

## **AER Youth Ambassador Project Proposal on the topic of Youth Entrepreneurship**

At the Youth Summer School 2008 in Jämtland, Sweden, the topic was Youth Entrepreneurship. As one speaker summed up: "This was a tool for sustainable development and allowed the creation of honest, decent work". Young people, who may find that the academic path of education was not for them, should be offered this alternative benefiting the individual in question and also the individual's region.

After arriving back in the UK, we decided that we wanted to share our experiences and do a project on youth entrepreneurship, for Devon. We decide that we wanted to do something where the end product, will last for a few years, and not just do a conference with young people. We came up with an idea of creating a DVD on youth entrepreneurship, which will be sent out to schools in Devon. Our first step was to get an idea of what young people in our region, Devon, thought about Entrepreneurship and



2007 Devon County Council apprentices:

ask. We interviewed two groups of young Devon County Council Apprentices on this topic. We found out that in schools, there wasn't a lot of information available about entrepreneurship, and the information and resources that were available, were not being used. One of the apprentices said, "If you were not going to university you were considered a bit of a failure". As university is the main career path that students are shown at school.

We also spoke to Connexions, an organization that informs and advises young people, aged 13-19, about career choices and "important decisions". We asked them what resources are available to young people on entrepreneurship. We then presented the idea of creating a DVD that showed what entrepreneurship is, that included interviews with local entrepreneurs for inspiration, and ended with a directory of what support and next steps there were on entrepreneurship. Connexions supported this idea.

Finally, we presented the DVD idea to a committee selection of Devon Councillors, who were impressed with the project and would support it. We have also obtained funding.

"In times like these entrepreneurship becomes increasingly important for the economic wellbeing of regions. To see young people taking an interest in entrepreneurship is encouraging, and I hope that this project will encourage other young people to consider entrepreneurship as an option." Brian Greenslade, Devon County Council



At this stage, we are trying to hire a company to help us design and create the DVD and this will be in schools for the start of the academic year 2009.

Glen Jankowski & Ben Jones