

BLENDING LEARNING BEST PRACTICES

Template

“Entreprenerdy” Digital support program for entrepreneurship training for the unemployed	
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Element	Guiding questions
Type of document	Information sheet
Publisher	Fønix AS
Target audience	Adult unemployed in need of entrepreneurship training
Field	Entrepreneurship
Objective	<p>Both group and individual entrepreneurship training programs have been available for unemployed in Norway for many years.</p> <p>For the last three years there has been an overall focus on entrepreneurship training for individuals.</p> <p>The main reason for this is a general reduction of funding for labour market measures due to low unemployment rate, and a growing demand for more flexibility and individual follow-up of entrepreneurship training</p>
Location /geographical coverage	The digital entrepreneurship program, developed by Entreprenerdy , has been used by Fønix to follow up job seekers on their pathway to become independant entrepreneurs since 2019.
Introduction	<p>It is a political goal in Norway to get more unemployed people to choose entrepreneurship as a strategy for new work.</p> <p>To help structure and support the individuals in establishing their business, the Norwegian Labour and Welfare Administration (NAV) in cooperation with Entreprenerdy has developed a new online platform for entrepreneurship training for the unemployed.</p>

	<p>Entrepreneurdy Efficient entrepreneurship support programmes</p> <p>The platform offers an online incubation programme which replaces business plan assessment phase and training provided locally in the regular programs.</p>
Stakeholders and Partners	<p><u>Unemployed aiming to start their own business.</u></p> <p>Unemployed in Norway who In Norway who already receive unemployment benefit and are entitled to continue to receive them while setting up their own business. This programme is called “Unemployment benefit during the establishment of your own business” (in Norwegian: Dagpenger når du etablerer egen virksomhet).</p> <p>The number of participants in the programme is stable, with an average of 2 700 participants per year in last three years.</p> <p><u>Fønix working with job seekers.</u></p> <p>Fønix base ours service provision on each persons' individual need for assistance, regarding their work capacity. We coach each individual towards ordinary employment through qualification and job training.</p> <p>The digital entrepreneurship training is an option offered to job seekers who are entitled to establish their own business during unemployment.</p>
Financing Body	Fønix AS through regional authority; The municipality of Sandefjord, Norway.
Context	<p>Since September 2018 NAV Vestland (Bergen) tested the online platform developed by Entrepreneurdy in a pilot project.</p> <p>Since April 2019, the platform has been rolled out throughout the region and expanded to the region of Rogaland (Stavanger) and other parts of Norway.</p> <p>Fønix has been using the program since October 2019.</p>
The main objectives	The online incubation program develops entrepreneurial competences of the participants, giving them the skills to create and validate viable business ideas.
The description of the practice	<p>The platform is available 24/7 and consist of two modules.</p> <p>First module “Clarification and professional assessment” lasts for 4 weeks and consists of online training and individual mentoring.</p> <p>The training and development offered in it gives the participants the tools and skills to sharpen their business idea, test it in real life and evaluate whether they would like to proceed with their business idea or not. In addition, the participation is offered 1 hour per week of individual mentoring to discuss their progress and business ideas.</p>

	<p>The main idea with the online incubation programme is that this is 100 % digitalized and only offered online. This includes the individual mentoring every week, but for those who live nearby one of Fønix locations, has also been offered an option for face-to-face mentoring.</p> <p>Upon completion of this module, the mentor and job consultant make an assessment based on criteria such as commitment, business idea tests, acquired competences and progression. The assessment determines whether the participant can continue on Module 2.</p> <p>In the second module “Action plan, company start-up and mentoring” the participants work primarily on getting to market with their product or service and establishing their own company.</p> <p>Throughout 22 weeks of the training participants have access to 1 hour per week of individual mentoring.</p>
<p>Outcomes of the practice</p>	<p>The online incubation programme has so far been a success and are now rolled out to several new regions in Norway.</p> <p>It is cost efficient compared to the traditional entrepreneurship program and offers more flexibility and a closer and offers more personal follow-up of the participants.</p> <p>It also emphasizes the importance of being able to offer a geographically independent product that enables participants to participate in the program regardless of place of residence.</p> <p>This is especially important since many of the entrepreneurial ideas are linked to entrepreneurial workplaces that are established locally in connection with the participant's place of residence.</p>
<p>Success Factors</p>	<p>Since this is a new product, currently less than 100 participants took part in the digital programme monitored by Fønix.</p> <p>Among them approximately 20% found employment and almost 30 % has got the first sales and established a full-time company.</p> <p>However, it is difficult to assess the effectiveness of the online programme due to lack of reliable information for the regular programme offered by NAV.</p> <p>The low dropout rates in module one (21 %) and two (8 %) are encouraging.</p>
<p>Constraints</p>	<p>No challenges encountered by men and/or women in the use of Entrepremedy digital entrepreneurship program.</p> <p>In general, more men than women in Norway choose to run their own business. This is also reflected in the number of men (65 %) represented in</p>

	<p>the traditional entrepreneurship programs in Norway.</p> <p>The government has taken actions to increase the number of women entrepreneurs, and the use of the digital entrepreneurship program by Entreprenerdy shows better opportunities for both men and women.</p>
Lessons learned	<p>The program offers an individual program with less meeting points between the participants and the mentors and lack of close monitoring is often mentioned as a reason for failure in the traditional Norwegian program for entrepreneurship training.</p> <p>The need for a post-program evaluation to evaluate the success rate one or two years after the end of the entrepreneurship program has been mentioned.</p> <p>Since each individual business case can be linked to a specialist anywhere in Norway, and not limited to a local consultant office, any business idea would be able to find a relevant specialist to help the unemployed in his or hers business case.</p> <p>Individuals working in the digital program will also be able to form groups geographically independent via the platform and social network, and the platform will offer a possibility for continuous monitoring and post-program evaluation at any time.</p>
Sustainability	<p>The use of Entreprenerdy digital support program for entrepreneurship training only need access to PC and wi-fi connection.</p> <p>This is a very cost efficient tool.</p>
Development of the practice	<p>The use of the Entreprenerdy program is used with a growing number of Norwegian job seekers aiming to establish their own business.</p>
Conclusion	<p>The new online incubation programme developed by Entreprenerdy are tested out as part of the Norwegian entrepreneurship program since 2019.</p>
Related resources that have been developed	<p>Entreprenerdy Efficient entrepreneurship support programmes</p>
Language(s)	<p>Norwegian, English, Swedish and Danish.</p>
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