



YEPA Workshop 4
Inspiring young entrepreneurs with role models
AGENDA | 11 September 2024 | Group 2

Inspiring young entrepreneurs with role models

YEPA Online Workshop Series | 11 September 2024

About the OECD-EU Youth Entrepreneurship Policy Academy (YEPA)

The OECD-EU Youth Entrepreneurship Policy Academy (YEPA) is a peer-learning network that seeks to strengthen youth entrepreneurship policies in the European Union (EU). This new initiative aims to strengthen youth entrepreneurship policies and programmes by raising knowledge about the barriers faced by young people in entrepreneurship and facilitating exchanges between policy makers, experts and young entrepreneurs on “what works” in youth entrepreneurship policy. This new initiative builds on an existing collaboration on [inclusive entrepreneurship](#) and [social entrepreneurship](#) undertaken by the European Commission and the OECD, which includes the award-winning report series [The Missing Entrepreneurs](#).

About Workshop #4: Inspiring young entrepreneurs with role models

This workshop is the fourth workshop in a series of six thematic workshops as part of the YEPA initiative. The 3-hour online workshop will examine how role models can be effectively used to inspire young entrepreneurs. The workshop will feature presentations that underline the importance of role models for building entrepreneurial motivations and intentions among young people as well as a panel discussion with young entrepreneurs who will speak to their own experiences with entrepreneurship role models. The discussion will also highlight successful examples of policy initiatives and how these can serve as practical guides for identifying and leverage role models in other contexts. There will also be time to raise questions, discuss key issues and share your knowledge and expertise.

How participants can prepare for the workshop

Participants are expected to prepare for the workshop by:

- Review the discussion note
- Prepare something to share from their country (e.g. a new development, a good practice example)
- Consider how public policy can support young entrepreneurs in identifying and connecting with role models in your country
- Reflect on examples of successful role model programmes and initiatives in your country and any lessons that can be applied elsewhere
- Prepare a question on something that they want to learn

For more information, please contact Helen.Szymanski@oecd.org or EMPL-YEPA@ec.europa.eu.

Agenda for Workshop #4: Inspiring young entrepreneurs with role models | Group 2

Workshop host: Junior Achievement Estonia

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|----------------------|---|
| 10:00 – 10:10 | Welcome |
| | European Commission Julien De Beys , Policy officer, Inclusive and Social Entrepreneurship, DG EMPL |
| | OECD Dr. Jonathan Potter , Head of Entrepreneurship Policy and Analysis Unit, SME and Entrepreneurship Division, OECD CFE |
| | Estonia Kersti Loor , CEO, JA Estonia |
| 10:10 – 10:25 | Insights from a young entrepreneur: Role models in entrepreneurship |
| | OECD Helen Shymanski , Junior policy analyst, SME and Entrepreneurship Division, OECD CFE |
| | Germany Jascha Mähler , WILDPLASTIC |
| 10:25 – 10:30 | Q&A |
| 10:30 – 10:40 | Role models' impact on entrepreneurial intention and action |
| | OECD Presentation by David Halabisky , Youth entrepreneurship co-ordinator, Entrepreneurship, SME and Entrepreneurship Division, OECD CFE |
| 10:40 – 10:45 | Q&A |
| 10:45 – 11:15 | The blueprint of success: How role models empower young entrepreneurs |
| | European Commission Ruth Paserman , Director for Funds, Programming and Implementation, DG EMPL |
| | Estonia Maria Palk , JA Alumni Estonia and EYBA |
| | France Lucie Kempff , ShEOs |
| | Latvia Aina Špaca , Future Heroes |
| | Greece George Krachtopoulos |
| 11:15 – 11:30 | Q&A |
| 11:30 – 11:40 | Break |
| 11:40 – 12:00 | Learning by example: The importance of role models for youth entrepreneurship |
| | Finland Presentation by Ulla Hytti , Professor, University of Turku |
| 12:00 – 12:10 | Q&A |
| 12:10 – 12:50 | Identifying and leveraging role models for youth entrepreneurship: Discussions in breakout groups |
| | Participants will be divided into breakout groups. Each group will discuss the influence of role models on entrepreneurial mindset and motivation. Moderators: David Halabisky , OECD; Julien De Beys , EC Each session will last 30 minutes and follow a similar structure: |
| | <ul style="list-style-type: none">• 5 minute interview with lead discussants: Kersti Loor (Estonia) and Carin Holmquist (Sweden)• 20-minute discussion• 5-minute wrap up on key takeaways for the rapporteur to present to the larger group |
| | In preparation for the discussion, please consider the following questions: |
| | <ul style="list-style-type: none">• What is the “typical” entrepreneurial role model for young people today and how do young people tend to find their entrepreneurial role models?• What is the influence of media in shaping entrepreneurial role models? How beneficial and/or impactful are celebrity entrepreneurs for young people?• How can youth entrepreneurship support schemes make better use of role models (i.e. outreach, success stories, speaker series events, mentorship)? How can these programmes measure the impact of role models on young entrepreneurs (i.e. what metrics or indicators should be used)?• Consider sharing your own experience with role models and their impact on your career path. |
| | There will be 10-minute wrap-up discussion in the plenary. |
| 12:50 – 13:00 | Take-away lessons and next steps |
| | OECD David Halabisky , Youth entrepreneurship co-ordinator, Entrepreneurship, SME and Entrepreneurship Division, OECD CFE |

About the OECD-EU Youth Entrepreneurship Policy Academy

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About the OECD Centre for Entrepreneurship, SMEs, Regions and Cities

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities provides comparative statistics, analysis and capacity building for local and national actors to work together to unleash the potential of entrepreneurs and small and medium-sized enterprises, promote inclusive and sustainable regions and cities, boost local job creation, and support sound tourism policies.

<https://www.oecd.org/cfe/smes/inclusive-entrepreneurship/> | [@OECD_local](#) | <https://fr.linkedin.com/company/oecd-local> | [Newsletter](#) | [COGITO](#)

About the European Union’s Directorate-General for Employment, Social Affairs and Inclusion

DG Employment, Social Affairs and Inclusion develops and carries out the European Commission's policies on employment and social affairs, education and training. This includes, for example, support for more and better jobs through the European Employment Strategy, free movement of workers and coordination of social security schemes and supporting social inclusion by supporting efforts to combat poverty and social exclusion, reform social protection systems, assess new demographic and social developments.

https://ec.europa.eu/info/departments/employment-social-affairs-and-inclusion_en | [@EU_Social](#) | <https://www.linkedin.com/showcase/eu-skills> | [Facebook Social Europe](#)

See also information on social entrepreneurship : https://social-economy-gateway.ec.europa.eu/index_en