



Catalonia working with Europe

Supporting the active participation of Catalan institutions and citizens in European cooperation

#CATALONIA WORKING WITH EUROPE COMMENT#

MENTALITY CHANGE IN THE PRIVATE SECTOR

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The European Commission's 2010 strategies include as a high priority the creation of new partnerships and collaboration between the private and public sectors.

In the educational world this takes place as the promotion of entrepreneurship in education, but what is the parallel in the private sector, for example among SME's?

Private enterprises are increasingly encouraged to work with the community, with end-users, in innovative partnerships, with social innovation, and with... Europe - the business models of tomorrow.

The Commission says that it will take a sea change to bring about the needed cultural revolution in the educational sector, as to entrepreneurial mentality in education, but the same is true for the private sector.

Large global companies have been developing such mentality for ages, as pioneers and frontrunners, and harvested tremendously.

However, most of Europe's business world, today - and in the future even more so, is made up by SME's; and for most SME's working with the community, with innovation and with Europe is not on the agenda.

It is likely to take another sea change to create an open mentality to work with education, social innovation and community missions in the world of SME's.

This extremely innovative project addresses this challenge, and it addresses the challenge as a learning problem, a problem of building capacity among SME's.

Learning, empowerment and creating mentality change should not only take place in the educational sector, but across the entire community.

If public, private and social sectors are to join forced as promoted in the Commission strategies, strong efforts are needed to develop new mentality in the private sector, and in particular among SME's.

One of the most interesting perspectives is to demonstrate that SME's can benefit from such new orientation and from working in joint partnership, also in connection with challenges that traditionally belongs to the public and the social sectors.

It is also an important dimension in such mentality change to see the private sector as co-responsible for the quality and innovation of the educational sector, for re-mobilizing the immense resources of seniors and for solving important social problems.

The project will demonstrate how mentality in SME's can be changed through concrete and practical involvement in the community, in innovation and in European collaboration.

This will happen through setting up partnership with public and social players, addressing societal challenges, working with end-users and through inspiration and training programs for key players in the SME's, and linking those activities to European collaboration and funding.

The project will document these activities and create transferable models for changed mentality in the private sector.

Chambers of Commerce will play an important role as intermediaries, mentality brokers and facilitators of partnerships and cross-sector initiatives in the project.

The project will at the same time learn from learning partnerships created in learning communities across Europe between the public, private and social sectors.

Most partners should be Chambers of Commerce or similar institutions from 5-6 countries able to serve as partnership brokers between the SME's and educational or social institutions.

The partnership might include a learning community partner for transfer of experience and also a knowledge partner for documentation and final outcome creation.

Erasmus+ Transversal or VET
Max funding 300.000 euro
Duration 2 years
Deadline March 2015