



PRESS RELEASE FOR IMMEDIATE RELEASE

Mark Prisk MP Hosts Triumphant Launch of Enterprise Alliance UK

www.enterpriseallianceuk.co.uk



Mark Prisk MP launches event (above & below)

The Enterprise Alliance UK was launched at the Houses of Parliament on the morning of the 27th January 2010. The event hosted by Mark Prisk, MP (Conservative Shadow Business Secretary), was attended by more than seventy delegates, bringing together supporters from academic, business, political, educational and student communities. Attendees included Ken Clarke MP, Shadow Secretary of State for Business, Innovation and Skills; Jenny McDowell of Lloyds Banking Group; Lars Lindstedt of Microsoft UK; and Anwar Hasan, Managing Director of Tata Ltd.

Attracting strong cross-party support, the launch encapsulated the beliefs of the three founding organisations, Enterprise Educators UK, The Institute for Small Business and Entrepreneurship (ISBE), and National Consortium of University Entrepreneurs (NACUE), that there is a need for a stronger focus on Entrepreneurship and Enterprise Education within the UK's Universities.

Endorsing the foundation of the Enterprise Alliance, key note speaker Julie Meyer, Founder & CEO of Ariadne Capital and Entrepreneur Country emphasised the need to *“Educate young people to expect success”*.

Mark Prisk MP said: *“Yesterday’s launch of the Enterprise Alliance is an extremely important venture and proves that the artificial divide between education and business is now gone.”*



Prof. David Rae, VP Education at ISBE, who spoke on behalf of the Alliance, stated *“through the Enterprise Alliance UK, the three founding organisations are building on their existing individual strengths to become the voice of enterprise education, research and support in the UK.”*

Speaking at the launch Prof. Colette Henry, President of ISBE; Dr Simon Brown, Chair of Enterprise Educators UK and Victoria Lennox & Matt Smith, Founders of NACUE emphasised the impact that Entrepreneurship Education makes in improving the skills, employability and business creation potential of Students and Graduates.

The launch of the Enterprise Alliance saw strong foundations being put in place to form an All Party Parliamentary Group on Enterprise & Entrepreneurship Education post-election - an initiative supported by Mark Prisk, MP Conservative Shadow Business Minister and Lorely Burt MP, Liberal Democrat Shadow Business Minister.





The ongoing activities of the Enterprise Alliance UK will involve the three founding organisations sharing knowledge & research and speaking with one voice to inform policy, practice and the public about the value and impact of enterprise and entrepreneurship education. This will be achieved through a collaborative communications strategy and our National Events Programme which includes each founding organisation's international conference; NACUE's Leaders Training Conference in May, Enterprise Educator UK's International Entrepreneurship Educators Conference in September and ISBE's 33rd Annual Conference in November.

Following on from its launch the Enterprise Alliance UK is set to become the most powerful voice for the support, promotion and representation of Enterprise and Entrepreneurship Education in the UK.

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Please contact Liz Carrington of ISBE for further information.

Email: liz@isbe.org.uk

Phone: 020 7554 9940

Background information for editors

The Enterprise Alliance UK is a new initiative being launched at the House of Parliament on 27th January 2010 by three of the leading independent membership-based organisations instrumental in promoting and supporting enterprise education and entrepreneurship within Higher Education in the UK. This new initiative aims to actively promote and support enterprise and entrepreneurship education in the UK, thus increasing opportunities for students and graduates to create new ventures.

The three founding organisations, Enterprise Educators UK, The Institute for Small Business and Entrepreneurship (ISBE), and National Consortium of University Entrepreneurs (NACUE) are in agreement that, by building on their existing individual strengths, the Enterprise Alliance will be able to be the voice of enterprise education, research and support in the UK.

Collectively, the Enterprise Alliance will become the voice of a wide range of stakeholders including academic researchers, educators, undergraduate and postgraduate students and those who provide practical support for enterprise development in Higher Education.

The Enterprise Alliance UK has the following goals:

- To provide an informed and independent voice for enterprise and entrepreneurship at a national level in Higher Education across the UK.
- To promote enterprise awareness, education and practical support for entrepreneurship within and beyond the educational sector.
- To demonstrate and disseminate the highest professional standards of enterprise and entrepreneurship education, practice and support, informed by active research and innovation within our shared membership.
- To ensure that all students have the opportunity to experience in curricula and extra curricula enterprise and entrepreneurship learning as part of their studies
- To gain governmental support throughout the UK for the development of enterprise and entrepreneurship education for all students in Higher and Further education





How Enterprise Alliance will achieve these aims:

- We will create and share our knowledge and research to inform government policy, educational practice and public awareness of the value and impact of enterprise and entrepreneurship education
- We will work together and separately to raise awareness in government of issues and developments in enterprise and entrepreneurship education, and make recommendations
- We will promote a national programme of development events, conferences and dissemination activities for all our members and those who wish to work with us.
- Our annual international conferences, focusing on enterprise and entrepreneurship education, will be developed as flagship events for promoting the highest standards of practice in the UK
- We will actively disseminate news and information to our members in relation to enterprise and entrepreneurship education

The Enterprise Alliance would like to invite other independent membership-based organisations whose core purpose is enterprise and entrepreneurship promotion, education and support in the educational sector to be part of this exciting new Alliance.

For further information on the Enterprise Alliance Please visit www.enterpriseallianceuk.co.uk

Information on Founding Organisations

Enterprise Educators UK

Enterprise Educators UK is the national network for enterprise educators. Its purpose is to support our membership in increasing the scale, scope and effectiveness of enterprise and entrepreneurship education within their organisations. Enterprise Educators UK supports over 600 enterprise educators from the membership base of more than 90 Higher Education Institutions to develop their practice, network with peers, and collaborate in enterprise and entrepreneurship education and research. This is facilitated by Best Practice workshops, a regular e-newsletter and the annual 3-day International Enterprise Educators Conference (IEEC) has become a highly successful forum for sharing best practice in enterprise and entrepreneurship education. www.enterprise.ac.uk

Institute for Small Business & Entrepreneurship (ISBE)

The Institute for Small Business and Entrepreneurship (ISBE) is the UK's largest and most established network for individuals and organisations concerned with small business and entrepreneurship research, enterprise support and advice, Entrepreneurship Education and the formulation, delivery and evaluation of entrepreneurship policy. With over 500 members ISBE provides a number of services including their quarterly e-magazine Enterprising Matters, a monthly news bulletin, Regional Events and Workshops, Books & Publications, the Research and Knowledge Exchange Fund (RAKE) and an annual Conference which each year attracts up to 500 delegates from across the globe. For more information about ISBE visit www.isbe.org.uk

National Consortium of University Entrepreneurs (NACUE)

The National Consortium of University Entrepreneurs (NACUE) is a national organisation that educates, empowers, connects and represents university enterprise societies and student entrepreneurs to stimulate university enterprise. Since its founding in December 2008 during a meeting of 12 leading





enterprise society presidents, NACUE already engages over 65 university enterprise societies across the UK, supports the development of 25 enterprise societies, works with 80 universities, and represents in excess of 35,000 entrepreneurial students.

NACUE is a central point of contact to some of the most promising and enterprising graduates and some of the most exciting early-stage start-ups in the UK. NACUE has already won two highly sought after awards by SFEDI, the UK's standards setting body for enterprise support - The Builder of Enterprise Support Networks Award and the 2009 Overall Enterprise Champion Award – and it has been recognised by Real Business as a 2009 Champion of Entrepreneurial Britain. <http://www.nacue.com/>

