

WELLBEING FOR ENTREPRENEURS

ODISEE UAS CAMPUS | BRUSSELS

23rd MAY 2023

10.00 a.m. – 3.00 p.m.

Entre **MWB**

avans
hogeschool

businet
B
social business school

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MIN
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bités

N8
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Odisee
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Co-funded by the
Erasmus+ Programme
of the European Union

Welcome Note

In 2021, universities, entrepreneurs, social entrepreneurs, and Businet came together to work collaboratively on the growing concern, first expressed at the World Economic Forum of 2019, regarding the mental well-being of entrepreneurs. The EU-funded project is finishing and has produced six supportive online /toolkits/ and six extensive case studies to support and guide young and would-be entrepreneurs on their exciting and challenging journey.

These materials are now available for general use, free of charge and are accessible 24/7. The six toolkits relate to topics such as (1) Resilience; (2) Self Reflection; (3) Reading the Signs - signs and symptoms; (4) Networking; (5) Time management and (6) Mental well-being. These are augmented by the six case studies that are based on the experiences of real companies. This workshop will be an introduction to the available materials and hopefully you will find a use for them.



Dr Allan
LAWRENCE

Project Manager



The Programme

10.00 Opening (Room 2201)

10:10 Welcome to EntreMWB (Room 2201)

10.25 Keynote | Ronald Provoost (Room 2201)

11.15 Workshop carousel

Resilience | Reading the Signs | Time Management
(Room 4118) |(Room 4115) | (Room 2212)

12.25 Networking lunch

13.15 Workshop carousel

Reflection | Networking | Mental Well-Being
(Room 4118) |(Room 4115) | (Room 2212)

14.20 Introducing our online course and feedback
(Room 2201)

15.00 Conference Close (Room 2201)

Entre  MWB

EntreMWB | Entrepreneurship Mental Well-being

The Entre-MWB Erasmus+ is a transnational education project aimed at developing practical and reflective learning materials that support and promote Mental Well-Being (MWB) amongst European entrepreneurs.

Our international partnership is made up of three universities, two SMEs, two associations and two social enterprises.

As part of our research, we conducted a large-scale survey among entrepreneurs and developed a range of learning and teaching materials which we will present during this event.

Project Purpose: The purpose of the project is to address the concerning effect that entrepreneurship has on the mental health of entrepreneurs across Europe;

Project Goal: The project seeks to support the entrepreneur across Europe and to ensure the effectiveness and efficiency of European start-ups by developing supportive and educational materials that support their health and well being.



Project Partners:



About the speaker

Ronald Provoost has been helping organizations for more than 20 years to map market developments on the one hand and the visions of employees, customers and stakeholders on the other. All this with the aim that customers can make their policy decisions on optimal information. His substantive drive is to get exactly that information out of people that really contributes to better decisions of his customers. This is not only about mastering techniques for collecting this information, but also the translation within organizations, so that it really leads to change. Of course, rational and emotional components play a role in this. "You don't get it until you see it." A beautiful statement from Holland's best football player ever. It's true. That is why, according to Ronald, you can only bring about change if you really see what people want and if people see it themselves. You have to do good research for that, and you have to understand what you're researching. That's what he's going for.

Ronald can not only bring his experience of more than 20 years as an advisor, but also as an entrepreneur and director (including USP Marketing Consultancy). He is currently a member of H3ROES (H3ROES is a cooperative association of professionals who together want to make the Netherlands more customer-oriented. These professionals believe in a different economic model, in which positive experiences of people, in their role as customers or employees, ensure sustainable creation of value). Ronald is now also ad interim director at Het Vergeten Kind (= charity aimed at children in the Netherlands). He is also involved in advisory processes on residents' initiatives (from Nabij a collaborative initiative to ensure that residents' initiatives achieve maximum results) and in sensor-friendly municipalities (an initiative for supporting municipalities to ensure that seniors can grow old as pleasantly as possible).

A real entrepreneur, who found the right balance between work and joy.



Meet the speakers



Dr Allan
LAWRENCE

United Kingdom
Projects Beyond Borders

Dr Allan Lawrence is the founding Director of Projects Beyond Borders and one of the first Associate Members to join the Businet network. Formerly the International Development Manager of Blackburn College in Lancashire, UK where he worked to recruit international students and develop Joint Education Projects with partners from around the world. During most of his career he

has been involved in the development and management of a large number of international education projects within the European Union, Russia and the Far East. As an independent consultant, he has been involved in projects with Salford and Manchester-based small businesses, NGOs and within Manchester's growing third sector.



Yvonne
FARRAND

United Kingdom
Projects Beyond Borders &
Businet Network



Director of International educational consultancy and e-learning company Projects Beyond Borders, the UK Co-Ordinator of the EntreMWB Project. Yvonne has managed Student Service teams, including Admissions, Careers advice & guidance and funding. She was responsible for setting up an International division, designing systems to manage international student requirements from admissions and accommodation to immigration and pastoral care. Active in the voluntary sector Yvonne has been involved in school governance and an Educational Trustee for many years. Yvonne was appointed as the General Manager of the Businet Global Higher Education Network in November 22.

Meet the speakers



Paul
BARTELS

Netherlands
AVANS University of
Applied Science &
Entrepreneur

With 7 startups in all different areas, I love the creativity needed to create a start-up. But on the other hand it brings stress, financial issues and long days. My experience I have shared being a trainer and coach in the field of skills, mindset and personal brain empowerment. Nowadays I combine my own company with my role as a lecturer at the Avans University of Applied Sciences specialised in coaching and entrepreneurship.

Wouter
BROEKAERT

Belgium
Odisee University of Applied
Science

Wouter Broekaert holds a PhD in Business Economics and has been conducting research on family businesses, SMEs and innovation since 2007. In the field of family businesses and SMEs, he has explored topics such as competitive strategy, strategic change, business performance, psychological ownership and mental well-being,



His research on innovation mainly focuses on organisational flexibility and open innovation. Wouter is affiliated with the Center for Sustainable Entrepreneurship (CenSE) and is a lecturer at the Odisee University of Applied Sciences.

Meet the speakers



**Carlos
AZEVEDO**

Portugal
IES Social Business School

Carlos is the President of the Board of Directors at IES-Social Business School, he is the founder and former president of the Board of Directors of ESLIDER-PORTUGAL - National Network for Civil Society Leaders - and a former Board member at EUCLID-Network – European Network for Civil Society Leaders. He worked as a research associate at INSEAD. He is the author of several books on Social Innovation

such as “Managing Nonprofit Organizations - the challenge of social Innovation”, “The Social Entrepreneur’s Guide to Changing the World” and “Governance Manual for Nonprofit Organizations - the leadership challenge of social innovation”. Carlos is an Adjunct Professor at Catolica Lisbon School of Business & Economics (CLSBE) and the Research Manager of the Yunus Social Innovation Centre at CLSBE.



**Nicholas
WALKER**

United Kingdom
Powerhouse Hub



Nik Walker is the Director (Europe, Middle East and Africa) of Powerhouse Hub, a global software company established for over 15 years that specialise in online solutions for managing talent. Nik’s background prior to working in the software sector was in education management; from lecturer in Business and Finance to the Head of a University Times Top 10 ranked Business School and later Commercial Director of one of the largest group of Further Education Colleges in the UK.

Meet the speakers



**Rob
DE WITH**

The Netherlands
Formerly Avans University of Applied
Science and Entrepreneur

Rob de With likes to work at the cutting edge of sustainability, entrepreneurship and innovation of business models. ATWORKSOLUTIONS, his company, does this based on an integral sustainable approach. Both internal communication and the external (marketing) strategy are discussed. By putting customers' customers first, offering real added value and build on sustainable cooperation with all relations.

Using his 25 years of experience as entrepreneur, and 16 years experience in education everyday! Within one of the initiatives, the GlobalGoals.community he coaches individuals, teams and companies by connecting personal qualities with the UN global Goals. Inspiration and motivation is what you get. In a challenging way to develop your organisation and/or your competences.



**Kim
PEETERS**

Belgium
University College Leuven
Limburg UCLL



Kim Peeters, Romanist and anthropologist who studied at KU Leuven and Université Libre de Bruxelles.

She worked on the gender theme in the NGO sector (FOS, 11.11.11) and more specifically on sexual and relational well-being at Sensoa vzw – expertise center for sexual health.

At UCLL she is a lecturer in themes linked to sustainable development, health and the SDGs.

Meet the speakers



Peter **FAGESTRÖM**

Estonia - Finland
Educraftor & N8

Founder and CEO of Educraftor, education innovation consultancy with clients like the European Commission, UNESCO (Education), the Ministry of Education and culture in Finland, Ministry of Education and Research in Estonia, Foundation Innove Estonia, National Agency of Education in Finland, 40% of all Finnish Teacher Training Schools (Universities), Microsoft (Education), municipalities and cities.

Peter is Co-Chair of Nordic Edtech Forum N8, a cross border Nordic, Baltic, the new Nordics, edtech industry association with 140+ companies across all education and learning segments.

Peter is a serial entrepreneur (4 companies, 3 NGOs), he has also started a startup program at a



university for both students and staff, co-chaired the executive board for a spearhead project for the Ministry of Education in Finland focusing on integrated entrepreneurship education, and is the initiator of three startup hubs.

Visit us at:

<https://entremwb.eu>

Contact us

info@projectsbeyondborders.com

Project Partners:

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