

EIC *fact sheet*

EIC SPECIFIC ACTION FOR ENTREPRENEURSHIP

In the framework of the Entrepreneurship Action Plan and with the support of the SME Envoy



Let's talk entrepreneurship: making an entrepreneurship video programme

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- > **OTHER PARTNERS INVOLVED** EU business support networks, notably
members of B2Europe (IRCs, BICs)
- > **LINK FOR MORE INFORMATION** www.vinn.no

> OBJECTIVES AND BENEFITS

The goal of Let's talk entrepreneurship is to produce a free video programme to potential and existing entrepreneurs to learn about the ins and outs of entrepreneurship. With entrepreneurs from participating countries and professional advisors, problems and solutions involved in starting a business will be highlighted. The video programme will be available on the internet in various forms (streaming and downloading) from several internet addresses in order to reach a large (and/or remote) audience.

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Let's talk entrepreneurship: making an entrepreneurship video programme

Short description

Training and education are important for stimulating entrepreneurial mindsets, encouraging more people to become entrepreneurs, supporting entrepreneurial development and gearing for growth and competitiveness. Let's talk entrepreneurship will raise public awareness and disseminate teaching methodologies and programmes.

The production of training videos will prove valuable for nurturing the basic components of entrepreneurship, such as creativity, a spirit of initiative, responsibility, risk-taking and independence. Each of the seven partners will produce half a dozen different short videos. These will be professionally directed and staged. Each partner will get help from relevant support networks in order to produce and disseminate the video programmes.

Expected results

- > Better understanding of probable challenges and how entrepreneurs should deal with these.
- > Using content as a stand-alone product available to all entrepreneurs as a state-of-the-art FAQ.
- > The output will consist of some 40 video clips, each addressing a theme of interest to around 50 000 entrepreneurs and would-be entrepreneurs in Norway, Iceland, Romania, Bulgaria, Turkey and other parts of the EU each year.

> EIC LEADER CONTACT DETAILS

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