

Employ EUROPEAN YOUTH CREATIVELY

(CREATIVITY + SOCIAL ENTREPRENEURSHIP) + RURAL AREA POSSIBILITIES = SOLUTION FOR YOUTH



Contact-making event "Employ European youth CREATIVELY" (EEYC)

What is Contact Making Event (CME)?

In youth field, CME is a project activity under Erasmus+ KA1 for youth workers and non-formal organisations working with young people. Formerly known as "Partnership Building Activity" (PBA) in "Youth in Action" programme of the European Union (2007 – 2013).

For whom is it?

In the field of youth CME is designed to bring together key staff members, decision makers from youth organisations, youth workers and leaders who are working with young people in their countries across European Union and neighboring regions.

What is the purpose of it?

To get to know colleagues and establish long lasting partnerships in the field of youth, by getting to know each other better through various activities and non-formal learning methods. That leads to exploration of other cultures, working methods and finding common topics to work on and educate young people by improving their overall skills for personal development and employability.



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Creativity?

Creativity is a phenomenon whereby something new and somehow valuable is formed. The created item may be intangible (such as an idea, a scientific theory, a musical composition or a joke) or a physical object (such as an invention, a literary work or a painting).

” Talking about creativity is like dancing about architecture, it makes no sense and looks stupid, so, one just has to go out there and play, be a playful mind for this experience: creativity ”

Fionn Dobbin

Social Entrepreneurship?

Social entrepreneurship is the attempt to draw upon business techniques to find solutions to social problems. This concept may be applied to a variety of organizations with different sizes, aims, and beliefs.

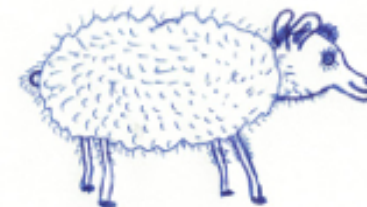
Conventional entrepreneurs typically measure performance in profit and return, but social entrepreneurs also **take into account a positive return to society**. Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the voluntary sector. At times, profit also may be a consideration for certain companies or other social enterprises in order to expand their services and ideas.

Rural areas?

In general, a rural area or countryside is a geographic area that is located outside towns and cities. Whatever is not urban is considered rural. Different countries have varying definitions of "rural" for statistical and administrative purposes.

Youth in Rural areas commonly faces more difficulties than young people in cities that offer much more possibilities for socialization, spending free time and employment opportunities. Young people from rural areas more often face socioeconomical obstacles and can be described with an acronym *NEET* persons.

A **NEET** is a young person who is "Not in Education, Employment, or Training". The acronym *NEET* was first used in the United Kingdom but its use has spread to other countries all over the world.



Erasmus+: Why a new approach?

• Education, training and youth: a changing landscape

- Deep economic crisis and high youth unemployment;
- Vacancies exist, but skills gaps and low employability of graduates;
- Growing requirement for high skilled jobs;
- A global competition for talent: internationalisation of education;
- Extraordinary broadening of learning offer and potential of ICT;
- Complementarity between formal, informal and non formal learning;
- Need for closer links with world of work

It means that **NEW APPROACH IS NECESSARY**

📌 And it can be achieved by help and support of **Erasmus+** programme

Erasmus+: a new approach

• What is needed

- Closer links between programme and policy objectives;
- More synergies and interaction between formal, informal and non-formal learning;
- More cross-sectoral partnerships with world of work;
- A streamlined, simpler architecture;
- Stronger focus on EU added value



Erasmus +

What are youth worker and NGO opportunities within Erasmus+?

📌 European commission has developed many tools to support NGO and other sectors to work together and solve issues European youth is facing at the moment

Youth: general aspects

- To improve the level of key competences and skills of young people, including those with fewer opportunities, and youth workers, as well as to promote participation in democratic life in Europe and the labour market, active citizenship, intercultural dialogue, social inclusion and solidarity
- To foster quality improvements in youth work, in particular through enhanced cooperation between organisations in the youth field and/or other stakeholders
- To complement policy reforms at local, regional and national level and to support the development of knowledge and evidence-based youth policy as well as the recognition of non-formal and informal learning
- To enhance the international dimension of youth activities



What was contact-making event **Employ European youth CREATIVELY** in Latvia, Gulbene region taking place from 24th till 29th of August, 2015 all about?

Need of empowering youth to be more active in their local communities. High level of youth unemployment across European union. Emigration, as a result of unemployment, to other countries. Lack of possibilities in country side of Latvia and other countries of Europe in combination with failing approach of "finding a job" if there are none of them existing in some areas. All the mentioned factors are just few of examples that led to creation of project "Employ European youth CREATIVELY".

With this project 11 European countries were brought together by sharing same wish to **empower and inspire youth workers and leaders to involve youngsters to be more active and "create new jobs" by themselves**. Project combined creativity with possibilities of social entrepreneurship, and motivated youth workers and leaders to work on social entrepreneurship ideas within their NGO's. Allowed them to think about possibilities how to use social entrepreneurship possibilities and self fund local projects in the country side or other areas and involve NEET youth from rural and less developed areas in activities to promote self initiative and entrepreneurial attitude.

Aim of the project "Employ European youth CREATIVELY":

To improve expertise and knowledge of youth workers and leaders about social entrepreneurship, in order to motivate young people into creation of creative social enterprises within their communities.

Objectives of the EEYC project:

- To improve participants understanding about social entrepreneurship and initiative, first steps to start with, when you have realized that you would like to become an entrepreneur and future employer;
- To motivate youth workers to involve young people and to develop initiatives that would lead them towards entrepreneurial thinking;
- To create opportunities for youth workers and leaders and support them in creation of new cooperation networks and projects aimed at expanding youth employability;
- To promote use of creative and innovative learning and motivation approaches in European youth work and non-formal education;
- Creation of closer ties between international organizations to work on development of long term KA2 project with aim of creation of creative social enterprises to be established and managed by European youth;

Project involved organizations and youth workers from various regions of Europe. (Latvia, Lithuania, Estonia, Belgium, Czech Republic, Greece, Malta, Portugal, Romania, Spain, United Kingdom). Different situation and experience in each particular country gave a great chance to learn from each other. Address the common issues and work towards solution, with a focus to create real social enterprises afterwards and bring positive changes in reducing youth unemployment.

How was it?

During project "Employ European youth CREATIVELY" 24 youth workers and leaders from 11 European countries understood the benefits of becoming active in social entrepreneurship field. Representatives of organisations worked on creation of new projects, during the main activity in Latvia related to social entrepreneurship and creativity, with a focus on a long term strategical partnership projects in framework of Key Action 2 under Erasmus+ program.



Feedback from participants

" EEYC project introduced us to the concept of social entrepreneurship and gave us the opportunity to closely follow the processes of social businesses development. "

" Through project's experiential activities, basic life skills were effectively challenged and enhanced. "

" Through this project, I had the opportunity, to boost my motivation for creativity, meet innovative and effective ways when working with adults and regulate my emotions through a close connection and interaction with countryside. "

" EEYC project, redefined the meaning of non formal learning and constitutes a springboard to future cooperations. "

By reading all the previous information before, maybe you have a question:
How does it affect my organisation and community?

Can you try to answer it to yourself by referring all the information you read before? (Or if you did it quickly, please read it once more, it will help you to better answer the question about how does it affect your organisation and community?)

Now you can read about few of KA2 possibilities specifically in youth field

Key Action 2: Cooperation and innovation for good practices

1.) Education and Culture Strategic Partnerships

Main activities:

- Strengthened cross-sectoral cooperation between organisations for exchanges of practice
- Development, testing and/or implementation of innovative practices in the field of youth, education and training
- Validation of competences acquired through non-formal and in-formal learning at national level by referencing them to EU frameworks and using EU documentation instruments (such as Europass and Youthpass)

2.) Strategic Partnerships

Main activities:

- Cooperation between regional authorities to promote the development of education, training and youth systems and their integration in actions of local and regional development
- Transnational initiatives fostering entrepreneurial mind-sets and skills, to encourage active citizenship and new social enterprise creation



3.) Capacity Building

Aims:

- To foster cooperation and exchanges in the field of youth between Programme Countries and Partner Countries from different regions of the world (ACP, Latin America, Asia, Industrialised Countries)

Main activities:

- Strategic cooperation between youth organisations on the one hand and public authorities on the other hand in Partner Countries
- Cooperation between youth organisations and organisations in the education and training fields as well as with representatives of business and labour market, as well as with NGOs
- Raise the capacities of youth councils, youth platforms and national, regional and local authorities dealing with youth in Partner Countries
- Enhance the management, governance, innovation capacity and internationalisation of youth organisations
- Launch, test and implement youth work practices
- Implement Youth mobility activities from/to Partner Countries (Youth Exchanges, European Voluntary Service, youth workers' mobility)

Project **Employ European youth CREATIVELY** was carried out under **Erasmus+ Key Action 1**

Key Action 1: Youth mobility

Education and Culture

Main activities:

- Youth Mobility projects (young people and youth workers);
- Youth Exchanges;
- European Voluntary Service;
- Structured courses: training courses, contact-making events, study visits abroad;
- Job shadowing or observation period in a youth organisation abroad (at youth organisations, education and training institutions, companies, etc);
- Mobility projects submitted by national/regional public bodies and by organisations active in Corporate Social Responsibility;
- Large Scale European Voluntary Service Events

For more information use this link:

http://ec.europa.eu/programmes/erasmus-plus/index_en.htm

Video materials about EEYC can be found by [searching on youtube.com](#) for **Employ European youth CREATIVELY**, [contact making event](#)



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COUNTRIES and ORGANISATIONS INVOLVED?

Baltic Youth Way (LV); Aktyvistai (LT); Hea Hombre (EE); Associação Liláz (PT); Consell dels Joves de Gandia (ES); Be International (CZ); Youth Mobility Center (GR); Surf The Earth Project - STEP (RO); Fingerprints (MT); The Knot (BE); Go Digit All (UK)

Thank you, everyone who was involved in project "Employ European youth CREATIVELY" for amazing experience and exchange of knowledge!!!!



Jaunatnes starptautisko
programmu aģentūra

