

Entrepreneurship Education // VET Schools as Entrepreneurial Hubs

Practice/Case Study

You can share a **best practice or case study** on Entrepreneurship Education and VET schools functioning as entrepreneurial hubs.

These case studies will be shared with our target audience through the “Readings” section of our website, aiming to raise awareness and contribute towards the identification of the basic elements of an ideal VET school-based entrepreneurial support system.

Please fill in the template and submit it via email at info@incuvet.eu along with any supporting documents needed.

Type [Project, Training course, VET school, Institution/Organisation etc.]:

VET school

Institution/Project/Initiative name:

Charity Cake Auction

Leading institution/organization [for projects/initiatives/training courses]:

Pärnumaa Vocational Education Centre

City:

Pärnu

Country:

Estonia

Language:

English

Level [European, National, Regional, Local]:

Local, regional

Field/Sector [ICT, Construction, Design, Manufacturing, etc.]:

Business administration, charity.

Website:

www.hariduskeskus.ee

Short description, including methodologies used and learning outcomes [up to 800 words]:

PVEC business administration second year students organized a Charity Cake Auction to celebrate Business week in Estonia. The general aim of the project was to inform people about Pärnumaa Animals Shelter's situation, their aims and their activities. Students wanted to help them financially, so that they could improve their operations. The direct objective was to get management and project implementation experience. The event took place on 08.10.2015. Students decided to give all the earnings to the Pärnumaa Animals Shelter as we had cooperated with them before.

Action plan was:

- * Students informed PVEC headmaster Riina Mürsepp about the event and got permission to organize it at school.
- * They met with the Pärnumaa Animals Shelter manager and shared their idea and aims.
- * They registered an e-mail address, which they used for communication with students and companies.
- * Students prepared Pärnumaa cafeterias contact list and informed them and city government about the auction.
- * For successful outcomes students sent 55 companies an invitation to the cake event.
- * They went to the local cafeterias and met our school study groups (53 groups) to ask them to donate cakes.
- * They also invited different companies to take part in the auction.
- * They made all the commercials, flyers and announcements to promote the event.
- * They created Facebook site „Charity Cake Auction” and shared information in the school's Facebook page.
- * They forwarded the information through school radio and made a press release.
- * They made auction rules, slide shows and price tags etc.
- * Students informed Estonian National Television and Tre Radio (Pärnu radio) about the event.
- * They decorated the room and checked all the equipment (technology, tables etc).
- * They made a letter to thank all the people, groups and cafeterias who made donations.
- * They asked business administration first year students to help them with the cake transport.
- * One student gave an interview to Estonia National Television, radio Vikerraadio, Radio 2 and Radio 4.
- * They were involved in lots of different auction related activities.

Total results were:

- * 15 cakes were made
- * After selling the cakes students collected 301 Euros.
- * In addition, 165 Euros were donated
- * From selling different products from the shelter (e.g. postcards) they made an additional 28 Euros
- * They made a total of 494 Euros

Objectives of the project can be considered to have been met in 100%. The total proceeds were donated to Pärnumaa Animals Shelter. In addition, extensive media coverage of the event ensured Pärnumaa Animals Shelter lots of attention. Journalists mediated events in various media.

Students who were studying business administration got really good practice and experience in event planning, organizing. They had to use their project management and marketing knowledge and skills. Besides that they had to test their negotiation and management skills. The most important factor in organizing a successful event was teamwork and they had to cooperate with

different kinds of people. The most valuable experience to our students was communication with press and local authorities.

Previous years, our students have organized markets where students can sell self-made products and goods. Students hope that this Charity Cake Auction will become a tradition in addition to markets to celebrate business week.

Links/References/Materials:

<http://menu.err.ee/v/uudised/ca1a2612-da29-4a6c-913a-5292ceb34f9c/parnus-laks-tordioksjoni-tulu-kodutute-loomade-varjupaigale>

<http://www.hariduskeskus.ee/index.php/uudised/288-tordioksjon-kodutute-loomade-varjupaiga-toetuseks>

<http://dea.digar.ee/cgi-bin/dea?a=d&d=parnupostimees20151009.2.5.7>

<http://www.parnupostimees.ee/galerii/62757/tordioksjon/>