



## THE PROJECT IDEA

The aim of the EYEE project is to spread the entrepreneurial culture based on ethics among young people through the school, at European level. It has been inspired by a successful practice on entrepreneurship education developed in Tuscany (Italy), in the cities of Prato and Florence since 2012.



## ACTIVITIES

- Create a European profile of the ethical & responsible entrepreneur in a changing world.
- Train educational staff willing to teach ethical and responsible entrepreneurship to their students.
- Design and implement a European blended learning path of the ethical and responsible entrepreneur among youngsters.
- Develop a networking community for entrepreneurship education.



## TARGET GROUP

The entirety of the educational community, non profit organisations, public authorities or entrepreneurial organisations, including:

- trainers, teachers, educators, mentors,
  - entrepreneurs;
  - students, alumni;
  - professionals;
  - start-uppers...



# WHAT MAKES THE PROJECT SO INNOVATIVE ?

By encouraging more people to become entrepreneurs, the EYEE project aims to widespread the development of entrepreneurial mind-sets and culture, to benefit individuals and society, create new jobs and improve Europe’s economic performance. Matching solutions, good practices and needs from 8 different European countries the project intends to design the profile of the “European Ethical and Responsible Entrepreneur”, using entrepreneurship education in formal and non-formal context and transforming the Secondary Schools into bridges between actors of the economic and educational world.



## EXPECTED IMPACTS

- Create an innovative format for ethical entrepreneurship education for the secondary schools of Europe;
  - Support young people to become successful entrepreneurs;
- Develop a strong community of aspiring, beginner and senior entrepreneurs;
  - Spread the concept of “ethical entrepreneurship”.



## THE PARTNERSHIP



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