



Employment Service
of Slovenia

BTC Campus

an innovative project, fostering and
encouraging entrepreneurship

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Fact About Slovenia, 2023



Capital: Ljubljana

Area: 20,273 km²

Population: 2.12 million

GDP per capita, current prices (2022)

27,040 €

GDP Growth (2022)

2.5%

Average Wage (I-XI 23)

2,209 € gross

1,437 € net

Employment Growth (I-XI 23)

+1.3%

Unemployment Rate

3.9% Labour Force Survey (Q3 2023)

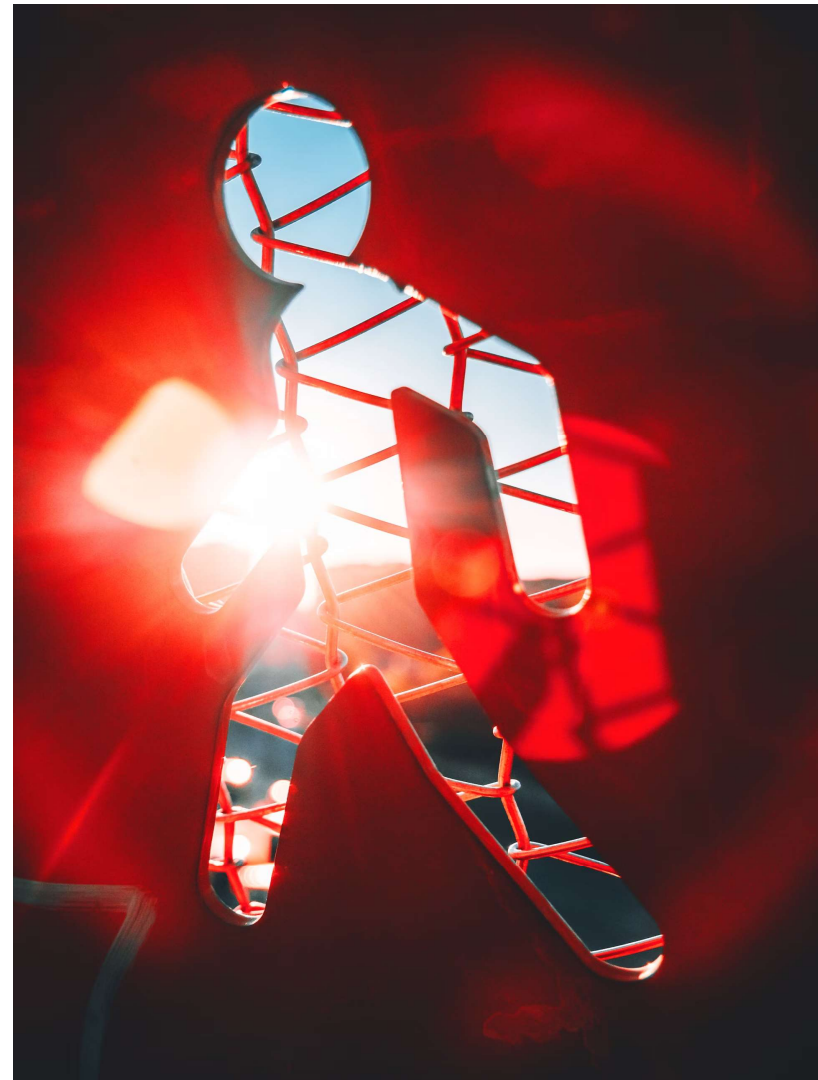
4.8% Registered (November 2023)

Source: SORS, ESS



What is it about?

The BTC Campus program is the result of collaboration between the economic and academic sector and the public employment service, aimed at enabling the development of entrepreneurial competencies of participants in an innovative way.



A dynamic of collaboration between:

Business

Academic

Public Employment Service



Who can participate?

BTC Campus is designed for unemployed individuals, seeking opportunities and solutions for re-entering the workforce, especially by gaining entrepreneurial competencies and personal skill development.

Initially focused on young individuals, the program expanded in 2023 to include representatives from different generations.



Purpose

The program's main purpose is to introduce participants to entrepreneurial thinking, to show the role of entrepreneurs in society, to teach participants modern methods of entrepreneurial innovation and creativity and help them gain practical knowledge, using creativity tools.



Why is it innovative?

The program is based on the "Design Thinking" methodology



Participants apply this method to real business cases, facilitating the swift transfer of knowledge into practice

The program has been enhanced with a hackathon, intensively developing solutions to specific user experiences.



Program objectives

- Establishing employment and/or entrepreneurial goals.
- Identifying and acquiring specific additional knowledge, competencies, and orientations for a successful career and/or entrepreneurial path.
- Improving self-presentation in job interviews or potential presentations of entrepreneurial ideas.
- Understanding personal, business, and social needs and problems of end-users.
- Obtaining guidance for market research and better understanding the needs of target users, leading to improved adaptation of services or products to the market.
- Developing employment opportunities through individual guidance on resumes and job applications.



Thank You for Your Attention.



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