

Youth entrepreneurship challenge

Think outside the box,
Follow your dreams,
Take charge of your future.



STRATEGIC CHOICE 1

“ ENTREPRENEURSHIP IS AT THE CORE OF SCHOOL LIFE, WHICH IS WHY STUDENTS ENJOY COMING TO SCHOOL EACH MORNING. DIFFERENT PROJECTS HELP THEM DEVELOP PREVIOUSLY UNDISCOVERED SKILLS AND VALUES. BELIEVE ME—ONCE YOU GET INTRODUCED TO ENTREPRENEURSHIP, YOU’LL NEVER TURN BACK!

- DENISE ARSENAULT,
GRADE 6 TEACHER, ÉCOLE DU PARC-ORLÉANS ”

Intensify the development of an entrepreneurial culture

The emergence of an entrepreneurial culture in Québec depends on the mobilization of all actors in the community. As the classroom, from primary school to university, is an ideal environment for spreading awareness, stakeholders from the education sector are invaluable allies for the development of young people’s entrepreneurial skills.

Entrepreneurship educational programs and tools have been developed, and they are wonderful means by which we can contribute to a stimulating learning environment that will enable young people to discover their potential and talents. Actors from the business world have an important role to play by collaborating with education stakeholders. They will work together to foster the desire to succeed and the drive to pursue further studies, in addition to developing civic involvement in young people.



Measures:

- Support young people in their entrepreneurial initiatives
- Mobilize education stakeholders
- Strengthen interventions in education by making them more coherent
- Establish links between schools and the business world
- Encourage the involvement of elected municipal officials
- Promote regional social economies

ENTREPRENEURSHIP IN THE CLASSROOM,
THE CURE FOR DROPPING OUT!

STRATEGIC CHOICE 2

Foster the Success of young entrepreneurs



THE TRAINING FROM THE MOUVEMENT QUÉBÉCOIS DE LA QUALITÉ THAT I RECEIVED ENABLED ME TO BETTER CONDUCT MY OWN EVALUATION OF MY COMPANY AND TO TARGET AREAS FOR IMPROVEMENT, WHILE ALSO PROVIDING ME WITH THE TOOLS TO DO SO.

- ANNICK LAROCHELLE,
CHIROPRACTOR,
SAINT-GEORGES DE BEAUVE



The government seeks to foster in our young entrepreneurs the spirit of excellence and innovation by giving them the means to successfully carry out their business projects.

If a young person is to be successful when he or she sets out to realize the dream of being an entrepreneur, advice and access to appropriate training are essential. Business mentoring benefits young people by providing them with valuable coaching that will improve their management skills. This support will enable young Quebecers to make sound decisions when launching and developing their business, especially during the critical first few years of its existence.

Many actions will be carried out to promote the acquisition of knowledge about best business practices, giving young entrepreneurs much better chances of success.

In addition, initiatives will be launched to address the development of the next generation of workers in the agricultural and bio-food sectors.

Measures:

- Improve management skills
- Step up coaching efforts
- Foster the development of young workers in the agricultural and bio-food sectors



STRATEGIC CHOICE 3

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I WOULD DO THIS ALL OVER AGAIN
IN A HEARTBEAT! I TOOK WHAT
COULD BE MY FIRST STEPS TOWARDS
THE INTERNATIONAL DEVELOPMENT
OF MY BUSINESS PROJECT.

- CATHERINE PORLIER,
PARTICIPANT IN THE FUTURALLIA
TRADE MISSION

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Introduce

young people to the global realities of entrepreneurship

The future of Québec lies in the context of globalized markets. In order to prepare young people for this reality, the government seeks to expose young Quebecers to experiences that will increase their knowledge and expertise in international business. The discovery of different kinds of know-how through training sessions on trades, business startup and business management will encourage a global entrepreneurial outlook among young people. International business mentoring is also an opportunity for young entrepreneurs to network.

In order to adequately equip the next generation for global competition, the government will work to encourage young entrepreneurs to participate in internships and training opportunities abroad, in addition to trade missions.

Measure:

- Enable mobility and the acquisition of experience



For an enterprising Québec

$$\begin{array}{r} 18 + 4 \\ \hline 22 \end{array}$$

The development of individual and social entrepreneurship is of critical importance to Québec's future. We must ensure the personal growth of citizens, the creation of new jobs and the economic vitality of our society. When the Québec government launched the 2004 Youth Entrepreneurship Challenge, it announced its vision of the future through the framework of a strategy focused entirely on the development of entrepreneurial culture among young people. It is an important societal project for the future of Québec, bringing together leading partners from the entrepreneurship and education networks to ensure that the rising generation of workers is dynamic and competent. By promoting values such as creativity, responsibility, solidarity, perseverance, self-confidence and initiative, we are making a solid contribution to individual and societal enrichment.

Building on the achievements of the last five years, the government is committed to continuing and strengthening its efforts in order to consolidate and expand the development of entrepreneurial culture in Québec.



The Youth Entrepreneurship Challenge is part of the 2009-2014 Youth Action Strategy, an extensive government action plan that seeks to foster the success and personal growth of young Quebecers.



The Youth Entrepreneurship Challenge brings together actors who support the success of young people by working towards a common goal for the future of Québec:

building a strong **entrepreneurial culture**
and **developing** a dynamic and competent next
generation of workers.

Numerous participants are working across Québec to implement this extensive project. The Challenge has enabled the creation of a far-reaching network of agents who work to promote and develop youth entrepreneurship within organizations and the school network.

The Québec government is aware of the important contribution young people make to the development of our society, particularly in the development of our businesses. This is why the government is doing everything it can to empower youth for tomorrow's Québec.

Legal deposit, Bibliothèque et Archives nationale du Québec, 2009
ISBN 978-2-550-56385-3
ISBN 978-2-550-56386-0

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