



## PRESS RELEASE

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### TEACHING ENTREPRENEURSHIP THROUGH GAMING

England needs more entrepreneurs. Small and medium sized businesses are the backbone of England's economy. Entrepreneurs create new jobs and are contributing to bringing England back to growth and a higher level of employment. Fostering and stimulating youth entrepreneurship has been one of the primary objectives of the EU agenda since the beginning of the last decade. However, Europe is still lagging behind its counterparts in terms of entrepreneurship education. A recent study from Eurobarometer (2012) suggested that England has the least number of people participating in a course or activity about entrepreneurship (15%) in Europe.

The perfect learning approach in entrepreneurship learning has not been fully exploited however; according to recent studies the ideal learning process in entrepreneurship education is different from normal classroom teaching.

A new project funded through the European Commission, "**Online Game for Entrepreneurship and Innovation**" (**EntrInno**) will respond to the need to foster youth entrepreneurship in Europe through a less traditional way of teaching. EntrInno aims to develop an online game for young adults which will support the learning and development of interpersonal and entrepreneurial skills that are essential for running a business. The game will simulate routine scenarios in the day of an entrepreneur, with gamers making decisions on the progression of their business and receiving instant feedback through profits, or losses, made!

The project is being carried out by an international partnership from seven European countries. Each partner possesses expertise in the area of entrepreneurship education that will feed directly into the development of the game. The UK partner, Inova Consultancy Ltd, is currently looking for young people interested in entrepreneurship as well as business advisors/teachers to support the development of the game by contributing to the research phase.

If you would like to be involved you can complete a short online questionnaire [here](#) or contact us to find out more about the project.



#### **NOTES FOR EDITORS**

For more information, please contact Tamas Tuske, European Project Manager Assistant, on 0114 2207127 or email [support@inovaconsult.com](mailto:support@inovaconsult.com).

High res. images from the event are available on request.