



# YES

Youth  
Entrepreneurship  
Strategies

# MAGAZINE

Entrepreneurial exchange

Estonia - Finland - Sweden

Tallinn 8-10 October 2012

The project is co-financed by the European Union



European Union  
European Regional Development Fund

# Three days full of entrepreneurial inspiration and exchange over the borders!



During three days in October 2012 a total of 30 teachers, policymakers and other key stakeholders went to Tallinn to share ideas and experiences regarding entrepreneurship education. Focus of the exchange was to disseminate practical methods and strategies that realize the work with entrepreneurship in the education system.

People from Sweden, Estonia and Finland joined the exchange which is part of the YES project (Youth Entrepreneurship Strategies). In this magazine the participants tell their story from the exchange, ideas they have and how they work with entrepreneurship in school today. We hope their stories will inspire others to start working entrepreneurial in the class room.

The YES-project is carried out between the years 2010-2012 and involving eight partners from different parts of Europe. The project aims to improve policies on a national, regional and local level, regarding integration of entrepreneurial learning in the education systems, as well as to build awareness and a positive attitude around Youth Entrepreneurship in Schools.

*Our Entrepreneurship education definition: Fostering within the education system, the attitudes and skills of young people to self-employment, by developing personal qualities -such as creativity, responsibility, risk-taking, problem-solving, team-working- and relevant business competencies on how to create and run an enterprise.*

The Yes-team

Read more about the project on our website:[www.young-entrepreneurs.eu](http://www.young-entrepreneurs.eu)

# Contents

Article	Page
A key to the future	4
Estonian Parliament member takes entrepreneurship seriously	4
Carina Boberg - Opening of Swedish workshop	5
Inventions that make everyday life easier	6
Visit at Tallinn school XXI	6
My experience in Tallinn	7
To try is to learn how to fly!	8
A trip that included entrepreneurial skills	9
The Swennish Curriculum	10
The Tax Bear and the Parliament Member	11
Value of collaboration	12
View to Estonian parliament and Tallinn	12
Inspiration	13
Description of one activity that I especially liked	14
The ideas I got from the YES project	14
Poem about the exchange from Estonia	15
How I ended up co-leading the Estonian presentation	15
My experience	16
YES – Let's exchange experiences!	16
Evaluation of the exchange	17

The project is co-financed by the European Union



**MAGAZINE**

**Entrepreneurial exchange**

**Estonia - Finland - Sweden**

**Tallinn 8-10 October 2012**

# A key to the future

**Three days in Tallin as a participant in the Yes-project has filled me with energy, good ideas and a feeling of selfconfidence that will keep me going for the rest of this autumn. Working as a teacher is very often rather lonely, and you often struggle with doubt and a feeling of not being or doing enough. What a relief then to meet colleagues from other schools both in your own and in other countries that struggle with the same problems, and that actually show honest interest in your work!**

Entrepreneurship has become a very popular word in Sweden. Politicians, businesspeople and many teachers talk and act like entrepreneurship is the solution of all problems in society. And I think that developing an entrepreneurial attitude among young people is one of the most important tasks we have in school. Yet I can't stop doubting in my work sometimes. Then it's very mo-

tivating to get the opportunity to meet colleagues and find out that even in their countries they have identified entrepreneurship as a key to the future. They believe in the same values that I do, they want their students to develop the same skills that I work with, they meet the same problems that I do, and they even announce that the way we work in our school is the solution of some of their challenges, and that is motivating to hear, believe me!

During this exchange I have met several openminded and creative teachers who are really dedicated in the challenge to give young people the knowledge, confidence and the tools they need to have a good opportunity to become active and important members of the society in their own countries, in Europe, and in the world. That gives me hope and fills me with humility, but also with a feeling of being one of many actors that struggles for the same aim.

I'm quite sure that this exchange is not only the end of the YES project, but will also be the starting point for exchanges that will involve our students. I've had several questions from teachers who want to come to us in Åtvidaberg with their student companies and we will be happy to be their hosts.

**Anette Hörström-Johansson**

Teacher in Åtvidaberg, Sweden



# Estonian Parliament member takes entrepreneurship seriously

**Lauri Luik, a member of the Estonian Parliament, has an obvious focus on entrepreneurship. That was clear when he welcomed a delegation of entrepreneurship teachers from Sweden, Finland and Estonia, the 9th of October 2012.**



- We have reformed our educational system in the upper grades to make it easier to start student companies. You can also start a real company in an easier way on the computer, says Lauri Luik, a charismatic politician from the Estonian Reform Party, that occupies 33 of the 101 places in the Parliament.

The Estonian Reform Party (ERP) has been in power for 15 years on the right wing side of the Estonian political chart. Together with Pro Patria and Res Publica Union (PRU) and Estonian Centre Party (ECeP) they control 76 of the 101 places in the Parliament. The opposition, the Social Democratic Party (SDP) has only 19 places.

- When I went to Highschool I started a student company together with a couple of friends. We were selling toilet-paper

with good quality, a product that everybody needs every day. That was good business, reveals Lauri Luik with a smile on his face.

Lauri Luik is responsible for educational, culture and sport matters in the Estonian Parliament.

The delegation from Sweden, Finland and Estonia seemed to be very satisfied with their visit to the Estonian Parliament. They also got a chance to listen to the Prime Minister Andrus Ansip, that was having a speech in front of the 101 members of the Parliament. They ended up the visit by walking the 40 meters stairs of the Parliament tower, where they could enjoy a fabulous view over Tallinn.

**Jonas Junggren**

Teacher in Linköping, Sweden

# Carina Boberg - Opening of Swedish workshop

My name is Carina Boberg and I am Commissioner for the City of Linköping. My areas of responsibility include children and young people, schools and education

and labour market. According to the National Strategy for Entrepreneurship in the field of education, our children and young people shall develop the skills and knowledge to start and run a business. However, the schools are also tasked to develop and stimulate general skills such as:

- Being aware of opportunities
- Being creative
- Taking initiative
- Putting ideas into action
- and finally, taking responsibility

The Regional associations in the county of Östergötland developed a strategy in 2010 for "Entrepreneurship in the School". And during this autumn Linköping is expected to approve a goal document outlining Entrepreneurship to be taught in all schools.

For me as a politician, it is important to send schools the signal that this

approach in the classroom is just as important as having the knowledge itself. It is about identifying and developing students' innate curiosity, initiative and self-confidence from an early age. As we can all probably agree on: awareness of entrepreneurship should start as early as possible.

In Linköping, we will:

- Initiate and develop cooperation between the schools and our University.

This is a cooperation which really needs to happen! We must train our teachers to create an entrepreneurial thinking that permeates the whole school.

- Develop a concept of mentorships for our students.

This has already been introduced in the project Summer Industries. These



companies are run and operated by students aged 16-18 years during a summer and is a collaboration between the Department for Education, Linköping municipality's own Business Development organisation and Mentor companies located in and around Linköping

- Maintaining relations with industry.

Developing relationships with the business sector is especially important for Primary schools as they do not have a natural means of contact as the Upper Secondary schools.

There is a great need to focus on our attitudes relating to entrepreneurship, as well as to identify opportunities and obstacles. Finding the "bottleneck" that prevents

further development such as lack of time for teachers and teacher training, but also the inadequate governance of our politicians.

Cooperation between the schools and the local community is seen as funda-

mental to the promotion of entrepreneurship in schools.

And for me as Chairman of our Upper Secondary Schools with the additional responsibility for labour market issues, I see a clear connection between the need

to develop and promote creativity and to gain a foothold in the professional life as an adult.

Neither Linköping, Sweden nor Europe benefit from ignoring the energy that exists among our children and young people. Entrepreneurial young people create the future of Europe, through them, we gain increased employment and growth in the regions. A lifelong learning that begins at a young age and helps children and young people to achieve personal and professional goals.

## **Carina Boberg**

Commissioner for the City of Linköping

# Inventions that make everyday life easier

**We have been working with the project “Finn upp”, a project that gives the students an opportunity to invent something that make their everyday life easier.**

The project is mostly technology oriented but involves several school subjects as Swedish crafts, image/draw, mathematics, environmental knowledge and recycling, The “Finn upp” project correspond well with our curriculum in Swedish school.

The start of the project was a film about inventions and innovations. We gave also the students different examples of inventions, their skill was to guess what it is used for.

The next task was to identify and describe “Five every day problems that irritates me”. They only had to describe the problem at first, not the solution. Then they had to select one problem and try to find a solution for it. When trying to solve it, there were no “no’s”, all ideas were welcome Then they had to make a short description of the problem and a simple description of a possible solution.



The next step was to make a model of the product or the solution. We asked them to investigate if they could use recycled material. They had to make a logotype for their product and if they had the time and possibility a commercial movie or leaflet. We explained what a patent is.

Some of the inventions were unexpect-

ted, for example the “Give me the cap back”, an automatic cap off function when you enter a classroom.

We did not always knew where we were going or what it would lead to in this project, but It turned out to be one of the best project we’ve done...

**Nina Kåhlin and Kristina Arnekull**

Teachers in Mjölby, Sweden

## Visit at Tallinn school XXI

We were invited to a school in the middle of Tallinn. The school had 1200 students from first grade until 12th grade. The school building is a combination of an old building and new building constructions. The visit started with presentations of two business projects. The presentations were excellent performed by the students. The first group talked about how they started a company to help younger students with their studies. They have been successful with their project and have been handled over the company to other students. They felt responsible for their customers who need this service.

The next presentation covered a business project for book envelopes. This project was not a success if you talk in

how much money they earned. But the students agreed that that they have learned a lot.

After the presentations we were on a guided tour around the school. The guides were students and very proud of their school, the English was excellent. The guide showed us a beautiful school. It was clean and in very good shape, it was newly renovated. The bell for lesson start was a nice piece of music, not a screaming bell.

Most of the students wore a nice slipover, with t-shirt, shirt, blazer and so on. The slipover was in different colors and was a nice way of showing what school they belonged to. A good way of using school uniform, we think.



We are impressed of the school and of how proud the students were about their school. The picture that we selected shows a gift from the latest graduating class, a beautiful sofa.

**Nina Kåhlin and Kristina Arnekull**

Teachers in Mjölby, Sweden

# My experience in Tallinn



We, the Swedish group, arrived early in Tallinn and had half a day in Tallinn before we met our colleagues from Estonia and Finland. In the evening we took a bus to a restaurant in Tallinna teletorn and had a nice dinner at the 21 floor. At the dinner table I saw that the nametag on the girl next to me read Kristel Eik Gustav Adolf Gümnasium in Tallinn.



Gustav Adolf? For me that is the name of two Swedish kings Gustav II Adolf and Gustav IV Adolf. So I had to ask if her school was named after one of our kings. Kristel told me that her gümnasium was named after Gustav II Adolf and founded 1631. Nearly at the same time as my own High school, Katedralskolan in Linköping, was founded.

The school is very popular. So the pupils have to take tests in maths, Estonian, English and physics before they get accepted.

When they start school they study Swedish for three years, six lessons per week. But they also study Russian and English.

The teachers and students at Gustav Adolf is very proud of their school's Swedish background. Every year they celebrate Lucia and the Gustaf Adolf day. They also celebrate mothers day in the

Swedish St Mikael church. The school has an exchange with a Swedish school in Västerås. They twice a year compete, in what Kristel calls the Olympic games. In the autumn they compete in maths, physics and chemistry and in the spring in basketball, volleyball and "indoor hockey" (innebandy). Most of the students find that after two years of Swedish studies they can talk to the Swedes in Swedish.

I was impressed to visit Tallinn and learn that it was one of the biggest cities in "Sweden" during the time of Gustav II Adolf and his followers. But also that there are other people than Swedes that want to learn, hjältarnas språk, Swedish. I hope that I one day can visit Gustav Adolf gümnasium.

**Lars Håkansson**

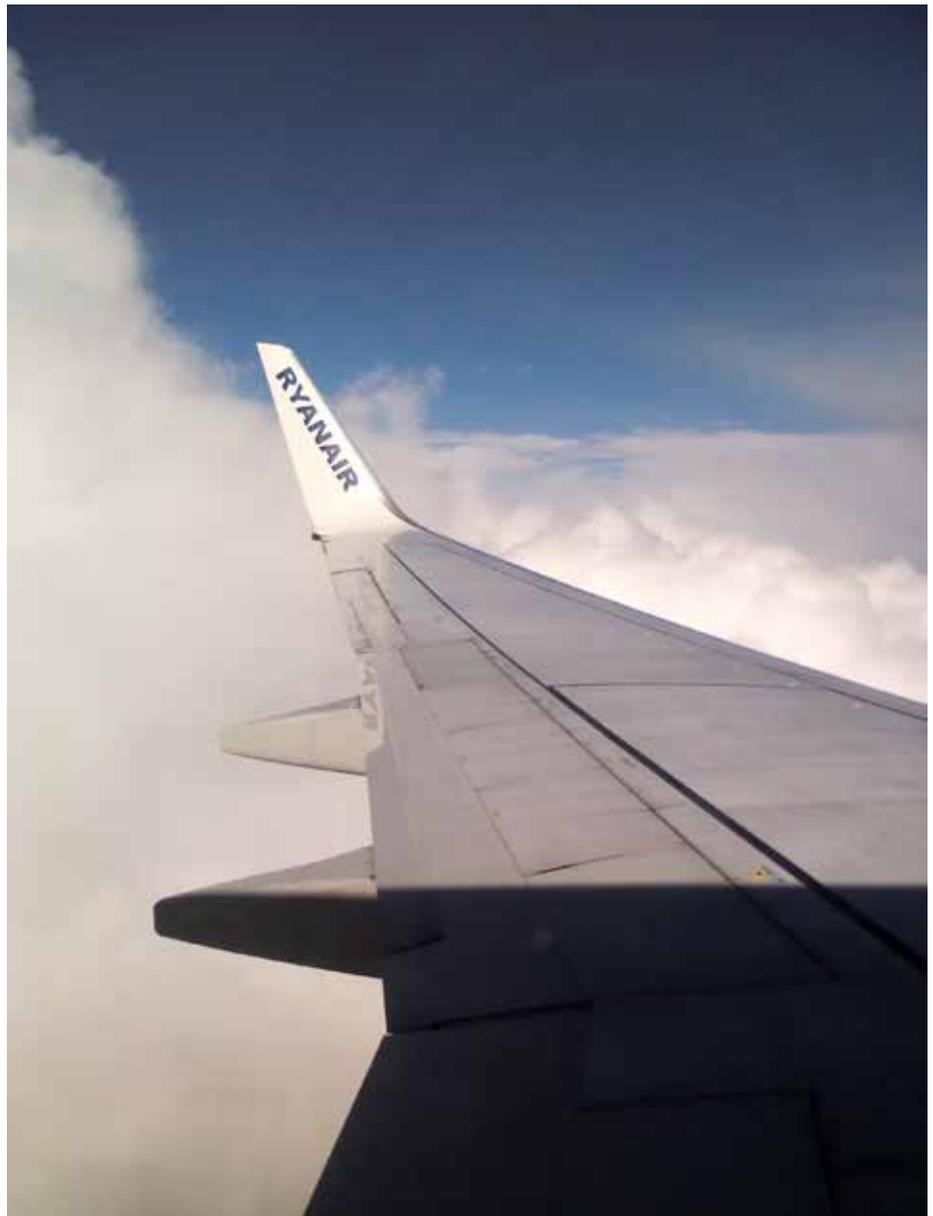
Teacher in Åtvidaberg, Sweden

# To try is to learn how to fly!

Student enterprise is the right way to go! I am sure that we are doing the right thing! To teach students through experience and learning-by-doing is the way to do it. Whether the enterprises are successful or unsuccessful, you have been able to teach something really valuable to your students. You have given them a unique possibility to try something, to grow as individuals and to try their own ideas. Student Network, a fabulous Student Enterprise from Estonia, gave children and fellow students the opportunity



to improve their grades and thus giving the students the possibility to succeed in the future. The business idea was to give the opportunity to have private lessons with a student tutor to help them with their homework and enable them to reach higher than before. In this journey, that took them less than a year. They have learned valuable lessons, such as how to present an idea, how to present your company, the necessity of building trust to be able to sell your product, and also the social responsibility that lies in the role of companies in macroeconomics. They had so many customers who relied on the help from them, that they decided that younger entrepreneurs in classes below them should run the company in the nearby future. That way it will become more of a national reaching network, able to provide similar services also in other parts of Estonia.



Through this experience they have learned to work as a group, to take advantage of each other's strengths and also the very important lesson of social responsibility. In a sustainable company, you have to be able to gain a profit, without it you cannot evolve and invest in the future of the company. However, equally important is the fact that companies are a part of society and also carry a responsibility of what kind of society we want to be a part of. Students throughout Europe are learning valuable lessons, and a lot of it is thanks to their own efforts with the guidance of enthusiastic teachers. To give the students an opportunity to try, to develop and evolve

their personal skills, to reach higher than they thought was possible and learn by mistakes made by them is lessons learned through experience. This will create youths who want to engage in their own future, who create possibilities for themselves, which will also gain others. These are skills that are priceless whether the former students will be entrepreneurs or employees. These are lessons worth repeating with new students and new young enterprises over and over again.

**Heidi Wetell**

Teacher in Norrköping, Sweden

# A trip that included entrepreneurial skills

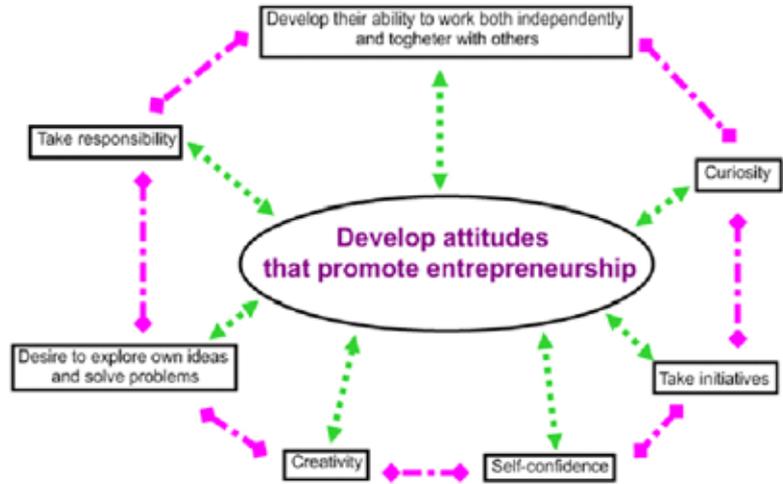
To work with entrepreneurship is not very difficult. Actually you can just follow some words from the Swedish curriculum and there you go. To show how we are working with entrepreneurship in the Swedish schools some teachers, from Östergötland, in the middle of Sweden, went to Estonia to meet teachers from Finland and Estonia. The idea was to exchange ideas and hopefully get new schools to collaborate with.



When we left for the trip we were curious to meet new people and to see how Finland and Estonia works with entrepreneurship in their schools. We were also curious to find out about Estonian food, about an Estonian's everyday life and what it looked like in an Estonian home. This trip, for sure, tickled our curiosity in many ways.

From the beginning to the end of the trip we had to take initiatives. The first initiative was taken a couple of days before the trip. We decided to go to the airport by ourselves and not with the rest of the group from Sweden. Because of this initiative we saved about half an hour in travel time – each way. Another initiative during the trip was to take longer steps on our way from the lunch restaurant back to the hotel, which meant we had the time to buy a coffee and be back on the same time as the others. We know that at least ten of the others wished they had done the same.

We got better self-confidence during the time we did our workshop, in which we told the others about our work with entrepreneurship in our school. First of all we showed the picture, as you can see, which explain entrepreneurship in



the Swedish curriculum with a few key words.

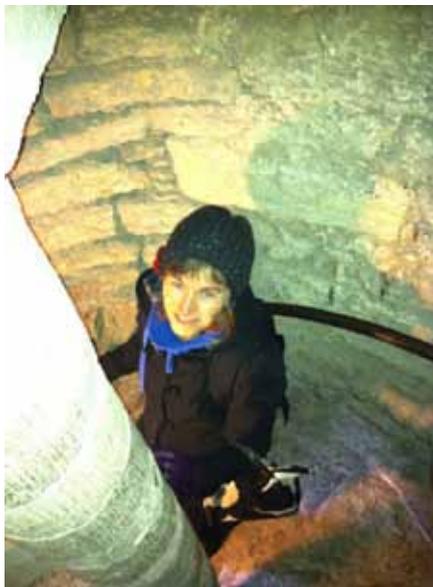
From this picture above we spoke about works that have been done in our school. For example; all students and teachers have to visit local companies in order to get to know and understand the companies better, which requires both preparations and presentations. Maria was telling about the entrepreneurial work with her class, which ended

up with a trip to Hungary. The most important gains were to see the students' self-confidence rise and that they grew as individuals.

Annika told the group about her work with crocheted cats for the children who had been doing a heart surgery. The students self-confidence rose when they saw their own handmade cats on the web and when they got sms from children who had gotten a cat from them. Annika also told the group about the competition where the students had worked with souvenirs to our town's 600 years birthday.



We also got better self-confidence when we actually walked up the tower at Parliament of Estonia – and when we managed to walk down again.



We used our creativity when we were building the tower with spaghetti, even though our self-confidence was a bit nagged at the edge when our idea didn't work out. We also had to use our creativity while looking for gifts to bring home to our children and last but not least when writing this article.

The desire to explore own ideas and solve problems was something we did during the whole trip when interacting with the other teachers on the trip.

We had to take responsibility for our presentation so the participants would find it interesting. We had to take responsibility to be in time, which we once failed by 2 minutes. The first day one of us took the responsibility for her cold ears – and bought a cap.

During the trip we developed our ability to work both independently and to-

gether with others when we did different tasks, when we talked about cooperate across the borders and when we just spent time with each other.

To be an entrepreneur is, as you can see, something that goes like a red line through your regular life as well as in the curriculum. Sometimes it is about buying a hat, sometimes it is to work with others. Sometimes it is to collect money, sometimes it is about being social. But one thing is the sure – To develop attitudes that promote entrepreneurship needs role models, commitments, a good relationship to the students and hard work. But in the end - the most important of all is that you as a teacher/leader loves what you are doing.

**Maria Gullquist and Annika Lindh**

Teachers in Åtvidaberg, Sweden

## The Swennish Curriculum

It was a late Monday evening in Tallinn. We started an interesting conversation of curriculums in Finland and Sweden. It took only about 10 minutes to understand how different our curriculums really are. There are plenty of good issues in both but... Then appeared those famous three dots after the word but.

It's not a new idea to compare education systems or curriculums between two countries. Those three different dots concerned more with the way how to do this comparison and what will happen after conclusions.

The most fascinating point of this whole conference in Tallinn was an attitude of participants. Maybe it has something to do with the reason that brought all these persons together: an entrepreneurship education. These teachers and actors really seem to act as they teach!

Good conversation and ideas came no matter what time of the day it was. The Good practices were exchanged.

It's necessary to gather teachers together and give them a real chance to have a talk all day long. It's an excellent start but it's not enough. It's important to be sure that these conversations lead to actions too.

Now we've plenty of new contacts between Finnish, Swedish and Estonian teachers and other actors. We've great opportunity to do something together. To make "the Swennish" or maybe "the

Swennishtonian" curriculum in action.

*"You see, in life, lots of people know what to do, but few people actually do what they know. Knowing is not enough! You must take action."*

- Anthony Robbins -

**Tia Kemppainen**

Education Developing Coordinator, The Regional Council of Satakunta in Pori, Finland



# The Tax Bear and the Parliament Member

"Money doesn't grow on trees; it has to come from somewhere else. Decision making isn't easy, either." These were some thoughts of 3rd and 4th graders of Siikainen, when they took part of a Junior Achievement entrepreneurship education programme "Our community". The programme was put into practice in Siikainen for the first time this autumn, amongst the first ones in Finland. The pupils and the teachers were pleased with the programme. Last year there also was a JA student company of 8th and 9th graders in Siikainen, with positive experiences.

Siikainen is a small municipality of 1600 inhabitants in Western Finland, and Siikainen Comprehensive School is its only school with approximately 170 pupils from ages 7 to 16. The primary and lower secondary schools are administratively and functionally working as one unit.

We had a great honour to take part in the YES -Let's exchange experiences! -conference in Tallinn at the beginning of October 2012. We found out that our Swedish and Estonian colleagues are struggling with similar problems in their schools. Visiting the Estonian Parliament was a revealing experience, too.

Parliament Member Mr Lauri Luik told the conference participants facts about the Estonian economy and decision ma-



**The tax collector (The tax bear as the Finns call it) is taking money from an employee in the Our Community -programme in Siikainen, Finland.**

king. Tax paying and spending money is a complicated matter and raises many compassions amongst the Estonians. Mr Luik highlighted the importance of entrepreneurship as an attitude but also in action. The economical growth is essential if more money is being spent for example on public sector salaries. Entrepreneurship education has just been added in the Estonian law and Mr Luik found it very important. It is a challenge to get enough teachers to give entrepreneurship education in Estonia.

Mr Luik had had a student company at school and he found these companies to be good ways on learning the at-

titude. However the entrepreneurship education should be started as early as possible to make active and responsible citizens. This is a fact that we strongly agree. Entrepreneurship education is a part of the Finnish curriculum, and there are many ways to teach it. Mr Lauri Luik's presentation and sharing experiences with the colleagues raised our spirit and gave us many ideas to put into practice. The Junior Achievement programmes also provide us with many options to use. Many thanks to Mr Luik and the participants of the conference!

**Sari Anttonen and Kati Levola**

Teachers in Siikainen, Finland

**Mr Lauri Luik is giving a presentation on entrepreneurship education in Estonia. Mr Martin Svensson is listening.**

# Value of collaboration



What did I learn in the entrepreneurship education teachers meeting in Tallinn? I learned that the School No. 21 in Tallinn is amazing, the parliament building is beautiful and the Estonian colleagues are skillful and friendly. The Swedish colleagues are skillful too, and they have very profound understanding of the meaning of the entrepreneurship education and yet in the same time they are

relaxed and funny. I admire the Swedish way of doing things. There is a lot of joy in their entrepreneurship education.

After the meeting I thought a lot of my own activities with my students. I noticed that I do many things quite the same way as the Swedish and Estonian colleagues, but there are some differences when we talk about attitudes and com-

petition. I don't prefer competition, but I understand that it is one way to motivate some students. In my teaching I don't emphasize it. I think that responsibility, initiative and team working are the most important values for me. Success is fine when you have it, but the nice feeling of it doesn't last long. The capability of taking responsibility will last for all your life.

In the meeting we talked a lot about creativity. In school I am delighted when my students are creative. I noticed that the Swedish and Estonian colleagues had the same feeling. However, the entrepreneurship education teacher is the one who should be the most creative.

Finally, I hope that this kind of entrepreneurship education teachers meetings will take place in the future, too.

**Anne Leikari**

Teacher in Rauma, Finland

# View to Estonian parliament and Tallinn

On the second day of our best experiences on our tour we visited the Estonian Parliament. At the parliament we heard a young Estonian parliament Lauri Luik speak about entrepreneurship education in Estonia. The Estonians seem to understand well the importance of entrepreneurship education. Lauri Luik has also participated in the Junior Achievement student company programme and because of this has a profound understanding.

It was a great experience to visit the Parliament's plenary session, where the Parliament debated under the leadership of Prime Minister Andrus Ansip. A striking feature was the size of Parliament (101 members, Finland 200), and the fact that the House was allowed to use the computer. In Finland, it is not possible.

We ended our round to Toompea Castle where we found narrow staircase of



stone with 215 steps leads to the top of the tower. There was a very nice view over Tallinn old town. It was hard to believe that we were only 80 km away from Finland.

The best part of the trip was the discussions with fellow colleagues from Sweden and Estonia without forgetting the domestic acquaintances. I believe that all of the participants got new ex-

periences and perspectives on entrepreneurship education to take home. Tallinn offered a magnificent setting for our conference. I would like to thank the Estonian organizers and beautiful city of Tallinn. Thank you especially to all the participants!

**Antivesa Knuutila**

Teacher in Pori, Finland

# Inspiration



Thank you Estonia for inviting us to Tallinn and for inspiring us through this exchange. On Tuesday morning we visited the 21st school of Tallinn, where Epp Vodja (JA Estonia) teaches regularly. At the first sight we just got envious, because the school is much more beautiful and it has many more facilities than our school back home and also because her students were very fluent in English impressing us with their lively presentations. Now afterwards we are inspired, because we saw to direction we could develop our own entrepreneurial courses. Our students simply need more time to innovate, more support with presenting themselves and more guidance from us teachers, but hopefully also from business volunteers. This is, like the participants of the exchange heard, our biggest challenge. The local business is not very enthusiastic about co-operation with the school. In this quarterly economic they seem to recognize only expenses and no benefits from the co-operation. But like we heard from some of the participants, many investors or sponsors of the young enterprises come from the student's families. Maybe we should encourage our students to ask their relatives to help them and in some occasions think smaller, since a visit to an unsuccessful or really small company can give the students more than a visit in a big and famous one. Anyway, what we would like to have from business advisors/volunteers is more time than money, but business people or authorities

don't seem to have that either.

So take a lucky guess, who else inspired us? Lauri Luik, the representative of Estonian reform party in the parliament, whom we also met on Tuesday. That kind of devotion to entrepreneurial education we haven't heard coming from a politician. The school law, that makes it possible to every student in a high school to study economics, is a real accomplishment. If the Finnish politicians don't see it as a problem, that we don't have any or that we have very little entrepreneurial education at our schools, we as teachers must help them to understand its importance. Considering the demands of the working life in the future where entrepreneurial attitudes will be required from everybody, we simply must emphasize the value of entrepreneurial education.

On Wednesday we were sharing practices and were inspired by them. One challenge in our municipality Ulvila is, that we begin with entrepreneurial education practically first in our upper secondary school (high school). So the students are not so used to entrepreneurial thinking. Especially the practice in Lagmansskolan by Kristina Arnekull and Nina Kåhlin (Linköping, Sweden) was interesting and in our opinion it would be easy to adopt it in our secondary or even primary schools. The idea was to list irritating things and then to innovate or invent a solution, that makes every day life a bit easier. Pupils are not

allowed to say no to any suggestions, everything is considered to be possible. So everybody is heard, which is good for the self-confidence of the children. FramtidsFrön's Ecorally could be an inspiring method to overcome our biggest challenge (which we mentioned before) of getting companies to co-operate with us. By offering simple help to companies we could show them, that they benefit from the co-operation as well.

At the end, the most inspiring thing was to acknowledge that we are doing the right things! We may have chosen a little bit different paths to get to our goal, but it seemed, that the participants from all the three neighbouring countries had very similar challenges and practices. We believe our co-operation will keep us going!



P.S. During this exchange we have talked about dreams coming true. This was a small one that came true for me on Monday evening. I have always wanted to sit in a Ball Chair, designed by Eero Aarnio. In Tallinn I was fortunated to do that, because there was one in the lobby of the TV-tower. YES, it was worth it. The chair was just as comfortable and quite as I had imagined /Hanna

**Juha Kujansuu, Hanna Savolainen, Ulvilan lukio**

Teacheris in Ulvila, Finland

## Description of one activity that I especially liked

During of these three days there were many useful study visits, presentations, workshops and discussions. Time moved fast. Probably it was just an interesting program.

Most of all I enjoyed the workshop that was organized by Sweden on the last day. They had prepared four groups and four topics to present and discuss in workshop. In all groups there were games, group questions or exercises to involve listeners to their presentations. All of group leaders presentations were well prepared and their time schedule was correctly planned. It seemed that they had well-functioning team.

I liked the presentation and discussion about group forming in Group 1. We discussed about preparing teams and how to select professions in Student Companies. There were many useful ideas and I made many notes.



Some of them:

-Does students know their strengths and talents? Not always! Firstly we would explore their skills together.

-In the best team, there are people with different characters!

-It's important to set apart: are we at that moment group members or friends.

-Best friends in the same group is not the best idea. And so on.

People with whom we moved from group to group were active and open minded. We started to discuss after group leaders' presentations. Nobody was not afraid to ask questions. It is well known fact, that it is easier to concentrate, listen and discuss in smaller groups than in one big group. So, it was a useful experience!

**Helena Paal**

Teachers from Estonia

## The ideas I got from the YES project



During YES project in Tallinn we shared different useful ideas in entrepreneurial learning field. Teachers from Sweden presented their students products which should solve everyday problems. Also they gave us a review, how to find places for company visits, how to interview

business leaders, make an independent research, implement worksheet and make a presentation to the other students about the company. Due this I got an idea to invite various companies to my school to introduce their business, products or services what they offered,

marketing activities, recruitment, etc. For getting to know companies, I will use workshop lesson type. Students will be divided into groups and they will be moving from one enterprise to another enterprise. One "lesson" will last half an hour, where students can have direct contact with company representatives. This will give them separately opportunity to get more comprehensive in formation and will add them the courage to ask their own questions. Participants in this kind of events will be mainly high school students. I believe that such kind of arrangement would be a new experience for school, students and for companies. This will give an opportunity to students to get to know companies and on the other hand companies can meet their potential business partners or employees in the future.

**Diana Tandru**

Teacher in Estonia

# Poem about the exchange from Estonia

The Cooperation started in Tele-tower  
where head turning high gave us power.

Estonian company Student Network  
presented us fantastic hard work.

Young politician from Parliament liked  
the project that Sweden made.

Estonians practiced many hours wow to  
build spaghetti towers.

Workshop made by Swedish staff made  
us feel professional enough.

Finnish colleges made us find what  
would suit between shops line.

Dinner offered lot of cheese Malin-Martin  
made a quiz.

Thank you Jenni, Malin, Riin for suc-  
cessful project with Martin between.

**Angela Leppik, Kersti Truverk, Mer-  
lin Müür**

Teachers from Estonia



## How I ended up co-leading the Estonian presentation

Two weeks before the YES Conference I had no idea that I will lead group-building games for 30 people. It all began for me on the day I went to the Junior Achievement Eesti office to collect workbooks for my economics students. There was a new face for me, named Riin, who heard that I'm from Nõmme Põhikool and asked whether I would like to participate on the international conference. It turned out that she had already offered the place to the elementary economics teachers from our school, but they had to turn the offer down. Since I didn't have any experience for international cooperation, I agreed in the minute.

At the beginning of the next week, we received a schedule of the conference and Riin pointed out that we need to share our best experiences of teaching economics in Estonia for 1,5 hours. I figured that I don't do anything special and breathtaking new with my classes,

so I hoped that there will be someone else who wants to share their ideas.

However, it was entrepreneurship week in Tallinn and I had signed myself up for a studying visit to the start-up company Wiseguys. And there was Riin again and 3 other teachers from Tallinn, who were going to the conference. It turned out that no one had volunteered to present anything special yet. So in the end of the study visit, out on the street on the steps of a start-up company we started our preparation. We decided, that we'll play some games. We also agreed to create a Facebook group and continue brainstorming there. I went home thinking that actually, I don't know any games at all.

Back home, while stepping out of the daily rush and sitting down in front of my computer, I realised that actually, I know a lot of different games. I felt that the most suitable ones for the entrepreneur-

ship theme were human bingo - with the goal to be active and make connections - and a group psychology spy game that can be related to the topics of first impressions and drawing attention to how your actions affect others' behaviour. The rest of the brainstormers agreed to my propositions, so in the afternoon of October 9, I found myself standing in front of the participants of the YES Conference.

Note to myself: go ahead and do it, don't stand back thinking that there is somebody else who can do it better. :)

**Riina Tamm**

Teacher in Estonia

# My experience

I was very pleased with the seminar organised within the YES-project. Everything was well-organised and it really was an interesting experience. It was nice to hear Swedish and Finnish teachers' experience and have a talk on the topics of concern. I was also happy to practice my English. Most of all I enjoyed the practical games which gave me a lot of inspiration to use in my classes. Interesting about Swedish approach for student companies was that the students analyse themselves before putting the team together. I think it's a bit unusual because they generally want to do things together as friends. I will definitely try this in the future. It was a very useful and instructive seminar. Thank you!



## Maarja Noormets

Teacher in Estonia

# YES – Let's exchange experiences!

This event was the first of its kind for me. I have taught entrepreneurship for a year now and it was really important to me to meet other teachers from other countries to exchange different experiences, although, I felt more of a student than a teacher myself.



I got so many new ideas on how to teach entrepreneurship and manage student companies. For instance, I found very useful the test of personalities that Jonas and Heidi gave us. Also the experiences of Alleskolan school in Sweden were very inspiring. It was also interesting to hear about Finland's thoughts on the future and to learn about their problems as well.

But most of all I valued the contacts made and connections established on that seminar. I think my students will be interested in visiting the neighbors and also exchanging their experiences on entrepreneurship and student companies.

Thinking towards the future I think it is important to hold on to these new found contacts, because it doesn't mean anything if we won't keep in touch. I sincerely hope for two things. First, that these kinds of seminars will continue in

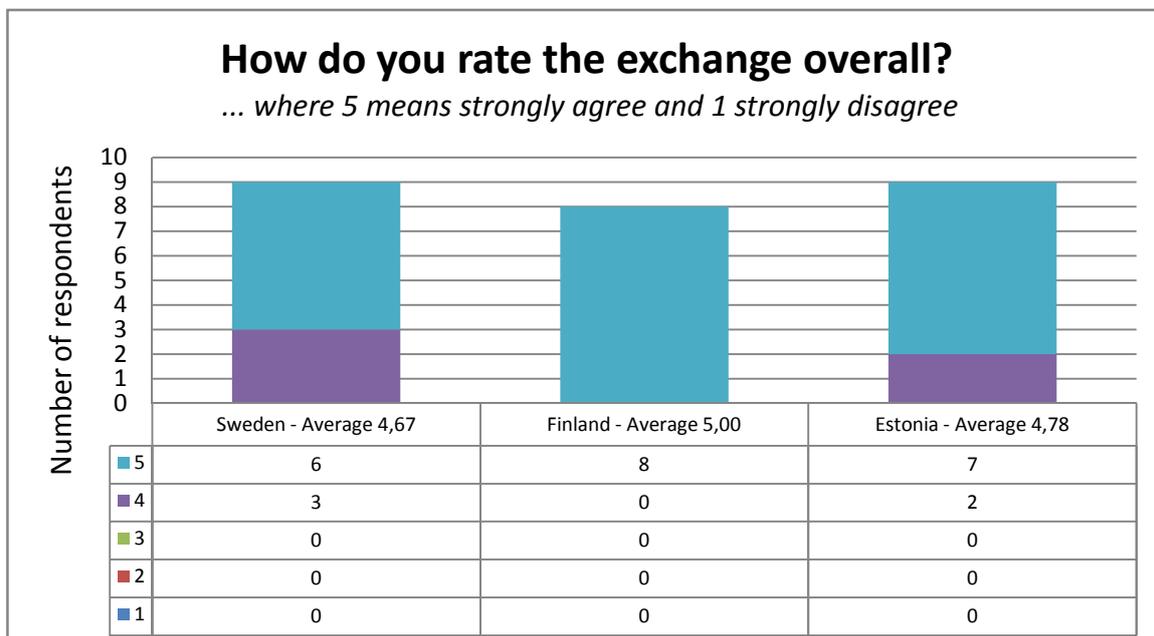
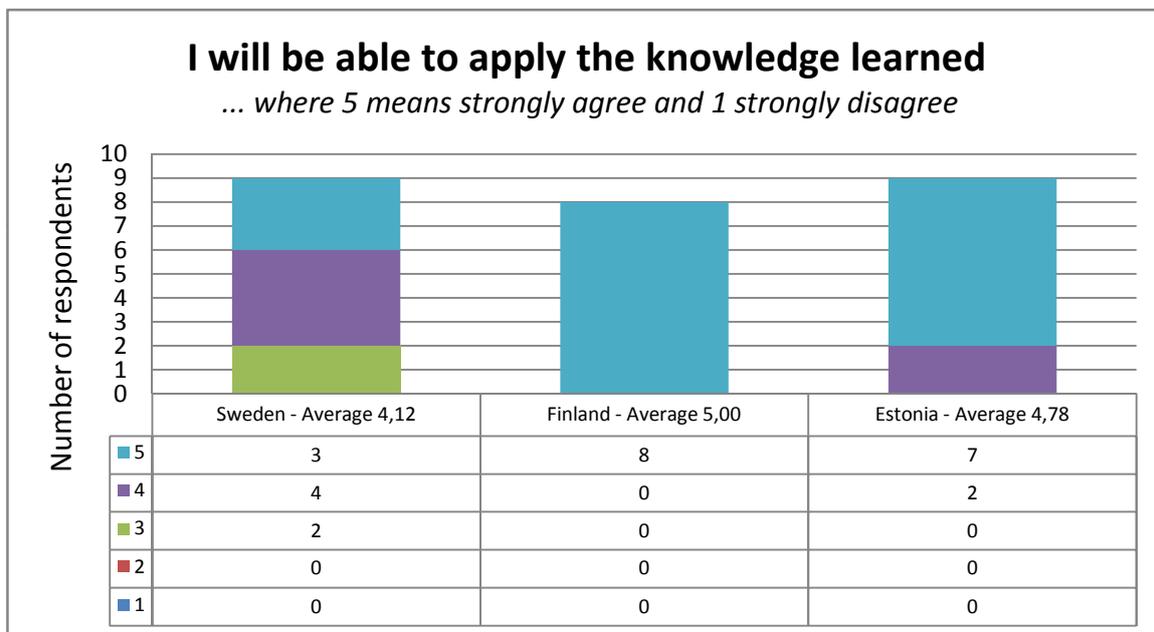
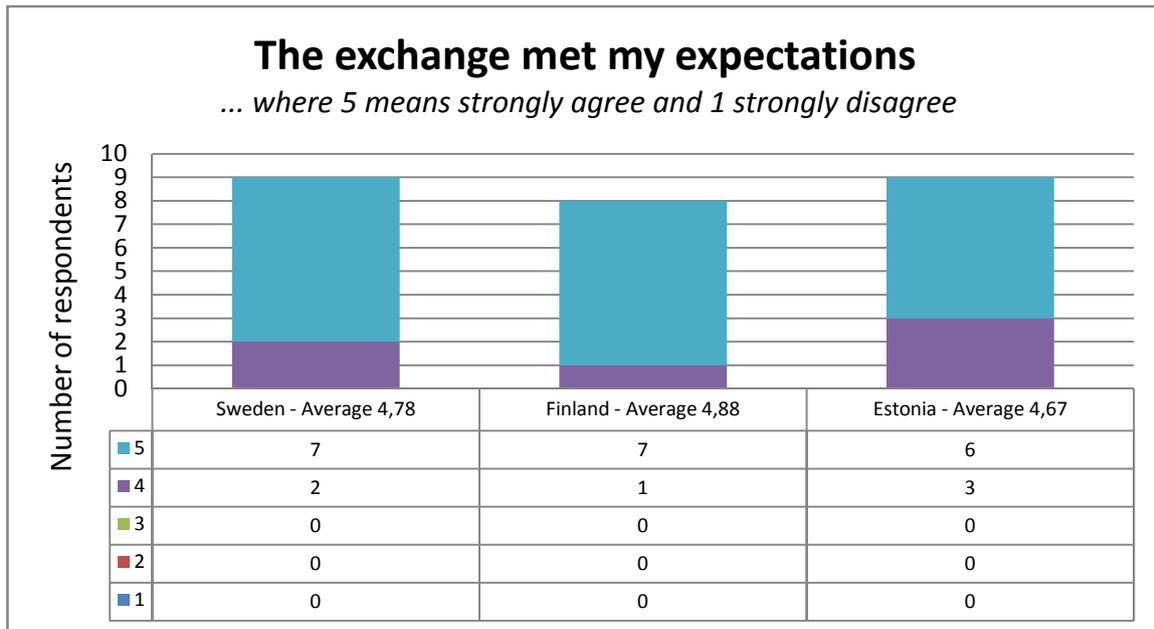


one way or another and we get to meet more interesting and inspiring teachers along the way. Secondly, that we are able to keep in contact with one-another regardless of distance, language or culture.

## Kristel Eik

Teacher in Estonia

# Evaluation of the exchange



# YES

Youth  
Entrepreneurship  
Strategies

The project is co-financed by the European Union



# MAGAZINE

Entrepreneurial exchange

Estonia - Finland - Sweden

Tallinn 8-10 October 2012