

Creating a Business That Suits You

Title	Creating a Business That Suits You (<i>Démarre la Recherche d'une Entreprise à ta Mesure - DREAM</i>)
Coverage	Belgium
Organization/enterprise	Institut Catholique des Hautes Etudes Commerciales - PME (ICHEC-PME) (<i>the SME department of the ICHEC business school</i>)
Topic	Entrepreneurship education
Target group and outreach	Belgian programme founded in 1998 for young people between the ages of 16 and 19 with the aim of giving them a base for entrepreneurship
Purpose	<p>The programme DREAM aims to promote entrepreneurship among students and give them an early start by putting them in contact with experienced, passionate and committed entrepreneurs. Furthermore, it aims to instill an enterprise culture in young people by building a bridge between schools and the world of work.</p> <p>The specific objectives of the initiative are:</p> <p>(1) To bring young people together with real entrepreneurs in order to provide not only theoretical issues and situations, but also to offer them useful practical tips, e.g. how to stay motivated</p> <p>(2) To decrease the gap between school and entrepreneurs and to bring positive aspects of entrepreneurship to young people</p> <p>(3) To make youth aware that entrepreneurship is not only an important subject for enterprises, but also something found in all areas of life. It demonstrates that they can construct their own methods of professional activity in every sector and in every profession</p>
Key features	<p>(1) Recognizes the importance of building/creating an entrepreneurial culture among youth</p> <p>(2) Makes "real" experience with established business people the key to success in building entrepreneurial spirit and motivation in individuals</p>
Strategy and approach	<p>From September to November each year, schools and entrepreneurs are allowed to register for the project. At the end of November the enrolled young people and teachers receive the educational tools. They can then begin to prepare the meeting with an entrepreneur. First they have to fill in a form with information on their own strengths and weaknesses, skills and talents. After having learned to know themselves better, they will have to choose an entrepreneur, who they meet in March, in groups of 10 to 15 students.</p> <p>The most important moment of the project is the DREAM Day (each year the second or third Thursday of March) where students from all over the country meet entrepreneurs. After this visit, students evaluate the project with their teacher. Therefore, they have the opportunity to exchange their experience with other peers. A final form helps them to summarize all the things they have learned thanks to the entrepreneurs. They also receive a list with websites on which they can find further information about how to choose their studies, jobs and careers.</p> <p>Different tools have been prepared in order to get teachers and students ready for the DREAM Day. Teachers have the possibility to attend a 1.5 hour training session in which they are provided with the specific knowledge required in order to help young people understand their personalities and aspirations. This is seen to be an important preparation</p>

	mechanism, since it will guide their choice of the entrepreneur they would like to meet and prepare them for the visit itself. Recently, further tools were added to the programme, for example, a video presentation and website.
Partners	50 per cent of the project is funded by private sponsors (major Belgian companies) and the remaining 50 per cent by Flemish, Walloon and Brussels public grants. The project is consequently free of charge for participating schools.
Major achievements	During Dream Day 2007, 16,500 students from all over the country met 701 entre- and intrapreneurs (this represents 16 per cent of the target group).
Additional information	
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Source: Institut Catholique des Hautes Etudes Commerciales--PME