

IO1.3 Best practice

Type of practice	Vocational training programme
Best practice title	IMPRESA IN AZIONE
Period of implementation	Any period as it is a Ministerial project implemented by Junior Achievement Italia
Location	Italy
Geographical coverage	Local/ National
Contact	Junior Achievement Italia
Link	http://www.impresainazione.it/
Contact person	Miriam Cresta, Chief Executive Officer at Junior Achievement Italia Alice Cicinelli, Assistant Program Manager at Junior Achievement Italia
Target audience	16-19 years old students
Objectives	“Impresa in azione” aims at stimulating students’ self-entrepreneurship, by acting on positive attitudes such as entrepreneurship, spirit of innovation, and creativity.
Short description	“Impresa in azione” is a program recognized by the Italian Ministry of Education as a form of school – work alternance. It offers a professional experience in close contact with real companies and with the labour world. Students create mini-companies for training purposes: they learn how to take care of their own company, studying all the different aspects of a company life cycle, from the creation of a concept and the creation of a logo to the launch on the market.
Activities/Action plan	Students collect the capital to start their mini-business and face all the different phases of production and sales. At the basis of those activities, they carry out: a feasibility study; a proper analysis of the reference scenario; the search for suppliers for the purchase of raw materials; the definition of a price strategy; the choice of the distribution channels. The team creates a brand and professionally manages all the communication activities, printing brochures, publishing a website, and managing social profiles.

Resources/Products	For each activity developed in the framework of the “Impresa in azione” obtained results are available at: http://www.impresainazione.it/ .
Impact	In the academic year 2016/2017, around 800 classes have been admitted throughout Italy and, thanks to this experience, around 750 new entrepreneurial ideas have been developed. Some of them have also been registered as real businesses.
Key words	Learning-by-doing / self-employment / vocational training / gamification

