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World Economic Forum's "Educating the Next Wave of Entrepreneurs" REPORT ADVOCATES ENTREPRENEURSHIP EDUCATION as a LIFELONG LEARNING PROCESS

Columbus, Ohio, USA - Today the Global Education Initiative of the World Economic Forum in Geneva, Switzerland, launched a Call to Action for collaboration among public, private, academic and non-profit sectors for a fundamental rethinking of education systems worldwide. See the news release at www.weforum.org. The Consortium is glad to find so many beliefs that we have advocated since our founding in 1981 to provide leadership for American entrepreneurship education initiatives. Excerpts from the 40 page Executive Summary include:

- "We believe entrepreneurial skills, attitudes and behaviors can be learned, and that exposure to entrepreneurship education throughout an individual's lifelong learning path, starting from youth and continuing through adulthood into higher education - as well as reaching out to those economically or socially excluded - is imperative." (Preface, p 6)
- "Innovation and entrepreneurship provide a way forward for solving the global challenges of the 21st century, building sustainable development, creating jobs, generating renewed economic growth, and advancing human welfare." (Introduction, p 7)
- "Entrepreneurship education can be a societal change agent, a great enabler in all sectors. Not everyone needs to become an entrepreneur to benefit from entrepreneurship education, but all members of society need to be more entrepreneurial." (Introduction, p 7)
- "We use a broad definition of entrepreneurship to include the pursuit of opportunities, whether they are to create start-ups, spin-outs, or entrepreneurial activities in larger organizations (public or private) or social ventures." (Purpose, p 8)
- "This is the first time entrepreneurship education has been considered in such a systematic manner throughout the lifelong learning process of an individual..." (p 8)
- "Entrepreneurship empowers people, in all societies and at all levels, to take their own destiny into their hands. It creates opportunities which not only contribute to economic development, but also to personal and professional development." (p 9)

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Can you imagine a world where entrepreneurship skills, attitudes, and behaviors are education priorities and everyone is encouraged to be self-reliant in creating their own futures? Let's start now to support this concept by reading the Global Education Initiative Report and sharing the ideas with your colleagues. Download the report, press release and all related information at www.weforum.org. After this first week the report will be available at <http://www.weforum.org/en/initiatives/gei/index.htm>

As you have opportunities to use this initiative for gaining support for your own entrepreneurship education program you may also wish to use the following Consortium-developed resources in connection with this powerful Report:

- **5-stage Lifelong Learning Model** - (1983) description of entrepreneurship education as a lifelong learning process. <http://www.entre-ed.org/entre/5-stages.htm> and <http://www.entre-ed.org/entre/lifelong.htm>
- **Consortium Vision, Mission, and Core Values** - (2003) <http://www.entre-ed.org/contact/core-values.pdf>
- **ENTREPRENEURSHIP EVERYWHERE - The Case for Entrepreneurship Education** - (2004) A White Paper encouraging policy-makers at local, state, and national levels to support entrepreneurship education as a lifelong learning process nationwide. <http://www.entre-ed.org/entre/whitepaperfinal.pdf>
- **National Content Standards for Entrepreneurship Education** (2004) - 403 performance indicators published as the definition of entrepreneurship education as a result of focus groups with entrepreneurs nationwide. http://www.entre-ed.org/Standards_Toolkit/
- **National Standards of Practice** - (2006) published as a companion to the Content Standards to define entrepreneurship education program methods <http://www.entre-ed.org/stdsofpractice.htm>
- **"Entrepreneurship Empowers Everyone"** - (2009) A Challenge to Educators, published as a proposal in honor of National Entrepreneurship Week 2009. http://www.nationaleweek.org/eweek_files/EntrepreneurshipEmpowersEveryone.pdf
- **27th Annual Entrepreneurship Education FORUM** - (2009) Professional development for entrepreneurship instructors at all levels of the lifelong learning process - sharing the wealth of experiences nationwide . Everyone welcome! <http://www.entre-ed.org/network/forum.htm>

Members of the Consortium and its networks throughout America will welcome the opportunity to share success stories and program design with others throughout the world interested in gaining from our experience. Many specific examples plus program contact information can be found in the online database, ENTREPRENEURSHIP EVERYWHERE. <http://www.entre-ed.org/arc/home1.htm> We look forward to expanding the section for Worldwide Entrepreneurship Leaders through participation in the Global Education Initiative for "Educating the Next Wave of Entrepreneurs".

About the Global Education Initiative

* The report is produced by the Global Education Initiative of the World Economic Forum in collaboration with:

- **Steve Mariotti** and **Daniel Rabuzzi** from the National Foundation for Teaching Entrepreneurship
- **Christine Volkmann** from the Bergische Universität
- **Shailendra Vyakarnaman** from the University of Cambridge
- **Karen Wilson** from GV Partners

The report is sponsored by AMD, Cisco, Goldman Sachs, Intel, and Microsoft, and has been developed through consultation with members of the Technical Advisory Group (TAG) on Entrepreneurship Education and other experts.

Incorporated as a foundation in 1971 and based in Geneva, Switzerland, the World Economic Forum, is impartial and not-for-profit, and is tied to no political, partisan or national interests. <http://www.weforum.org> or after the first week <http://www.weforum.org/en/initiatives/gei/index.htm>

About the Consortium for Entrepreneurship Education

The Consortium is a national membership organization that provides leadership to educators nationwide in support of entrepreneurship education as a lifelong learning process. The Consortium was created at the Ohio State University in 1981 to focus on professional development for teachers involved in creating entrepreneurship education programs and activities in the schools, and is now serving educators nationwide as a non-profit 501 (c) (3) corporation. Composed of over 100 member organizations, the Consortium is celebrating its 27th year with the anniversary conference in Norfolk, VA and planning for leadership in the 4th annual National Entrepreneurship Week to be celebrated February 20 - 27, 2010. For details go to www.nationaleweek.com .

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