



Developing an inclusive and innovative entrepreneurship education in Europe 2017-2020

Kuokkala school entrepreneurship program 2019-2020

Co-creation for Christmas market of forth and nine graders in Kuokkala -School in Jyväskylä, Finland.

Kuokkala primary school in Jyväskylä, Finland took part in “Start In”- entrepreneurship education program during semester 2019- 2020. The goal in participation in the program was to find a new ways to integrate students form different school levels into entrepreneurship education in a practical way. So, that the project would benefit both the primary school grades of 1-6, as well the upper comprehensive grades of 7-9. The aim was also that the project would be concrete doing by students and would also include some financial income for the supporting the upcoming students field trip.

After few get-togethers it made sense to us to select class 4A for the practical part of the project. Project was planned and carried out in a way that it would integrate lower and upper grades together. Our goal was also to find meaningful roles to both 10- and 15-year old pupils. From upper grades we selected a few ninth graders from tutor students who showed voluntary interest to take part in this project.

Creativity and networks in the core of the project

It soon turned out that Mrs. Erika Laaksoranta, teacher of class 4A, is quite an artisan and have lots of experience manufacturing different kinds of handicrafts. Christmas was coming soon, so it was only natural to plan and produce something for Christmas season. Products that would be possible to be manufactured by fourth graders in the school facilities. Different products and materials were under consideration in the planning. Key preferences for products to be made were that they had to be relatively cheap to produce and in material costs and to offer a reasonable margin of profit.

We decided to make four different products which students are able to make and are perfect for the Christmas season: Christmas candles, wooden earrings, Christmas greeting cards and small Christmas trees made of candies. Candles were made from scratch, casted from paraffin and molded with used Pringles-tubes. Earrings were shaped using our schools’ new acquisition, laser cutter, and were finished by hands.

Manufacturing the goods was left to fourth graders due to their more flexible curriculum. We pondered ways to include ninth graders and we came across to an idea of a market and consumer research. Ninth graders brought up an great idea to make the research of using the Google Forms for digital survey. They also did face -to- face -survey at Kuokkala shopping mall.

Idea generation and pricing based on the digital market research

Pricing the goods accordingly was a bit of a problem at the beginning. Market research and consumer perspective form the survey gave us a clear picture of how we should price the items. After the research was done, ninth graders presented the summary to the fourth graders in a meeting.

After the goods were manufactured and priced, it was time to hit the market. We were offered a great chance to take part in local traditional Christmas Market in Toivolan old courtyard which is an old-



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fashioned place for markets and events. The sale was a success. Fourth graders were doing the sales and promotion in winter conditions outside with high motivation and inspiration. We were prepared to be at Toivola from Friday to Sunday, but our stock was sold out already on Saturday!

Video production wraps up the project

The final part of the project was to compose a video about the program. Ninth graders have photographed the project from day one and they have also composed a manuscript for upcoming video. Students from computer science class participate the video editing and they produce several different editions from the material. Final video should be ready in spring 2020.

Entrepreneurs visit for inspiration

The project will culminate in March 2020 when we'll have entrepreneur visitor in the class from Toivola Court Yards, company called Titityy, CEO, Mrs. Tiina Huhtaniemi. She will give tips and inspiration based on her 10 years' experience as an entrepreneur.

Key learning points

The key learning point for students was project planning and management. The experience strengthened the competences of working with others, taking the initiative creation and valuing ideas. They also realized how much work and duties the production and sales event required. Quality management of products and organizing the market day were also learning points for students. Ninth graders also learned different ways of project documentation and research.

For teachers, the project strengthened the courage and initiative to take actions and to cope with ambiguity, uncertainty and risk. The experience gave courage to integrate different age of learners and groups to work together.

Start In -eLearning material used in this case

In Kuokkala case the mostly used contents of the Start In eLearning material were the following:

UNIT 1. Inclusive and Innovative Entrepreneurship at School in Europe

1.4 Creativity in Entrepreneurship.

(creative product development and production, craftsmen skills, own production)

1.5 Digital skills and technologies applied to entrepreneurship education.

(Market and consumer research, video documentation of the event and publishing in You Tube, Digital platform for co-creation)

UNIT 2. Project management and financial planning for innovative and inclusive entrepreneurship

2.3. Financing issues (3.5. Financial goals and statements, 3.6. Accountability)

(Pricing, production costs, profit)

2.4. Prototyping and the Cultural and Social Impact of the project.

(Prototypes for consumer evaluation, testing of products, market research, identify and select the most potential products for the sales.)

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UNIT 3. Making inclusive entrepreneurship programs real.

3.2. Cooperation with stakeholders (two teachers, Students from grades 4 and 9, entrepreneurs, Christmas market event.)

3.3. Reflection and co-creation
(reflection session with teachers, students and entrepreneur after the event at the school)

Teachers Teemu Haatainen and Erika Laaksoranta, Kuokkalan Yhtenäiskoulu, Jyväskylä, Finland

Extra material of the case:

Link to the Christmas event Facebook marketing video: <https://www.facebook.com/watch/?v=963508357357452>



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Toivolan Vanha Piha
4. joulukuuta 2019

Ensi viikonlopun Joulupihan teemana on Perheiden joulu. Avoinna ollaan myös itsenäisyyspäivänä klo 11-16 ➕ Muiden myyjien mukana menossa on Kuokkalan yhtenäiskoulun 4 A luokka, joka tulee myymään keskipihan mökkiin itse tehtyjä tuotteitaan. Luokka on osallistunut JAMKin Start in -yrittäjyyskasvatus hankkeen pilotointiin, meitä mentorina luokalle toimii Tiina @lankakauppattityytä. Lapset sekä ope tuntuvat olevan innoissaan, joten tulkaapa käymään, moikkaamaan ja tukemaan nuoria toivoja ❤️ @jamk.fi @jyvaskylänkaupunki #joulupiha2019 #toivolanvanhapiha #jyvaskylänsydämessä #visitjyvaskylä #jyvaskylänkaupunki

Sinä, Piia Kolho, Silja Parri ja 15 muuta 5 jakoa

👍 Ihastu 💬 Kommentti ➦ Jaa 📷

Kirjoita kommentti...