

# IEEC2015

9-11 September

2014  
**THE AWARDS**  
AWARD WINNER  
ENTREPRENEURIAL UNIVERSITY  
OF THE YEAR



Anglia Ruskin  
University

**International Entrepreneurship Educators Conference**

*2020: A vision for enterprise education*

## Inside out: Getting practice into international policy and giving educators a voice

‘developing your vision and ‘managing up’

Examples, experiences and actions



# Introductions

- **Andy Penaluna** - Dir. International Institute for Creative Entrepreneurial Development (at UWTSD Swansea)
- **Elin McCallum** - Bantani Education & Research (Formerly EU Policy lead for entrepreneurship education)



## The IEEC Concordat 2010

- The IEEC Concordat 2010 was designed to better inform policy makers about the views, opinions and challenges that being an entrepreneurial educator presents. From the ‘five calls’ that evolved, we can see the impact of this approach, for example:

# The IEEC Concordat 2010

- The QAA's Guidance for Enterprise and Entrepreneurship resulted from the Concordat's fourth call.
- The APPG Micro Business Report - An Education System fit for an Entrepreneur responded to the Concordat's first call for integrated pathways at all levels of education.
- The UN's Policy Framework for entrepreneurship incorporated EEUK perspectives and informed its Empretec programme.

# The IEEC Concordat 2010

- The European Commission's 'Thematic Working Group on Entrepreneurship Education' noted that the UK's QAA Guidance stood out as an example of embedding entrepreneurship in the curriculum.
- The EU's Institute of Prospective and Technological Studies, is now drawing on the QAA guidance as one of the practice examples to support development of the new European Entrepreneurship Competence Framework.

# Why?

- In policy terms, governments want prosperity through enterprise and innovation
- In educational terms, enthused educators want to offer their students better prospects
- *So what may be missing?*
- *What can you do / achieve?*

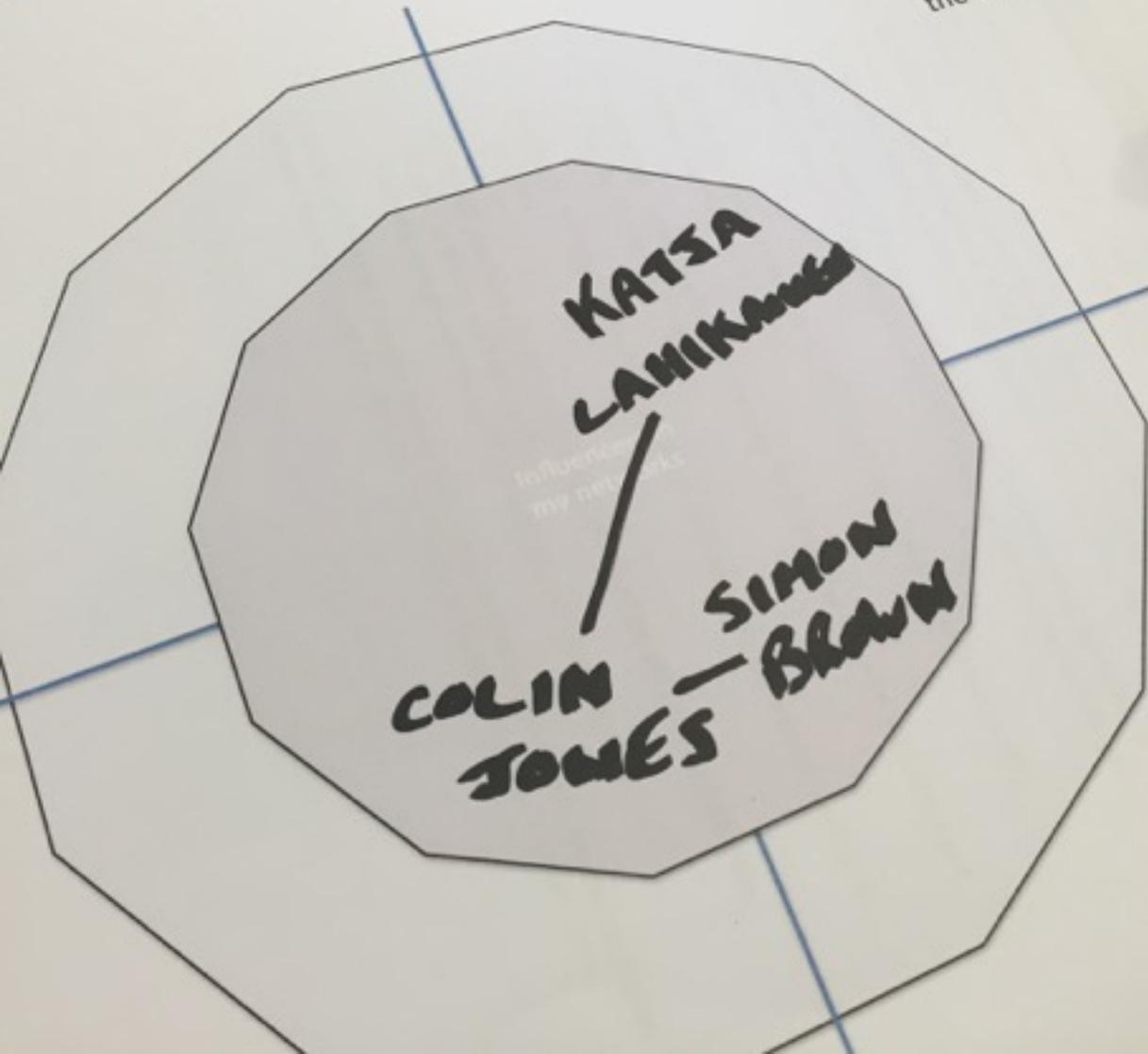
- Who are the influencers in your working environment?
- Who are the influencers who appear out of reach?
- *In small groups develop a network chart*

## You 2

- Where are your ‘pain points’ - what limits progress most?
- *List the key areas of consensus in your group*

- Highlight the influencers that you can target in order to address these issues now
- Highlight the influencers that you would like to reach?
- *Write a bullet point of no more than 30 words that these people would listen to*

Influencers you know can be roughly grouped in the centre



# Melting pot

- Share ideas, thoughts and potential actions
- Prioritise today's policy ideas
- *What is your personal first step?*

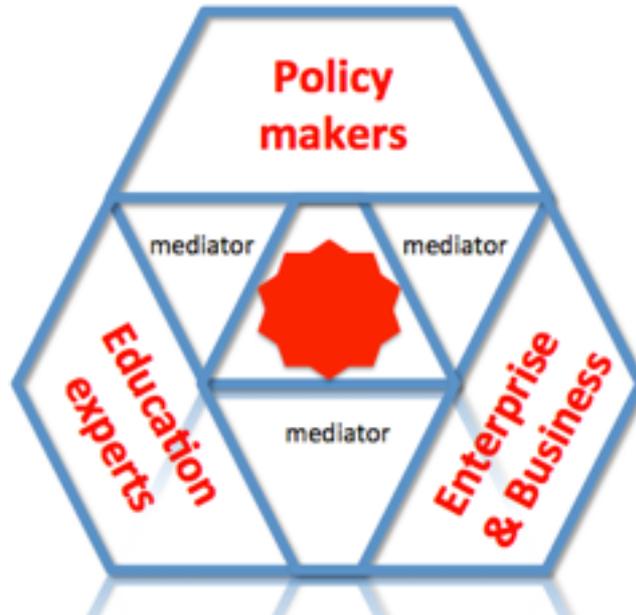


# A simple reality

- Educators and policy makers are getting together
- It is those who communicate clearly and concisely who are being heard

# A simple reality

A target for effective entrepreneurial education?



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