

Entrepreneurship for the many people!

Is it possible to create a better foundation for entrepreneurship for the many people? Is an entrepreneur allowed to make mistakes, and what differences could widespread entrepreneurship make for society and the world at large?

In this workshop, we focus on a few inspiring entrepreneurs, and learn from their successes and mistakes. We reflect on the abilities and characteristics that are important in a successful entrepreneur. Videos and archive material from IKEA are also used to communicate insights into social entrepreneurship. IKEA believes today that broader entrepreneurship that encompasses the many people is the only possible solution to global challenges such as the climate crisis. It is about identifying individual strengths, working together with others, finding better working methods, and getting things done.

Workshops at IKEA Museum are always based on Swedish national curriculums and syllabuses. We have used the latest updated versions (which come into force in 2022). This description contains:

- An outline of the purpose of the workshop.
- Which compulsory school subjects it can be linked to and why, according to the curriculum and syllabus.

Purpose

- To explore different definitions of entrepreneurship, the characteristics of entrepreneurs and their significance.
- To understand the link between entrepreneurship and a better life for the many people.
- To understand how entrepreneurship impacts on society and the world.
- To look at entrepreneurship from different angles, partly using videos of Ingvar Kamprad and Peter Kamprad talking about 'entrepreneurial mistakes'.
- To allow students to delve into our company's historical archives and analyse texts and letters by Ingvar Kamprad, and to examine entrepreneurship through real-life examples.

Entrepreneurship is an aspect of lifelong learning, and one of the EU's revised Key Competences from 2018. Here, entrepreneurial competence is described as the capacity to act upon opportunities and ideas, and to transform them into values for others. The values may be cultural, social or economic in nature. The competence is founded upon creativity, critical thinking and problem solving, taking initiative and perseverance, and the ability to work collaboratively in order to plan. The importance of ethical responsibility and empathy for other people and the world is a central tenet.

Concrete links to subjects and syllabuses in compulsory school

The Swedish Curriculum for Compulsory School talks about the ability to develop an attitude that promotes entrepreneurship, and the importance of cooperation with players outside the school. With insights into how IKEA has worked with entrepreneurship in the past and works with it today, we want to inspire students and provide concrete knowledge.

Concrete links to subjects and syllabuses in upper secondary school

The subject of entrepreneurship is focused on providing students with an understanding of the significance of entrepreneurship in social development. Teaching should help students to develop confidence in their personal resources, and stimulate their creativity and desire to tackle challenges and take responsibility for turning ideas into practical activity. The workshop links to entrepreneurship and important characteristics of entrepreneurs using videos, archive material and exercises. We also talk about social entrepreneurship, and discuss what it means for the people and sustainable development.