



Summary of good practices
"How to promote entrepreneurship in families"

Project EntreMind F “Promoting Entrepreneurship for Families”
(No. 2019-1-LV01-KA204-060435)

Riga, Siauliai, Prilep, 2021

Project “Promoting Entrepreneurship for Families”

Project “Promoting Entrepreneurship for Families” (EntreMind F) Nr. 2019-1-LV01-KA204-060435 was implemented in the EU education, training, youth and sports program Erasmus + 2014-2020. The lead partner of the project was Kurzeme Planning Region (Latvia), project partners: Northern Lithuania College (Lithuania) and the non-governmental organization “Zetva na znaenje” (Northern Macedonia). The project was implemented from September 2019 to August 2021.

Entrepreneurship is one of the key competencies. It is especially necessary for families. Young people, parents and seniors often face economic, social and intercultural difficulties, as well as the need to address relationship issues. Entrepreneurship is the key to addressing these issues, so opportunities must be found to promote entrepreneurship through adult learning. The direct target audience of the project was adult educators. Each partner organized a 5-day training session to introduce colleagues and discuss opportunities to promote family entrepreneurship. As a result of the project, a collection of good practice examples on promoting entrepreneurship for families has been created.



Figure 1. Project participants in group work during 1st training session in Latvia



Figure 2. The Visit to the company "Baltik Vairas" during the training session in Lithuania



Figure 3. Closing training session in Northern Macedonia

Family and family policy

Families play an important role in the development of a prosperous and sustainable society. "People's way of life, well-being and, consequently, demographic vitality are formed in the smallest cells of society - families" (Latvijas Vēstnesis, 1998). The Economic Dictionary provides a definition of the family: "The family in society is a small social group whose members are united by marriage or kinship, cohabitation, mutual assistance and moral responsibility" (Enciklopēdiskā vārdnīca, 1991). The Constitution of the Republic of Latvia emphasizes that the family is the value of the whole society and the basis of a cohesive society, in which everyone takes care of themselves and their relatives, as well as the common good of society, behaving responsibly towards others, future generations, the environment and nature. The family has a number of functions - reproductive and socialization, economic and economic, recreational, value-forming functions, as well as upbringing and spiritual communication functions.

European families are changing: for decades, the birth rate has been lower than needed for generational change, women are having their first child later, the number of divorces is increasing, the proportion of single-parent or low-income families is increasing, life expectancy is increasing, largely due to demographic trends. Changes in family structures create new challenges that need to be taken into account when designing, coordinating and implementing family policies.

EC documents have found that Member States' family support policies differ, but that common policies have common features. One of them is the recognition of the family, as well as the increase of its meaning and the value of a successful family life. In today's society, success is generally perceived as individual and professional, but there are other forms of personal success that relate to other people and benefit society, such as successful family life, social or cultural success; they should be better promoted in the media and in national education systems.

Family policy is a separate subject-oriented area of social policy, linked to the implementation of a series of public policies aimed at promoting the formation and development of families by providing families with adequate incomes, employment conditions and public services. Each country develops its own national family policy.

According to demographic trends in Latvia, the goals of demographic policy and population generation have not been fully achieved, which experts largely attribute to the shortcomings in the developed support system for families with children and inter-institutional cooperation between various state institutions, municipalities and social partners. A study by the Latvian Interdepartmental Coordination Center emphasizes that Latvia's family policy instruments are primarily aimed at either a truly non-existent ideal family, where spouses and employed parents take care of their children, or at families at risk of poverty and social exclusion. Thus, support for all other diverse forms of family and their children is not integrated into family policy.

Given the socio-economic conditions of 21st century society, characterized by uncertainty, volatility, complexity and ambiguity, as well as the fragmentation and shortcomings of family

policy, families have to take responsibility and tackle today's diverse challenges on their own. This requires promoting entrepreneurship for families.

Entrepreneurship promotion policy

The development of the entrepreneurial capacity of European citizens and organisations has been one of the key policy objectives for the EU and Member States for many years. There is a growing awareness that entrepreneurial skills, knowledge and attitudes can be learned and in turn lead to the widespread development of entrepreneurial mind-sets and culture, which benefit individuals and society as a whole. The European Commission first referred to the importance of entrepreneurship education in 2003, in the European Green Paper on Entrepreneurship in Europe. By 2006, the European Commission had identified a ‘sense of initiative and entrepreneurship’ as one of the eight key competences necessary for all members of a knowledge-based society. The 2008 Small Business Act for Europe, the 2012 Communication on Rethinking Education, the 2013 Entrepreneurship Action Plan 2020, and more recently the New Skills Agenda for Europe, have kept the need to promote entrepreneurship education and entrepreneurial learning under the spotlight. This has led to a wealth of initiatives across Europe.

The Entrepreneurship Competence Framework, also known as EntreComp, offers a tool to improve the entrepreneurial capacity of European citizens and organisations. The framework aims to build consensus around a common understanding of entrepreneurship competence. EntreComp was developed by the Joint Research Centre (JRC) of the European Commission on behalf of the Directorate General for Employment, Social Affairs and Inclusion (DG EMPL).

The EntreComp Framework is made up of 3 competence areas: ‘Ideas and opportunities’, ‘Resources’ and ‘Into action’. Each area includes 5 competences, which, together, are the building blocks of entrepreneurship as a competence. The framework develops the 15 competences along an 8-level progression model. Also, it provides a comprehensive list of 442 learning outcomes, which offers inspiration and insight for those designing interventions from different educational contexts and domains of application.

EntreComp defines entrepreneurship as a transversal competence, which applies to all spheres of life: from nurturing personal development, to actively participating in society, to (re)entering the job market as an employee or as a self-employed person, and also to starting up ventures (cultural, social or commercial). It builds upon a broad definition of entrepreneurship that hinges on the creation of cultural, social or economic value. It thus embraces different types of entrepreneurship, including intrapreneurship, social entrepreneurship, green entrepreneurship and digital entrepreneurship. It applies to individuals and groups (teams or organizations) and it refers to value creation in the private, public and third sectors and in any hybrid combination of the three.

Approach to family entrepreneurship research

During the research of good practice for promoting entrepreneurship, the project participants got acquainted with the EntreComp Framework, the skills and examples of entrepreneurial competence described in it. The participants agreed that EntreComp could be used as a reference for the design of curricula in the formal education and training sector. It can also be used for activities and programs in nonformal learning contexts. However, in the context of promoting family entrepreneurship, the starting points for our research were determined by the following considerations:

- The EntreComp model describes the components of entrepreneurial competence and the levels at which it can be measured and assessed. From the point of view of educational practitioners, we were more interested in HOW to promote adult entrepreneurship.
- The EntreComp model is more suitable for implementation in formal education. Family entrepreneurship is usually formed not through direct and purposeful learning, but through practical action, summing up different episodes of learning. Therefore, we focused on exploring the diversity of these learning opportunities.

Thus, our project developed into a field study. During each training session, each partner offered examples of good practice that they had chosen as they saw fit. Project participants were able to get acquainted with them by visiting companies and institutions, participating in various activities, listening to presentations and discussing opportunities to promote entrepreneurship. The list of visited implementers of good practice is attached. We analyzed the observed examples of good practice in order to gain a deeper understanding of the aspects of promoting family entrepreneurship and to systematize the experience gained. As a result, we crystallized questions that helped to shape the description of good practice.

- In what cases can we talk about family entrepreneurship?
- How exactly does entrepreneurship contribute to family well-being?
- Who can be a family entrepreneurship agent?

In what cases can we talk about family entrepreneurship?

Our initial approach was to think about family entrepreneurship as the receptivity of individual family members. We were interested in the problems of young people, seniors, young mothers, unemployed parents. After looking at examples of good practice, we concluded that family entrepreneurship is not just the sum of the entrepreneurship of individual family members or the average level of entrepreneurial competence of the family, but something more. The findings provided in the scientific literature helped to develop the understanding. K.Oganisyan, analyzing the definitions of entrepreneurship created by different authors, has found out that entrepreneurship is defined as:

- the process leading to the creation of a new organization, a new project or service, a new market value or a new company;
- human characteristics and traits that ensure successful entrepreneurship;
- action in the implementation of the business process;
- a combination of human behavior and various characteristics (Oganisjana, 2015).

The concept of entrepreneurship is used in the scientific literature in two senses. In a broader sense, entrepreneurship covers all spheres of human activity, but in a narrower sense it applies only to economic activity. In both a broader and a narrower sense, the essence of entrepreneurship is the creation of new value. In the narrowest sense, it is an economic value - a company, a good, a service. In the broadest sense of the concept of entrepreneurship, the newly created value can be: ideas, feelings, processes, problem solving, tangible or intangible things, organizations that benefit people's lives and promote their development, making them freer, more favorable, happier and ready to take on life's challenges; moreover, without harming the surrounding people, nature and economy (Oganisjana, 2015).

Thus, family entrepreneurship can be manifested not only as characteristics of family members, but also as their joint action in the implementation of a process in which new value is created. It can be an economic value, the creation of which most often takes the form of a family business, or some other value that is important to the family. Thus, we can consider as family entrepreneurship a process in which the activity of a family member or the joint activity of several family members creates a significant value for the family, which contributes to the increase of family well-being. The co-operation of family members in the entrepreneurial process can be predetermined and purposeful or situational, it can be with equal contribution or different contribution of each participant, it can take place at the same time or develop gradually. In the following, we provide the examples of good practice that characterize the cooperation of family members in the entrepreneurial process.

Table 1

Types of cooperation of family members in the entrepreneurial process

Intergenerational cooperation	Pharmacy “Valerijonas”, Café “Skar”	Business owners have taken over businesses from their parents, from whom they also learned job skills
Learning together	Kuldīga Restoration Center	A husband and wife or parents with children come to the center to study and jointly restore the windows of their houses.
Indirect learning together	Skrunda County Multifunctional	New mothers come to classes with their children. While the mothers are studying, the children play

	Youth Initiative Center	in the same room, but they also indirectly perceive what is happening in the classes.
Relay type interaction	Northern Lithuania College	The college organizes training courses for families on conflict resolution. They are attended by an adult from the family. When he returns home, he tries to transfer knowledge or put what he has learned into practice in interaction with other family members.
Joint practical action	Business enterprise “Comfy Angel”	The company has developed as a family business engaged in the sewing of bed linen and the production of fabrics, but as a result of its successful operation it has developed and provides jobs for the surrounding residents.
	Business enterprise „Gurmano“ Krivogastani	This company is a recognized family in the country and abroad. They buy organic vegetables from farmers in the region and produce delicious traditional food, a variety of delicacies, etc, and export them around the world.



Figure 4. Young mothers study with their children at Skrunda Multifunctional Youth Initiative Center

How exactly does entrepreneurship contribute to family well-being?

The condition for family entrepreneurship is that new value is created. In the broadest sense, this value is characterized by an increase in family well-being. This is reflected in meeting specific needs such as:

- income needed for household needs,
- availability of housing and optimal living conditions,
- raising children and making successful career choices,
- active aging and care for older parents,
- positive relationships between family members and mutual support
- attractive and family-friendly environment,
- safety,
- health.

The following examples of good practice illustrate how these needs can be met by promoting family entrepreneurship.

Table 2

Types of needs that are met as a result of promoting family entrepreneurship

Family needs	Implementer of good practice	Solution
Provision of income necessary for household needs	Paraglaiding club Krusevo	The family sets up a business and starts a business
	Cooperation Center "Spiečius"	Advises and provides various support for starting and implementing a business
	Northern Lithuania College	Implemented a 120-hour education program "Business Development Lab – from Idea to Sales"
Availability of housing and optimal living conditions	Kuldīga Restoration Center	In order to preserve the authentic old town environment, Kuldīga

		municipality provides the residents with materials and they go to the Restoration Center, where the employees of the center teach and help to restore the windows of the house.
Raising children and successful career choices	Šiauliai Vocational Training Center	The technical school has a training company that makes real printing orders, offers a tailor, hairdresser, cosmetologist and other services. The technical school has a shop where residents can buy products made by students
	SOU “Riste Risteski-Ricko”	Implements a three-year dual vocational education project, during the studies students prepare for work in a specific company
Active aging and care of older parents	Kuldīga Senior School	Organizes events where seniors can express themselves creatively, learn and strengthen their health
Positive relationships between family members and mutual support	Northern Lithuania College	Implements a family program, where it is possible to receive a psychologist's consultation and attend courses on family budget, children's education, relationship issues, etc.
Attractive and family-friendly environment	NGO “Kodols”	The members of the association created an active recreation area for children and youth in the center of the village
Safety	Šiauliai NATO Aviation Base	Organizes organized excursions, introducing work tasks, basic equipment and

		information about the real state of threats
	Kuldīga Senior School	Organizes a meeting with a municipal police representative on action in self-defense situations
Health	Pharmacy "Valerijonas"	Organizes master classes on making natural cosmetics at home
	Aizpute municipality	Organized a set of events to change the health habits of the population: orienteering competitions, Nordic walking classes, lectures and seminars, healthy eating Olympiad, etc..



Figure 5. Project participants at NATO Aviation Base in Siauliai

Who can be a family business promotion agent?

In order to promote entrepreneurship, there must be someone who has a stimulating effect. We called them entrepreneurship agents. By collecting examples of good practice, we have identified five entrepreneurship promotion agents.

- Family.
- Non-governmental organization.
- Educational institution.
- Company.
- Municipal or state institution.

Family

The family-promoting effect takes the form of intergenerational interactions. This is especially true of Northern Macedonian culture. The family is very closely connected on a daily basis, as all generations usually live together in the same household. This household structure relieves financial pressure on all family members and allows grandparents to help raise the younger generation. Households of several generations are still a cultural advantage - the spirit of craftsmanship, the gene of entrepreneurship, is maintained and developed. By interacting with several generations in the same family, family, knowledge and skills are stored and transferred, the younger ones from the older generation take over family businesses, but always appreciating the grandfather's, grandfather's smart advice.

The importance of intergenerational cooperation has been assessed in a study conducted in Latvia. Intergenerational reciprocity has been mentioned as one of the biggest benefits at both individual and community level in a situation where the proportion of older people in society is increasing. The fact that positive, close relationships between generations and mutual support provide important help in everyday life is revealed by research data - parents are mostly happy to help their adult children both in the beginning of studies and in various other ways. The support provided by grandparents in the daily or emergency care of pre-school children is very important, thus facilitating the reconciliation of work and family life. In turn, a large proportion of adults are aware of the need to take on the responsibilities of caring for their parents and to provide them with financial assistance when the parents are unable to do so themselves.

The formation of family businesses is also influenced by external factors. In Northern Macedonia, they have high unemployment and insufficient employment opportunities. An interesting example of an entrepreneurial family is the Spirkoski family from Prilep, where a father and his two sons promote extreme sports, including paragliding. They have formed a fan club that not only trains interested individuals, but also organizes numerous national and international paragliding competitions.



Figure 6. The participants of the project test their entrepreneurship on the flight with paraglider in Kruševo

Small family businesses are typical for small towns in Latvia, where there are no wide employment opportunities. But also in large cities, family businesses are formed, as is the case in Siauliai, Lithuania, when business is taken over and developed from previous generations of the family. Owners of small family businesses are themselves involved in the production of goods and services. This means that before starting a business, they had skills in a particular field of activity or occupation that had developed in either a family, community or educational institution. The skills needed by a business to organize time, finances and resources for work are also often acquired through the adoption of family life.

Non-governmental organization

Non-governmental organizations are entrepreneurs by their very nature, because they attract and unite people to create new values. The organizations we met did not have the goal of supporting families or promoting family development. However, promoting family entrepreneurship has taken place in a number of ways.

The Northern Macedonian Society "Tradicija" promotes national culture and traditions. The society was active by 40 women who make Macedonian folk costumes and their elements, as well as other national accessories, maintain live Macedonian folklore, popularize traditional culture and the art of cooking. The head of the association emphasized: "Tradicija" is a real guardian of folklore, traditions and cultural heritage. " At the same time, the members of the association earn extra livelihood with handicrafts and culinary master classes.

The Latvian association "Kodols" unites the active residents of Kazdanga parish. It aims to build a civil society that is indifferent to the preservation and restoration of cultural and natural heritage, and to promote entrepreneurship. The association is actively working to attract funding for the implementation of its projects. As a result of project implementation, the association has renovated premises and equipped a sauna with a laundry, cleaned up River Alokste and provided the necessary equipment for tourism and sports, organized a Nature School in Kazdanga for students and adults, established a summer outdoor library, performed other activities. The activities of the association are a proof that families are able to make many important improvements for the well-being of families and significantly develop their entrepreneurship. A project activity is a way in which the development of all entrepreneurial competence skills is promoted in a complex way.

Kuldīga Senior School (Latvia) has another operating principle is. Its goals are to reduce negative stereotypes about the elderly, to improve the mental and emotional well-being of seniors, to promote the involvement of seniors in social processes and to promote intergenerational communication. Seniors offer ideas for school activities and participate in the organization of events. The main forms of work are lectures, creative workshops and physical activities. Research shows that the involvement of seniors in the learning process promotes their mental health and reduces mental illness, promotes their more active participation in society, sets a good example for the younger generation.



Figura 7. Project participants are visiting Kuldīga Senior School

Educational institution

Educational institutions can make a greater contribution to promoting entrepreneurship in formal education by preparing young people for working life.

Northern Macedonia has a high prestige of vocational education. The main goal is to ensure the acquisition of a profession for as many young people as possible, thus making it easier to enter the labor market; the majority of young people acquire secondary education in municipal vocational education institutions. Vocational education institutions implement modular curricula that allow them to adapt flexibly and as quickly as possible to the changing requirements of the labor market; follows the specifics and development of sectoral companies. The implementation of a dual training system in vocational education, which has recently been launched in seven vocational education institutions in Northern Macedonia, is aimed at starting a successful career. SOU “Riste Risteski-Ricko” in Prilep implements a dual vocational education project for educational profiles: technician for industrial mechatronics; machine technician and electrician - electric motor for electrical networks, based on the German example. This project was planned as support for companies working in the sector, acquiring professional staff - during their studies students prepare to work in a specific company. Companies provide scholarships to high school students, who will be obliged to work in these companies for a certain period of time after graduating from an educational institution. Dual education is implemented in Latvia in an adapted way as work-based learning.

The promotion of entrepreneurship for young people in Lithuanian educational institutions takes place by encouraging them to start a business and offer their services and products to the population already during their studies. Šiauliai Vocational Training Center has a training company established for this purpose, which makes real printing orders, offers a tailor, hairdresser, cosmetologist and other services. For a much lower fee than in professional salons. A student came to this school to learn to sew for herself, because it is difficult for her to find ready-made clothes. She has started sewing for herself, then for relatives and friends, and now a large circle of customers has already formed. Another student specializes in business of children's photography. She has posted her work first on Facebook, then received good feedback and then orders. Now actively planning the development of her business.



Figure 8. Training company of Siauliai Vocational Education Center

Educators, their attitudes and behavior pattern play an important role in promoting student entrepreneurship. Prilep's teacher, who teaches the basics of chemistry and cosmetics to a vocational school for young people, makes various types of beauty products in a small home laboratory - anti-aging and anti-pigment creams, healing hand and foot creams, etc. The enterprising teacher has set up a small cosmetics company, "V-Krem", and offers its products on social networks. Teachers in Northern Macedonia are involved in charitable projects, donating clothes and food to the students who need it most.

Vocational education institutions create also an entrepreneurial offer for adults. It is for a fee in Northern Macedonia. The goal of the National Lifelong Learning Strategy 2017-2020 is to improve lifelong learning by modernizing vocational education and adult education systems.

It is possible to create an educational offer for adults in Lithuania using state and EU co-financing. Northern Lithuania College, a private higher education institution, demonstrates entrepreneurship by responding flexibly to current demand. It has prepared and implemented the non-formal education program "Business Development Laboratory - from idea to sale" within the framework of the Interreg program, in cooperation with the Rezekne Academy of Technology (Latvia). The program targets young people and people with special needs and potential employment difficulties, as well as young people and adults who have an entrepreneurial initiative. Participants spend in the classroom 40 lessons of 120, 48 hours are practical training in the sales laboratory and 32 hours are business problem-solving workshops. The college makes an offer not only for business start-up support, but also for entrepreneurship, which is necessary in every person's daily life. The Northern Lithuania College family program, which was created by order of Siauliai municipality, is in great demand. Family program participants can receive a psychologist's consultation and attend courses on family budgeting, children's education, relationship issues, and more.

An important resource for entrepreneurship available to educational institutions is the library. The library information fund and events contribute to the development of all entrepreneurial skills. A great example of the project was Siauliai University Library. Along with the book collection and various services, the library has visual and motion compensation equipment: a text magnifier, text reader software with a sound synthesizer, a relief printer and an image magnification system. The equipment helps and creates a new opportunities for visually impaired people to meet their goals.

The company

Businesses are not directly involved in promoting the entrepreneurship of the population. However, they are able to contribute to entrepreneurship by setting an example. During the project, the participants visited several family businesses - "Peppermint" and "Mētra" in Latvia, "Valerijonas" in Lithuania, "Skar", "Comfy Angel" and „Gurmano“ in Northern Macedonia. Influenced by business observations and owners' experience stories, participants became more interested in entrepreneurship and broadened their ideas on how to identify opportunities for

creating new values, how to create ideas, find confidence in the ability to start something new, be ready to take on challenges. These are all components of the entrepreneurial competence defined by EntreComp. Companies open to visitors allow you to get acquainted with original business ideas and inspire. The participants of the project were especially impressed by the visit of "Valerijonas" in Siauliai. The company combines a pharmacy and a healthy eating cafe. It has a pharmacy museum. And as a special activity promoting entrepreneurship, we should mention the master classes, which the pharmacy offers to the residents of the city and teaches how to cook natural cosmetics and other useful things in everyday life. As a result of this example, a project participant, returning to their place of residence, addressed a pair of craftsmen (husband - carpenter and wife - designer) and organized their master class for local people. Small entrepreneurs have job skills and can pass them on to members of their community, thus promoting their entrepreneurship.



Figura 9. The owner of the pharmacy "Valerijonas" introduces with her company

Getting to know big companies is not so personal, but it allows you to get other useful impressions. During the visit to the bicycle factory "Baltik Vairas" (Lithuania), the participants observed good work organization principles and original concrete methods, gained an idea of working with staff, marketing strategy and other things that are included in the list of entrepreneurial skills.

Municipalities and state institutions

Entrepreneurship development is a component of each country's national policy, the implementation of which is ensured by business support institutions. Versli Lietuva is a business

and export development agency established by the Ministry of Economics and Innovation. Its mission is to help competitive companies to establish and expand in Lithuania, to export, providing training, consulting and business partner search services through an efficient organizational structure and partner network. Cooperation Center Spiečius is an active business space created by Versli Lietuva, adapted for small and medium-sized entrepreneurs to develop and expand their business, strengthen business competence, cooperate with each other and thus find new business partners. Spiečius has 13 branches, one of them in Siauliai, which we visited in the project. Entrepreneurs can use the free services provided here for one year:

- fully equipped, computerized workplace and meeting room,
- develop your entrepreneurial skills in an accelerator program or other entrepreneurship skills training,
- receive individual business consultations (on business financing, taxes, choice of legal form, establishment of a legal entity and other issues of starting a business),
- consult with Verslios Lietuvos business mentor network experts (business, law, marketing, finance, personnel management and other topics),
- participate for 6-8 months. a long-term business mentoring program and consistently pursue your goals with a professional mentor in your field assigned to the entrepreneur,
- participate in business events, trainings and Spiečius community meetings.

Municipalities also provide business support within their functions. Entrepreneurship in its broadest sense is promoted by local governments by providing financial support to NGOs, as, for example, the municipality of Aizpute region does by regularly organizing NGO project competitions. The aim of the competition is: a socially significant, original project in Aizpute region in order to promote the awareness, education and participation of the population in solving topical problems of the region, promoting the improvement of the quality of life.

Another instrument of municipal influence to promote entrepreneurship is its institutions and their cooperation. In Aizpute region, the following co-operate in the implementation of adult education: museums, tourism information center, culture houses, libraries, schools, interest centers, social agency, multifunctional day center, youth center, children's centers, sports center. The inter-institutional network makes it possible to create a multifaceted offer for different groups of the population, supporting their needs and developing skills and interests. Examples of activities implemented: practical training in preparing project applications, village development planning, seminars on volunteering, conferences on the environment and cultural history of the region, creative workshops at Kazdanga Castle Museum, training for farmers to promote entrepreneurship (tomato, strawberry, garlic growing, horticulture, forest management), development of social competence for low-income persons (life skills).

An institution whose function is to provide lifelong learning is a museum. The Aizpute Local History Museum offers visitors educational programs and creative workshops. Visitors can learn new skills or discover new talents. For example, to become a museum guide, to make useful things from wood with your own hands, to learn previously relevant household skills - to bake water pretzels, to pickle cabbage, to beat butter. Unlike formal education institutions, museums do not provide professional competence in a field, but offer testing opportunities that allow you to assess your abilities and interests, as well as immediately apply skills in everyday life. Museums not only preserve cultural heritage and transfer intergenerational skills, but also unite the family - organize family events, create joint exhibitions, such as a photo exhibition of father and daughter at the Aizpute Museum. The educational activity of the museum has an important feature for the promotion of entrepreneurship - the upbringing of patriotism.



Figura 10. Project participants learn to bake water pretzels in Aizpute Local History Museum

Entrepreneurship is promoted through mutual communication. In order for residents to meet in interest groups, local governments provide appropriate premises. A multifunctional youth initiative center in Skrunda municipality has been established for this purpose. Its aim is to give young people the opportunity to implement their initiatives, meet in groups of like-minded people at a time that suits them, involving young people who spend their daily lives remotely - studying, working outside the county. In order to promote youth participation, which is one of the priority areas of Skrunda municipality development, Skrunda municipality youth council has been established and the voluntary work system has been improved. The layout and operational program of the Youth Center was also based on youth initiatives. The Youth Center is actively involved in project competitions to reduce early school leaving, promote youth entrepreneurship, organize useful leisure time, and promote volunteer work. On their own initiative, young people have organized various outdoor and health-promoting activities for children and their families.

Not only traditional educators but also other institutions can contribute to the promotion of entrepreneurship. An example of this is Kuldīga Restoration Center. At the initiative of Kuldīga County Council, with the support of the Norwegian financial instrument, it was created as a wooden restoration workshop. Its objectives are to ensure the preservation of the authenticity of the cultural and historical heritage of Kuldīga Old Town for future generations by carrying out conservation and restoration works in accordance with modern requirements and advising residents on the preservation and maintenance of buildings. The specialists of the center educate the residents of the old town and the owners of historic houses, encourage them to understand the cultural and historical heritage, the importance of its preservation and its value to society. The municipality organizes a campaign "Windows" every year, in which the residents of the old town have the opportunity to work to restore the windows of their home. They use the premises and tools of the Restoration Centre's workshop, as well as specialist consultations. The restoration center organizes various events for residents, including families. Attractive was the offer for the Father's Day celebrations "In Search of Ancestral Treasures", in which families with children participated in various carpentry work and competitions.



Figure 11. Project participants in Kuldīga Restoration Centre

One of the prerequisites for entrepreneurship is the ability to be aware of one's needs. Therefore, not only the direct promotion of entrepreneurship, but also the invitation to think about one's needs, to evaluate them, encourages people to take certain initiatives. Project participants had the opportunity to visit the NATO Aviation Base in Siauliai. Database performance and technical presentations made to think how vulnerable are we and our family and what we could do to take care of their own security.

Joint conclusions

1. Families play an important role in the development of an individual's personality and of society as a whole. Family policy is not able to meet all the needs of families, it is necessary to promote the entrepreneurship of families to take care of their own well-being.
2. Promoting entrepreneurship is one of the EU's policy priorities. It includes entrepreneurship in the narrower sense, which applies only to economic activity, and entrepreneurship in the broadest sense, which covers all spheres of human activity.
3. The Entrepreneurship Competence Framework describes the composition of entrepreneurial competence, identifying fifteen skills. From a practical point of view, it is necessary to understand what and how we can promote entrepreneurship.
4. Entrepreneurship is understood as a process that creates new value, as human qualities that ensure successful entrepreneurship and as an action in the implementation of the business process. Family entrepreneurship manifests itself as the characteristics of family members, as well as their joint action in the implementation of a process that creates a new value that is important for the family.
5. The new value, which results in family entrepreneurship, is characterized by an increase in family well-being. This is reflected in meeting needs: household income, access to housing and optimal living conditions, parenting and successful career choices, active aging and care for older parents, positive family relationships and mutual support, an attractive and family-friendly environment, security, health.
6. Five entrepreneurship promotion agents have been identified within the framework of the project: family, non-governmental organization, educational institution, company and state or municipal institution.
7. Family entrepreneurship is promoted within it through intergenerational cooperation. Positive, close intergenerational relations and mutual support and provide important assistance to the family on a daily basis and is an advantage in a society with an increasing proportion of older people. Intergenerational interactions involve the transfer of skills, which facilitates the formation of family businesses.
8. Non-governmental organizations promote entrepreneurship by attracting and bringing people together to create new values. Their activities are diverse and focus on meeting the needs of individual groups of people, the local community and nationalities. NGOs involve families in their projects and provide support to families. The activities of non-governmental organizations are influenced by their ability to attract funding and municipal support. It is necessary to promote the activities and achievements of non-governmental organizations in order to promote the entrepreneurship of families.

9. Educational institutions mainly contribute to the promotion of entrepreneurship in formal education by preparing young people for working life. The dual learning system and student training companies contribute to a successful career. Students' entrepreneurship is influenced by the attitude and example of teachers. Entrepreneurship-friendly education provision for adults depends to a large extent on state co-financing. Both business start-up programs and socially oriented family support programs serve the purposes of entrepreneurship. An important resource is the libraries of educational institutions, which, together with informative and consultative support, are able to ensure the availability of information also for people with special needs.

10. Businesses are not directly involved in promoting the entrepreneurship of the population, but they are able to contribute to the promotion of entrepreneurship by setting an example. Visits to family businesses inspire people, stimulate ideas, and allow them to perceive the principles of entrepreneurial activity as a whole and in specific performance. The openness of companies to visitors is a resource that needs to be used more widely to promote entrepreneurship. These could be, for example, Company Nights, similar to the popular Museums, Church and Science Nights.

11. At the state and local government level, there are business support institutions that help to establish and develop enterprises and increase their competitiveness. The instrument of municipal influence to promote entrepreneurship is its institutions. Along with educational, cultural and other institutions that traditionally provide educational services, family entrepreneurship can be promoted by any institution that has a connection to family needs and everyday life. It is determined by the development strategy implemented by the municipality. It is up to the municipality to provide a physical environment for young people to exchange ideas and interests, as well as to encourage them to develop initiatives and support their implementation.

12. Informal activities or unusual environments in which participants are offered to look at their own lives from a different perspective promote an understanding of their needs and initiate a desire to better fulfill them. Specific examples of entrepreneurship increase the sense of security and confidence in the possibility of creating something new. It is not yet a development of entrepreneurial skills, but it is a necessary element of the process, which could be called preparing or initiating of development. Such initiation takes place in communication between residents and entrepreneurs, residents and municipal employees, between families and non-governmental organizations, etc. It has just to find the right form, and communication initiators need to be aware of this goal.

Literature

1. Āboliņa, L. (2016). *Ģimene un tās atbalsta politikas attīstība Latvijā (1990 – 2015)*. Available: [298-54487-Abolina_Liga_la10049.pdf \(lu.lv\)](https://www.lu.lv/Portals/0/298-54487-Abolina_Liga_la10049.pdf)

2. *Eiropas Ekonomikas un sociālo lietu komitejas Atzinums par tematu "Ģimenes politikas loma demogrāfisko pārmaiņu jomā nolūkā popularizēt paraugprakses apmaiņu dalībvalstīs.* (2011). Brisele
3. *Enciklopēdiskā vārdnīca.* (1991). Rīga, 229. lpp
4. *EntreComp: The Entrepreneurship Competence Framework* (2016)
5. *Latvijas Vēstnesis.* (1998). Nr. 205/207
6. [Oganisjana, K. \(2015\). *Starpdisciplinārās mācības uzņēmības un uzņēmējspējas veicināšanai.* Rīga, Latvijas Universitāte](#)
7. Pārresoru koordinācijas centrs. (2019) *Latvijas ģimenes paaudzēs 2018: analītisks ziņojums.* Available: http://petijumi.mk.gov.lv/sites/default/files/title_file/Latvijas-gimenes-paaudzes-2018.pdf

Annex

Objects of good practice examples

Latvia	
Kuldīga Restoration Center	https://www.kuldiga.lv/kuldiga/kuldigas-vecpilseta/24aslaukos2424as-centrs
Kuldīga Senior School	https://www.youtube.com/watch?v=5DjnKfciqrs https://epale.ec.europa.eu/lv/blog/senioru-dzives-ilgumam-un-daudzveidibai
Skrunda County Multifunctional Youth Initiative Center	http://www.skrunda.lv/lv/pasvaldiba/iestadesstrukturvienibas/jauniesu-centrs/skrundas-novada-multifunkcionalais-jaunatnes-iniciativu-centrs/ https://www.facebook.com/skrundasjauniesucentrs/
NGO "Kodols"	https://www.aizputesnovads.lv/24aslaukos24/nvo/24aslauko-kodols
Aizpute Local History Museum	https://www.aizputesmuzejs.lv/lv/
Café "Piparmētra"	https://www.facebook.com/B.A.A.piparmetra/
Art gallery "Mētra"	http://www.metra-a.lv/
Aizpute municipality	https://www.aizputesnovads.lv/ https://epale.ec.europa.eu/lv/resource-centre/content/uznemejdarbiba-un-pieauguso-izglitiba-aizputes-novada

Lithuania	
Pharmacy “Valerijonas”	https://www.valerijonas.lt/
Cooperation Center “Spiečius”	https://www.verslilietuva.lt/25aslaukos/spiecius/bendradarbystes-centras-spiecius/
Business enterprise “Baltik Vairas”	https://www.baltikvairas.lt/
Šiauliai Vocational Training Center	https://www.sprc.lt/
Šiauliai Aviation Base	https://www.facebook.com/Aviacijosbaze/
Northern Lithuania College	http://www.slk.lt/ https://www.facebook.com/Siaures.Lietuvos.kolegija/?_tn=%2Cd%2CP-R&eid=ARDi-2_kibsoIrtZHpoPQR6471PkSEOHvPpMEqes12TtOsfTyHvSzMVV-OdO6OxaOiOW3W7Neu8tggOc
Šiauliai University Library	https://biblioteka.su.lt/lt/
Northern Macedonia	
Business enterprise “Comfy Angel”	https://www.facebook.com/ComfyAngel/
Food company „Gurmano“ in Slavej, Krivogashtani municipality	https://www.kpromet.mk/en/article/about-us-1/ https://www.foodbevg.com/MK/Prilep/1581301001929059/Gurmano
Etno room in Krusevo (Museum Nikola Martinoski)	https://krusevo.mk/explore/nikola-martnoski-gallery
SOU Orde Copela Prilep,	https://www.souordecopela.edu.mk/
SOU “Riste Risteski- Ricko”	https://ricko.edu.mk/
SOU “Gorce Petrov”	https://gorcepetrov.mk/
Café “Skar”	http://www.pizzaskar.mk/
NGO Tradicija	
Company “V-Krem”	https://www.facebook.com/V-%D0%9A%D1%80%D0%B5%D0%BC-101376435003247/
A family that promote paragliding sport abroad	https://paraglidingmacedonia.com/tandem-flight-krusevo/