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Student companies in Estonia

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Beginning 1992

- First two student companies in Estonia
- Whole class company
- Duration 2-3 months

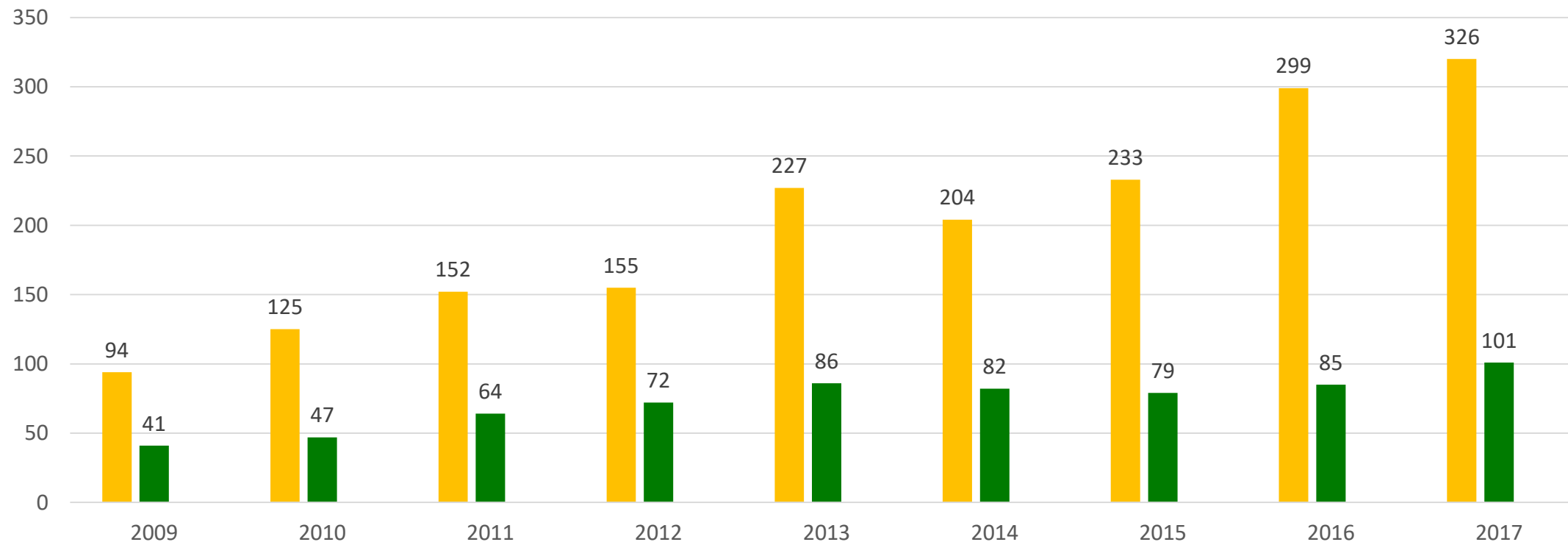


Student companies today

- 3000 student companies during 25 years
- 12000 alumni
- About 350 student companies per year
- 3-5 members in a company
- Whole school year programme



Number of student companies in Estonia



■ Student Companies ■ Schools



What happened?

- 2012 – new upper secondary school curriculum includes entrepreneurship and economics as elective courses
- Student company instead of compulsory research work in upper secondary school
- New entrepreneurship modules in Vocational Schools
- Growth in 7 - 9 grade, entrepreneurial mindset as learning outcome
- From 2016 additional entrepreneurship programme Edu ja Tegu



Success in Europe

- During last 10 years Estonia is the most successful country in European Company of the Year Competition
- 2003 - first time among the three best companies
- Three times 1st runner-up
- Three times Best student company in Europe



Company of the Year 2017 in Europe – Festera



Why?

- Strong programme
- Good teacher training + mentors
- Track record = Motivated students
- Preparation for European competition



Innovation + action



Touch of Green – Winner 2009

Glove of Love – First runner-up 2007



Three little pigs – Winner 2013

What makes a strong programme?

- Student company start-up events
- Trainings for student companies
- Local trade fairs + Estonian trade fair for over 200 companies
- Participation in International trade fairs
- Company of the year competition, both for Middle School and Secondary School
- Prime Minister reception for Company of the Year finalists
- Best student company in Estonian Business Awards Ceremony





- Estonian Prime Minister and Italian Prime Minister with a wooden watch of SC Wooch 2015



Why student company?

- Best learning method to get more entrepreneurial youth
- JA alumni: *
 - Start businesses two times more than average
 - Are serial entrepreneurs and work in more different areas
 - Their companies have higher turnover and they hire more employees
 - They are happy about their JA experience

*Kingston University research in UK



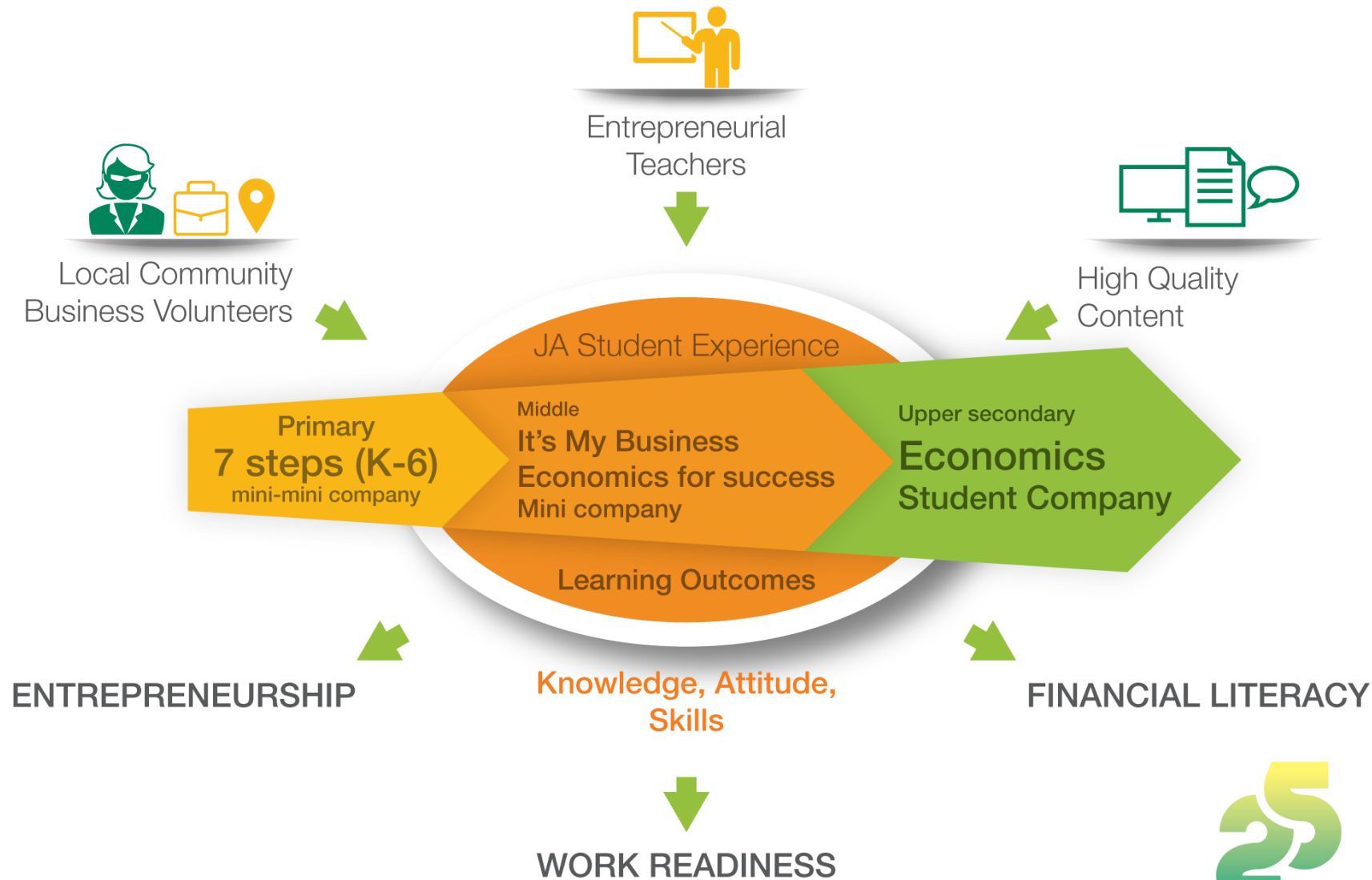
After student company



- Up to 10 student companies continue, as real companies each year
- More often - alumni start their own business later and in other fields



13000 students in 205 schools



Events for students

- Inspirational days in counties
- Business Quiz for 7-9 grade students with 2400 participants
- Creatlon for 7-9 grade students
- Economics Olympiad
- Summer schools both for students and teachers
- Job Shadow Day – about 3000 participants each year



Future

- More business mentors
- Growth in Primary and Middle School
- Growth in numbers of student companies, especially in Vocational Schools and Middle Schools

= ENREPRENEURIAL AND SUCCESSFUL ESTONIA





Thank you!

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