



# CHANGE YOUR MIND // CITIZEN IN CHARGE

Day1: Introduction / about Akademie für Politische Bildung und demokratiefördernde Maßnahmen / data and facts about founding enterprises in Austria / entrepreneurship skills



# TODAY //

1. Greeting / administratives (data protection)
2. To get to know each other
3. Expectations from the workshop
4. Akademie für Politische Bildung und demokratiefördernde Maßnahmen
5. Data and facts about founding enterprises in Austria
6. Discussion-table – to compare the Serbians situation with that of Austrians
7. Entrepreneurship skills



# INTRODUCE YOURSELF //

1. Pick a picture that best expresses you when you think about your expectations of the workshop.
2. Please answer next to the name, the mood you are here with, personal experiences that you have already done in this field, following questions:
  - What does the card have to do with me?
  - What does the card have to do with my expectations or ideas?



# AKADEMIE FÜR POLITISCHE BILDUNG UND DEMOKRATIEFÖRDERNDE MAßNAHMEN

Co-founder of the NGO



Petra Hauser



Sarah Kerstin Breuer-Sirat



# AKADEMIE FÜR POLITISCHE BILDUNG UND DEMOKRATIEFÖRDERNDE MAßNAHMEN

## Why did we found this NGO?

- We were and are fully convinced of the contents of Civic Education

but:

- we are not 18 anymore
- we are working
- We do not want to start small again - in the sense of starting a career
- In this area it is difficult to find a job that also meets our salary requirements



# AKADEMIE FÜR POLITISCHE BILDUNG UND DEMOKRATIEFÖRDERNDE MAßNAHMEN

So what do we do?

We make ourselves independent.

**But:**

- we did not want to give up our jobs right away
- we wanted to use as little capital as possible
- we want to grow slowly
- we want to maintain our flexibility
- we want to work a wide field
- we want to work with different age groups
- we also want to work scientifically

**AND above all, have fun at work**



That's why we decided to found the NGO  
Akademie für Politische Bildung und  
demokratiefördernde Maßnahmen



# AKADEMIE FÜR POLITISCHE BILDUNG UND DEMOKRATIEFÖRDERNDE MAßNAHMEN

First we considered following questions:

- What do we want to implement within the framework of the NGO?
- Which target group do we want to reach?



# AKADEMIE FÜR POLITISCHE BILDUNG UND DEMOKRATIEFÖRDERNDE MAßNAHMEN

What do we want to implement within the framework of the NGO?

The aim of our activities is to promote citizen education through targeted education, international understanding and cooperation as well as through written, visual and auditory documentation and to facilitate participation in society for all people, especially disadvantaged groups.



# AKADEMIE FÜR POLITISCHE BILDUNG UND DEMOKRATIEFÖRDERNDE MAßNAHMEN

Which target group do we want to reach?

We want to promote equal opportunities in education and the labor market for people of all ages. So for children, young people, the unemployed and working, for migrants and especially for women.



# AKADEMIE FÜR POLITISCHE BILDUNG UND DEMOKRATIEFÖRDERNDE MAßNAHMEN

What do you think?

- too big target group?
- too big field of work?

NO →

for us to be able to orient ourselves

for us to try it out

for us possibility not to have defined the service sector too small  
from the beginning



# AKADEMIE FÜR POLITISCHE BILDUNG UND DEMOKRATIEFÖRDERNDE MAßNAHMEN

Next decisions we made:

- Legal form
- Name
- Logo



# AKADEMIE FÜR POLITISCHE BILDUNG UND DEMOKRATIEFÖRDERNDE MAßNAHMEN

Very important ->

- how to get visible
- Website
- Facebook
- Insta



# AKADEMIE FÜR POLITISCHE BILDUNG UND DEMOKRATIEFÖRDERNDE MAßNAHMEN

## Our projects:

- Childrens University
- Workshops for children at school
- Workshops for youth at other educational centres
- Podcast Serie
- Starting research and publication
- Workshop with adult learners
- EU-projects



# AKADEMIE FÜR POLITISCHE BILDUNG UND DEMOKRATIEFÖRDERNDE MAßNAHMEN

Submitted EU-projects in future with following topics:

- media Literacy
- Entrepreneurship Skills
- new learning methods
- Digitization in the classroom and in the workplace
- early school leaving
- Inclusion in the workplace



# AKADEMIE FÜR POLITISCHE BILDUNG UND DEMOKRATIEFÖRDERNDE MAßNAHMEN

Have a look!

[www.pb-akademie.at](http://www.pb-akademie.at)

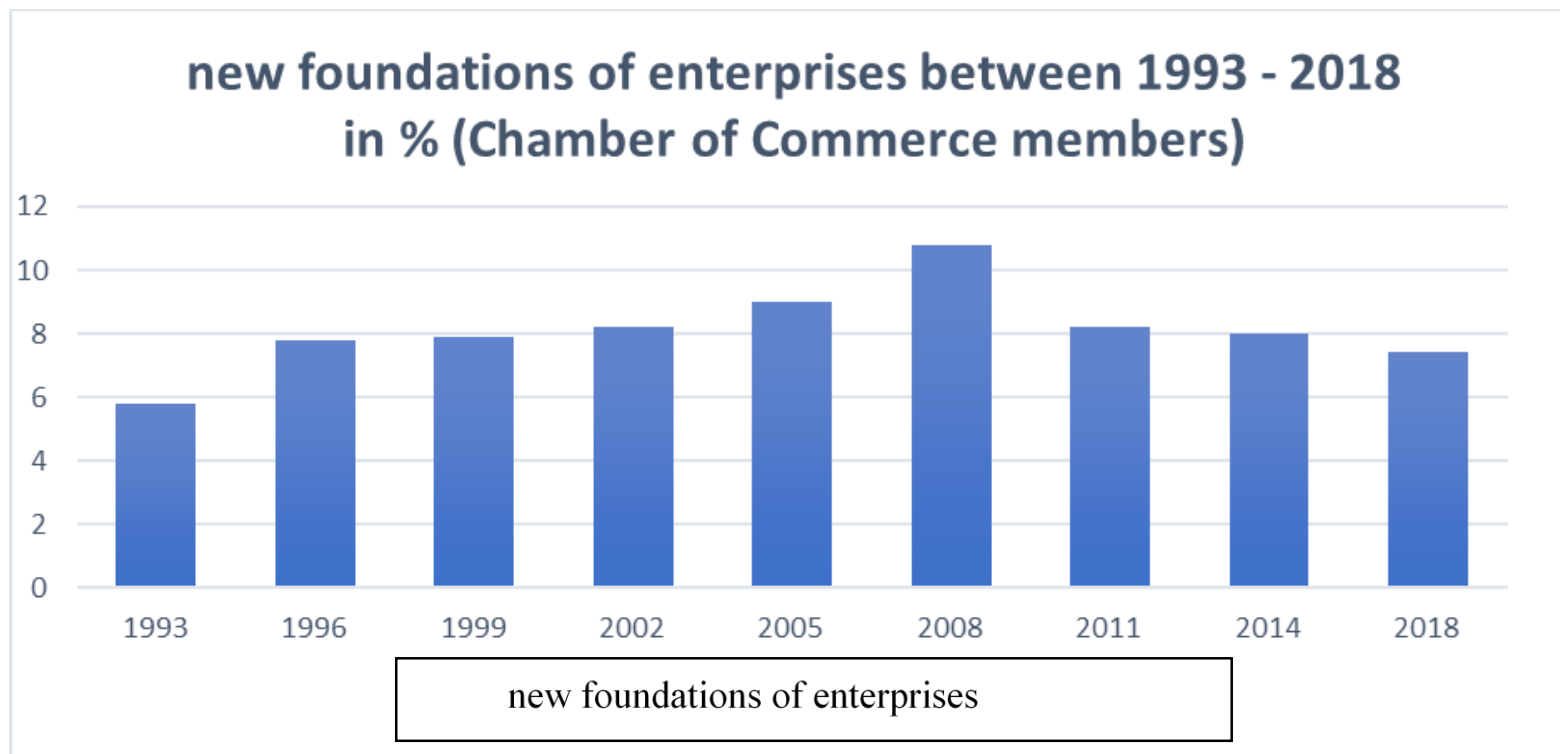


# AKADEMIE FÜR POLITISCHE BILDUNG UND DEMOKRATIEFÖRDERNDE MAßNAHMEN

Any questions?

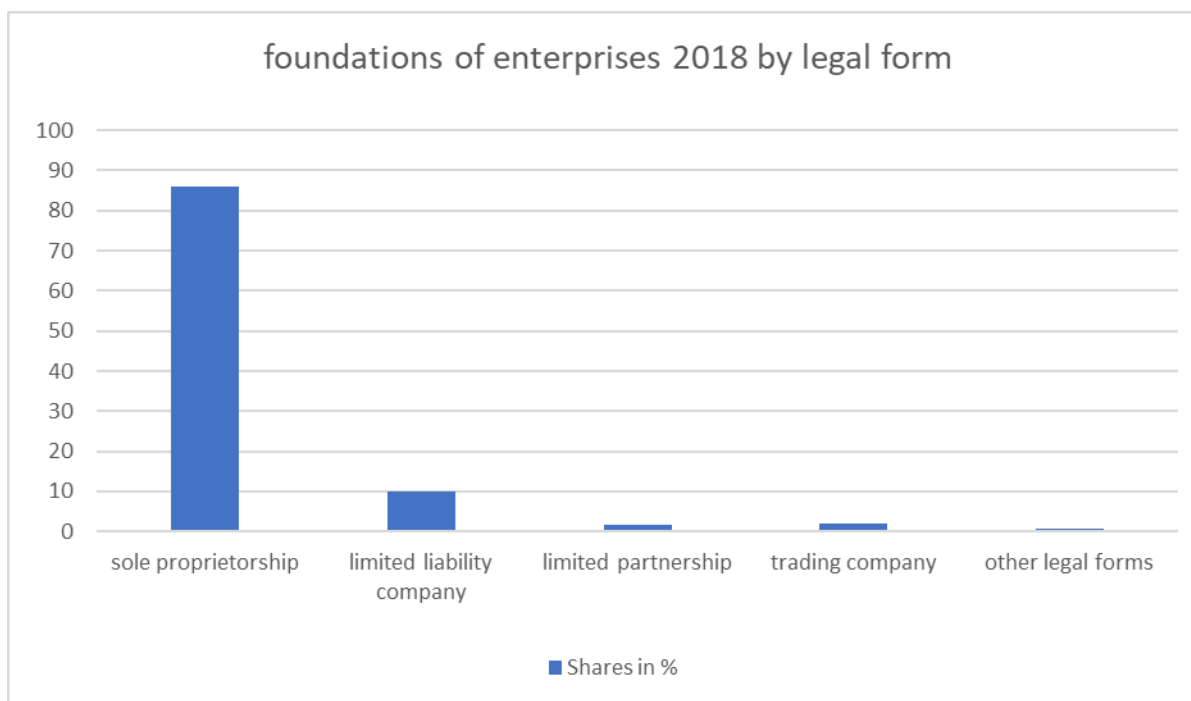


# Data and facts about founding enterprises / startups in the past in Austria



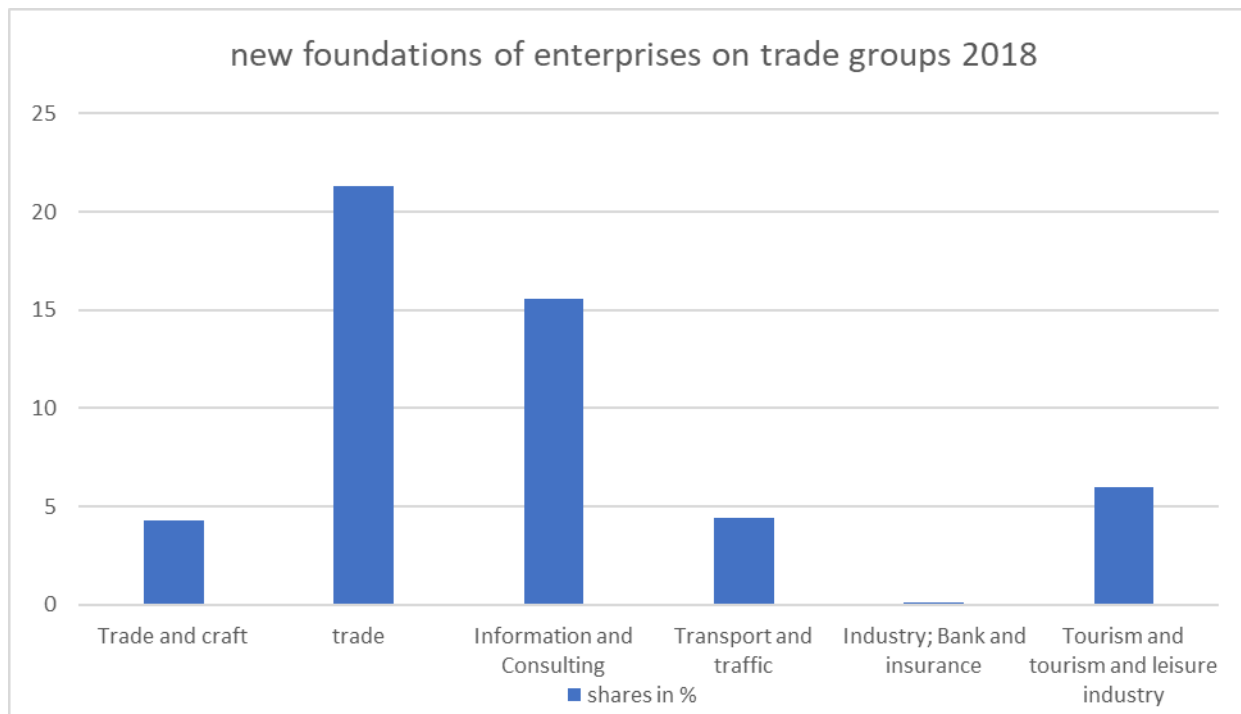


# Data and facts about founding enterprises/ startups in the past in Austria



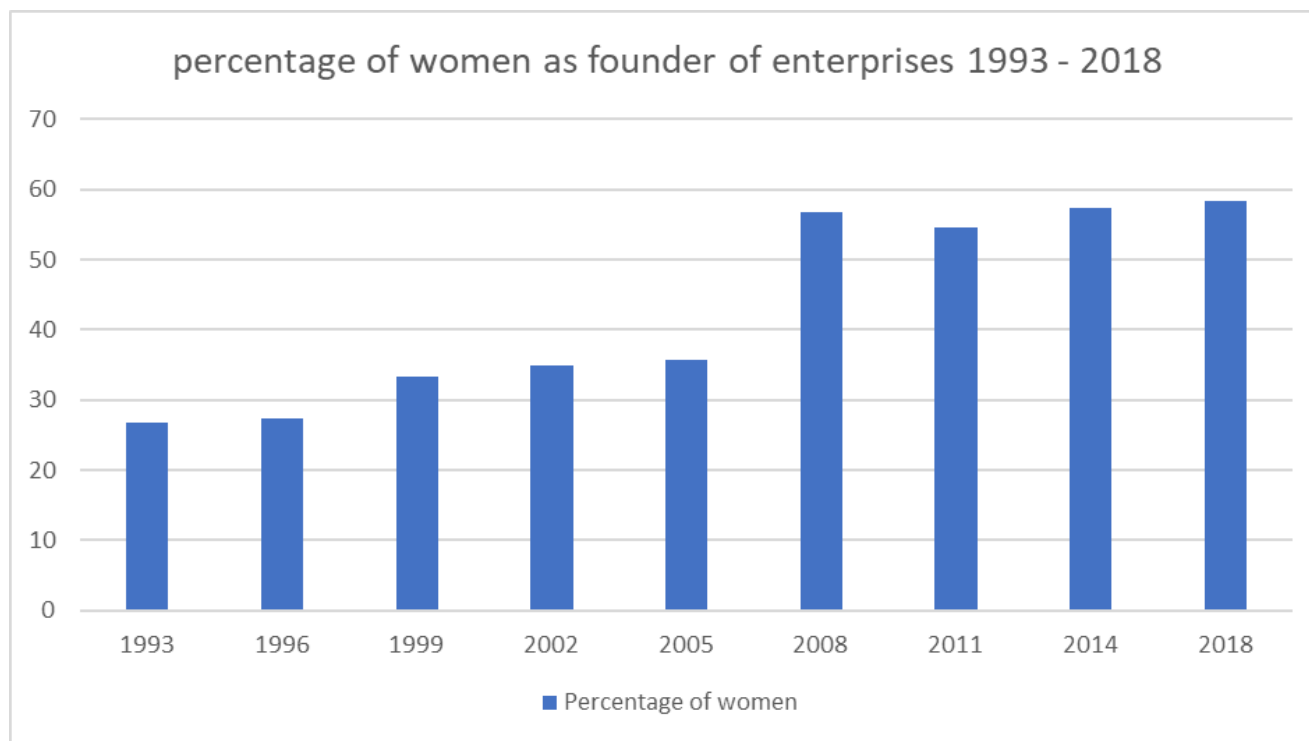


# Data and facts about founding enterprises/ startups in the past in Austria



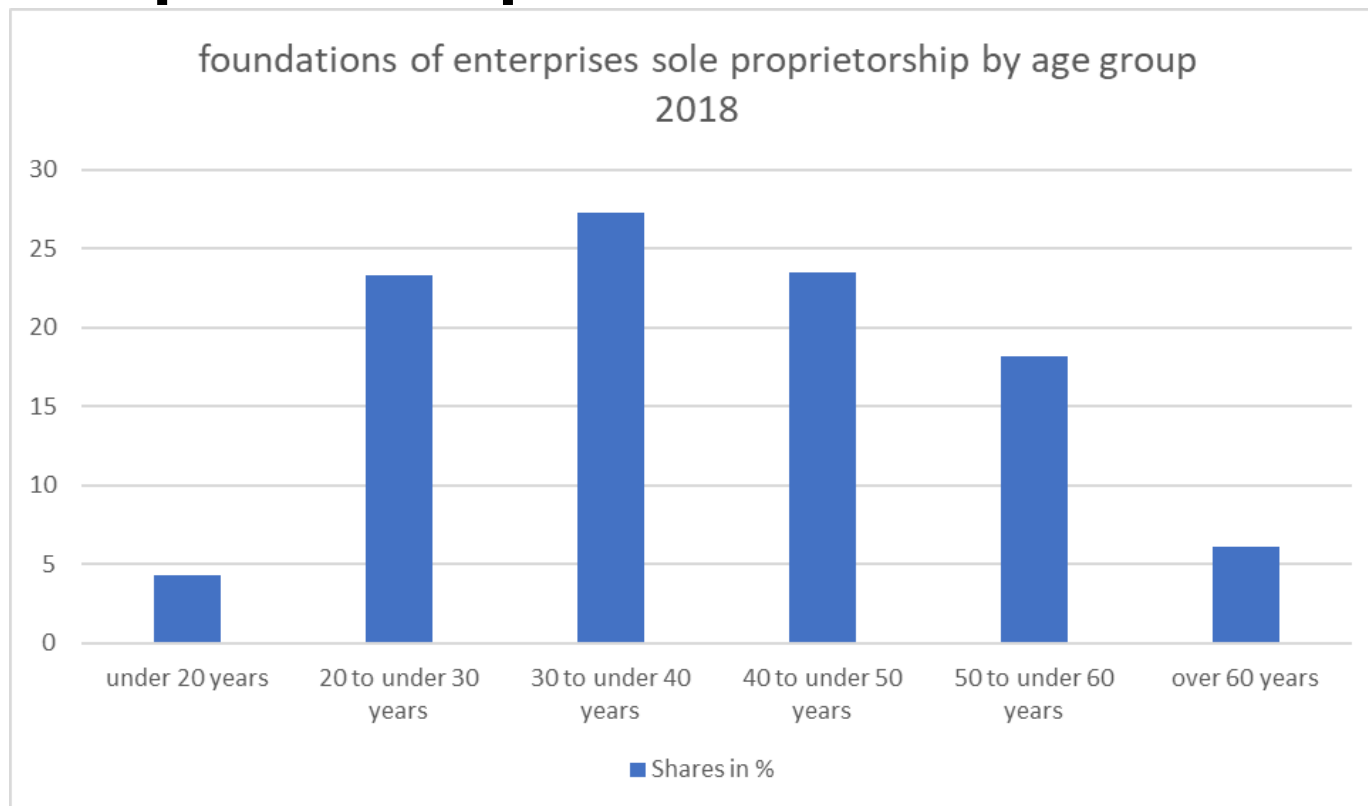


# Data and facts about founding enterprises/ startups in the past in Austria





# Data and facts about founding enterprises/ startups in the past in Austria





# Data and facts about founding enterprises/ startups in the past in Austria

## Austrian startups:

- Bwin: Launched in 1997 with 12 employees, after 16 years - now merged with PartyGaming - the company has 3,100 employees worldwide, sales of \$ 760 million and is the largest online gaming provider in the world.
- Paysafecard: Starting in 2000, the paysafecard started from a group of former students, almost from the kitchen of one of the co-founders. This became the first online payment method approved in banking law in Europe, which, as the European market leader with hundreds of employees, offers its services in 33 countries.
- Runtastic: Started by four students at FH Hagenberg in 2009, after four years the company already has more than 85 employees, over 50 million app download apps and is considered the world leader in fitness apps for smartphones.



## Runtastic - a story of success

- Runtastic is a company from Linz, which is considered a parade example of a successful startup. Students team up to develop an app and become successful. Florian Gschwandtner, founder and managing director of the company, is leading the company steeply, which will be sold to the Adidas Group by 220 million in 2015 and announce its resignation in 2018.
- Gschwandtner's success story can be read in his biography. "So läuft Startup!"
- Since then, Gschwandter has also invested in other startups and received numerous awards.



## TEAMWORK // 45 MIN

Form 4 Groups:

Each group has to search for these data and present their results

What is the situation in Serbia with regard to the creation of enterprises?

Are many companies founded in the past?

Why are many / not many enterprises founded?

What is the situation of the woman?

How would you justify the founding or non-founding of companies if they take into account the following factors:

- Foundation in rural or urban areas

- literacy

- Significant regulations

- Age

- Women/Men



# Establishing an Enterprise / startup

- „An entrepreneur in the classical sense is the founder and owner of an enterprise. He acts independently, responsibly and always strong in will. The entrepreneur takes on the greatest responsibility in a company and thus at the same time the highest risks. This means that entrepreneurs are characterized by a special attitude that helps them to deal exceptionally well with uncertainty and risks and to lead their business to success. "

(Source: <https://www.gruenderszene.de/lexikon/begriffe/entrepreneur?interstitial>, last called on 1st April 2019)



# Establishing an Enterprise / startup

„Entrepreneurship refers to the exploitation of entrepreneurial opportunities as well as the creative and creative entrepreneurial process in an organization or a phase of entrepreneurial change, as well as to a scientific sub-discipline of business administration. Entrepreneurship research (also founding research) presents itself as an interdisciplinary field of research. In addition to business theories come in the context of research work. It also uses methodological approaches from economics, geography, sociology, psychology and law.“

(Source: <https://wirtschaftslexikon.gabler.de/definition/entrepreneurship-51931>, last called on 1<sup>st</sup> April 2019)



# Establishing an Enterprise / startup

What do you think of these two definitions?

- Form groups
- Discuss it in your groups
- Present your results



# Establishing an Enterprise / startup

According to McClelland, five behavioural qualities are very important for developing to an entrepreneur:

- Performance motivation (need for achievement)
  - High self-responsibility
  - Higher performance motivation
- risk taking propensity
  - No big risk-taking
- internal locus of control
  - Increased feasibility
  - confidence in your own cause
- Tolerance for ambiguity
  - Good ability to act in difficult situations
  - High creativity
- Striving for independence and assertiveness
  - High autonomy aspiration
  - Will to self-development
  - Good assertiveness



# Establishing an Enterprise / startup

- In behaviour, however, one speaks in this context of the "behavioural approach".
- Organizational behaviour is in the foreground, ie doing and not functioning. This theory was probably founded by Howard H. Stevenson, first published in 1983 already.
- According to Stevenson is an entrepreneur, someone who seizes, regardless of its available resources, entrepreneurial opportunities. This does not necessarily have to go hand in hand with starting a business.
- Already Schumpeter describes this "Entrepreneur" as so-called pioneer entrepreneur. Action and behaviour are in the foreground of an entrepreneur.
- Stevenson calls the entrepreneur a promoter and the formal entrepreneur a trustee.



# ESTABLISHING AN ENTERPRISE / STARTUP

*Stevenson describes six behavioural dimensions:*





# ESTABLISHING AN ENTERPRISE / STARTUP

- Are you more a Promoter or a Trustee?
- Explain it in the plenum



# How to get self-employed?

Letter	Signification	Description
S	Specific	Goals must be well defined and not approximate.
M	Measurable	Goals must be measurable
A	Attractive	The goals must be appealing or desirable for the person, partly also attainable, or accepted, then the "R" stands for relevant, originally assignable, thus assignable - a certain responsible person.
R	Reasonable	The set goal must be possible and feasible.
T	Time-bound	The goal must be fixed with a fixed date.

Source: Bernd Birgmeier: Coachingwissen: Denn sie wissen nicht, was sie tun? Springer-Verlag, 2009.



# How to get self-employed?

social networks = social resources

Individual work:

worksheet



# How to get self-employed?

Individual work:

Think of your possible business idea

Try to answer the questions of the worksheet



# How to get self-employed?

## Individual work:

Think of your possible business idea

Try to answer the questions of the worksheet



# How to get self-employed?

Visionboard – to make your dreams come true

- Being self-employed is not easy.
- In order to maintain a positive mindset and to stay on course
- it is important that we remember our goals.
- Daily, weekly, monthly. After getting up, before bedtime.  
Not just in the head, but visually
- Through visualization we reach our goals easier and faster
- The subconscious mind supports you in achieving the goal.



# How to get self-employed?

## Visionboard – to make your dreams come true

Material: pin board or cardboard, pens, paper, colorful deco tapes, photos, newspaper pictures etc.

Notify aims and dreams.

Pictures search bzw. Create graphics.

Select affirmations, keywords, and quotes.

Hang the vision board so that you can see it as often as possible

You can always customize your vision board



# How to get self-employed?

## Individual work:

- Start with your visionboard



## Final round – reflection of the inputs

- What was new for me?
- What do I personally take home from this workshop today?



**THANKS FOR YOUR ATTENTION!**

**WE WILL SEE US TOMORROW!**