

# FORÓIGE'S NETWORK FOR TEACHING ENTREPRENEURSHIP

THE IRELAND FUNDS ARE HELPING IRELAND'S YOUNGEST ENTREPRENEURS BUILD BUSINESS, ACADEMIC AND LIFE SKILLS.

Historically, the five P's of marketing have been taught as, "Product, Price, Promotion, Place and People." Foróige's Network for Teaching Entrepreneurship is ensuring that Ireland's children learn a few more such as Pride, Purpose and Possibility. Foróige is Ireland's leading youth organization operating in 26 counties in Ireland. Working with almost 60,000 young people age 10-18 they connect Ireland's young people with clubs, projects and mentoring. Their Network for Teaching Entrepreneurship (NFTE) is an entrepreneurship education and development program that was first established in the US and brought to Ireland in 2004. It develops business skills and enterprise among young people teaching them not only to develop their own business ideas, but to tap into their confidence and potential to succeed along the way.



NFTE Student Finalists for "Youth Entrepreneur of the Year" with their business product ideas





“Being in business as a young person is brilliant. NFTE taught me how to ship my product overseas and work with companies that can help me distribute. I learned how to get my product shown all around Ireland and even in Canada. Everyone has ideas, you just need the initiative to get up and put them out there. Make them come true.” – *Youth Entrepreneur of the Year, Amy—age 17—an NFTE participant who is now marketing customizable earmuffs and pillows with built-in headphones. A total of 1,500 participants from low income communities set up 850 businesses as part of this year’s NFTE entrepreneurship programme.*



**SINCE 2006**, The Ireland Funds have supported these in-school and youth center programs. From September to May teachers can attend “NFTE University” where all aspects of establishing and running a small business are taught. Teachers are then certified to teach the program in schools to students. Students receive entrepreneurship training through training, guest speakers, hands-on product development, classroom mentors and field trips to local companies. NFTE is active in 10 countries and each year, the NFTE international chapters converge on NYC for the “Dare to Dream” Awards ceremony where the best business ideas are presented head-to-head with other young people from around the world. To date, over 500,000 young people have received NFTE education around the world.

Not all student business ideas come to full fruition, but there are clear benefits gained simply by going through the NFTE program. Participants in these programs have shown an increase in college attendance rates and in some cases the programs have been the inception for successful businesses run by young people, many of whom are from disadvantaged areas. Research from Harvard University has shown participants:

- Career aspirations increased 44%
- Interest in attending college increased 32%
- Students’ business knowledge increased by 20 times vs. control group
- Leadership behavior increased 13.2%
- Belief that attaining one’s goals is within one’s control significantly increased

“Never before has entrepreneurship education been more important than it is today. I believe that every young person in Ireland should have enterprise education as part of their learning and development. Programmes like NFTE are vital for encouraging young people to establish small indigenous businesses, which ultimately is what our economy needs to climb out of this recession”— *an NFTE Business Mentor*

“We’ve been working with The Ireland Funds over the last four years. We’re hugely grateful because it is changing young people’s lives. The Grant Round has helped us reach over 3,000 young people and train over 100 additional educators. The Grant Round has also helped us develop our curriculum across all of Ireland, North and South. Not only have The Ireland Funds given us money, they’ve given us their time.” — *Maria Doherty, NFTE Program Manager*