

# 7 Entrepreneurial competences presented based on EntreComp framework to boost innovation in agrifood industry



Applying EntreComp to attract young people to the 1st European manufacturing sector: the AGRIFOOD industry

## EntreComp Food



Co-funded by the COSME programme of the European Union

More information:  
[www.gzs.si/entrecompfood](http://www.gzs.si/entrecompfood)



# IDEAS AND OPPORTUNITIES

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# Vision

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To make our vision of the future come true.

- Imagine the future.
- Develop a vision to turn ideas into action.
- Visualise future scenarios to help guide effort and action

*“After all, a vision is a picture of the future are inspiring”.  
it drives  
people to action.  
By Paul Smith*

**H1 Imagine**

**H2 Think strategically**

**H3 Guide action**



Ideas and  
opportunities

**Imagine it.**

**VISION**

**Visualise future scenarios to help guide efforts and actions.**

**Think strategically.**

**Try to realise your vision of the future.**

**Develop a vision of transition from idea to action.**

**Guide actions.**

**Imagine the future.**



**Ideas and opportunities**



# Creativity

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## Developing creative and purposeful ideas.

- Develop several ideas and opportunities to create value, including better solutions to existing and new challenges
- Explore and experiment with innovative approaches
- Combine knowledge and resources to achieve valuable effects .

*"Creativity is intelligence having fun."  
By Albert Einstein*



Ideas and  
opportunities

**H1 Be curious and open**

**H2 Develop ideas**

**H3 Define problems**

**H4 Design value**

**H5 Be innovative**



**Develop  
ideas.**

**CREATIVITY**

**Develop  
creative and  
purposeful  
ideas.**

**Define  
problems.**

**Be  
innovative.**

**Design  
value.**

**Be curious  
and open.**



**Ideas and  
opportunities**





# Ethical and sustainable thinking

**Assess the consequences and impact of ideas, opportunities and actions.**

- Assess the consequences of ideas that bring value and the effect of entrepreneurial action on the target community, the market, society and the environment
- Reflect on how sustainable long-term social, cultural and economic goals are, and the course of action chosen
- Act responsibly

**H1 Behave ethically**

**H2 Think sustainably**

**H3 Assess impact**

**H4 Be accountable**

*The best time to plant a tree was 20 years ago.  
The second best time is now.  
The Chinese Proverb*



**Behave  
ethically.**

**ETHICAL AND  
SUSTAINABLE  
THINKING**

**Assess the  
consequences and  
impact of ideas,  
opportunities and  
actions.**

**Think  
sustainably.**

**Act  
responsibly.**

**Assess  
impact.**

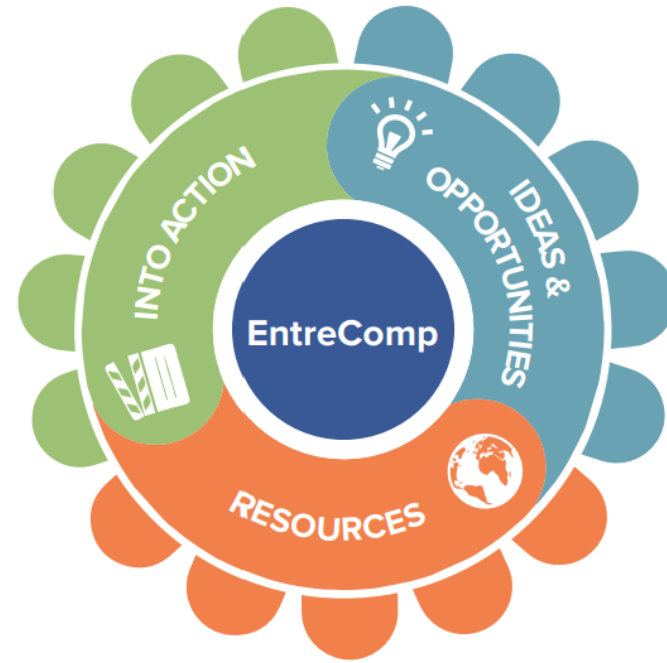
**Be  
accountable.**



**Ideas and  
opportunities**







# RESOURCES

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# Motivation and Perseverance

## Stay focused and don't give up.

- Be determined to turn ideas into action and satisfy your need to achieve
- Be prepared to be patient and keep trying to achieve your long-term individual or group aims
- Be resilient under pressure, adversity, and temporary failure

*"Motivation is what gets you started."  
Habit is what keeps you going.  
Jim Rohn*

**H1 Stay driven**

**H2 Be determined**

**H3 Focus on what keeps you motivated**

**H4 Be resilient**

**H5 Don't give up**



**Don't give up.**

**MOTIVATION  
AND  
PERSEVERANCE**

**Be prepared to be patient  
and keep trying to achieve  
your long-term individual  
or group aims.**

**Resist pressure,  
trouble and  
temporary failure.**

**Stay driven.**

**Be  
determined.**

**Focus on what  
keeps you  
motivated.**

**Be resilient.**



**Resources**



# Mobilizing resources

## Gather and manage the resources you need .

- Get and manage the material, non-material and digital resources needed to turn ideas into action
- Make the most of limited resources
- Get and manage the competences needed at any stage, including technical, legal, tax and digital competences

*Time is the scarcest resource  
and unless it is managed  
nothing else can be managed.*

*By Peter Drucker*

*"Harness the power of peers".*

*Daniel H. Pink*

**H1 Manage resources**

**H2 Use resources responsibly**

**H3 Make the most of your time**

**H4 Get support**



**Resources**

**Get and manage  
the resources  
you need.**

## **MOBILIZING RESOURCES**

**Make the most  
of limited  
resources.**

**Use resources  
responsibly.**

**Get support.**

**Manage  
resources  
(material and  
nonmaterial).**



**Resources**

**Make the most  
of your time.**





# INTO ACTION

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*Teamwork Makes  
the dream work.  
John C. Maxwell*

# Working with others

Team up, collaborate and network Work with others to move from idea to action.

- Work together and co-operate with others to develop ideas and turn them into action
- Network
- Solve conflicts and face up to competition positively when necessary

**H1** Accept diversity

**H2** Develop emotional intelligence

**H3** Listen actively

**H4** Team up

**H5** Work together

**H6** Expand your network



**Accept the diversity (people's differences).**

**Working with others**

**Work together and cooperate with others to develop ideas and turn them into action.**

**Develop emotional intelligence.**

**Network.**

**Work together.**

**Listen actively.**

**Expand your network.**

 **INTO ACTION**





# Learning through experience



## Learn by doing

- Use any initiative for value creation as a learning opportunity
- Learn with others, including peers and mentors
- Reflect and learn from both success and failure (your own and other people's)

*A thorn of experience  
is worth more than a  
forest of warnings.  
James Russell Lowell*

**H1 Reflect**

**H2 Learn to learn**

**H3 Learn from experience**



**Learn by  
doing.**

**Learning  
through  
experience**

**Reflect.**

**Learn to  
learn.**

**Reflect and learn from  
both success and  
failure (your own and  
other people's)**

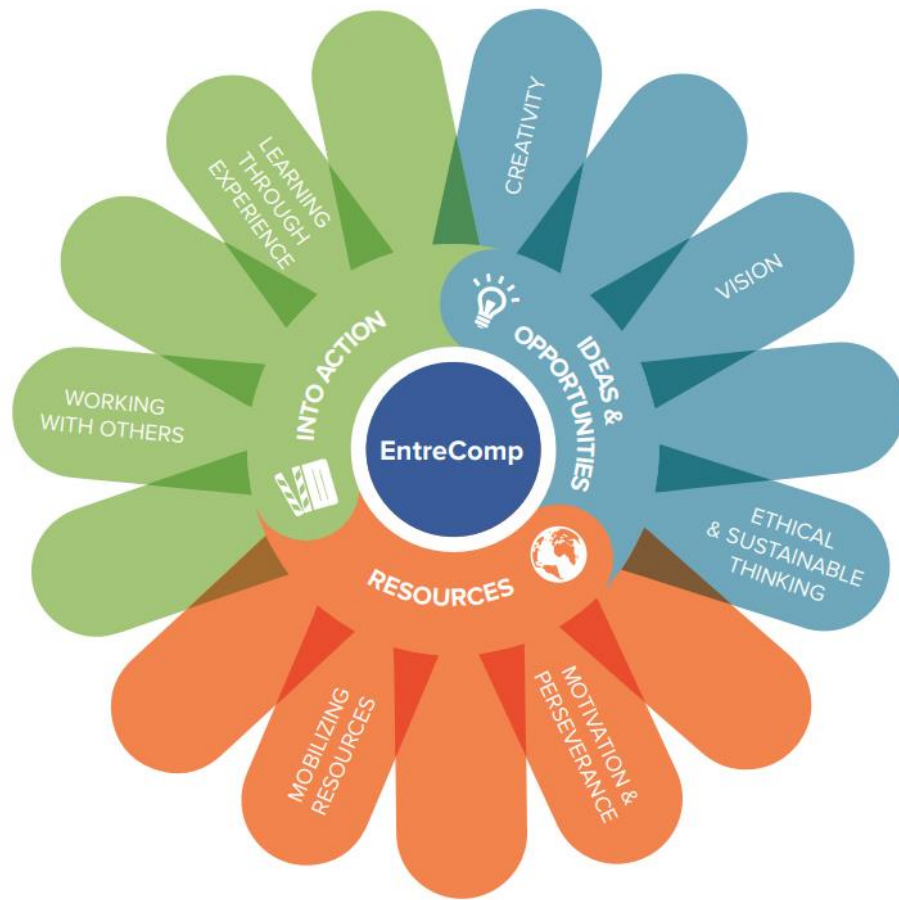
**Learn from  
experience.**

**Learn with others,  
including peers  
and mentors.**



**INTO ACTION**





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