



the
entrepreneurial
learning initiative

Global Network of
Women Mentors
to Start-ups
73 Mentors
69 Countries



We invite you to join us at International Seminar on new Mindset

INTERNATIONAL SEMINAR

„Redefining Entrepreneurship“

New Mindset in EU Strategy for Economic Growth and Full Human Potential

*„An entrepreneurial mindset can empower ordinary people to accomplish extraordinary things.
It can empower people from all walks of life, from every background, culture and discipline.
And the implications of entrepreneurial mindset education reach far beyond enterprise creation“.*



**Croatia - Vodice
Hotel Olympia****
March 17 – 19, 2016**

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Rationale

The need to encourage entrepreneurial thinking at all levels of society has become a global imperative. Policy makers from the White House to the World Economic Forum have identified entrepreneurship education as essential for building the societies of the future. And yet, while entrepreneurship education initiatives have begun to emerge, the subject is not well understood and consequently our ability to meet this urgent demand is severely limited in terms of efficacy and scope.

Participants will understand

- ✓ entrepreneurship as a mindset that can empower anyone to succeed
- ✓ the importance of bridging the community to the classroom by engaging in the entrepreneurial process

Unique benefits of ELI 'Mindset' program

✓ Empathy

An entrepreneurial mindset is about solving problems for others as a means of empowering one's self. This requires empathy - the ability to identify and solve problems for others. It helps shift one's awareness towards the needs of others, rather than simply trying to earn enough money to support one's self.

✓ Prepare the next generation

As the American theologian Richard Shaull once said "Education either functions as an instrument which is used to facilitate integration of the younger generation into the logic of the present system and bring about conformity or it becomes the practice of freedom, the means by which men and women deal critically and creatively with reality and discover how to participate in the transformation of their world." Entrepreneurial thinking help advance our understanding of the world around us, prepares young people to deal critically and creatively with an increasingly complex and rapidly changing world. Entrepreneurs not only contribute to the creation of wealth, but also to the improvement of our lives, in health care and science, the ability to solve social, and environmental challenges.

✓ Reducing Poverty

Entrepreneurial thinking can also lift people from poverty. (Our program was presented at the Vatican to the Papal Council on Peace and Justice) The ability to identify and solve problems provides agency and apathy that help those who have been marginalized, providing a path to join and make a meaningful contribution to society.

✓ Human Flourishing

An entrepreneurial mindset contributes to human flourishing - when an individual has the opportunity to combine their interests and abilities to something greater than themselves, they tend to flourish. They learn to develop an optimistic explanatory style, they develop a sense of self-efficacy that strengthens the mind, body, and spirit. There is a great deal of evidence that demonstrates that those with strong self-efficacy are less prone to depression and other mental and physical illness. The Greeks used the term Eudaimonia which refers to a state of having a good indwelling spirit or being in a contented state of being healthy, happy and prosperous.

Usefull links

Organizers: <http://elimindset.com> - <http://www.goglobal236.xyz>

Patrons: <http://www.grad-vodice.hr> - <http://www.vodice.hr/hr/home>

Supporters: <http://ec.europa.eu/easme> - <http://www.azoo.hr> - <http://www.sabor.hr/odbor-za-regionalni-razvoj-i-fondove-europske-unij>

'Mindset' program - Local community /City: <http://www.mindsetmemo.com/>

'Mindset' program - University students: <http://elimindset.com/resource/pikes-peak-ice-house-reflections/>

<https://www.youtube.com/watch?v=8NBnoVrLFPU>

<http://bit.ly/16kkMBI>

<https://vimeo.com/140982893>

<http://lexicon.ft.com/Term?term=entrepreneurial-mindset>

<http://www.forbes.com/sites/forbeswomanfiles/2014/01/09/we-are-all-entrepreneurs-its-a-mindset-not-a-business-model/>

<http://www.entrepreneur.com/article/243054>

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Short Agenda

Day 1 March 17 10.00 – 19.00	MENTORING START – UPS	<ul style="list-style-type: none"> ❖ Bilateral meetings with Mr. Schoeniger – ELI Founder, Author 'Mindset' program ❖ Round table discussion on mentoring and start-ups ❖ Bilateral meetings with Mr. Schoeniger
Day 2 March 18 09.00 – 17.00	REDEFINING ENTREPRENEURSHIP AND EU STRATEGIES	<ul style="list-style-type: none"> ❖ Welcome speeches ❖ Interactive session 'Redefining entrepreneurship - a mindset for unleashing human potential' ❖ Innovation , EU Strategies and Funding ❖ Bilateral meetings with Mr. Schoeniger
Day 3 March 19 09.00 – 12.00	FOLLOW UP	<ul style="list-style-type: none"> ❖ Pre-registrations for the 'Mindset program' facilitators' training

INFORMATION FOR PARTICIPANTS

Deadline for registration **February 26, 2016**
*after this date the hotel does not guarantee the discounted prices

Registration Your hotel booking form is Registration form for the Seminar

Contact: Ms. Katarina Pelajić sales@olympiavodice.hr, +385 91 2828 373

Venue
Hotel Olympia****

Single room/day/full board - 65€ (Breakfast included)
Double room/day/full board - 90€ (Breakfast included)
Residential tax cca 1,00 € / day

Visit: <http://www.olympiavodice.hr/?lang=en> * <http://www.vodice.hr/hr/home> * <http://croatia.hr/hr-HR>

*Participants who do not need accommodation are offered lunch or dinner on 17th and 18th:
price per lunch or dinner 12€ (payable at hotel reception upon arrival or proforma invoice)

Travel / Local transfers All Participants cover their travel/local transfer costs - nearest airport is Zadar <http://www.zadar-airport.hr/en>
*for local transfers from airport contact Ms. Pelajić

Participation fee NO FEE

Looking forward to your interest to join us and explore opportunities for collaboration.

Very sincerely,

Katarina Jagić
ELI- Independent EU Consultant
ECQA Certified EU Project Manager
Initiator GoGlobal236

E. katarinaj8@gmail.com

T. +385 99 7897 795

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Program Agenda

Day 1

Thursday, March 17

10.00 – 19.00

MENTORING START – UPS

10.00 - 12.00

Bilateral - informative meetings with Special Guest and Co-organizer

Gary Schoeniger, Founder ELI - Entrepreneurial Learning Initiative/Redefining Entrepreneurship/, author 'Mindset' program

Facilitator:

Katarina Jagić, ELI Independent EU Consultant

*Interested participants contact Katarina by March 10th, katarinaj8@gmail.com

12.00 - 13.00

Lunch

14.00 - 17.00

Round Table discussion 'How Mentors can help Start-ups?'

Rationale: Fear of failure many times stops young person to unleash ideas and full creative potential to start a company. New start-ups create new jobs. Mentor can help.

Target audience: Mentors, Unemployed, Students, Local governments officials, Educators, Entrepreneurs

Moderator:

Katarina Jagić, ELI Independent EU Consultant, Cherie Blair Foundation Mentor, Initiator GoGlobal236 – Global Network of Women Mentors to Start-ups

Welcome speech:

Luka Lipić, Deputy Mayor of the City of Vodice

Keynotes:

Local government official 'Civil servants' best practice examples'

Gracia Sanchez del Real, GoGlobal236 Mentor Spain

CEO at INFINITY GROUP and Member Board of Trustees at WOMAN LEADER

Discussion by participants / Presentations of best practices - Conclusions / Recommendations

*Interested participants in discussion/presentation contact Katarina by March 5th, katarinaj8@gmail.com

17.00 - 19.00

Bilateral - informative meetings with Special Guest and Co-organizer

Gary Schoeniger, Founder ELI - Entrepreneurial Learning Initiative/Redefining Entrepreneurship/, author 'Mindset' program

Facilitator:

Katarina Jagić, ELI Independent EU Consultant

*Interested participants contact Katarina by March 10th, katarinaj8@gmail.com

19.00 - 21.00

Dinner

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Day 2
Friday, March 18
9.00 – 17.00

REDEFINING ENTREPRENEURSHIP AND EU STRATEGIES

Rationale: An entrepreneurial mindset can empower ordinary people to accomplish extraordinary things. It can empower people from all walks of life, from every background, culture and discipline. And the implications of entrepreneurial mindset education reach far beyond enterprise creation.

EU funds are valuable source for helping extraordinary innovative projects to be realized. EU seeks for new and better solutions to reach goals of the EU 2020 Strategy.

Target audience: Entrepreneurs interested in EU funds, Innovative SMEs, Policy makers, Educators, Central Government/ Local government officials, Representatives of economic development institutions, Students

Moderator: Katarina Jagić, ELI Independent EU Consultant

9.00 - 9.30

Welcome speeches

Branka Juričev Martinčev, Mayor of the City of Vodice

Anita Franin - Pečarica, Director Tourist Board Vodice

Jasna Matulić, President of the Croatian Parliament Committee for regional development and EU funds

Renata Ozorlić - Dominić, MA, Senior Adviser for International Cooperation at Croatian Education and Teacher Training Agency (ETTA)

9.30 - 12.30

Education and new skills: Interactive session 'Redefining entrepreneurship - a mindset for unleashing human potential'

Rationale: In this session author and international recognized thought leader Gary Schoeniger will redefine entrepreneurship as a mindset that can empower ordinary people to accomplish extraordinary things. Drawing from more than 20 years of research Mr. Schoeniger will redefine entrepreneurship as a mindset that exposes opportunities, ignites ambition and fosters the skills that can empower anyone to succeed.

Gary Schoeniger, Founder ELI-Entrepreneurial Learning Initiative/Redefining Entrepreneurship/, author 'Mindset' program

Part 1: 'The Entrepreneurial Process'

The processes and methods that can enable anyone to identify, evaluate, and transform ideas into mutually beneficial, sustainable endeavors.

Part 2: 'The Entrepreneurial Person'

The underlying motivation and the mindset - the beliefs, assumptions, and psychological factors that drive entrepreneurial behavior.

Part 3: 'The Entrepreneurial Situation'

The social, environmental, and situational factors that either encourage or inhibit the development of entrepreneurial attitudes, behaviors, and skills.

Part 4: 'Entrepreneurial Learning'

Four key learning models that foster that encourage the development of entrepreneurial attitudes and skills.

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Part 5: 'Ice House Entrepreneurial Mindset Program'

An interdisciplinary course designed to inspire and engage both students and faculty in the fundamental aspects of entrepreneurial thinking, its broad application, and the limitless opportunities it can provide.

Group discussion

12.30 - 13.30

Lunch

14.00 - 16.00

Innovation , EU Strategies and Funding

Rationale: EU funding scheme SME Instrument under Horizon 2020 with the aim to create a "Hub" of innovative SMEs in Europe to invest on each of them up to 5 million Eur.

Moderator:

Gary Schoeniger, ELI

Ana Veir, EU funds solution sales representative at IBM

'Presentation of the new application'

Bertrand Wert, Project Advisor European Commission - Executive Agency for Small and Medium-sized Enterprises (EASME), Unit H2020 SME Instrument

'EU funding scheme SME Instrument under Horizon 2020'

Q&A

16.00 - 17.00

Bilateral - informative meetings with Special Guest and Co-organizer

Gary Schoeniger, Founder ELI - Entrepreneurial Learning Initiative/Redefining Entrepreneurship/, author 'Mindset' program

Facilitator:

Katarina Jagić, ELI Independent EU Consultant

*Interested participants contact Katarina by March 10th, katarinaj8@gmail.com

19.00 - 21.00

Dinner

Day 3
Saturday, March 19,
2016

FOLLOW UP

9.00 - 12.00

Seminar participants are eligible to pre-register for the 'Mindset program - Facilitators' training scheduled for April 20 - 23, 2016

Afternoon

Optional program: Excursion

*ask for options and offer: goglobal236@gmail.com

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Testimonials About ELI programmes impact

"Best learning experience ever!", **Marjorie Bostwick**, Single Moms Revolution Entrepreneurship Foundation

"Well done! World changing program!", **Melissa Evens**, Purdue University

"I have never sat through a training and not wanted to fall asleep or wish I was somewhere else. I loved every second and hung onto every word!!!",
Alexandria Bonaquisto, Utah State University Eastern

"I have been a student of self-improvement and business development strategies for many years, but the Ice House program has made the most impact in the shortest amount of time compared to other books I have read and courses I have taken. I thought I was about to engage in an exercise in entrepreneurial readiness. Imagine my amazement to learn I was taking a course in how to repair the human soul though self empowerment. I won't gush, but it was really that impactful for me.", **Ice House Graduate**

"Not only was Gary's message about grassroots entrepreneurship engaging and infectious, it is perhaps the most needed approach for getting the US economy and the developing world on track by fostering bottom up solutions that empower people to take charge of their lives and boost their local economies.", **Steven Van Yoder**, 2013 Global Entrepreneurship Congress

"I stumbled on the Ice House Curriculum and thought I found the holy grail. It's culturally relevant, accessible on many levels, and draws on the principles of effectuation which are being used in the top college entrepreneurial programs.", **Robert Schwarz**, Executive Director Level Playing Field Institute

"The Ice House Entrepreneurship Program "method" is wicked awesome. It turns the age-old misconceptions about entrepreneurship upside down and destroys the paradigm.", **Gina L. Kinchlow**, MBA

"The Ice House Entrepreneurship Program is redefining how entrepreneurship education is being taught in classrooms and communities throughout the world.", **Thom Ruhe**, VP Entrepreneurship The Kauffman Foundation

About Speakers



Gary Schoeniger – Special guest and Co-organizer

Author and ELI Founder Gary Schoeniger has emerged as an internationally recognized thought leader in the field of entrepreneurial mindset education.

His message has influenced a broad audience from higher education and economic development organizations to government, corporate and non-profit clients worldwide. Clients include the Ewing Marion Kauffman Foundation, the Cisco Entrepreneur Institute, the National Association of Community College Entrepreneurship (NACCE), Global Entrepreneurship Congress, Tecnológico de Monterrey, Banco Popular, Southern Bancorp, the Eurasia Foundation, the government of Buenos Aires, SEBRAE, the Colombian Ministry of Education, and the US State Department.

Schoeniger led the development of the Ice House Entrepreneurship Program, which has been recognized by the Kauffman Foundation as "redefining entrepreneurship education in classrooms and communities around the world". The Ice House Program has been featured at the United Nations General Assembly, Pontifical Council for Justice and Peace, as well as National Public radio, Inc Magazine, CNN Money and the Huffington Post.

With his focus on the entrepreneurial mindset, Schoeniger has presented numerous keynotes, workshops and training programs throughout the US and abroad. Recent engagements include the Global Entrepreneurship Congress in Rio de Janeiro and Moscow, as well as speaking and training programs in Athens, London, Bogota, Buenos Aires, Mexico City, Sofia, Santiago, Aberdeen, Nicosia, Split/Zagreb, Tbilisi and Baku.

Schoeniger, along with Pulitzer nominee Clifton Taulbert, is also the co-author of Who Owns The Ice House: Eight Life Lessons From An Unlikely Entrepreneur, an international bestseller described as "required reading for humanity". <http://www.amazon.com/House-Eight-Lessons-Unlikely-Entrepreneur/dp/0971305935>

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Katarina Jagić

ELI Independent EU Consultant, ECQA Certified EU Project Manager

Initiator GoGlobal 236, Cherie Blair Foundation Mentor, Senior Enterprise Fellow Essex Business School at University Essex Southend, Member of the Board World SME Union – WUSME, Member of the Board European Small Business Alliance – ESBA, 19 years Volunteer in SME non-governmental organisations and co-founder, previously involved in UNECE working group for entrepreneurship/women entrepreneurship, author, speaker, organizer, motivator. Involved in largest global community of leaders supportive to start-ups in 160 countries. Passionate to motivate young persons to start businesses, from own experience as an entrepreneur from 1991. <https://hr.linkedin.com/pub/katarina-jagic/16/634/766>



Luka Lipić

Deputy Mayor of the City of Vodice

The initiator of the humanitarian and cultural events. He was project manager on project "Completion of the Memorial Centre Faust Vrančić" financed from pre-accession funds of the European Union. Graduated from the Higher school for tourist management in Šibenik.



Gracia Sanchez del Real - GoGlobal236 Mentor Spain

CEO at INFINITY GROUP and Member Board of Trustees at WOMAN LEADER

More than 20 years of experience in Internet projects and digital content development. Expert in innovative media for Education and E-learning. Entrepreneur and Investor for new media projects. Speaker for Women's Empowerment and leadership. Mentoring and coaching for entrepreneurs. SPECIALTIES: Technology for Education and R.R.H.H. ; E-learning and Human Resources Engage; Corporate Training; Women's Empowerment and leadership; Advanced simulations and Serious Games for training; Internet Design and user experience; Content development for digital media; Publishing solutions for mobile devices; Innovative development for Education.



Branka Juričev Martinčev

Mayor of the City of Vodice

In the previous mandate MP, member of several parliamentary committees: the Committee for Finance and Budget, Tourism Committee, Committee for Local and Regional Self-Government, The Committee for Environmental Protection and Nature, The Committee for Physical Planning and Construction and the Committee on Gender Equality. Among the numerous infrastructure projects in particular stand out projects financed by the European Union: Completion of the Memorial Centre Faust Vrančić and Drainage system of the Agglomeration Vodice-Srima-Tribunj-Prvić. Graduated from Faculty of Economics in Split.



Anita Franin – Pećarica

Director of the Tourist Board of Vodice

She won the prize for employee of the year awarded by the Croatian National Tourist Board and the City Vodice. Over the years has won numerous awards in tourism. Graduated from Faculty of Economics in Split.

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Jasna Matulić

President Croatian Parliament Committee for Regional Development and EU Funds

Previously worked as an entrepreneur, founder of a private company in 1993. From the aim of producing the original Croatian thermo-insulating building-block, over restauration projects to architecture and urbanism with a number of succesful regional and development plans in Croatia. Recognised by the Republic of Montenegro where participated in the development of Government Location Studies as members of consortium and co-founder of CAU – Centre for Architecture and Urbanisam. When noticed an increasing need for more detailed and studious approach to various economic, enviromental and energy issues, crucial for well-being of community but often poorly understood or vaguely defined by local goverments. That led to projects for integral development, to define strategies for local and regional development, offer consulting expertise to companies, municipalities and towns, and draw up nessecary studies and plans including attracting foreign investors. Recognizing young talents giving them the chance to unleash their potentials in the company. Participant, speaker in various entrepreneurship events locally, internationally and globally.



Renata Ozorlić-Dominić, MA

Senior Adviser for International Cooperation in Croatian Education and Teacher Training Agency (ETTA)

A national institution responsible for in-service training of teachers in general education in Croatia. Her responsibility is developing, implementing and managing projects aiming at the professional development of ETTA staff, improving the in-service training provision to teachers, and the development of e-learning courses. Also, she is the national coordinator of the Council of Europe Pestalozzi Programme. Her area of interest is improving the quality of education by supporting the professional development of teachers. In the last few years, she has contributed to the development of the Strategy of Education, Science and Technology, the National Standard of Qualification for Teachers and Curricular Reform.



Ana Veir

EU funds solution sales representative at IBM

Focused on the: Development of an adequate project idea which has high chances to be funded by EU; Writing of project proposal to win EU grants; Support in administrative matters like writing project management report during implementation phase; Providing awareness education about EU funds and opportunities; Assistance in finding consortium partners, formation of consortium and partnership agreement.

Previous jobs at IBM include: Consultant in Global Business Services Department, Contract Business Operational Manager, Industry and Sector Operations Manager, Sales Service Specialist.



Bertrand Wert

Project Advisor European Commission - Executive Agency for Small and Medium-sized Enterprises (EASME), Unit H2020 SME Instrument, Brussels - Belgium

Working for Horizon 2020 R&D&I European Programme, supporting Innovative SMEs via the "SME instrument", <http://ec.europa.eu/easme/en/horizons-2020-sme-instrument>.

Previous posts include: Policy Officer in innovation policies European Union; Administrator, Member of the Board Maison d'Izieu, mémorial des enfants juifs exterminés; Research fellow Centre Interdisciplinaire de Recherche

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