

3.10 Promotion of entrepreneurship culture

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Special events and activities

The Federal Ministry for Economic Affairs and Energy ([Bundesministerium für Wirtschaft und Energie](#), BMWi) runs an initiative entitled Neue Gründerzeit that brings together various assistance schemes, communicates with target groups and informs interested parties about existing competitions, such as [Deutscher Gründerpreis](#) or [Gründerwettbewerb Digitale Innovationen](#), in an attempt to strengthen Germany's start-up culture. See also the section "[Start-up funding for young entrepreneurs](#)".

Startup Week Germany ([Gründerwoche Deutschland](#)) is a week of events across Germany by BMWi intended to create a new start-up culture and start-up-friendly climate in Germany. One of its goals is to motivate young people to think and act like entrepreneurs, to encourage them to develop entrepreneurial expertise, to stimulate their creativity, to share ideas, experiences and opinions relating to start-ups and being self-employed, and to showcase initiatives that promote start-up ideas. Gründerwoche 2020: 16-22 November.

FRAUEN unternehmen ([Women do business](#)) is run jointly by BMWi and the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (Bundesministerium für Familie, Senioren, Frauen und Jugend). It was launched in 2014 and is dedicated to promoting entrepreneurship among women. Woman entrepreneurs from across Germany attend events as role models to pass on their experiences to female pupils, apprentices, students, graduates and women interested in starting a business.

BMWi, various education ministries in the federal states and education initiatives support the largest online start-up simulation game in Germany, the German student entrepreneurs award ([Deutscher Gründerpreis für Schüler](#)). Young people from schools and vocational colleges aged 16 and over can turn their ideas into fictional business concepts, including a business plan and marketing strategy. The game aims to foster the start-up climate in Germany. BMWi also supports the federal student company contest ([Bundes-Schülerfirmen-Contest](#)). Student

companies present their business ideas and how their work is organised online. The winning student company is awarded a cash prize.

The entrepreneurship challenge ([Herausforderung Unternehmertum](#)) project run by Studienförderwerk Klaus Murmann, a scholarship organisation, is sponsored by BMWi. The programme is aimed at students who wish to gain entrepreneurial skills during their studies. Students can apply once a year by submitting their start-up and project ideas and may receive a grant of up to 15,000 euros.

Networks and partnerships

The German Children and Youth Foundation ([Deutsche Kinder-und Jugendstiftung](#)) coordinates a network of student companies. The network's advisors advise student companies and teachers and help them with questions relating to student company work. The network awards a quality label called KLASSE UNTERNEHMEN.

[SchulePLUS](#) promotes connections between schools and school partners such as businesses, associations and experts from across Germany. Amongst other things, pupils join businesses, start-ups and universities to organise various events that aim to provide them with career guidance. SchulePLUS runs a platform called [schülerpraktikum.de](#) that businesses across Germany can use to advertise internship places for pupils.

The Berlin Senate Department for Economics, Energy and Public Enterprises (Berliner Senatsverwaltung für Wirtschaft, Energie und Betriebe) works with partner organisations in the [Unternehmergeist macht Schule in Berlin network](#). The network aims to show school pupils that economic subjects are fun and interesting.

For more information on partnerships that promote entrepreneurship in formal education, see also the section “[Development of entrepreneurship competence](#)”.