

ENRI-report no. 19/2007

Enterprise 2010

The Next Generation in 2007

by

Vegard Johansen

and

Asgeir Skålholt

Eastern Norway Research Institute

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Summary: The European network Junior Achievement–Young enterprise Europe (JA-YE) is a not-for-profit organisation dedicated to educate and inspire young people about the world of enterprise and entrepreneurship. Currently the organisation has 2.6 million students in their “learning-by-doing” enterprise education programmes across 41 European countries. Enterprise 2010 is a series of three cross-country surveys sent out to young people in Europe. The aim of the project is to ask young people what they think about Europe’s future and their role in it. In 2005 about 10.000 secondary school students across Europe participated in the youth survey. This project report is based on our follow on study in 2007, in which some of the respondents from the 2005-study were invited to participate. Data was collected through an internet survey in October, and youths from 17 countries have answered our questionnaire.

Subject headings: JA-YE, entrepreneurship, enterprise, young people, education, European Union, comparative study

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Preface

The project assignor for this study is the European network Junior Achievement - Young enterprise Europe (JA-YE). JA-YE is a not-for-profit organisation dedicated to educate and inspire young people in the fields of enterprise and entrepreneurship. JA-YE provides “learning-by-doing” enterprise education programmes for all age groups, from primary through secondary school and to early university.

In 2005, JA-YE and the Eastern Norway Research Institute (ENRI) initiated a 5 year long research project entitled Enterprise 2010. Enterprise 2010 is a series of three cross-country surveys sent out to young people in Europe. The aim of the project is to ask young people what they think about Europe’s future and their role in it.

In the first phase, in 2005, more than 10.000 secondary school students across Europe participated in the survey. The results from this study are well documented and have been presented both to the European Commission and national governments.

This project report is a part of the second phase of the project. In this follow-up study, 437 of the participants from the 2005-study responded. The study is conducted in 18 European countries. The last and third phase of this project will be launched in 2010.

ENRI would like to thank the following for their contribution to the success of the project: Special thanks to the staff at JA-YE Europe, especially Oldo Vanous (Vice President of Operations), Caroline Jenner (CEO) and Diana Filip (Development and Marketing Director) for their initiative to this project and collaboration during the process. JA-YE Europe’s network and infrastructure at its national chapters across Europe has been instrumental for the successful completion of this survey. We would furthermore like to thank all respondents for their participation.

Lillehammer, December 2007

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Summary of main findings

The Enterprise 2010 project is a series of three cross-country surveys sent out to young people in Europe, in 2005, 2007 and 2010. This report is based on phase 2 of the project. Out of 2200 respondents from the 2005 survey that agreed to participate in the follow-up phases of Enterprise 2010, 437 respondents have participated in the 2007 survey.

The survey aims at exploring:

- How do young people assess Europe's future and their role in it?
- Are there differences or similarities in attitudes from the 2005-study to the one in 2007?
- Are there vast differences in attitude across Europe, or are there important similarities?

The samples in the Enterprise 2010 project do not have a random selection, but a theoretical one. The respondents are likely to be more interested in entrepreneurship compared to other young people in Europe (in the 2007 survey 14 percent are self-employed and 70 percent have participated in a JA-YE programme). Still, we find that the results from the project can give some indications on how young Europeans assess Europe's future and their role in it.

1. Young Europeans on self-employment.

67 percent of the respondents are likely to choose self-employment, and this is about the same share we got in 2005. 14 percent of the respondents are already self-employed, and men and former participants in a JA-YE programme are overrepresented among the self-employed. Tomorrow's entrepreneurs are especially motivated by opportunities for self-realisation. Age matters, in the sense that the youngest respondents are more inspired by the idea of taking social responsibility compared to the older ones. Gender also matters, since men are more inspired by the opportunity to make lots of money compared to women.

Those who do not want to be self-employed are particularly motivated by the idea of regular employment. The former JA-YE participants more often find that they are not capable and do not have the right qualifications compared to non JA-YE participants, whilst women, compared to men, more often find that it is not worth all the effort.

2. Young Europeans on entrepreneurship

The respondents have a broad understanding of the word entrepreneur, i.e. someone who sees opportunities and is able to do something about them. This is the same understanding as is seen from the 2005 survey. The vast majority think that entrepreneurs are characterised by a desire for self-realisation and independence, and a wish to be managers. Considering gender,

we find that men more often think that entrepreneurs want to be rich, whilst women think they want to develop their career.

67 percent assess that entrepreneurship is cool among young people. The figure is high, but nevertheless a significant decrease from the 2005 survey. Age might explain some of this decline; the share of respondents considering entrepreneurship education to be cool decreases somewhat with age, and our respondents are two years older than they were in 2005.

3. Young Europeans on entrepreneurial culture

35 percent in the 2007 survey consider that their culture encourages them to set up their own business. This is the precise same response we got in 2005. When comparing the 2007 and 2005 results, we find significant increases in the shares of young people that finds it easy to set up and run a business in their country, feel confident that they can set up and run their own business, and feel they will get a second chance if failing. Overall, 36 percent think it is not that hard to set up and run a business, 59 percent feel confident that they can set up and run their own business, and 66 percent are confident that they will get a second chance if they fail.

Furthermore, from 2005 to 2007 we find significant decreases in the shares of young people that would be reluctant to order something from someone who has failed in business, and to invest money in a business that is run by someone who has failed in the past.

4. Young Europeans on multilingualism

Language skills make working, studying and travelling across Europe possible, and therefore allow intercultural communication. Even if multilingualism is a key feature of youth in Europe, according to this survey, about 44 percent of the respondents in a Eurobarometer study (Eurobarometer 2006) state that they do not speak any foreign language well enough to have a conversation. The respondents in our sample are at least bilingual (99 percent), and as many as 77 percent of the respondents speak 3 languages (mother tongue + 2 extra languages). English is by far the most common second language.

37 percent claim that their language skills have helped them to find new business or career opportunities. Former participants in JA-YE programmes more often claim that their language skills have helped their career compared to non-JA-YE participants. The survey also shows that 67 percent of those who have participated in entrepreneurship education programs consider that this experience has motivated them to improve their language skills.

5. Young Europeans on the current situation

The respondents have a realistic view on their own country on the matters investigated when we compare their opinions with facts and statistics. Young people from the old welfare states think their country's economic performance, the social welfare system, the employment situation, democratic structure and quality of life is better than the average European country. The situation is of course reversed when it comes to the new welfare states; aiming at catching up with the old welfare states.

When comparing results from 2007 and 2005 we find the general tendency that larger shares are satisfied with the current situation. This is particularly seen when investigating economic performance, the employment situation (new welfare states (NWS)), the political

situation considering democratic structures (NWS-countries) and quality of life (NWS-countries).¹

6. Young Europeans on 2010

The 2007-results show that more than 80 percent of the respondents believe that the European economy will improve by 2010, and they also believe that their own quality of life will be better. About 70 percent believe that the economic situation, the employment situation, the social welfare situation, and the political situation (having sound democratic structures) will be better in 2010.

There is a tendency to a more positive view on 2010 in the 2007 survey compared to the 2005 survey. In other words, it seems that young people are more optimistic in 2007 compared to 2005. This is reflected when investigating outlooks on the economic performance in Europe, quality of life, economic performance in their own country (old welfare states OWS)), the employment situation (OWS-countries), social welfare (OWS-countries), and the political situation considering democratic structures (OWS-countries).

7. Young Europeans on the environment

Green issues have clearly had a new revival with the media coverage on scientific findings on climate change. This is also reflected in our results, which shows a much more positive view on environmental issues in 2007 compared to the 2005-results.

Less than 30 percent think that economic growth is necessary to allow spending on the environment, and this is compared to 49 percent in 2005. We also find that more than 80 percent believe that the care for the environment in their country will be better in 2010, and this can be compared to more than 70 percent in 2005. Especially young people in the OWS-countries, the wealthiest countries, call for environmental action.

8. Young Europeans on key priorities

The Lisbon Agenda sets out a strategy to make the EU the world's most competitive and knowledge based economy. The survey endeavoured to assess the next generation's opinions as to which areas should be prioritised in the EU's ongoing development plans. We find that 84 percent of the respondents think that the EU should prioritise to improve education and professional training, whilst 81 percent wants a focus on research and innovation.

Furthermore, 91 percent think that business organisations should focus on offering better training and educational programmes for their employees, whilst 87 percent wants business organisations to focus on innovation based on R&D. On both these measures we find significant increases from the 2005 survey.

9. Young Europeans on the EU

In general we find that young people are less interested and have less faith in the European Union in the 2007 survey compared to 2005. On all issues, young people from the old

¹ We have categorised into two subgroups: new welfare states (NWS) and old welfare states (OWS). The former includes Austria, Belgium, Denmark, Finland, Norway, Sweden, Switzerland and United Kingdom, the latter includes Bulgaria, the Czech Republic, Estonia, Latvia, Macedonia, Moldova, Montenegro, Romania and Slovakia.

EU-countries are more negative to the prospective of the EU. In order to understand the decrease from our study in 2005 to this study performed in 2007, we have to remember that 2004 was an exceptional year for Europe with the historic enlargement to include ten new Member States.

Only 31 percent have the opinion that young people are very interested in matters related to the EU. 42 percent think that EU does what is right for the future of Europe and 36 percent think that EU pays due attention to matters which are important to the young generation. Finally, we find that 39 percent wants EU to be enlarged to include more countries.

1 Background

Europe faces both internal challenges, like a rapidly ageing population, and external ones, like the ever increasing global competition. In March 2000, the European Council in Lisbon set out a ten-year strategy to make the EU the world's most dynamic and competitive economy. It is our opinion that education is one of the key factors to make the Lisbon Agenda work. More specific, we find entrepreneurship education (EE) to be of particular importance. This idea is supported by findings from empiric studies (Johansen et al. 2006):

- EE contributes positively to young people's creativity and self-respect, as well as their skills in cooperation and decision-making
- EE changes young people's attitudes towards entrepreneurship, and young people who participate in EE are more likely to become entrepreneurs

In spite of good intentions, it is still a fact that most schools across Europe do not teach about entrepreneurship, competitiveness, and innovation. But as Bob Dylan put it: "the times they are a-changing". JA-YE (2005) has put forth two recommendations:

- School authorities can make it easier to experiment with business. This is possible by recognising enterprise programmes as appropriate for use in schools.
- The business and education communities need to be far more closely involved and connected with each other.

Enterprise 2010 is a series of three cross-country surveys sent out to young people in Europe in 2005, 2007, and 2010. The intention of this project is to ask young people about their assessments of both Europe's future and their role in this future. Moreover, we want to engage young people in a discussion on the importance of entrepreneurship and enterprise.

This report is based on the second phase of the project, the study in 2007. The respondents base of the 2007 builds on the 10000 respondents in 22 European countries who participated in the 2005 survey. Out of 10000 respondents in 2005, 2200 agreed to participate in the next phase(s) of the study and were invited to participate in 2007. 437 of the 2200 responded.

The 2007 survey aims at exploring:

- How do young people assess Europe's future and their role in it?
- Are there differences or similarities in attitudes from the 2005-study to the one in 2007?
- Are there vast differences in attitude across Europe, or are there important similarities?

1.0. Data collection

The respondents in the Enterprise 2010-studies do not constitute a representative sample of young Europeans, since no form for probability sampling has been done in the data collection process. However, the results from the surveys in 2005 and 2007 give us some indications on how young Europeans assess Europe's future and their role in it.

Data collection was performed through Internet-based questionnaires in October and November 2007. The survey was launched at 5th of October and data collection ended at 5th of November. On the 27th of October some national JA-YE organizations sent a motivation letter, in which they provided translations of the survey.

In the table below we go more in depth about our sample of respondents. In all we have a total net sample of 437 respondents, and a total response rate of 20. One of the main reasons for this low response rate is probably that young people change their e-mail addresses frequently (For example when starting at a new school).²

Table 1: From population to net sample

	Total
Gross sample	2200
Net sample	437
Response rate	20

Source: Enterprise 2010 – The Next Generation in 2007

Among the respondents we find 52 percent women and 48 percent men. They range from 18 years of age to 29 years of age, with 21 years being the mean age.

The samples in the Enterprise 2010 project do not have a random selection, but a theoretical selection.³ The respondents are likely to be more aware of and interested in entrepreneurship compared to other young people in Europe.

1.1. Analytical framework and structure of the report

The study has three main objectives, and these objectives also give us the analytical framework:

- How do young people assess Europe's future and their role in it?
 - Results are analysed according to the total survey population.
- Are there differences or similarities in attitudes from the 2005-study to the one in 2007?

² The e-mails we had were two years old (from phase 1 of the survey in 2005). In all we had about 3800 e-mail addresses, but it turned out that only 2200 of them were valid. Furthermore, it is very likely that there are many emails that are seldom used in our gross sample of 2200.

³ A probability sampling method is any method of sampling that utilizes some form of random selection. In order to have a random selection method, you must set up some process or procedure that assures that units in your population have equal probabilities of being chosen.

- Comparisons of results in the 2007-study and the 2005-study.
- Are there vast differences in attitude across Europe, or are there important similarities?
 - Comparisons of results for different “parts” of Europe

When comparing attitudes in 2005 and 2007 we have used the database from the 2005-study. This database is available at ENRI and was created by Svein Frydenlund and Espen Køhn (Frydenlund and Køhn 2005).

There are different ways of “categorising” the different regions in Europe. One idea would be to include all EU-countries as one group, and compare them with the outsiders. Another would be to split between EU15, EU12, and the outsiders. A third way could be to produce geographical separators: Nordic, Continental and Eastern Europe.

We have decided to divide between the “old” welfare states (OWS), and those countries who aim to become welfare states (NWS). The welfare state is a European invention. From 1945 and onwards the role of the state has changed dramatically, with increasing public spending and the establishment of many new social programs. Even though welfare states differ, and we might say that there are different welfare regimes, they all share some characteristics. For instance, all welfare states have a responsibility for welfare provisions via social security systems, and via offering services and benefits to meet people’s basic needs for housing, health, education and income (Johansen 2006).

- In our sample the following countries belong to the old welfare states: Austria, Belgium, Denmark, Finland, Norway, Sweden, Switzerland and the United Kingdom. These countries are doing much better on economic performance (GDP per capita) compared to the second group of countries.
- In our sample the following countries aim to catch up with the old welfare states: Bulgaria, the Czech Republic, Estonia, Latvia, Macedonia, Moldova, Montenegro, Romania and Slovakia

In addition to this division between old and new welfare states, we will look into the possible effects of gender, self-employment and participation in a JA-YE programme.

In chapters 2 to 8 we are to discuss results from the survey conducted.

2 Developments over the last 2 years

Summary

- In 2005 84 percent of the sample was still in Upper secondary school, and another 16 percent attended higher education. In 2007 30 percent were still in Upper secondary school and 70 percent were in University or University College.
- 41 percent have completed a JA-YE program before 2005 and 29 percent have completed a JA-YE program between 2005 and 2007.
- 14 percent are self-employed in 2007.

The Enterprise 2010 project is a series of three cross-country surveys sent out to young people in Europe. Our respondents have earlier on participated in the first phase (2005), and it is interesting to get a glimpse of what has happened in their lives in the time between phase 1 (2005) and phase 2 (2007). We have decided to focus on education and labour market participation.

Table 2. Educational attainment, 2005 and 2007. Percentage.

	2005	2007
Upper secondary school	84	30
University/University College	16	70
Sum	100	100

N = 437

As seen in table 2 there is a very interesting development. In 2005 as many as 84 percent of the sample were in Upper secondary school (USS). In 2007, 6 percent were still in USS (18 years), whereas 70 percent had moved on to University or University College.

24 percent ended their education after USS. Of these 24 percent we find that 80 percent are now employed, 7 percent are self-employed, and 13 percent are unemployed.

Since we are asking young people about their thoughts and opinions on enterprise and entrepreneurship, it is of relevance to look into participation in entrepreneurship education programmes. This is considered in table 3 (next page), exemplified by JA-YE programmes:

- 41 percent completed a JA-YE programme before 2005.
- 29 percent completed a JA-YE programme in the period 2005-07.
- 30 percent have not participated in a JA-YE program.

Table 3. Completion of JA-YE programmes. Percentage.

	JA-YE
Yes, before 2005	41
Yes, in 2005 or later	29
No	33
Sum	100

N = 406

In table 4 we find many similarities from 2005 to 2007. Most of those who were pupils/students in 2005 are still students in 2007. In 2005 as many as 90 percent were students or pupils, in 2007 the figure is 78 percent. In 2005 9 percent were employees, whilst in 2007 18 percent are employees. 2 percent in 2007 are unemployed.

Table 4. Profession. Percentage.

	2005	2007
Student/pupil	90	78
Employment in private sector	6	11
Employment in public sector	2	6
Employment NGO sector	1	1
Unemployed	0	2
Other	1	2
Sum	100	100

N = 437

One of the objectives of Entrepreneurship Education is to contribute to the establishment of a stronger culture for entrepreneurship. In our sample in the Enterprise-study in 2005, we found that 7 percent were self-employed or running a business. In 2007 this figure has risen to 14 percent, and most of them are part-time self-employed (87 percent). 70 percent of them are men and 30 percent are women.

The Enterprise surveys do not constitute a probability sample, i.e. there is no procedure that assures that units in the population have equal probabilities of being chosen. The mean age of our respondents is 21, and it is not the case that 14 percent of youths in Europe are self-employed.⁴ The respondents in the Enterprise 2010 project are therefore more aware of and interested in entrepreneurship compared to other young people in Europe. This small fact is important to recognise when analysing the results.

⁴ A study of former participants in the JA-YE Company Programmes in five countries (Belgium, Estonia, Finland, Norway and Slovakia) has shown that about 7 percent in the same age group (19-24) are self-employed (Johansen 2007). In the Enterprise 2010 survey 16 percent of former JA-YE participants are already self-employed, and the figure is 11 percent in the “control” group.

3 The value of language

Summary

- 77 percent speak 2 or more languages besides their mother tongue.
- English is the main second language, followed by German.
 - Young people from NWS-countries speak Russian quite often.
 - Young people from OWS-countries speak French quite often.
- 37 percent claim that their language skills have helped them to find new business or career opportunities. Former participants in JA-YE programmes more often claim that their language skills have helped their career compared to non-JA-YE participants.
- 67 percent think that their entrepreneurship education experience has motivated them to improve their language skills.

The language skills theme was not included in the 2005-survey. In the 2007-study, however, we look into this subject.

Table 5. Number of languages besides mother tongue. Percentage.

	Total	NWS	OWS
0	1	1	1
1	22	18	27
2	41	43	39
3	24	23	25
4 or more	12	15	8
Sum	100	100	100

N = 437

As is seen in the table, what we can call a high portion of our respondents claims knowledge of several languages. Only 1 percent does not speak any other language than their mother tongue. 22 percent speak one extra language (English) and 41 percent speak 2 languages beside their mother tongue (most often English + German/French). 36 percent speak 3 extra languages or more. There are no particular differences between OWS and NWS countries.

The biggest second language is English, followed by German, French and Russian. Not surprisingly we find that young people from OWS countries more often speak French, whereas young people from NWS countries more often speak Russian.

Table 6. Which languages do they speak? Percentage.

	Total	NWS	OWS
English	95	96	94
German	35	37	33
French	28	24	34
Russian	22	37	2
Spanish	13	14	11
Other	32	29	35

N = 437

Language skills are important in many respects, and also highly relevant for business and career opportunities. As seen in table 7, about 37 percent feel their language skills have helped them to find new business or career opportunities. This is of particular relevance for those speaking two or more languages besides their mother tongue. As many as 45 percent hope and feel that their language skills might help, whilst 18 percent do not think their language skills will matter much. On this issue there we find two important variations among different groups of respondents:

- Young people in NWS-countries more often claim that their language skills have helped their career compared to young people from OWS-countries.
- Former participants in JA-YE programmes more often claim that their language skills have helped their career compared to non-JA-YE participants.

Table 7. Language skills and career opportunities. Percentage.

	Total	NWS	OWS
No and I feel they will not	18	15	24
Not yet, but I feel they will	45	38	56
Yes	37	47	21
Sum	100	100	100

N = 430

Furthermore, 67 percent claim that their entrepreneurship education experience motivated them to improve their language skills. The share is approximately the same in NWS and OWS-countries.

Moreover, we find that 45 percent of the respondents will seek employment abroad. The positive response to this question is higher in NWS-countries with 50 percent, compared to 40 in OWS-countries.

4 Identifying the entrepreneur

Summary

- The respondents see entrepreneurs chiefly as problem-solvers in a broad understanding: An entrepreneur sees opportunities and is able to do something about them.
- The respondents are divided in the question whether entrepreneurs are born or made: 35 percent thinks that they are "made" and 32 percent thinks they are "born".
- According to young Europeans, entrepreneurs are characterised with a desire for self-realisation and independence, and want to be their own boss. Looking into differences between men and women, we find that men more often find that entrepreneurs want to be rich. Women, on the other hand, find that entrepreneurs want to develop their career. Looking into self-employment, we find that the self-employed more often think that entrepreneurs want to be recognised by society, whilst those who are not self-employed think that entrepreneurs want to be independent.
- The majority assess that entrepreneurship is *cool*: 67 percent. This is a significant decrease from the 2005 survey, and some of the decrease may be explained of the fact that respondents are two years older (since the share considering entrepreneurship education to be cool decreases somewhat with age).

In this section we look into young people's understanding of an entrepreneur.

What is an entrepreneur?

The concept of being an entrepreneur has different meanings to different people. Some tend to define the term "entrepreneur" very broadly, as a person taking charge and showing responsibility, others may see entrepreneurs exclusively in a business context.

In order to get a picture of the next generation's understanding of what an entrepreneur really is, the respondents were asked to describe their understanding of entrepreneurs. The respondents were asked to rate five statements from 1 to 5 according to which statement they consider to be nearest their understanding of what an entrepreneur is.

We included two broad understandings:

- An idealist: An entrepreneur is a person who looks for ways to improve the world in order to make it a better place.

- A problem solver (broad understanding): An entrepreneur is a person who identifies opportunities and is able to do something about them.

We also included three specific understandings:

- An intrapreneur: An entrepreneur is a person who develops new products, new markets and/or processes in existing companies or organizations.
- A creator of business: An entrepreneur is a person who starts up new companies or new organisations.
- A runner of business: An entrepreneur is a person who is “self-employed”.

Table 8. What is an entrepreneur? Mean.

	2005	2007		
		Total	NWS	OWS
Problem-solver	2,4	2,2	2,4	2,0
Intrapreneur	2,6	2,7	2,7	2,6
Creator of business	2,4	2,8	2,8	2,7
Runner of business	3,2	3,6	3,4	3,9
Idealist	3,5	3,7	3,6	3,8

N = 346

The most common understanding is to see an entrepreneur as someone who sees opportunities and is able to do something about them. On a shared second place we find “a person who develops new products, new markets and/or processes in existing companies or organisations“ and “a person who starts up new companies or new organisations”. The least common understandings are “a person who is self-employed” and “a person who looks for ways to improve the world in order to make it a better place”.

The table shows that the majority of young people across Europe dominantly define the word entrepreneur in a broad way. This is consistent both in time and space: There are only small variations from 2005 to 2007, as well as few variations between the OWS- and NWS-countries. It is also important to note that there are minimal differences between former JA-YE participants and non-JA-YE participants. When comparing the self-employed with those who are not self-employed we find one significant difference: The self-employed rate idealism higher compared to the not self-employed.

Are entrepreneurs made, or born?

The survey went on to assess whether one may learn the skills required to become an entrepreneur, or whether those who become entrepreneurs are born with special aptitudes and skills. One important idea about entrepreneurship education is that entrepreneurship can be taught to everyone, and that entrepreneurs can be “made”. This is looked into in table 9.

Table 9. Are entrepreneurs born or made? Percentage.

	2005	2007		
		Total	NWS	OWS
Anybody can be a successful entrepreneur	62	60	59	61
Entrepreneurs are not born with a gift	62	43	40	48

N = 331

In the table we find that in 2005 62 percent of young people across Europe felt that “anybody can learn to become an entrepreneur” and that entrepreneurs are not born with “a gift” or special skills. In 2007 60 percent thinks that anybody can be an entrepreneur, whilst only and 44 percent thinks that entrepreneurs are not born with a gift. The differences between NWS- and OWS-countries are not significant. In addition, it should be mentioned that on these issues there were neither significant differences according to gender, participation in JA-YE programmes nor self-employment status (self-employed/not self-employed).

We have crossed the two indicators of “born or made”, and then we find that:

1. 35 percent thinks that entrepreneurs are made. In other words, anybody can learn to become an entrepreneur and entrepreneurs are not necessarily born with “a gift”.
2. 32 percent thinks that entrepreneurs are born: There are only some that can learn to become an entrepreneur and entrepreneurs are born with special skills.
3. 33 percent are less easy to categorise.

It is not a surprise that young people are divided in their answers. Former research has also shown different results on this subject.

Attitudes to entrepreneurs

In order to find out the next generation’s opinion on why people make the choices necessary to become an entrepreneur, the survey population was asked to agree or disagree with a series of statements. In table 10 we find the shares of respondents that agreed to the different statements.

Table 10. Attitudes to entrepreneurs. Share agreeing to such statements as: An entrepreneur is someone who...

	2005	2007		
		Total	NWS	OWS
...wants to develop his/her own career	89	93	92	94
...wants to be independent	83	92	90	96
...is like me and my friends	N/A	83	81	86
...wants to be his/her own boss	66	79	80	78
...wants to become rich	63	63	72	50
...wants to be recognised by society	57	57	68	42
...wants to do things which are fun	56	57	49	70
...enjoys taking very high risks	N/A	53	52	54
...is not ready to take unscrupulous legal shortcuts	N/A	53	45	67
...wants to work whenever he/she feels like it	35	48	53	40
...can't find other job	10	12	10	14
...is not well educated	6	9	8	10

N = 437

According to young Europeans, an entrepreneur is someone who:

- Have a desire for self-realisation: More than 90 percent thinks that those who choose to become entrepreneurs do this to develop their career.
- Have a desire for independence and to be their own boss: More than 90 percent thinks entrepreneurs want to be independent, and about 80 percent thinks entrepreneurs want to be their own boss.
- Are quite like themselves: More than 80 percent thinks that entrepreneurs are like them and their friends.

Young Europeans are divided on whether or not entrepreneurs:

- Have a desire for wealth and admiration: About 60 percent thinks entrepreneurs want to be rich and want to be recognised by society.
- Are fun-seekers: About 60 percent thinks that entrepreneurs want to do fun things, while about 50 percent thinks that entrepreneurs want to work when they feel like it.
- Are risk-takers: About 50 percent think that entrepreneurs enjoy taking very high risks and might be ready to take unscrupulous legal shortcuts.

Young Europeans do not think that entrepreneurs:

- Risk unemployment: About 10 percent think entrepreneurs cannot find other job.
- Are uneducated: About 10 percent think that entrepreneurs are less well educated.

When we compare young people from NWS- and OWS-countries we find a few significant differences (Pearson Chi-Square test, 0.05-level).

- Compared to young people in OWS-countries, we find that young people from NWS-countries more often think that entrepreneurs; want to be rich, want to be recognised by society, and want to work whenever they feel like it.
- Compared to young people in NWS-countries, we find that young people from OWS-countries more often think that entrepreneurs want to be independent, want to do things which are fun, and are not ready to take unscrupulous legal shortcuts.

We are also to compare figures from 2005 and 2007. After assessing error margins we find a few significant differences. Compared to 2005, we find that young people in 2007 more often think that entrepreneurs want to be independent, want to be their own boss, and want to work whenever they feel like it.

Our next comparison deals with JA-YE participation. We find some significant differences:

- Former JA-YE participants more often think that entrepreneurs want to be their own boss, want to be independent and want to be recognised by society.

The next comparison is between men and women. We find some significant differences:

- Women more often think that entrepreneurs have less education and want to develop their career.
- Men more often think that entrepreneurs want to be rich.

Our final comparison is between the self-employed and those who are not self-employed. We find some significant differences :

- The self-employed more often think that entrepreneurs; want to be recognised by society, have less education and cannot find another job.
- Non self-employed more often think that entrepreneurs want to be independent and enjoy taking high risks

Is entrepreneurship "cool"?

When asked whether “your friends would consider it “cool” if you set up your own business?”, as many as 78 percent of the survey population agreed in 2005. In 2007 the share was down to 67 percent. When assessing error margins we find that the share considering “entrepreneurship to be cool” has dropped from 2005 to 2007.

It is difficult for us to conclude what has caused this development. When investigating explanatory variables we do not find that neither gender, participation in JA-YE program nor self-employment matters. There is however one indication: The share considering entrepreneurship education to be cool decreases somewhat with age. The rationale of some of this change from 2005 to 2007 could be that the respondents are two years older in the 2007 survey. Age cannot, however, fully explain the decrease.

5 Tomorrow's entrepreneurs

Summary

- Both men and women in the sample are very likely to choose self-employment: 67 percent plan to become self-employed.
- Tomorrow's entrepreneurs are especially motivated by the opportunity to develop their own career: 96 percent. Some groups have particular interests: Young people are more inspired by the idea of taking social responsibility (compared to the older ones), and men are more inspired by the opportunity to make lots of money (compared to women).
- Those who do not want to be self-employed are motivated by regular employment.

Young people's attitudes to self-employment were at the centre of attention in the first Enterprise 2010 study conducted in 2005. As many as 63 percent said that they planned to become self-employed in the future. Two years have passed, and it is of great interest to see whether or not their preferences have changed. In table 10 we find that in 2007, 67 percent in the sample, plan to or already are self-employed. It is worth noting that when we assess error margins, we cannot draw the conclusion that there has been an increase from 2005 to 2007.

Table 11. *Plan to become (or stay) self-employed. Percentage.*

	2005	2007		
		Total	NWS	OWS
Yes	63	67	73	60
No	37	33	28	40
Sum	100	100	100	100

N = 437

The survey reveals that the next generation finds the opportunity to become self-employed to be an attractive and viable career option. Some groups of respondents are more likely to plan to become self-employed (0.05-level):

- More young people in the NWS-countries want to be self-employed, compared to the OWS-countries.
- The share that wants to be self-employed is reduced by age.
- Participation in a JA-YE programme and gender does not matter. Both results are very interesting, and they may be related to the fact that we do not have a probability sample.

In the next table we try to identify the issues important to them when considering such an option. The table shows that 90 percent want to develop their career, and about 70 percent want to be rich, take responsibility for society, be admired, and work when they want to.

Table 12. Inspirations for self-employment. Percentage.

	2005	2007		
		Total	NWS	OWS
Developing my own career	77	90	88	94
The possibility of making lots of money	55	74	77	70
Get involved and be responsible for the world we live in	41	73	72	76
To gain recognition and status for what I achieve	50	70	75	62
I can work where and when I want to	34	67	68	66
Other reasons	N/A	74	76	72

N = 295

Interestingly we find that all sources of inspirations are much higher in 2007 compared to 2005. This may reflect that the respondents are older and have reflected more on the upsides of the possibility of self-employment. We find some differences between NWS and OWS-countries:

- Compared to young people in OWS-countries, we find that young people from NWS-countries more often are inspired by the idea of making lots of money and gaining recognition and status for what they achieve.
- Compared to young people in NWS-countries, we find that young people from OWS-countries more often are inspired by the idea of developing their own career.

We have also looked into the effects of gender, age, participation in JA-YE programmes and self-employment. We find some significant differences (0.05-level):

- The share inspired by the opportunity to develop their own career increases with age.
- Men are more inspired by the opportunity of making lots of money compared to women.
- Young people are more inspired by the opportunity to take responsibility in the world we live in, compared to older people.
- Those who are self-employed are more often inspired by the opportunity to gain recognition and status, compared to those not yet self-employed.

Furthermore, we find that 83 percent would like to be a business entrepreneur (commercial activities), 38 percent would like to form a Non-governmental organisation/association, and 42 percent want to be an entrepreneur in the free occupations (artists, sports, consultants, etc.).

It is also of interest to look at why 33 percent do not consider self-employment to be a possibility. Different reasons are given in the table below, and the ranking is:

1. Desire for regular employment: 67 percent
2. Risk-adverse: 43 percent
3. Too much work: 33 percent
4. Unqualified: 32 percent

Table 13. Explanations for not considering self-employment. Percentage.

	2005	2007		
		Total	NWS	OWS
I want to have a regular employment	45	67	80	53
I think entrepreneurship is too risky	40	43	59	26
I don't think it is worth the effort	15	33	41	24
Not capable and do not have the right qualifications	30	32	32	32
My parents would not approve	7	3	2	4
Other reasons	N/A	73	70	75

N (2007) = 123

Compared to results in 2005, we find an increase in 2007 on reasons like; a desire for regular employment and too much work. Furthermore, we find significant differences between NWS- and OWS-countries: Compared to young people in OWS-countries, we find that young people from NWS-countries more often mention a desire for regular employment, the risk of entrepreneurship and too much work.

In addition we looked into the effects of gender, age and participation in JA-YE programmes. We find some significant differences (0.05-level):

- Former JA-YE participants more often find that they are not capable and do not have the right qualifications compared to non JA-YE participants.
- Women more often find that it is not worth the effort compared to men.
- Young people more often find entrepreneurship too risky compared to older people.

6 About setting up a business

Summary

- From 2005 to 2007 we find a significant increase in the share of young people that finds it easy to set up and run a business in their country. Still, the majority of respondents think it is hard to set up and run a business, and do not feel encouraged doing this.
- From 2005 to 2007 we also find significant increases in the numbers of young people that feel confident that they can set up and run their own business and that they will get a second chance if they fail.
- From 2005 to 2007 we find significant decreases in the shares of young people that would be reluctant to order something from someone who has failed in business, and to invest money in a business that is run by someone who has failed in the past
- The biggest risk of self-employment is the possibility of going bankrupt.
- The key priorities of business organisations should be to offer better training along with educational programmes for their employees, and to focus on innovation based on research and development.

In order to get a more thorough insight into the perceived costs of starting up a new business, we have given the respondents the opportunity to agree or disagree on some statements related to issues such as:

- Business policies
- Attitude to setting up their own business
- Risks involved in business

As a measure to motivate more people to become entrepreneurs and start up new businesses, business development policies have, in recent years, increased the focus on reducing the challenges facing start-up companies. We wanted to investigate this, by unearthing the youth's assessments of business culture in their country, especially concerning business venture. Since this age group, of obvious reasons, will have limited experience of running a business, the results presented in this analysis may serve as an indicator to how the next generation perceives the risk and costs of setting up a new business. Their understandings of these costs are typically informed by media, parents and a personal understanding of governmental policies.

Table 14. Entrepreneurship culture. Share of respondents agreeing to these statements.

	2005	2007		
		Total	NWS	OWS
It is easy to set up and run a business in my country	19	36	27	49
Our culture encourages me to set up my own business	36	35	26	47
It is easier to start up a new company in my country compared to most other European countries	32	28	27	29

N = 412

In 2005, only 19 percent thought that it was easy to set up and run a business in their country. In 2007 the share has almost doubled to 36 percent. The share is highest in the OWS-countries. Furthermore, we find that men more often find it easy to set up and run a company compared to women. Self-employment and JA-YE participation does not seem to matter.

When they compare their own country with other European countries, about 28 percent thinks that it is easier to set up a company in their own country. This is about the same figure as in 2005. Neither gender, self-employment nor JA-YE participation seem to matter.

Looking into the question of a culture for entrepreneurship, we find that 35 percent feel that they are encouraged to set up their own business. Again the shares are highest in the OWS-countries. The figure in 2007 is the same as the one in 2005. Neither gender, self-employment nor JA-YE participation seem to matter.

Furthermore we find that:

- 10 percent are aware and have benefited from support scheme for entrepreneurs
- 25 percent are aware and intend to use support schemes for entrepreneurs
- 12 percent are aware but do not think support schemes for entrepreneurs help
- 53 percent are not aware of support schemes for entrepreneurs

Despite the fact that the majority consider it difficult to start a business in their country and that the culture is not very supportive, the majority of the survey population is still very confident that they will succeed in setting up their own business. This is analysed in table 15.

Table 15. Confidence and satisfaction of setting up a business. Share of respondents agreeing to these statements.

	2005	2007		
		Total	NWS	OWS
I feel confident I could start up my own business	49	59	58	60
It is better to have my own business than to work for someone else	54	50	57	41
The personal satisfaction and financial outcomes of having my own business are attractive	57	75	73	77

N = 412

The table shows this:

- In 2005 about 50 percent felt confident that they could start up their own business, and in 2007 the share has increased to 60 percent. Not surprisingly those already self-

employed more often agree to this statement compared to those not self-employed. Furthermore, neither gender nor JA-YE participation seem to matter.

- About 50 percent thinks that it is better to have their own business in comparison to working for someone else. The share is highest in NWS-countries. Furthermore, neither gender, self-employment nor JA-YE participation seem to matter.
- In 2005 about 60 percent found the personal satisfaction and financial outcomes of having a business of their own attractive, and in 2007 the share increased to 75 percent. Furthermore, neither gender, self-employment nor JA-YE participation seem to matter.

It is interesting to consider the question about confidence in the context of how young people assess the risks of starting a business. This is presented in table 16.

Table 16. The risks of business. Share of respondents agreeing to these statements.

	2005	2007		
		Total	NWS	OWS
If I start a business and fail I always have a second chance	58	66	69	61
I would be reluctant to order something from someone who has failed in business	39	30	26	36
I would never invest any money in a business that is run by someone who has failed in the past	39	19	24	13
A business should not be set up if there is a risk of failure	27	10	14	6

N = 412

Compared to the results in 2005, we find that the respondents are more likely to believe they will have a second chance, they are more positive to those with past failures (ordering and investing), and they are less risk averse in terms of setting up their own business.

- 66 percent are confident that if they fail they will always have a second chance. This is a significant increase from the 2005 result (58 percent). Young people from NWS-countries more often agree than young people from OWS-countries. Neither gender, self-employment nor JA-YE participation seem to matter.
- 30 percent would be reluctant to order from someone who has failed in business. This is a significant decrease from the 2005 result (39 percent). Young people from OWS-countries more often agree than young people from NWS-countries. Neither gender, self-employment nor JA-YE participation seem to matter.
- 19 percent would not invest in a business run by someone who has failed in the past. This is a significant decrease from the 2005 result (39 percent). On this issue we find that young people from NWS-countries more often agree compared to young people from OWS-countries. Furthermore, former participants in JA-YE programmes more often than those not participating in JA-YE programmes. Neither gender nor self-employment seems to matter.
- 10 percent thinks that a business should not be set up if there is a risk of failure. On this issue we find that young people from NWS-countries more often agree compared to young people from OWS-countries. Women tend to agree more often than men on this statement and those who are not self-employed agree more often than the self-employed. Participation in JA-YE programmes does not seem to matter.

When asked what risks they would be most afraid of if they were to set up a business, almost 50 percent pointed out the possibility of going bankrupt. From our list of alternatives the respondents presented this list:

- The possibility of going bankrupt: 48 percent.
- The possibility of suffering a personal failure: 32 percent.
- The risk of losing my home/property/belongings: 28 percent.
- The uncertainty of my income: 20 percent.
- The need to devote too much energy or time to it: 20 percent.
- Job security: 8 percent.

The final part of this chapter will focus on what young people consider should be the key priorities of business organisations. Table 17 looks into questions about future key priorities.

Table 17. Future key priorities. Share of respondents agreeing to these statements.

	2005	2007		
		Total	NWS	OWS
To offer better trainings and educational programmes for their employees	82	91	90	93
To ensure growth through continued focus on innovation based on research and development	72	87	87	87
To offer great career opportunities to their employees	79	82	84	80
To pay due consideration to the environment	67	76	75	78
To pay due consideration to ethical issues through focusing on corporate social responsibility	55	60	55	68

N = 412

The table shows that young people focus on training and education programs and innovation based on research. The ranking is this:

- To offer better trainings and educational programmes for their employees: 91 percent. This is a significant increase from the 2005 survey (82 percent).
- To focus on innovation based on research and development: 87 percent. This is a significant increase from the 2005 survey (72 percent).
- To offer great career opportunities to their employees: 82 percent.
- To pay due consideration to the environment: 76 percent. This is a significant increase from the 2005 survey (67 percent).
- To pay due consideration to ethical issues and corporate responsibilities: 60 percent.

We also find some significant differences (0.05-level) when looking at welfare regime, gender, participation in JA-YE programs and self-employment.

- Compared to young people from NWS-countries, young people from OWS-countries more often agree to the statement "to pay due consideration to ethical issues through focusing on corporate social responsibility",
- Compared to the self-employed, those who are not self-employed more often agree to the statement "to ensure growth through continued focus on innovation based on research and development".

7 Europe – today and tomorrow

Summary

- In general we find that young people are more optimistic in 2007 compared to 2005. This is reflected by a higher share of young people with a positive view on both the current situation in their country and a positive outlook for 2010.
- Economic outlook: More than 80 percent believe that the European economy will improve by 2010. About 70 percent believe that the economic situation in their country will improve by 2010.
- Employment outlook: About 70 percent believe that the employment situation in their country will be better in 2010. A more positive view compared to the 2005-results.
- Social welfare outlook: About 70 percent believe the social welfare situation in their country will improve by 2010.
- Outlook on democratic structures: About 70 percent believe that the political situation as regards to having sound democratic structures will be better in 2010. A more positive view compared to the 2005-results.
- Outlook on quality of life: More than 80 percent believe that their quality of life will be better in 2010.
- The importance of green issues: More than 80 percent believe that the care for the environment in their country will be better in 2010. This is a more positive view compared to 2005-results. Less than 30 percent think that economic growth is necessary to allow spending on the environment. This is a much more positive view on environmental issues compared to the 2005-results.

The Lisbon Agenda sets out a strategy to make the EU the world's most competitive and dynamic economy. The logic in this argument is that a dynamic and competitive economy will create jobs that, along with social and environmental policies, will help to ensure sustainable development and social inclusion.

Why are young people's views important in this respect? It is certainly not because we want to measure economic performance, employment figures and differences between welfare states. These figures can be easily grasped by going into the Eurostat webpage. It is neither because we want to test what young people knows about their own country, compared to other European countries, or to see if their ideas on the future are in line with what research find viable. However, our idea is that much of what needs to be done to make the Lisbon Agenda a reality,

will only be possible if we can change mindsets and attitudes. How optimistically young people view their future is an important factor in their motivation and reaches far beyond 2010.

In an effort to get an understanding of how the next generation views Europe now and in the future, we have asked respondents about a range of topics relevant to social and economic development. We also asked our respondents how they expect these parameters to change over the next three years (2010). They were asked to compare their own country with their perception of the average in the EU. The topics addressed were:

- the situation regarding the care for the environment
- the economic situation in the respondent's country
- quality of life
- the employment situation in the respondent's country
- the social welfare situation in the respondent's country
- the political situation in the respondent's country i.e. if sound democratic structures are in place

We are to comment on gender differences, participation in JA-YE programmes, and self-employment when there are significant differences (0.05-level).

Economic performance in Europe - Outlook

- In 2005: 79 percent believed the European economy will improve by 2010.
- In 2007: 84 percent believe the European economy will improve by 2010.
- We find that women are more optimistic with regard to the European economic outlook compared to men. We also find that those who are not self-employed are more optimistic compared to the self-employed.

Current economic performance in their own country

- In 2005: 76 percent of youths from OWS-countries considered the economic situation in their country to be better than the European average, compared to 12 percent in the NWS-countries.
- In 2007: 86 percent of young people from OWS-countries consider the economic situation in their country to be better than the European average, compared to 26 percent in the NWS-countries.

Outlook on economic performance in their own country (2010)

- In 2005: 64 percent of youths from OWS-countries thought that the economic situation in their country would be better in 2010, compared to 75 percent in NWS-countries.
- In 2007: 70 percent of young people from OWS-countries believe that the economic situation in their country will be better in 2010, compared to 72 percent in the NWS-countries.

Current employment situation

- In 2005: 74 percent of youths from OWS-countries considered the employment situation in their country to be better than the European average, compared to 14 percent in NWS-countries.
- In 2007: 73 percent of young people from OWS-countries consider the employment situation in their country to be better than the European average, compared to 35 percent in the NWS-countries.

Outlook on employment situation (2010)

- In 2005: 50 percent of OWS-youths believed the employment situation in their country to be better in 2010, compared to 71 percent in NWS-countries.
- In 2007: 69 percent of young people in OWS-countries believe that the employment situation in their country will be better in 2010, compared to 69 percent in the NWS-countries.
- We find that women are more optimistic with regard to employment outlooks compared to men.

Current Social welfare

- In 2005: 83 percent of OWS-youths considered the social welfare situation in their country to be better than the European average, compared to 18 percent in the NWS-countries.
- In 2007: 86 percent of young people in OWS-countries think that the social welfare situation in their country is better than the European average, compared to 18 percent in the NWS-countries.

Outlook on social welfare (2010)

- In 2005: 57 percent of OWS-youths believed that the social welfare situation in their country would be better in 2010, compared to 70 percent in the NWS-countries.
- In 2007: 69 percent in both OWS-countries and NWS-countries believe that the social welfare situation in their country will be better in 2010.
- We find that women are more optimistic with regard to outlooks on social welfare compared to men.

Current political situation considering democratic structures

- In 2005: 75 percent of OWS-youths considered the democratic structures to be better than the European average, compared to 20 percent in NWS-countries.
- In 2007: 78 percent of OWS-youths consider the democratic structures in their country to be better than the European average, compared to 35 percent in the NWS-countries.

Outlook on political situation considering democratic structures (2010)

- In 2005: 67 percent of OWS-youths considered that the political situation as regards to having sound democratic structures in their country would be better in 2010, compared to 67 percent in NWS-countries.
- In 2007: 83 percent of OWS-youths believe that the political situation as regards to having sound democratic structures will be better in 2010, compared to 64 percent in the NWS-countries.

Current quality of life

- In 2005: 87 percent of OWS-youths considered the quality of life in their country to be better than the European average, compared to 16 percent in NWS-countries.
- In 2007: 86 percent of OWS-countries consider the quality of life in their country to be better than the European average, compared to 23 percent in NWS-countries.

Outlook on quality of life (2010)

- In 2005: 77 percent of OWS-youths believed that their quality of life would be better in 2010, compared to 78 percent in NWS-countries.
- In 2007: 86 percent of OWS-youths believe that their quality of life will be better in 2010, compared to 86 percent in NWS-countries.

Current care for the environment

- In 2005: 73 percent of OWS-youths considered the care for the environment to be better than the European average, compared to 21 percent on NWS-countries.
- In 2007: 72 percent of OWS-youths consider the care for the environment in their country to be better than the European average, compared to 23 percent in NWS-countries.

Outlook on care for the environment (2010)

- In 2005: 69 percent of OWS-youths believed that the care for the environment in their country would be better in 2010, compared to 75 percent in NWS-countries.
- In 2007: 91 percent of OWS-youths believe that the care for the environment in their country will be better in 2010, compared to 81 percent in NWS-countries.

The environment versus economic development

Concerns about the environment have been given added focus in the social and economic development policies and legislation in recent years. The survey endeavoured to assess the next generation's attitudes as regards to the balance and the role of the environment in the context of economic development.

Table 18. The place of the environment in economic development. Percentage.

	2005	2007		
		Total	NWS	OWS
The environment has priority over the economic competitiveness	26	36	34	38
The environment is a driving force for innovation	25	36	33	43
Economic growth is necessary to allow spending on the environment	49	27	33	19
Sum	100	100	100	100

N = 404

In 2005 we found that almost 50 percent thought economic growth was necessary to allow spending on the environment. In 2007 this situation is changed, now only 27 percent think that economic growth is a necessity to allow spending on the environment. No doubt the focus on climate change has had an influence on young people across Europe. Especially young people in OWS-countries, the wealthiest countries, call for environmental action.

- 36 percent states that the environment has priority over the economic competitiveness.
- 36 percent states that the environment is a driving force for innovation.

Whilst gender and self-employment does not matter on this issue, we find that participation in JA-YE programmes does. Compared to non-participants, former participants in JA-YE programmes more often find that the environment has priority over the economic competitiveness and that the environment is a driving force for innovation.

8 The EU's development strategy

Summary

- In general we find that young people are less interested and have less faith in the European Union in 2007 compared to 2005. On all issues, young people from the old EU-countries are most critical.
- Only 30 percent have the opinion that young people are very interested in matters related to the EU.
- About 40 percent think that EU does what is right for the future of Europe
- Less than 40 percent think that EU pays due attention to matters which are important to the young generation.
- About 40 percent think that EU should be enlarged to include more countries.
- The young Europeans think that EU should prioritise to improve education and professional training, as well as invest in research and innovation

The survey addressed some issues directly linked to the next generation's views and attitudes concerning the European Union. In the following we look further into four statements that indicate young people's attitudes to the EU. We have split between the:

- old EU-countries: Austria, Belgium, Denmark, Finland, Sweden and the UK.
- new EU-countries: Bulgaria, Czech Republic, Estonia, Latvia, Romania and Slovakia.
- non-EU-countries: Macedonia, Moldova, Montenegro, Norway and Switzerland.

Table 19. Attitudes to the EU. Percentage agreeing to the statements.

	2005	2007			
		Total	Non	Old	New
Young people are very interested in matters related to the EU	39	31	25	9	45
EU does what is right for the future of Europe	48	42	34	40	46
EU pays due attention to matters important to the young generation	41	36	31	16	48
The EU should be enlarged to include more countries	50	39	46	25	42

N = 404

Let us start by comparing the situation in 2005 and 2007. On all statements there has been a decrease, and there are two differences in particular:

- In 2005 about 40 percent thought that young people are very interested in matters related to the EU, and in 2007 the share is 30 percent.
- In 2005 50 percent thought that the EU should be enlarged to include more countries, and in 2007 the share is about 40 percent.

Not surprisingly we find that young people in the new EU-countries are more positive to the EU in comparison to the Old EU-countries and the non-members:

- A higher percentage thinks that young people are very interested in matters related to the EU.
- A higher percentage consider that the EU pays due attention to matters which are important to the young generation.

About 40 percent think that the EU should be enlarged to include more countries. The share is highest in the non-EU-countries.

The quite negative views of our participants are in accordance to the latest Eurobarometer study (Eurobarometer 2007). This publication (released December) shows a negative trend in comparison to the former Eurobarometer study (released in the spring 2007). In order to understand the downfall from our study in 2005 to this study performed in 2007, we have to remember that 2004 was an exceptional year for Europe with the historic enlargement to include ten new Member States and the signature in Rome of the Treaty establishing a Constitution for the Union. Perhaps this contributed to the more optimistic and positive view on the European Union in our 2005 survey.

The issues of sustaining social and economic development have a high priority in the EU's development work. The survey endeavoured to assess the next generation's opinions as to which areas should be prioritised in the EU's ongoing development plans. When asked to prioritise maximum 3 areas for sustaining economic growth in Europe, the respondents gave us this list:

1. Improve education and professional training: 84 percent.
2. Invest in research and innovation: 81 percent.
3. Use energy more efficiently: 63 percent.
4. Invest in transport infrastructure: 28 percent.
5. Facilitate the creation of companies: 27 percent.
6. Increase the legal number of working hours: 7 percent.

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Enterprise 2010. The Next Generation in 2007

The European network Junior Achievement–Young enterprise Europe (JA-YE) is a not-for-profit organisation dedicated to educate and inspire young people about the world of enterprise and entrepreneurship. Currently the organisation has 2.6 million students in their “learning-by-doing” enterprise education programmes across 41 European countries.

Enterprise 2010 is a series of three cross-country surveys sent out to young people in Europe. The aim of the project is to ask young people what they think about Europe's future and their role in it. In 2005 about 10.000 secondary school students across Europe participated in the youth survey.

This project report is based on our follow on study in 2007, in which some of the respondents from the 2005-study were invited to participate. Data was collected through an internet survey in October, and youths from 17 countries have answered our questionnaire.

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