Instrument for Pre-accession Assistance (IPA)

Western Balkans and Turkey

IPA – AN INVESTMENT IN EUROPE. AN INVESTMENT IN SUSTAINABLE ECONOMY.

Giving a boost to business culture through lifelong learning

Successful economic development in South East Europe depends in part upon how the people in the region exploit their own sense of entrepreneurship – this is why the EU is promoting a business-oriented culture through its assistance programmes.

FOSTERING CREATIVITY

The South East European Centre for Entrepreneurial Learning (SEECEL) has already proved its capacity to support kick-starting an entrepreneurial approach. SEECEL covers primary, secondary and tertiary education and also life-long learning. The aim is to foster creativity, and a readiness to grasp opportunities.

The overall objective is to boost a functioning market economy in the region, to bring economic and social benefits to everyone – business, consumers, and society at large. But more immediately, it is supporting people – and especially young people – liberate their own sense of self-reliance.

BUILDING PARTNERSHIPS

SEECEL was set up as an initiative from the Croatian Ministry of Entrepreneurship and Crafts and the European Training Foundation, and includes the countries of South Eastern Europe, along with Turkey. Since 2009, it has been promoting entrepreneurial learning in primary schools and higher education, analysing training needs, and providing a platform for exchanging good ideas and good practice.

Under the slogan "Think to Act Entrepreneurially", the project has brought together policy makers, teachers, the business community and students. At the same time, it has forged partnership and regional cooperation. The initial focus was on schools, to introduce positive attitudes towards entrepreneurship among young people. SEECEL operates on the basis that the entrepreneurship needed to build a more prosperous future can be stimulated among young people. It believes that the creative and innovative entrepreneurs of tomorrow are in schools today. To achieve this, it has been promoting changes in curricula, teacher training, and school management, and building closer links between education and the world of work.

GROWING TOGETHER

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ENCOURAGING INNOVATION

But SEECEL's activities have widened. It now encourages innovation through its contacts at regional level, and with governments, the private sector, and civil society groups. It is building alliances and networks among the countries involved, and creating partnerships with the world of enterprise in the European Union and beyond.

Central to its approach is the determination to generate a sense of confidence and adventure, to instil confidence about taking on challenges in business.

"Shifting people's mindset, so that they see things not as a risk but as an opportunity, depends on giving them entrepreneurial culture – and SEECEL is very important in that process", says Lovro Nola, director of Machina Ltd in Croatia.

The approach recognises that entrepreneurship means more than just encouraging people to become self-employed. It sees entrepreneurship as a vital factor in job-creation and competitiveness. Projects like SEECEL are helping to create entrepreneurial people who are more employable, and at the same time to increase the competitiveness of existing companies.

PROJECT DETAILS –
Support to the South East European Centre for Entrepreneurial Learning (SEECEL)

Partners:
National ministries of education and finance/economy, relevant administrations and business associations in Albania, Bosnia and Herzegovina, Croatia, the former Yugoslav Republic of Macedonia, Montenegro, Serbia, Kosovo*, Turkey .

Total cost in €: 3 million

EU contribution in €: 2.55 million (85%)

Start date: May 2013

End date: April 2016

Results:
Support to South East European countries for strategic regional cooperation in the development of lifelong entrepreneurial learning

Techniques:
Promotion of cooperation among relevant ministries, associations, business interests

Project website:
www.seecel.hr

SEECEL — south east european centre for entrepreneurial learning

*This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

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