

Developing Enterprise Skills

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Youth Campaigner

make **YOU** mark

Global Entrepreneurship Week DVD 2008

Make Your Mark



- **The national campaign to unlock the UK's enterprise potential**
 - We inspire people to have ideas and make them happen, focusing on those with untapped enterprise talent
 - We aim to create a culture which supports enterprising people to create economic and social impact
 - We want to boost the number of businesses and social enterprises in the UK

Who's behind it?



- Founded by the four leading business membership organisations - BCC, CBI, FSB and IoD
- Supported by the Department for Business, Enterprise and Regulatory Reform and endorsed by the Prime Minister, Gordon Brown
- Working in partnership with the 20-member Enterprise Campaign Coalition, Regional Development Agencies, corporate and media partners
- Backed by a range of inspiring celebrity ambassadors and role models

Aiming High for Young People

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Government's 10 year strategy

- **Empowerment**
- **Access**
- **Quality**

Every Child Matters

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- **Being healthy**
- **Staying safe**
- **Enjoying and achieving**
- **Making a positive contribution**
- **Economic wellbeing**

Role Models and Ambassadors

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- Inspire
- Create a natural success route
- Dream big with the natural desire that it can become a reality

What is enterprise?

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- Enterprise is the application of individual talent to deliver economic and social benefit. It empowers people to make money and to have a positive social impact and therefore the most significant and measurable output of 'unlocking talent' agenda.

What do we mean by enterprise?

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- Creativity
- Problem solving
- Risk taking
- Can Do Attitude
- Resourcefulness
- Taking initiative
- Selling ideas

How do we achieve this? make **YOU** mark

make **YOU** mark
WITH A TENNER

Tenner

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- **Twenty thousand young people will each be given a £10 loan and challenged to see what profit and social impact they can achieve in one month. Once the £10 loans have been returned, participants will be able to decide what to do with their profits –use them to develop their idea further, invest them in a good cause, or keep them.**

Who do you know?

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What famous entrepreneurs do you know?

- **Discuss the famous entrepreneurs you know and see who you come up with!!**

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- In order for young people to get there we need to:

START TALKING IDEAS

.....so young people can **ASPIRE HIGHER!!**



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**“Change is always possible by
working together”**

Richard Branson

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