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I AM A SPORTS ENTREPRENEUR , WHAT ARE YOU? (SERU)





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To make entrepreneurship the growth engine of our economy EU needs a thorough, far-reaching cultural change.

Commission, Entrepreneurship 2020 Action plan

Whether or not they go on to found businesses or social enterprises, young people who benefit from entrepreneurial learning, develop business knowledge and essential skills and attitudes including creativity, initiative, tenacity, teamwork, understanding of risk and a sense of responsibility. This is the entrepreneurial mind-set that helps entrepreneurs transform ideas into action.

Commission, Entrepreneurship 2020 Action plan





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CONTEXT



- The global conditions demand that the EU embraces innovation and creates an entrepreneurial eco-system, for young and old alike. The former in recognition of the changing dynamics of youth economic opportunities and the latter in response to the aging population.
- Sport is a field of activity with considerable economic potential. As it bridges young people's interests, to health, to voluntary activities of millions of Europeans, and sporting activities offer a myriad of routes for enterprise and employability activities.
- This is the social-economic context of the project, which aims to leverage the experience, knowledge and capabilities of partners to meet use sport as a tool for wider economic development.
- Promoting entrepreneurship, entrepreneurial capacity and initiative-taking on the part of young people is now high on the EU agenda, complemented by EU Commission guidelines. To nurture a vibrant entrepreneurial eco-system across the EU.



SOCIO-ECONOMIC CONTEXT

The socioeconomic context across the EU is resulting in a number of outcomes within the labour market:

- Inflexibility education system in the face of rapid change
- Ineffective recording of employability and enterprise skills
- Excessive jobs applicants
- Lack of entry level opportunities and effective work experience
- Need for enhance recruitment and employment market efficiencies

The formal education system cannot adjust quickly enough to offer young people 21st century entrepreneurial capacity and competence; actually the disturbing fact is that the formal education system is falling behind.

The lack of capacity in the formal education system to catch up with the exponential growth in new competence needs among young people leaves a big open vacuum.

This is why non-formal education and learning, in all sorts of settings, is becoming more important to young people's capacity to face 21st century challenges.



AIMS

SERU Aims to:

- Promote entrepreneurship education and social entrepreneurship among young people.
- Use non-formal learning in new and more “aggressive” ways to develop capacity along young people in ways that schools are not able (the new roles of non-formal learning aspect)
- Create project practice that takes the young people through all the stages and levels of working in real-life projects and inserting learning elements when needed (the learning through real-life projects aspect)
- Include in the young people’s projects a strong entrepreneurial reality and economic dimension
- Allow the young people to take their media and social networking skills to a new and entrepreneurial level
- Involve the young people in documenting what they learn through the project’s practice - with creative media (EuroPass 2.0)



OBJECTIVES

The project will aim to create sport entrepreneurial capacity building for youth workers and young sport entrepreneurs in 7 very different countries and through a capacity building model inspired by 21st century didactics and powerful capacity building mechanisms in virtual gaming.

Coordinated by UEL the partner countries are: UK, ES, TR, PT, SI, HU, CZ, IT and GR,

The capacity building of young sport entrepreneurs will be achieved through real-life and real entrepreneurial activities, including several rounds of sporting events, and will take the youth through all the phases of successful sport entrepreneuring.

The project will contribute to the innovation of the YouthPass, deliver rich and authentic guidance material for open EU sharing and create the first EU portal for sport entrepreneurs.

It will also contribute through knowledge creation to the development of the evolving EU Entrepreneurial Competence Framework and interact directly with the development and implementation of future EU policy-making and funding programming in the fields of young people's entrepreneurial capacity.



Key outcomes:

- Young people on the move: creating 21st century entrepreneurial competences through sport eventing - introduction to the project. Study guide outcome
- I am a Sport Entrepreneur - what R U? - The EU model. Methodological guide
- Narrative based documentation of entrepreneurial capacity - EuroPass 2.0. CURRICULA
- First EU portal for young sport entrepreneurs (ENYSE)
- Policy paper: the increasing value of non-formal capacity building for creating entrepreneuring mentality among young people
- Gender analysis: young women and (sport) entrepreneuring - a special challenge





Finale

The project will climax with a young sport entrepreneurs event and final the launch of the portal in Barcelona (BETA versions will be published through the project phases), including interaction with powerful sport resources in the famous sport city i.e. Barcelona football club.

The climax will bring together young sport entrepreneurs from many countries to celebrate the launch of this portal, including interaction with powerful sport resources in the famous sport city.

