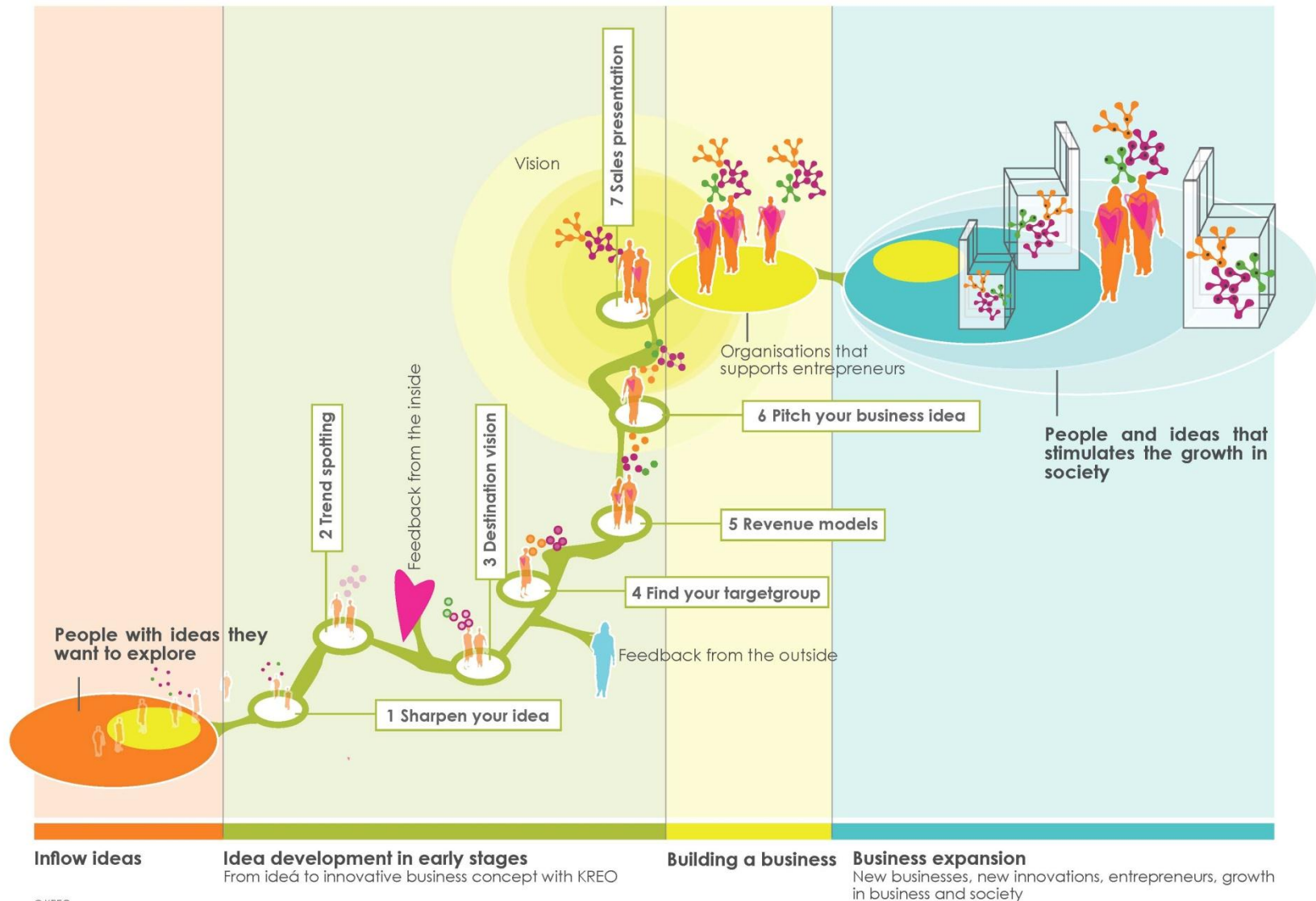
- Interactive workshop format (3h x 7)
- Co-creation process in groups
- Visualized tools for structure and overview
- Creativity tools
- Design thinking
- Make sure everyone is engaged
- Clear results in each step



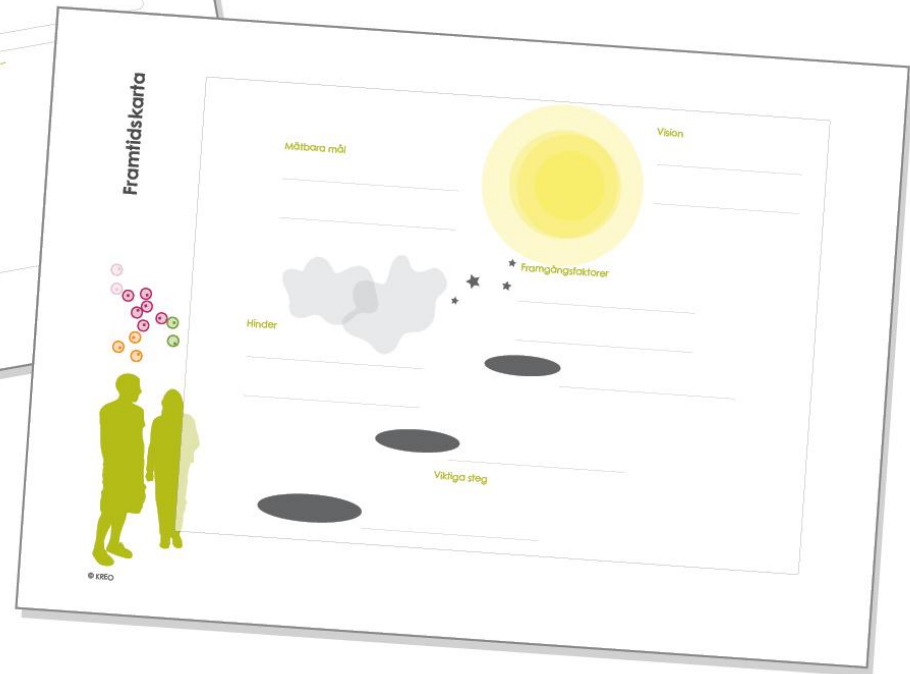
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# From idea to innovative business concept with KREO in a context



# KREO tools

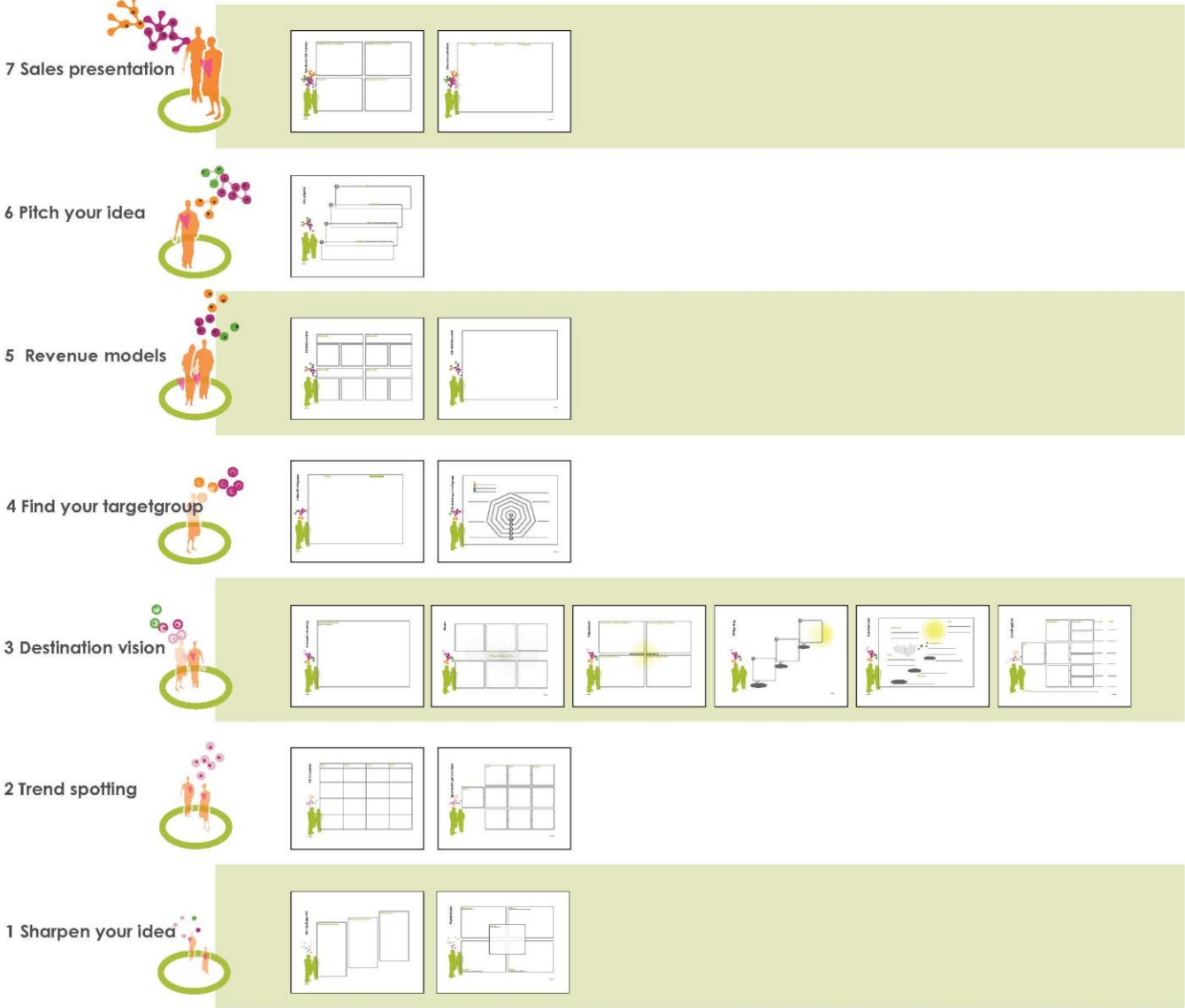


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# From idea to innovative business concept with KREO



# Thank you!

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# LET'S CO-CREATE TOGETHER!

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KREO for Start up

KREO Academy

KREO for School

