



Press Release

8 PER CENT (8%): The new Entrepreneurship training for Innovators

The 8% project was launched on December 3rd 2020, during a web-conference gathering the 8 partners of this project funded as a Strategic partnership for vocational education and training under the Erasmus + Programme. This project starts from an observation of the dynamics of entrepreneurship in the digital age.

Indeed, creative entrepreneurs are essential to the European gross and innovation. At the moment *"85% of entrepreneurs around the world build business based on someone else's idea. Only about 15% of them launch ventures based upon their own original idea"* - (Amar Bhide, 2018).

In this context, the partnership chose to pick up a name representing these innovative entrepreneurs. "8%" is a reference to the people buying the "Bondi Blue"

IMac at the dawn of the 21st century. This 8% were considered at the time as the portion of people thinking out of the box.

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The 8% project wants to deliver its message directly to this fringe of the population thinking differently and especially to new and innovative entrepreneurs. The partnership is composed of 8 organisations from all around

Europe (Ireland, Germany, Croatia, Portugal, France, The Netherlands, Spain and Cyprus).

This message will be designed as learning materials for learners and tutors in the VET sector. The materials must address the topics regularly tackled by the entrepreneurs trying to innovate.

From September 2020 to September 2022, the 8% project intends to create three major results:

- A compendium of interactive infographics providing innovation entrepreneurship training
- An in-service training for tutors
- A MOOC

For more information on the project or if you're willing to participate please contact us: paul.naglik@boreal-innovation.com

