

# **CHANGE MAKER**



*Program*

***How students convey  
21<sup>st</sup> century skills to  
primary school kids***

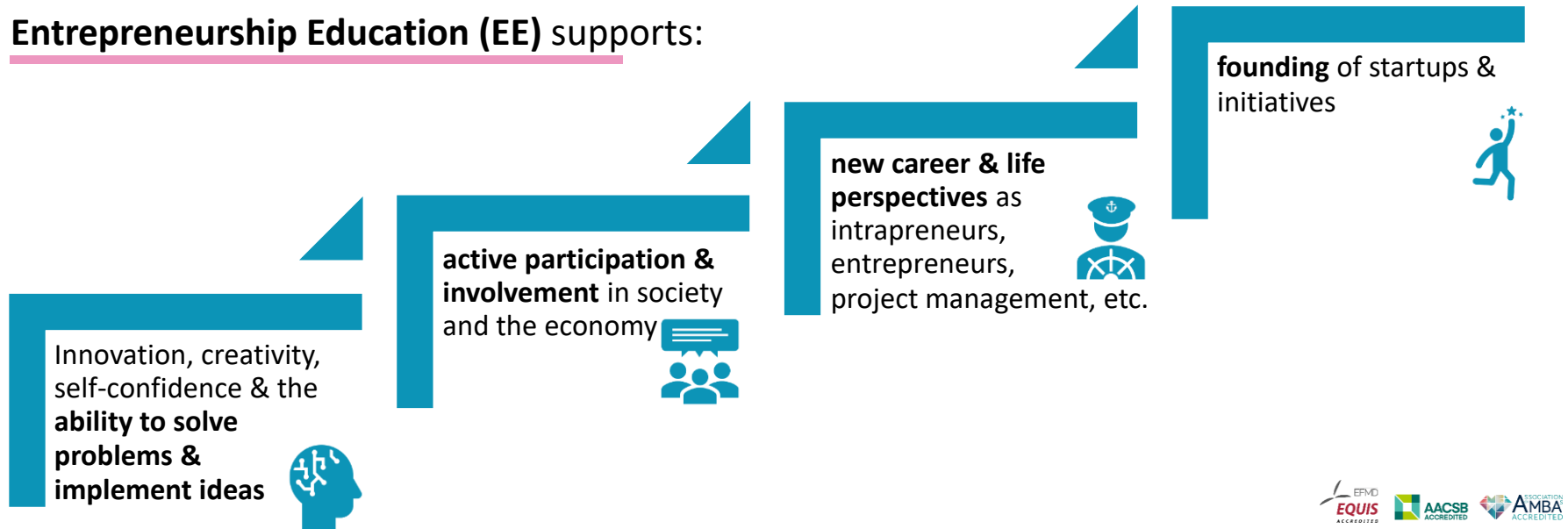
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# Entrepreneurship as a 21st century skill

- **Entrepreneurial mindsets** don't just emerge in professional life, but start to develop in childhood.
- The employees and entrepreneurs of the future **are in school today** .

## Entrepreneurship Education (EE) supports:



# However, 21st century skills are not integrated in the education system yet.

Entrepreneurship Education\* (EE) should start as early as possible.

However, there are a number of obstacles in the Austrian education system \*:

- So far, EE is not explicitly included in the curriculum of primary schools \*\*
- EE depends heavily on teachers' interests and experience
- Few extracurricular activities in primary school that support and promote EE
- General conditions of the school system make EE difficult (teaching hours, school times, inflexible grading system, frontal teaching, examination culture, inflexible teaching rooms, etc.).

\* Entrepreneurship-fördernde Kompetenzen im österreichischen Bildungssystem; Studie im Auftrag des Rates für Forschung und Technologieentwicklung, Juni 2019

\*\* except Salzburg



# Guiding Beliefs

- The heart of our initiative is the **playful introduction** of children to the topic of entrepreneurship.
- We take a **holistic approach**: from the idea to its implementation.
- We make **economic relationships tangible**
- The uniqueness of the program design lies in its **interdisciplinary structure** to enable learning together and from each other (teachers - students - elementary school children).
- Easy applicability and integration for regional program leaders/teachers is the focus, thanks to **simple program design** and support by trained students. Only in this way can the topic be taken up by the broad

# The Changemaker Program – target groups on three levels

Three target groups with an interdisciplinary skill set:

## **UNIVERSITY STUDENTS**

Guide primary school children during their first entrepreneurial journey

## **PRIMARY SCHOOL CHILDREN**

Provide students with out of the box thinking children have naturally „curiosity of a child“

## **PRIMARY SCHOOL TEACHERS**

Provide students with didactic guidance, while they gain insights on how to teach 21st century skills from students

# The Changemaker Program – entrepreneurship education on three levels

- Through applied project work, we playfully introduce children to entrepreneurial thinking and action and motivate them to participate confidently in business and society.
- On this journey, the children gain their first experience of work sharing, teamwork and project management.
- Furthermore, students and teachers as additional target groups benefit from the topics and additionally dive into a new world.

# Changemaker in detail - process

**Connect with teachers**

**Creating** the products & integrating the topic into regular lessons (with teachers)

Students in teams

**Learning & training**

- Entrepreneurship
- Leadership
- Didactics

Workshop 2

Workshop 1

**Workshops with primary school kids**

Idea generation, prototyping, sales pitches, marketing, market stand, price, sales & profit (with students).

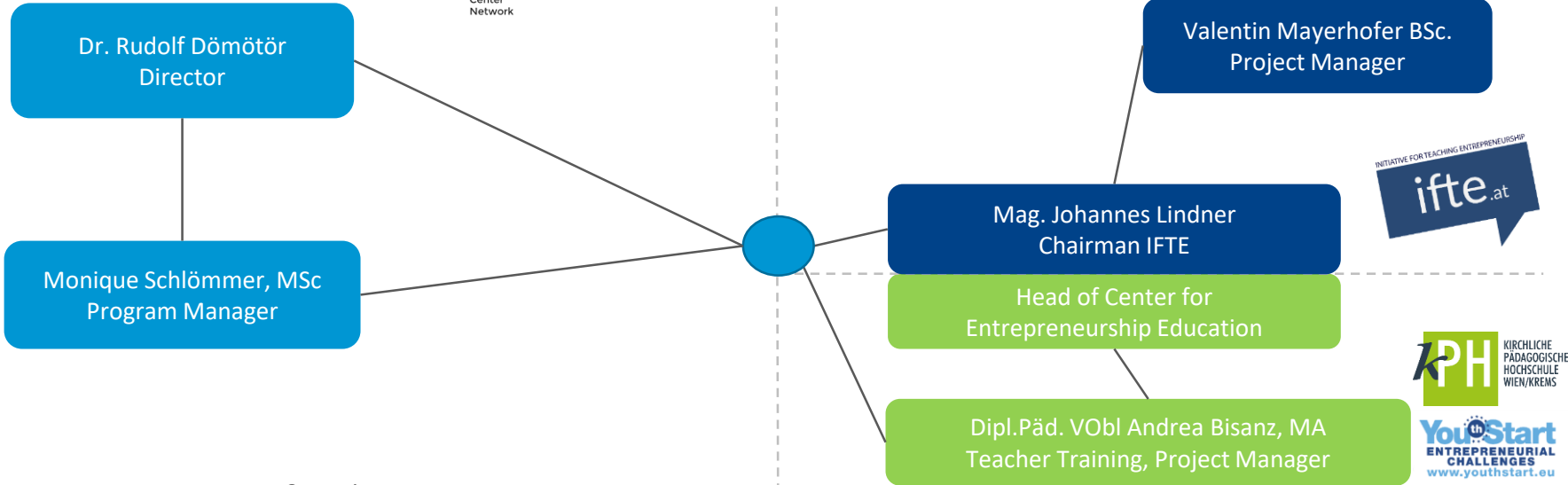
**MARKTTAG**

Sale of the self-made products

**Celebrating** success

**Documenting & reflecting** on learning platform (students)

# The team – connected and experienced



- Program Management & Marketing
- Monitoring of learning platform & student training
- Train-the-trainer workshops on program organization
- Networking with entrepreneurship institutions at universities

- Networking with education directorates & ministries
- Entrepreneurship education materials



- Networking with schools & teacher training
- Pedagogical contents



# Changemaker in detail

## The Changemaker Program at WU Vienna (est. 2017)

Intake	Schools/ Location	Class/ Groups	Students	Children
2017/18	9	13	41	295
2018/19	11	16	42	379
2019/20* <i>canceled</i>	(13)	(18)	(54)	(394)
2020/21 Camps	7	18	41	360
2022	16	25	100	550
<b>Total</b>	<b>56</b>	<b>90</b>	<b>278</b>	<b>1.978</b>

\*canceled due to COVID-19

**> 1,000 children have already taken part in the Changemaker Program**



# Expansion: Changemaker goes Austria

## The regional Changemaker Program across Austria - thanks to TOP 8 funding from the “MEGA Bildungstiftung”

- TOP 8 projects among more than 130 submissions in Austria
- TV Show in summer 2021 pitching the Changemaker Program in front of a first-class jury

### Austrian wide roll out:

- Onboarding of three new partner universities by using the ECN community
  - FH Oberösterreich – program start in 2023
  - FH Vorarlberg – program start in 2023
  - University of Graz – program start in 2022
- WU Entrepreneurship Center as the strategic head
  - Development of simple franchise concept which allows a smooth roll out across Austria
  - Monitoring and guidance for all partners ensuring equal guiding beliefs and a common understanding



# Changemaker.university



[Mehr Info](#)

**Oberösterreich**

Hochschulpartner:

FH OÖ - Campus

Steyr



[Mehr Info](#)

**Steiermark**

Hochschulpartner:

Karl-Franzens Universität

Graz



[Mehr Info](#)

**Vorarlberg**

Hochschulpartner:

FH Vorarlberg

Dornbirn



[Mehr Info](#)

**Wien**

Hochschulpartner:

Wirtschaftsuniversität

Wien

**More universities will follow in the next years**

# Learning and Development

A strong network is key

From the start up to strategic implementation

Flexible program design to be adaptive

# Contact details



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