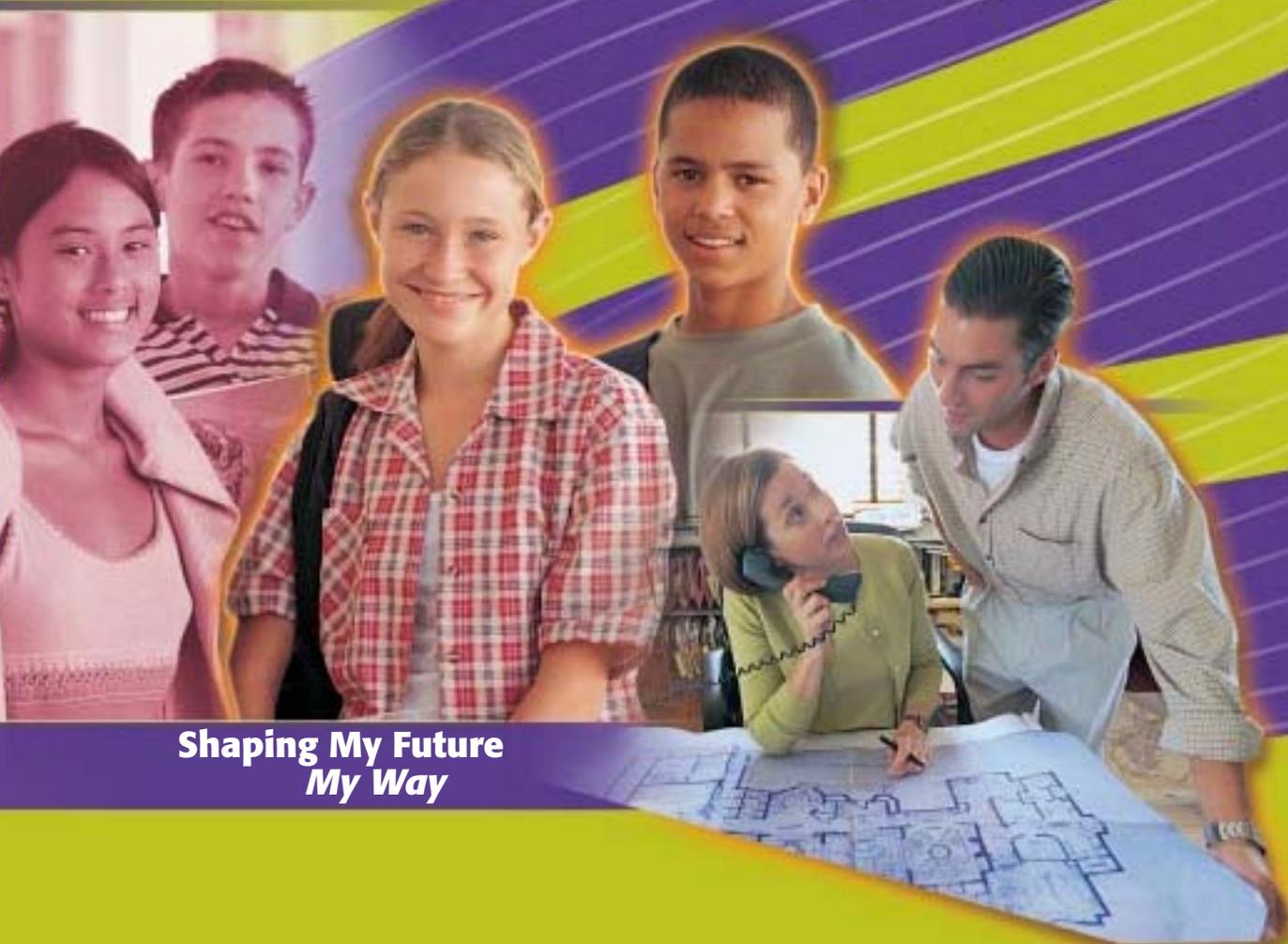




Entrepreneurship  
Challenge

## Three-Year Action Plan 2004-2005-2006



**Shaping My Future  
My Way**



## **Building**

### *the future with young people*

The Government of Québec has decided to take the necessary steps to ensure that young people actively participate in building the future of Québec. Young people's creativity and vitality are essential in re-inventing Québec. The importance of youth is highlighted by the fact that the Premier of Quebec is directly responsible for youth matters, one of the government's priorities.

The Youth Entrepreneurship Challenge fosters the development of true entrepreneurial culture by promoting its values among young Quebecers across all of Québec's regions. In the long run, this entails profound cultural changes and new attitudes.

Youth is a source of vitality and dynamism for the community and is often the driving force behind major social changes. Québec's future cannot be sustained without the active participation of youth.



## **Fostering**

### *a culture*

Carrying out any project, whether individual or collective, involves taking action. As a result, it is important for a society to develop a strong entrepreneurial culture. This is particularly true in the case of Québec where entrepreneurial development does not always correspond to new requirements that result from major challenges in the labour force and the globalization of markets.

Entrepreneurs and businesses, particularly SMBs, contribute to the development and economic growth of communities and regions. Entrepreneurship, one of the core factors that have shaped modern-day society, will play an equally important role in the future.

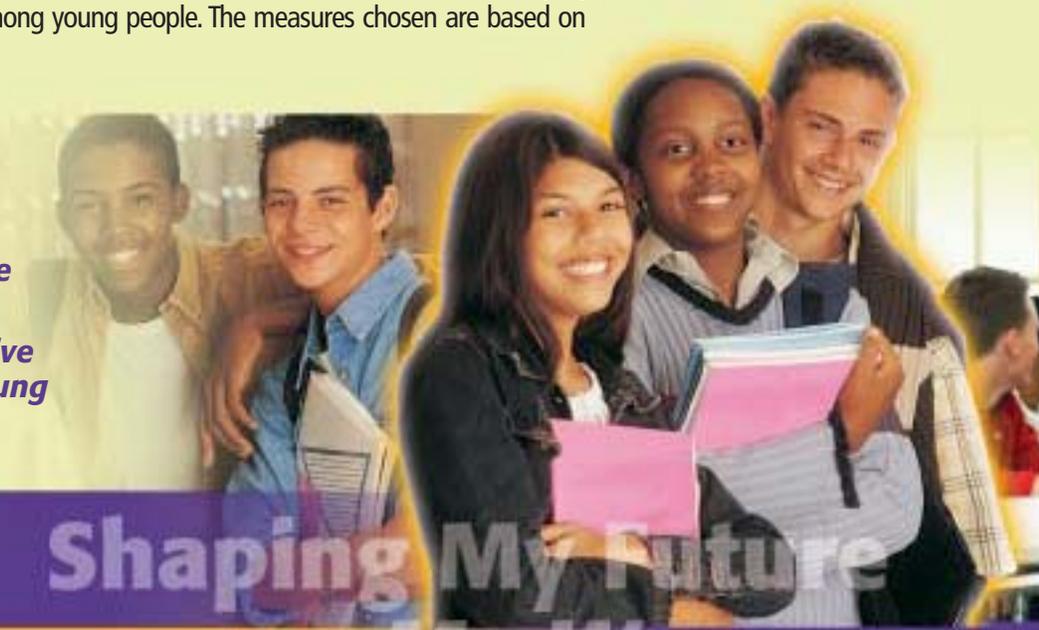
Creativity, Autonomy, Leadership, Responsibility, Solidarity; are all values upon which entrepreneurial culture is built. Promoting entrepreneurship can foster attitudes, skills and abilities that are equally beneficial for tomorrow's entrepreneurs as they are for future employees and citizens.

## > *A three-year action plan*

The Youth Entrepreneurship Challenge is the product of an extensive cooperation between key players of Québec's entrepreneurship network. An action plan prepared in conjunction with the leaders of Québec's youth entrepreneurship network is thus proposed. By forming an advisory committee, these leaders have continued to support the government's initiative in searching for means to promote entrepreneurship among young people.

Over the next three years, more than \$20 million will be attributed to developing entrepreneurial culture among young people. The measures chosen are based on three main axes:

- > *Inviting schools to participate;*
- > *Creating a favourable environment;*
- > *Disseminating effective strategies among young entrepreneurs.*



Shaping My Future  
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Most of the measures target directly young people. They may involve new initiatives or they may be improvements to already existing services. Partners of Québec's entrepreneurship network will carry out the corresponding projects as coordinated by the Secrétariat à la jeunesse. This strategy meets the government's criteria for efficiency and partnership with other entities and organizations involved in the socioeconomic development of communities.

## Inviting schools to participate

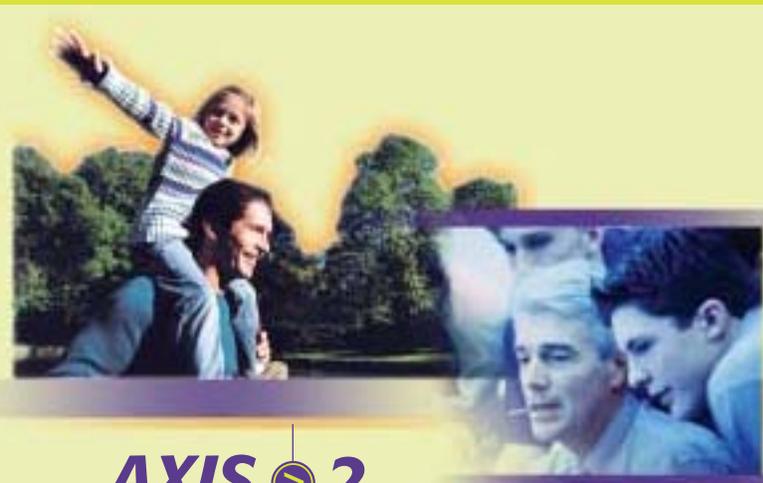
Schools need to take an active role in strengthening entrepreneurial culture. School curricula and activities will thereby help youth acquire entrepreneurial skills and values. This corresponds to the *ministère de l'Éducation's* objective of helping youths achieve self-realization and social integration.

Training, which is presently focused on job market requirements, must further promote the entrepreneurial potential of individuals and groups. Primary, secondary, college and university-level institutions are likely to be ideal venues for spreading knowledge of entrepreneurship. The measures intended for educational institutions or their personnel will be implemented by the *ministère de l'Éducation*.

This series of measures will require an investment of some \$3.8 million.

### > Goals and Measures

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- 1** **Designing and disseminate tools to promote awareness about entrepreneurship within the context of school curricula at the primary, secondary and college levels.**
    - Design educational activities related to entrepreneurship and adapted to primary, secondary and college level instruction;
    - Create an entrepreneurship studies program, in collaboration with the *Commission scolaire Marguerite-Bourgeoys*, the *Fondation de l'entrepreneurship* and Junior Achievement of Québec;
    - Strengthen the "Introduction to Entrepreneurship Measure" sponsored by the *ministère de l'Éducation*;
    - Develop the *Réseau québécois des écoles microentreprises environnementales*;
    - Design and disseminate a promotional tool that fosters partnerships between educators and entrepreneurs.
  - 2** **Promoting entrepreneurship awareness among future educators and guidance counsellors.**
    - Integrate entrepreneurship in educators and guidance counselors' training program.
  - 3** **Identifying and disseminate successful formulas that promote entrepreneurial values, attitudes and skills among young people.**
    - Organize an annual symposium that brings together youth entrepreneurship workers from schools and extracurricular circles, to share innovative experiences;
    - Provide support in organizing the *Rendez-vous entrepreneurial de la Francophonie*, by stimulating interaction & exchanges among students interested in entrepreneurship.
  - 4** **Inviting universities to participate in promoting entrepreneurial culture and entrepreneurship among young people.**
    - Support research projects that promote entrepreneurial culture and entrepreneurship among young people.
  - 5** **Consolidating the promotional activities of youth entrepreneurship networks during extracurricular activities.**
    - Stabilize funding and strengthen certain activities related to the promotion of entrepreneurial culture:
      - Consolidate and broaden the *Clubs d'entrepreneurs étudiants du Québec's* network;
      - Support regional coordination and stabilize funds for the Quebec Entrepreneurship Contest;
      - Support the efforts of Junior Achievement to ensure coordination and expansion of its actions in the regions of Québec.



## **AXIS** ➤ **2**

### *Creating a favourable environment*

Creating an entrepreneurial culture requires a favourable environment. Besides academic institutions and schools, which are a privileged means of intervention, numerous other players help foster entrepreneurial culture and their importance and influence may be decisive. It is essential for these stakeholders to be aware of their role in developing the entrepreneurial skills of young people. Various initiatives will be taken to reach parents, entrepreneurs and even elected officials. Means will also be suggested in setting up a network of resource persons dedicated to promoting youth entrepreneurship in their community.

This series of measures will require an investment of some \$13.9 million.

#### **> Goals and Measures**

- 1** **Creating awareness among family members, regarding the importance stimulating entrepreneurial culture.**
  - Creating an awareness of entrepreneurship among parents through large venues and gatherings.
- 2** **Fostering closer ties between entrepreneurs and schools.**
  - Encourage business people, through business associations and groups of entrepreneurs, to promote entrepreneurship among young people.
- 3** **Encouraging entrepreneurs, particularly family-business owners, to plan for succession.**
  - Support the integrated approach of the *Groupement des chefs d'entreprise du Québec* in facilitating succession planning by setting-up succession clubs and establishing specific training.
- 4** **Consulting entrepreneurs on measures to promote entrepreneurial culture and to develop entrepreneurship.**
  - Setting up a mechanism for consulting groups of entrepreneurs.
- 5** **Fostering the involvement of municipal officials in developing youth entrepreneurship.**
  - Integrate youth entrepreneurship as part of the promotional and training activities intended for elected officials.
- 6** **Creating a network of resource advisors that promote youth entrepreneurship awareness all across Québec.**
  - Create 75 entrepreneurial promotion & awareness officers' positions integrated in the *Carrefour jeunesse-emploi du Québec* (CJE).
- 7** **Promoting cooperative entrepreneurship among young people.**
  - Create 11 jobs with experts solely in charge of promoting educational activities in cooperative entrepreneurship and the social economy.

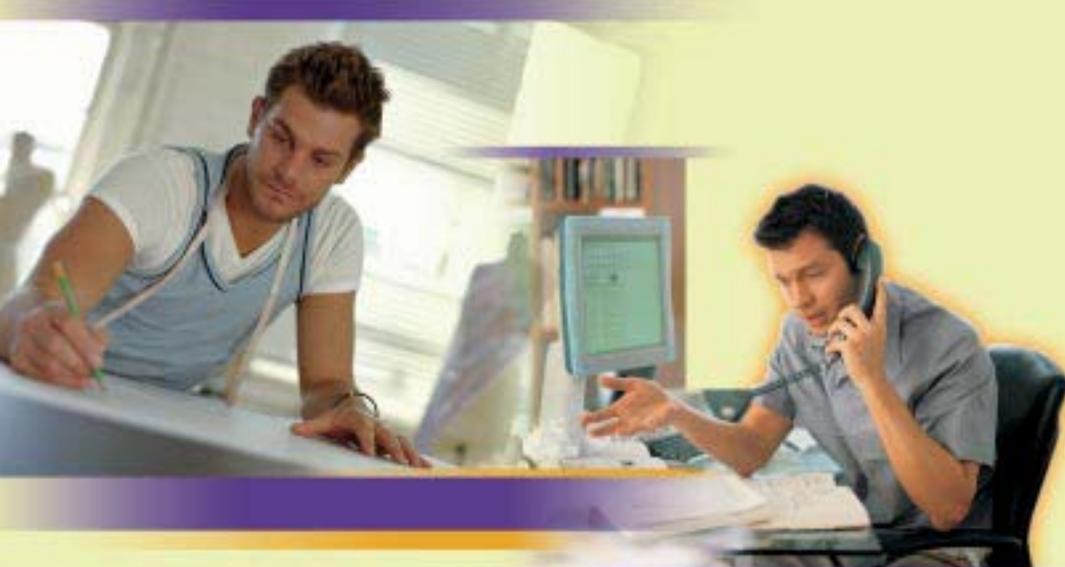
## Disseminating effective strategies to young entrepreneurs

Young people who wish to pursue a career as an entrepreneur mostly have for role-model young entrepreneurs. Thus, to ensure the success of these young entrepreneurs we must provide them with the appropriate means to successfully carry out their business project. These means include, among other things, the required information and training at the most crucial stage of their business project. This is primarily during the first years of operation. Effective tools and strategies that meet their needs must be made available to young entrepreneurs in order to foster their management skills.

This series of measures will require an investment of some \$2.6 million.

### > Goals and Measures

- 1 **Providing information and support services to young entrepreneurs through Internet.**
  - Consider the "young entrepreneur" aspect in the *ministère du Développement économique et régional's* on-line service gateway for businesses;
  - Provide support in developing the *Portail d'affaires pour les jeunes entrepreneurs (PAJE)* of the *Services d'aide aux jeunes entrepreneurs (SAJE)* of Montréal.
- 2 **Promoting business networking to young entrepreneurs.**
  - Organize sessions that create awareness about the advantages of networking.
- 3 **Fostering better management skills for young entrepreneurs.**
  - Establish short-term training to be offered by the public network of *Services aux entreprises (SAE)* du Québec;
  - Initiate young people to use the "Qualimeter" and the "Quality tools" of the *Mouvement québécois de la qualité*.
- 4 **Encouraging Mentoring.**
  - Stabilize and support the *Fondation de l'entrepreneurship's* mentorship program.
- 5 **Supporting micro-credit projects for young entrepreneurs.**
  - Provide specialized technical assistance to allow young entrepreneurs to carry out microcredit projects, in cooperation with the *Réseau québécois du crédit communautaire*.



## > **A challenge** *for the present and the future*

The Youth Entrepreneurship Challenge involves people of all ages and deals with both the present and the future of Québec society. The Challenge brings together highly dynamic players in an important societal endeavor that aims at strengthening entrepreneurial culture in Québec and ensuring the future of tomorrow's leaders.

This action plan is a reality thanks to the close cooperation between the main departments of the Government of Québec dedicated to youth entrepreneurship, particularly the *ministère de l'Éducation* and the *ministère du Développement économique et régional*, and thanks to a major financial contribution by the *Fonds Jeunesse Québec*.

For a complete version of Youth Entrepreneurship Challenge's Three-Year Action Plan, consult the *Secrétariat à la jeunesse's* web site at the following address:  
[www.jeunes.gouv.qc.ca](http://www.jeunes.gouv.qc.ca).

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