



### ***'Encouraging and Supporting Youth Entrepreneurship'***

According to Hernandez who conducted a study in France in 2000<sup>1</sup>, France was suffering from a lack of offer regarding entrepreneurship at school. This was mainly due to two kinds of reasons: educational and ideological.

In education, France is giving priority to concepts in every field of education, from mathematics to philosophy. Technical education is under-estimated and often proposed as a career to students who can't handle conceptual studies.

Ideologically, core concepts of entrepreneurship such as legitimacy of profit or private ownership of means of production are still not unanimously accepted.

If this line of reasoning is not out dated yet, things are changing slowly. In April 2001, public authorities have created the *Observatoire des pratiques pédagogiques en entrepreneuriat* (OPPE). Its mission is to identify actions and gather data about initiatives in classes. Today, the OPPE is more a tool to share and promote initiatives regarding entrepreneurship towards teachers, students, pupils, schools...

A study held in 2010<sup>2</sup> announced that 8% of entrepreneurs in France are aged less than 25. Three years after its creation, these businesses still exist for 59% of them. In 2012, 37% of young people were planning to create a business (or to lead one even though not creating it) and among them, 44% wanted to do it in the next 5 years.

#### **1. Within Education, case study**

- ESSEC Ventures

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ESSEC Ventures is a tool dedicated to entrepreneurs from the ESSEC group (business school). It provides them trainings, incubator, seed capital funds and special events to connect entrepreneurs and investors.

- Junior ESSEC

Junior  ESSEC  
— CONSEIL —

Created in 1967, Junior ESSEC is the first *Junior Entreprise* in France. It is a non-profit economic organization integrated within ESSEC business school. Today, it deals with 1,6M€ of turnover. *Junior Entreprises* are composed only with students. European *Junior Entreprises* gathered in the Junior

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<sup>1</sup> *Le processus entrepreneurial: vers un modèle stratégique d'entrepreneuriat*, Emile-Michel Hernandez, L'Harmattan, Paris, 2000.

<sup>2</sup> <http://www.redressement-productif.gouv.fr/assises-entrepreneuriat/jeunes-et-lentrepreneuriat>



Association for Development in Europe (JADE) founded by the French federation of *Juniors Entreprises*.



- Institut d'Administration des Entreprises de Paris (IAE)

The IAE of Paris is known as being the business school of the Sorbonne. The IAE has created a specific diploma called "*Diriger, Créer ou Reprendre une entreprise*" (« Run, create or take over a business»). After graduation, each participant can be supported by the incubator ENSAM ParisTech during 18 months.

- Teaching Entrepreneurship from 11 years old until high school Diploma

In April 2013, Fleur Pellerin<sup>3</sup>, French minister has announced the will of the government to integrate an entrepreneurship option at school. This proposition finds its basis in the cultural issue that we have talked about earlier. To fight the bad image that French people have of entrepreneurship, it has to be well known. It is true that economics and all topics related to it are not really taught to students (economics is optional in high school).

## 2. Beyond education, case study



- Entreprendre pour apprendre, the mini-business<sup>4</sup>

EPA France is a federation of regional associations in France. Its goal is to promote economical life in schools. Its main realization is called mini-business. It is happening at schools, 10 to 20 young volunteers define an idea to start a business, elaborate a business plan, and open a bank account if the idea is validated. Then they distribute main roles inside the company and develop a product. EPA is helping them since the beginning of the idea until the commercialization. Since 2004, 1400 mini-businesses have been created, involving around 20 000 youngsters.

<sup>3</sup> [http://www.lexpress.fr/education/faut-il-enseigner-l-entrepreneuriat-dans-les-colleges-et-lycees\\_1245325.html](http://www.lexpress.fr/education/faut-il-enseigner-l-entrepreneuriat-dans-les-colleges-et-lycees_1245325.html)

<sup>4</sup> <http://www.entreprendrepourapprendre.org/>



- 100 000 entrepreneurs



100 000 entrepreneurs is an association that aims to spread entrepreneurship culture toward youngsters aged from 13 until 25. The association organizes sessions in school where they invite entrepreneurs to present their work. Since its creation in 2007, the association has educated more than 30 000 young students.

- MoovJee



MoovJee is an association created in 2009 that aims to help young people to consider entrepreneurship as a real career after their education training. The association is supporting young people (from 18 until 30) to create their own business. Volunteers are organizing sessions to promote and support entrepreneurship. Every year a contest is organized. The association is also acting as a network in the entrepreneurship area.

- Petit Poucet



Created in 2002 by a former student who created his own business while he was still studying, Petit Poucet is providing support to students who want to create their own business. Petit Poucet receive ideas of businesses, select the one that seem to be sustainable and help the creator to make the idea concrete. It is a support from the real beginning until the end of the creation. Each year, Petit Poucet selects 30 businesses ideas. The jury who is selecting projects is composed by winners of the competition. In May 2013 and since its creation, Petit Poucet has helped to the creation of 32 start-ups (with around 300 employees and more than 20M€ of cumulated turnover).