

## **Short presentation summary**

Title: Enterprise education in Florida

Presented by Maria Amparo Camacho

Organisation: Florida Education Centre, Valencia

### ***Content summary:***

#### *1) Introduction*

Stimulating the entrepreneurial spirit implies the development of basic skills applicable in both self-employment and employee contexts.

It contributes to the creation of employment and growth and to the satisfaction of the interests of society in general.

The distance between training institutions and the business context must be shortened, but education centres often lack the necessary resources to promote the adaptation of the curriculum and pedagogical methods.

This presentation will focus on the experience carried out by Florida Education Centre, with special emphasis on the work done within the EJE (Young European Enterprise) project. It intends to be of help to other centres interested in promoting enterprise skills.

#### *2) Participation in the EJE project*

Participation in the EJE project came as a result of the alliances established within the Entrepreneurship in Education *Leonardo da Vinci* Project and the EINET network, through which Florida met with Valnalón, S.A. and CEIN – Business and Innovation Centre of Navarra.

The work in the EJE project started in 2005, integrating this activity as a part of the Economics and Business Organisation subject curriculum (upper secondary education).

This initiative integrates education and enterprise and its general objective is to spread the entrepreneurial culture among young people of different nationalities. Using the creation, organisation and management of a school co-operative as a connecting thread, students carry out commercial transactions (import/export) between the school co-operative and its partner companies in other countries or geographical contexts.

This pragmatic approach makes the students further develop their self-esteem, creativity, observation skills, environmental analysis, problem solving, decision making, communication,

etc., and also provides education professionals with a context for the introduction, teaching and practice of these competences.

This educational project uses new technology as part of the teaching-learning process and a foreign language as a communication tool between the students and members of the company with which trade is conducted.

Since 2005, more than 200 students from Florida have participated in this project.

### 3) EJE in Florida 2009-2010

Since the academic year 2009-2010, the Association of Young Entrepreneurs in Valencia (AJEV) co-ordinates the EJE project at regional level, with support from the Regional Education Department and Bancaja, as well as Valnalón.

This year, 45 students in the 3rd course of compulsory secondary education (ESO) in Florida, who had taken the “Mini-company” elective subject, created two cooperatives, HCV and A-TEAM, dedicated to the sale of typical Valencian products as well as the sale of products from Navarra and Asturias respectively.

Throughout the course, students created a co-operative, provided capital, defined their statutes, designed a name and logo, distributed tasks and made an organisation chart, looked for products and suppliers, created a product catalogue, bought and sold products, etc. Furthermore, they managed documentation customary in a business environment, such as bank accounts, order forms, business letters, invoices, bills, checks, etc.

To round off the activity, a market was organised in Feria Valencia (Valencia Trade Fair) during the Entrepreneur Day. 20 co-operatives created by secondary education students in Valencia attended, and had the chance to sell their products.

This elective subject allows students to work in groups, make decisions, take risks, practice speaking and writing, deal with situations in which students are not normally found and learn to react to them, use ICT, apply knowledge acquired in other subjects, and better understand the operation of a company. In short, it is a perfect complement to their learning process.



Florida’s previous experience with EJE has been of great worth in this case, but some innovations have been introduced in the project, especially at organisational level, that made it much easier for centres to participate, and thus enhanced the overall experience:

- Teachers were trained by experts in the use and implementation of the EJE model
- Support was received throughout the academic year
- Teachers were able to share experiences with other trainers
- Students were able to get a loan from Bancaja for their commercial transactions
- Special terms were agreed for students to ship their products to partner companies
- A market was organised during the Entrepreneur Day which allowed students to sell their products

## CV Maria Amparo Camacho

### *Education:*

- BA in English language and literature by the University of Valencia
- Master Degree in Innovation and Development of Business Projects by Florida Universitaria and the University of Valencia.



### *Professional experience:*

She started working in Florida Education Centre in February 1999 and since then she has participated in various initiatives related to enterprise education and international co-operation. She was the co-ordinator of various European projects related to entrepreneurship such as the Leonardo da Vinci Pilot Project “EEE - Emprendedores en la Escuela (Entrepreneurs in Education)”, and the Leonardo da Vinci Valorisation Conference: “The promotion of entrepreneur skills and business creation to stimulate local development”.

### *Job positions to date:*

- Co-ordinator of the Entrepreneurs Centre (resource centre to support entrepreneur skills and business creation) between 1999 and 2003
- Co-ordinator of the International Relations Department, and project manager, since September 2003.
- Member of the Innovation Committee of Florida since September 2007.
- Co-ordinator of the Enterprise Education Area of Florida since January 2010.

### *Additional information*

- Co-author of the methodological guide “The promotion of the entrepreneur spirit to boost local development”
- Co-author of the best practice guides “Methodologies for the Valorisation of Innovation in Vocational Training” and “Promotion of the Entrepreneur Spirit in the Education and Vocational Training (VET) System. Transfer Potential of Projects and Products”

## INTERVENTION JORGE CASTILLEJO, PRESIDENT AJEV

Jorge Castillejo, entrepreneur currently dedicated to the field of biometrics, is President of the Association of young entrepreneurs of Valencia since June 2004, since then, has seen gradually grow this Association, both in number of entrepreneurs associated, as in services offered to companies.



Thanks to his hard work, he put in place, together with the Department of youth, in July 2005, the service "Valencia by the entrepreneur" exclusively dedicated to the entrepreneur support since the start of his business idea to the consolidation of its new company.

A service characterized mainly by its "transversality". The biggest problem for young people is the ignorance of all the steps to perform, any legal forms, licensing, financing, subsidies, and even if exist other support services for the entrepreneur, they are reduced to the specific scope of the company and not to all areas necessary for the implementation of a company.

From the office "Valencia by the entrepreneur" a complete guide of all the needs and concerns to start a business is available, along with this are several services, the most important:

- Advice and support in the creation of the company: legal forms, licensing activity.
- Training and support in the development of the business plan.
- Public and private financing, subsidies for setting up businesses.
- 1 year of free association, with more than 250 Associates, and all our services: free training, service center, working breakfasts.

But the current highlight of the Association has been the publication of the first optional subject from the next academic year 2010-2011 on encouraging the entrepreneurs among young people in the region of Valencia.

A project that began the last school year in which students create and manage a cooperative international trade in which they exchange products with a cooperative partner formed by students from other countries or other regions in Spain, communicating with each other through e-mail and video conferencing.

The two cooperatives initiate a business relationship which consists of the exchange of a catalogue of regional products, bargaining orders, import and export and, finally, its commercialization in local markets. Distributing the obtained benefits as any other company, and allocating a percentage of the profits to a NGO.

Stressing that as a pilot project in 2009 / 2010 the Department of education and the Youth Department of Valencia collaborated, among others public and financial organizations, coordinated at all times by AJEV, with a total of 21 cooperative study centers of the Valencian Community. The sale of the products has taken place within the macroday, the "day of the individual entrepreneur of the Valencian Community", in which the attendance of more than 20,000 people was confirmed.



VIAJAR Y ESTUDIAR  
cursos de idiomas en el extranjero

**Pablo Camino**

Law Degree

Erasmus Student in Belfast

Master In International Commerce

Valencian Exports Institute Scholarship (Moscow)

**Viajar y Estudiar**

My idea of starting a new business started after living in different countries around the world and seeing that Spain had a lack of knowledge in languages.

Then I went to AJEV "Valencia por el Emprendedor", looking for some advice on how to start a business in Valencia. I had no idea about laws, accountancy, public funds, human resources, financing. And there is where I found a very helpful hand. Without AJEV "Valencia por el Emprendedor", I would not have started the company. They have been there to help me with any questions and creating a network of entrepreneurs where I found very interesting partners.

Now, after 4 years of activity Viajar y Estudiar is sending abroad around 1.500 students. We organize their language courses, accommodation, transfers and leisure in countries like United Kingdom, USA, Australia, France, Germany, Egypt, China, etc.

The courses are for every age and need: junior, young adults, 50+, executives, teachers.

We mainly work with young people between 14 and 26 years of age. For the majority, we give them the opportunity to go abroad for the first time in their lives. Then they have the chance to meet people from other countries, learn a language, taste other cultures, live by themselves and develop their own responsibility.

Also we are introducing the Social Responsibility in our company by sending physically disabled students to Ireland, together with volunteers.

During this last year we are focusing our efforts to be present in different social networks like facebook or twitter, and even creating our own social network for travelers and blog.

We are 9 people now and we face new challenges to grow more with new human resources, more technology and better marketing.

My recommendation for anyone who wants to start a new business is not to be afraid of using IMAGINATION and CREATIVITY.

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