



INCLUSION THROUGH ENTREPRENEURSHIP

INCLUSION THROUGH ENTREPRENEURSHIP

Training course

Bucharest, Romania

17th - 25th July 2023

Guide



TABLE OF CONTENTS

- 1 About the Project
- 2 Partners
- 3 Social Entrepreneurship vs Business
- 4 Business Plan
- 5 Pitch
- 6 Erasmus for Young Entrepreneurs



1

ABOUT THE PROJECT

According to OECD and European Commission, inclusive entrepreneurship policy aims to offer all people an equal opportunity to create a sustainable business, regardless of their background, age or gender, hence contributing to social inclusion. Inclusive Entrepreneurship can help young people to avoid skill attrition and the erosion of their professional networks.

The COVID-19 pandemic has had a considerable negative impact on many young people, struggling to get the best out of their education and find jobs in a labour market with increasing unemployment across the EU. The most recent research shows that 13.1 % of the 15-29 year-olds in the EU in 2021 were not in employment, education or training (i.e. NEETs). The opportunity cost of not supporting groups such as NEETS is extremely high, as countries are missing out on potential innovation, growth and jobs. Creating a business also helps to

increase self-esteem since young people generate income for themselves, are active and contribute to society, reducing their risks of falling into poverty and social exclusion. Global University Entrepreneurial Spirit Students' Survey suggests that nearly 45% of university students plan to start a business during the 5 years after graduation, however, only 5% of 18-30 year-olds manage to work on a start-up.

In Romania, 16.6% of young people, aged 15-29, are not in education or employment, which makes the country the fifth-highest rate among the EU countries. As OECD informs, Romanians are more likely than the EU average to perceive that they have the capabilities and skills to create a business (46.2% vs. 41.9% for the EU). Considering this fact, self-employment can act as an essential solution to decreasing the number of NEETs in the country.

OBJECTIVES

The research shows that **inclusive entrepreneurship** can be a beneficial solution to tackle the problem of youth unemployment and the role of youth workers is irreplaceable to encourage young people. This project applied inclusive entrepreneurship to achieve personal, social and employment integration of young people with fewer opportunities by providing a space for youth workers to share knowledge of entrepreneurship and tailor-made methodologies in an international context and focusing on exploring and exchanging good practices.

The goal of the project was achieved through the following specific objectives:

1

Increasing the innovative entrepreneurial knowledge of 22 youth workers through non-formal education and preparing them to transfer the acquired good practices to their peers in their local communities and apply them in their daily work with disadvantaged youth;

2

Equipping 22 youth workers with the necessary tools to work with young people (especially NEETs) to foster their initiative spirit and prepare them to increase their ability to actively participate in society and develop their own enterprises;

3

Building international cooperation and increasing the existing networks, enhancing the capacity of 6 NGOs through creating a common online platform to exchange experience and practices.





2 PARTNERS



COSI, Romania



GOD, Bulgaria



3D Friends, Latvia



Avenir En Héritage, France



Beyond Borders ETS, Italy



**AJ Mesa Local de la Juventud de
Puente Genil, Spain**

3

SOCIAL ENTREPRENEURSHIP VS BUSINESS



Social Entrepreneurship

The concept of Social Entrepreneurship refers to individuals, start-ups or entrepreneurs that develop, fund and implement solutions to social, cultural, or environmental issues. Social entrepreneurs are either non-profits or for-profit companies which partially use their profit to give back to society. Social entrepreneurship typically attempts to further broad social, cultural and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, health care and community development.

Business

A business is defined as an organization or enterprising entity engaged in commercial, industrial, or professional activities. Businesses can be for-profit entities or non-profit organizations. Business types range from limited liability companies to sole proprietorships, corporations, and partnerships.

The term business also refers to the efforts and activities undertaken by individuals to produce and sell goods and services for profit.



4 BUSINESS PLAN



IDENTIFICATION DATA

1. **Company name**
3. **Legal form of constitution**
4. **Main activity**
5. **The nature of start-up capital**
6. **The value of the share capital**
7. **Contact person**
8. **Associates/Main shareholders**



EXECUTIVE SUMMARY

Briefly explain your business, the problem you are solving, the target audience, and key financial information.

- Description of the business idea
- Market Analysis - Customers, Competitors
- Key staff



FINANCIAL PLAN

- Revenues
- Prime Cost of sold products
- Overall profit
- Salaries
- Rent and utilities
- Other expenses
- Sum of expenses
- Profit before taxes



4

BUSINESS PLAN



MARKETING PLAN

- A marketing plan is the advertising strategy that a business will implement to sell its product or service. The marketing plan will help determine who the target market is, how best to reach them, at what price point the product or service should be sold, and how the company will measure its efforts.



RISK MANAGEMENT

- Risk management is the process of identifying, assessing and controlling threats to an organization's capital, earnings and operations. These risks stem from a variety of sources, including financial uncertainties, legal liabilities, technology issues, strategic management errors, accidents and natural disasters.

[CLICK HERE FOR THE
TEMPLATE](#)



5 PITCH

TO PITCH - verb tranzitiv, en. | To throw/launch an object, with a certain objective, towards a certain point. Term used in baseball, business, advertising, sales. Before structuring your pitch, clarify: "What do I want to achieve?" | "From whom?" | "What does the other person want to gain?"

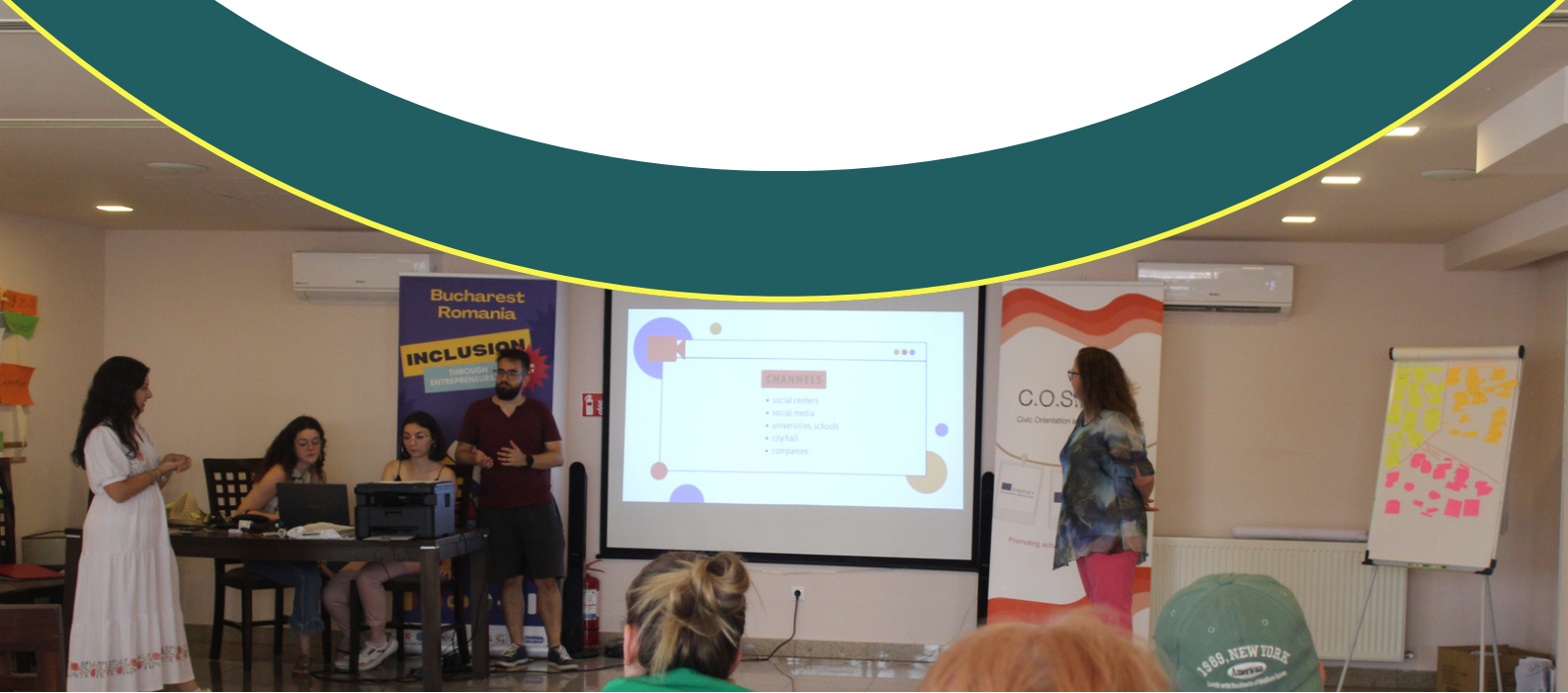
STRUCTURE

1. INTRO
2. OPPORTUNITY
3. PROBLEM
4. SOLUTION
5. POTENTIAL
6. MARKET ANALYSIS
7. COMPETITION
8. FINANCE
9. TEAM
10. FINANCE NEEDS



SKILLS FOR PITCHING

- Communication
- Research
- Problem solving
- Public speaking
- Time management
- Creativity





Erasmus for Young
Entrepreneurs

6

ERASMUS FOR YOUNG ENTREPRENEURS

What it is?

Erasmus for Young Entrepreneurs is a program of the European Commission, which aims to help new (less than 3 years) entrepreneurs acquire relevant skills for managing a small or medium-sized enterprise by spending time with an experienced entrepreneur.

Where can I do it?

In one of the 27 EU Member States, UK and the COSME countries: North Macedonia, Iceland, Montenegro, Türkiye, Albania, Serbia, Moldova, Bosnia-Herzegovina, Armenia, Ukraine and Kosovo*, as well as entrepreneurs from the outermost regions and overseas countries and territories.

How do I apply?

- Write a Business Plan about the type of business you want to start or grow.
- Apply on-line and select an Intermediary Organisation, which will assess the application and give feedback to the application about their eligibility/acceptance in the program. Once the application is approved, the New Entrepreneur will be accepted on the Program's platform.
- Match with a Host Entrepreneur.
- The two parties will agree on an activity plan, an online document which includes the objectives and expectations for the exchange, the business/work/learning plan, tasks, responsibilities, , legal implications and it will be signed by all parties (NE, HE, IOs).
- Implementation phase.



Erasmus for Young
Entrepreneurs

6

ERASMUS FOR YOUNG ENTREPRENEURS

How long can I work with the Host Entrepreneur?

Between 1 and 6 months, with the possibility to divide the stay into slots of a minimum of 1 week spread over a maximum of 12 months.

Is it financially covered?

Yes. Financial support is provided by the Intermediary Organisation to the New Entrepreneur's travel costs (to and from the country of the stay) and subsistence costs during the stay abroad.

The amount of the financial support and related details are subject to the financial agreement signed between the parties and it is based on the monthly lump sum for the country of the exchange and the actual periods spent abroad with the host entrepreneur.

**Find out more about it
here**





INCLUSION THROUGH ENTREPRENEURSHIP

This material was made as part of the Inclusion through Entrepreneurship project, financed by the European Union through the Erasmus+ Programme. The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the National Agency and Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by
the European Union

