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**Trade and Development Board  
Investment, Enterprise and Development Commission  
Multi-year Expert Meeting on Enterprise Development Policies and  
Capacity-building in Science, Technology and Innovation (STI)**

Third session

Geneva, 19–21 January 2011

Item 3 of the provisional agenda –

**Enterprise development policies and capacity-building in  
science, technology and innovation**

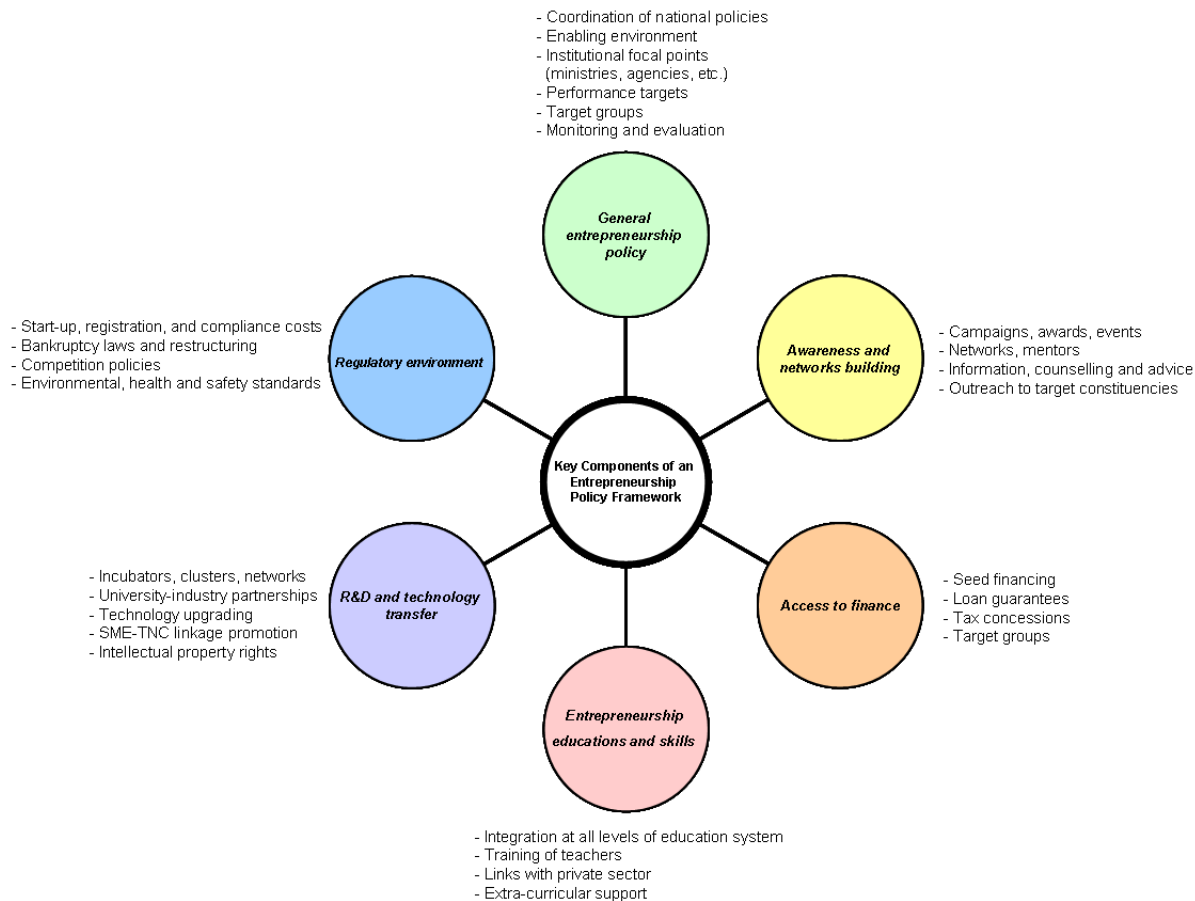
## **Entrepreneurship education policies**

**Note by the UNCTAD secretariat**

### **Introduction**

1. In the 2009 issues note “Key components of entrepreneurship and innovation policy frameworks” (TD/B/C.II/MEM.1/6), presented at the second session of the multi-year expert meeting, the UNCTAD secretariat organized policies in six areas: general entrepreneurship policy, awareness and network building, access to finance, entrepreneurship education and skill building, research and development (R&D) and technology transfer, and regulatory framework. Education and skills development was highlighted as one of the key policy areas. The annexes provide a list of recommendations about policies or programmes to improve entrepreneurship education.

Figure 1  
**Key components of an entrepreneurship policy framework**



## Annex 1

### Summary of policy approaches for entrepreneurship education

Policy approaches	Overview of recommendations
<b>National strategy</b>	<ul style="list-style-type: none"> <li>• Identify the link between entrepreneurship education and other policy objectives (economic and social);</li> <li>• Determine how best to position entrepreneurship education – whether as a national strategy for entrepreneurship education and/or as a subset of other strategies (education, development, etc.).</li> </ul>
<b>National policies</b>	<ul style="list-style-type: none"> <li>• Secure ministerial (entrepreneurship ministry or ministerial level coordinator) and/or head of government level commitment;</li> <li>• Ensure inter-ministerial coordination (working groups with include representatives of key stakeholder groups);</li> <li>• Develop specific policies for underserved groups (youth, women, etc.).</li> </ul>
<b>Regional and local policies</b>	<ul style="list-style-type: none"> <li>• Target policies and funding specifically to needs at the local level;</li> <li>• Encourage local and regional governments to work with other stakeholders in the entrepreneurial ecosystem.</li> </ul>
<b>Cross-country policies</b>	<ul style="list-style-type: none"> <li>• Encourage collaborations on entrepreneurship and entrepreneurship education across countries (leverage resources, experiences, etc).</li> </ul>
<b>Developing and implementing policies</b>	<ul style="list-style-type: none"> <li>• Set the strategic framework in which schools and universities can work to implement programmes and activities within their institutions;</li> <li>• Collaborate with and provide incentives to individuals (champions), organizations (schools, companies, NGOs, foundations, etc.) and networks to follow-up on the strategy;</li> <li>• Establish implementation mechanisms (public or private agencies and/or foundations) to carry out strategies and policies through a set of coherent programmes;</li> <li>• Learn from pilot initiatives and then work to scale them across the country;</li> <li>• Establish Entrepreneurship Centres as hubs for entrepreneurship education</li> </ul>
<b>Funding</b>	<ul style="list-style-type: none"> <li>• Facilitate a consistent and adequate level of funding for entrepreneurship education programmes;</li> <li>• Encourage partnerships between existing programmes and initiatives as appropriate to better leverage resources and expand impact.</li> </ul>

## Annex 2

### Summary of key policy areas and programmes for entrepreneurship education

Action areas	Overview of recommendations
<b>Embedding entrepreneurship into education and training</b>	Require entrepreneurship education at all levels: <ul style="list-style-type: none"> <li>• Primary (school books, games, online tools);</li> <li>• Secondary (extracurricular activities, awareness campaigns);</li> <li>• Vocational and higher education (courses &amp; training programs, entrepreneurship centres);</li> <li>• Ensure STEM skills (science, technology, engineering and math) are taught.</li> </ul>
<b>Curriculum development</b>	<ul style="list-style-type: none"> <li>• Support course development;</li> <li>• Ensure the development of locally relevant course materials;</li> <li>• Provide incentives, not only for the development, but also for the sharing of materials;</li> <li>• Facilitate cross disciplinary programmes (not just in business);</li> <li>• Encourage student led initiatives and activities to flourish.</li> </ul>
<b>Teacher development</b>	<ul style="list-style-type: none"> <li>• Support the creation of entrepreneurship chairs/professorships at universities;</li> <li>• Provide training in and incentives for using interactive teaching methods (case studies, games, projects, laboratories, etc.);</li> <li>• Create networks for the sharing and exchange of practices;</li> <li>• Facilitate and encourage private sector links with academia;</li> <li>• Engage practitioners in the classroom.</li> </ul>
<b>Partnership with the private sector</b>	<ul style="list-style-type: none"> <li>• Build the necessary infrastructure (including ICT);</li> <li>• Leverage technology for education;</li> <li>• Develop local suppliers through business linkages;</li> <li>• Provide informal education to adults through entrepreneurship centres and foundations, particularly to underserved groups such as youth, women and those in rural communities.</li> </ul>

## Appendix 3

### List of recent reports on entrepreneurship education

#### World Economic Forum

- Educating the Next Wave of Entrepreneurs (2009)

#### European Commission

- Towards Greater Cooperation and Coherence in Entrepreneurship Education (2010)
- Survey of Entrepreneurship in Higher Education in Europe (2008)
- Entrepreneurship in higher education, especially within non-business studies (2008)
- The Oslo Agenda (2007)
- Making progress in promoting entrepreneurial attitudes and skills through Primary and Secondary education (2004)

#### OECD

- Evaluation of Programmes Concerning Education for Entrepreneurship (2009)
- Entrepreneurship in Higher Education (2008)

#### UNESCO & ILO

- Towards an Entrepreneurial Culture for the Twenty-first Century (2006)

#### European Foundation for Entrepreneurial Research

- Universities as Entrepreneurial Hubs: A study of 22 Universities Across Europe and the United States (2008)
- Mapping of Entrepreneurship in German-Speaking Countries (2007)
- Breeding Gazelles: The Role of European Universities (2004)
- European Entrepreneurship Education Pilot Survey (2004)

#### Global Entrepreneurship Monitor

- A global perspective on entrepreneurship education and training (2010)

#### Kauffman Foundation

- The Future of the Research University (2009)
- Entrepreneurship in American Higher Education (2008)

#### National Council for Graduate Entrepreneurship

- Leading the Entrepreneurial University (2009)
- Towards the Entrepreneurial University (2008)
- Good practice in enterprise development in United Kingdom higher education (2007)

#### The Aspen Institute

- Advancing Entrepreneurship Education: A Report of the Youth Entrepreneurship Strategy Group (2008)

#### Youth Business International

- Youth Entrepreneurship: Recommendations for Action (2009)

#### Other

- Measuring Enterprise Potential in Young People, Rosemary Athayde (2009). Entrepreneurship Theory and Practice, 33: 481–500