



Gründung in school – Fostering Entrepreneurial Spirit in Classrooms

Gründung in school is the national umbrella organization for a network of over 30 initiatives bringing entrepreneurship education directly into German classrooms. Funded by the Federal Ministry for Economic Affairs and Energy (BMWE), we serve as the central hub to coordinate, connect, and scale these initiatives at the federal level.

While we provide the strategic framework, the real-world impact is driven by our partner initiatives. They design and deliver high-quality teaching materials, lead student-run venture programs, and provide specialized teacher training—making entrepreneurship a hands-on experience for young people.

Instead of a "one-size-fits-all" model, the partner initiatives of *Gründung in school* offer a diverse ecosystem of proven approaches. The programs are tailored to different age groups (Middle and High School), school types, and regional needs, ensuring that every student can find their entrepreneurial spark. By doing so, we equip students with essential future skills for the 21st century.

Empowering Educators and Schools

Our initiatives provide educators with a comprehensive toolkit to bring the world of business to life. By offering ready-to-use resources, we ensure that even complex economic topics become easy for students to grasp through action-oriented learning. Beyond materials, teachers benefit from expert insights gained through specialized training and a direct exchange with industry professionals, providing fresh impetus for modern lessons.

To bridge the gap between theory and practice, we help schools build strong networks with business partners and start-up mentors, opening up invaluable real-world learning opportunities. All our offerings—ranging from student-led companies to business simulations—are designed with maximum flexibility in mind, allowing them to fit seamlessly into any existing curriculum or teaching concept.

Core Objectives & Principles

- Empowerment: Cultivating initiative, creative problem-solving, and resilience at an early age.
- Career Guidance: Promoting future-oriented career paths and vocational clarity.
- Systemic Support: Assisting teachers in embedding entrepreneurial thinking into daily lessons.
- Collaboration: Bridging the gap between schools, science, business, and government at both federal and state levels.
- Sustainable & Social Entrepreneurship: Many of our initiatives focus on encouraging students to learn how to build ventures that solve social problems or promote environmental sustainability, proving that business can be a force for good.

Innovative Programs & Approaches from Our Network

Teacher Training & Classroom Resources:

Initiatives of *Gründung in school* empower educators with practical training and ready-to-use materials, available both online and on-site. These resources provide innovative ideas for integrating economic literacy and social responsibility into daily lessons, while free educational portals simplify lesson preparation.

Student Companies:

Young people experience the economy firsthand by launching their own businesses. From initial brainstorming to product sales, our age-appropriate programs make entrepreneurship tangible. By making real-world decisions and taking responsibility, students develop vital future skills in a hands-on environment.

Business Simulations:

In these interactive simulations, students step into management roles to navigate virtual companies through complex challenges. They learn to analyze markets, calculate risks, and understand the interplay between economic, social, and environmental factors—all within a structured, team-based framework.

Project Days & Workshops:

Our "Business Days" bring entrepreneurial spirit directly into schools through flexible modules or project weeks. These events allow students to network with real entrepreneurs and test their own ideas. Moving beyond grades, the focus is on self-efficacy, teamwork, and the excitement of turning a vision into reality.

Our partner initiatives:

- ALWIS e. V.
- Bildungswerk der Bayerischen Wirtschaft e. V.
- Boston Consulting Group BCG
- Bundesverband deutscher Banken e.V.
- Campus Business Box e.V.
- Deutsche Kinder- und Jugendstiftung DKJS
- Die Familienunternehmer e.V.
- DSV Gruppe Deutscher Sparkassenverband, Frankfurter Allgemeine Zeitung GmbH
- Futurepreneur e.V.
- Genoverband e.V.
- Hans Lindner Stiftung
- IHK Berlin
- Institut der deutschen Wirtschaft IW JUNIOR gemeinnützige GmbH
- Joachim Herz Stiftung
- Ministerium für Wirtschaft, Arbeit und Tourismus Baden-Württemberg, SIE – Software Innovation Education Steinbeis GmbH
- NFTE - Network For Teaching Entrepreneurship
- Prospektiv Gesellschaft für betriebliche Zukunftsgestaltungen mbH
- Steinbeis Innovation Education gGmbH
- Stiftung Bildung
- Stiftung der deutschen Wirtschaft (sdw)
- TheoPrax Stiftung
- Wirtschaftsjuvenen Deutschland e.V.
- Young Founders Network