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Building Entrepreneurial Attitudes



Entrepreneurship is an integral part of society which helps improve the economy and can boost the wealth of a nation. Small businesses and entrepreneurs form an important role in the economic development of nations. It is important to maintain and create new enterprises and economic ventures on a regular basis.

Young people need to be aware of entrepreneurship on a baseline level at the grassroots as a bare minimum as this will assist them in becoming economically active individuals at a later stage. Being aware of entrepreneurship from a younger age allows people to understand more about economic avenues to success. The European Union now also promotes the Europe 2020 strategy which has a key focus on entrepreneurship.

Attitudes, perceptions and knowledge are all aspects which can interact to allow younger people to produce innovative entrepreneurial solutions to the problems in society. Having the 'right' attitude and having knowledge about how to create streams of income can better position NEET youth to become more economically active and positive producers. There is a need to focus on skills and talent development to support NEET youth to better position themselves in the marketplace. One instance maybe for example in a non formal or even formal educational environment young people are trained and funded to create an app relevant to their interests and which has a good opportunity to generate potential revenue. By fostering these sessions young NEET individuals will have the direct opportunity to gain relevant experience and increase their confidence and self esteem as well as propelling their skills set.