BOOKLET FOR ENTREPRENEURSHIP

Entrepreneurial Odyssey: From Idea to Impact

"Entrepreneurial Odyssey: From Idea to Impact" Training Course

19-28 May 2024 Antalya/Türkiye

This booklet is a result of the "Entrepreneurial Odyssey: From Idea to Impact" training course held in Antalya in May 2024.

Project Summary:

Reducing youth unemployment is one of the major challenges facing most governments in Europe. Countries involved in this project show particularly disturbing signs. According to the World Bank statistics, youth unemployment rate in Germany is 5.8%, in Türkiye is 19%, in Serbia is 24.8%, in North Macedonia is 34.9, in Greece is 30%, in Hungary is 10.2%, in Lithuania is 10%, in Belgium is 16.3% and in Italy is 23.9%. Youth unemployment often persists due to the lack of essential entrepreneurial and business skills among young people. Disadvantaged youth face additional barriers to employment, such as limited access to resources and networks. They require specialized support to overcome these obstacles and realize their potential. Youth workers and youth leaders working directly with young unemployed people and disadvantaged youth are uniquely positioned to inspire and empower youth to be creative, entrepreneurial and business minded through non-formal and informal activities and raise their self-confidence and enthusiasm which leads to promotion of entrepreneurial culture, higher awareness of personal empowerment and inclusion which, in its turn, prevents violent radicalization.

The international training course "Entrepreneurial Odyssey: From Idea to Impact" aimed to train and equip youth workers and youth leaders working directly with young unemployed people and disadvantaged youth with essential entrepreneurial and business tools, methods and skills to enable them to contribute to tackling of the problem of unemployment among disadvantaged youth through quality youth work that promotes self-employment and entrepreneurial culture. The project sought to promote youth entrepreneurship as a means of social and economic inclusion while fostering tolerance, diversity, and active participation in society. Additionally, the project aimed to facilitate international collaboration by providing a platform for youth workers from nine countries to exchange best practices and develop future Erasmus+ projects. Key output of the project is this online handbook, offering practical tools and methods for entrepreneurship education targeted at disadvantaged youth.

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I. DISADVANTAGED YOUTH

Entrepreneurship plays a vital role in fostering innovation, economic growth, and social development. For disadvantaged youth—who often face barriers such as limited access to education, financial constraints, and social exclusion—entrepreneurship can serve as a powerful tool for empowerment and self-sufficiency. The international training course "Entrepreneurial Odyssey: From Idea to Impact" equipped youth workers and leaders with essential entrepreneurial tools and skills to support unemployed and disadvantaged youth. This handbook is a collection of entrepreneurial ideas and Erasmus+ project summaries designed to support disadvantaged youth in their journey towards self-employment and social change.

Marginalization is the process by which individuals or groups are pushed to the edges of society and given lesser importance, often leading to exclusion from opportunities, resources, and decision-making processes. This is a predominant social issue that affects various communities, particularly disadvantaged youth. Disadvantaged youth are young people who face significant barriers to social and economic participation due to various personal, social, and structural factors. They often experience marginalization, limited opportunities, and reduced access to education, employment, and resources.

1. Categories of Disadvantaged Youth

2. Refugees, Asylum Seekers, and Migrants: Refugees and migrants face multiple challenges in accessing the job market. Legal barriers, such as work permits and asylum procedures, can delay employment opportunities. Many struggles with unrecognized qualifications, as their diplomas and work experience from their home countries are often not acknowledged. Language barriers make it difficult to apply for jobs and communicate effectively in the workplace. Additionally, they lack professional networks and mentorship opportunities. Discrimination and biases from employers further limit their chances of securing stable jobs.

2. Social Barriers: Limited social connections and professional networks make it harder for disadvantaged youth to access job opportunities. They often lack career guidance and face stigma, being perceived as unskilled or unreliable. Family responsibilities, especially for young women, can restrict their ability to participate in the workforce or seek further training.

3. Economic Barriers: A lack of financial resources prevents many young people from accessing education, vocational training, or entrepreneurship opportunities. Some struggle to afford transportation costs to job interviews or training programs. Many live in unstable conditions, making it difficult to focus on career development. As a result, they are often trapped in low-paid, precarious jobs with little job security or career growth.

4. Cultural Differences: Adapting to workplace norms and expectations can be challenging for youth from different cultural backgrounds. Differences in communication styles, traditions, and religious practices may create barriers to integration. In some cases, cultural prejudices or lack of representation in successful careers discourage young people from pursuing certain professions.

5. Barriers Linked to Discrimination: Disadvantaged youth often face discrimination based on ethnicity, gender, disability, social background, or migrant status. Employers may hold biases, leading to fewer job opportunities and lower wages. Stereotypes and prejudices can make it harder for them to be considered for skilled or leadership roles. Workplace discrimination, including unequal treatment and exclusion, further limits career growth. In some cases, dress codes, language expectations, or cultural norms create additional barriers. Lack of strong anti-discrimination policies and legal protections worsens the situation, making it difficult for these young people to access fair employment opportunities.

6. Barriers in Education and Training Systems: Traditional education systems may not be flexible enough to accommodate the needs of disadvantaged youth. High dropout rates are common due to financial struggles, while skills learned in school do not always match labor market demands. Many young people lack access to vocational training, which could provide them with practical skills needed for employment.

7. Young People from Rural Areas: Youth living in rural areas have fewer job opportunities due to limited industries and economic activity. Many face transportation challenges, making it difficult to access education or work opportunities in urban centers. Limited digital access also reduces their chances of benefiting from online learning or remote job opportunities.

8. NEET (Not in Education, Employment, or Training): Young people who are not engaged in education or training often struggle with low motivation and lack direction. Many have significant skills gaps and no access to training or job opportunities. Social isolation further disconnects them from the labor market, making it even harder to re-enter education or employment.

9. Young People from Poor or Broken Families: Growing up in financially unstable or broken families puts many young people at a disadvantage. They often struggle with emotional and psychological stress, affecting their ability to focus on career goals. Without family support or encouragement, they may lack confidence and guidance in pursuing education or employment.

10. Disabled Youth: Young people with disabilities face multiple obstacles in entering the workforce. Many workplaces are not fully accessible, limiting their job choices. Employers may hold biases, perceiving them as less capable. Additionally, there are fewer training programs tailored to their specific needs, making skill development more challenging.

2. Importance of Empowering Disadvantaged Youth
Supporting disadvantaged youth is not only a social responsibility but also an investment in economic growth, innovation, and social cohesion.

- **Economic Empowerment:**
    - Helping young people acquire entrepreneurial skills enables them to create jobs for themselves and others.
    - Self-employment can provide financial stability and a pathway out of poverty.

- **Social Inclusion and Active Citizenship:**
  - o Engaging young people in meaningful activities fosters a sense of belonging and responsibility within society.
  - o Entrepreneurship allows youth to contribute solutions to social and environmental problems in their communities.

- **Promoting Equal Opportunities:**
  - o Providing access to training, mentorship, and funding ensures that all young people—regardless of background—have a fair chance to succeed.
  - o Empowering disadvantaged youth reduces inequalities and builds more inclusive societies.

- **Encouraging Innovation and Creativity:**
  - o Young people from disadvantaged backgrounds often develop unique perspectives and problem-solving skills.
  - o By fostering entrepreneurial thinking, we can harness their creativity to develop innovative products and services.

- **Mental Health and Personal Development:**
  - o Gaining skills, achieving financial independence, and overcoming challenges boost confidence and well-being.
  - o Entrepreneurship encourages resilience, adaptability, and self-reliance.

II. ENTREPRENEURSHIP

Entrepreneurship is the process of transforming intellectual, physical, and mental effort into a viable idea, bringing it to life, and generating revenue. An entrepreneur is someone who identifies a need or problem in society, develops an innovative solution, and builds an organization to support its growth and sustainability. It involves creativity, risk-taking, resilience, and adaptability, turning challenges into opportunities and ideas into impactful ventures. There are different types of entrepreneurships, including:

Social Entrepreneurship: Focuses on solving social or environmental issues through innovative business models.

Tech Entrepreneurship: Involves leveraging technology to develop new products, services, or platforms.

Green Entrepreneurship: Prioritizes sustainability and eco-friendly business practices.

Traditional Entrepreneurship: Includes businesses in retail, services, and manufacturing industries.

Cultural and Creative Entrepreneurship: Involves arts, media, and culture-based business ventures.

Entrepreneurship offers numerous benefits, including financial independence, job creation, community development, and personal growth. However, starting and sustaining a business requires essential skills such as financial literacy, marketing strategies, and problem-solving abilities. Entrepreneurship plays a crucial role in empowering disadvantaged youth for several key reasons:

– It provides young people with the opportunity to generate their own income, reducing reliance on unstable job markets and social assistance.

– Disadvantaged youth face challenges in accessing traditional jobs due to discrimination, lack of formal education, or legal restrictions. Entrepreneurship offers an alternative path to self-sufficiency.

– Young people from marginalized backgrounds often possess valuable skills, cultural knowledge, or creative talents that can be transformed into business opportunities.

– Running a business helps develop problem-solving abilities, resilience, and leadership skills, empowering youth to take control of their futures.

– Youth-led businesses can address local challenges, create jobs, and strengthen communities by providing needed products and services.

– Many young entrepreneurs focus on solving social issues, using business as a tool for change in areas like sustainability, education, and technology.

– Entrepreneurship fosters self-expression and integration into society, helping disadvantaged youth gain recognition and establish meaningful connections.

To integrate effectively into the economy and become successful entrepreneurs, disadvantaged youth need to develop the following skills:

- Business and Financial Literacy – Understanding budgeting, pricing, financial management, and basic accounting is crucial for running a sustainable business.
- Problem-Solving and Critical Thinking – The ability to identify challenges, analyze situations, and develop innovative solutions is key to entrepreneurial success.
- Communication and Networking – Strong interpersonal skills help in building partnerships, negotiating deals, and effectively presenting business ideas to potential investors or customers.
- Digital and Technological Skills – In today's world, using digital tools, online marketing, and e-commerce platforms is vital for reaching customers and scaling a business.
- Resilience and Adaptability – Entrepreneurs face setbacks and challenges; the ability to persist, learn from failures, and adjust strategies is essential for long-term success.
- Creativity and Innovation – Developing unique ideas, products, or services helps entrepreneurs stand out in competitive markets.

- Leadership and Teamwork – Managing a business often requires leading a team, delegating tasks, and fostering a positive work environment.
- Time Management and Organizational Skills – Balancing multiple responsibilities and setting priorities efficiently is important for business growth.
- Legal and Administrative Knowledge – Understanding regulations, tax requirements, and legal aspects of running a business helps avoid complications and ensures compliance.
- Marketing and Sales Strategies – Knowing how to attract customers, promote products or services, and maintain client relationships is crucial for profitability.

1. Real-World Examples of Entrepreneurship Among Marginalized Groups

Germany

- Kuchentratsch (Cake Gossip) – Munich: A social enterprise employing elderly people to bake and sell homemade cakes, providing them with income and social inclusion.

- Refugee Startups: Organizations like "SINGA Business Lab" support refugees in launching businesses, such as Syrian-owned restaurants and IT services.

Türkiye

- Down Café – Istanbul & Ankara: Coffee shops run by individuals with Down syndrome, providing them with employment and social integration.

- Kırkyama (Patchwork) Women's Cooperative – Gaziantep: Refugee and local women produce and sell traditional textiles, creating economic opportunities.

North Macedonia

- Konekt Social Business Hub – Skopje: Supports young Roma entrepreneurs in starting small businesses, such as handmade crafts and local food production.

- Organic Farming Cooperatives: Young unemployed individuals from rural areas engage in organic agriculture, supported by local NGOs.

Lithuania

- Pirmas Blynas – Vilnius: A pancake restaurant employing people with disabilities, promoting workplace inclusion.

- Social Business Incubators: Initiatives that help disadvantaged youth start digital marketing and e-commerce businesses.

Italy

- Progetto Quid – Verona: A sustainable fashion brand employing survivors of domestic violence and marginalized women to produce eco-friendly clothing.

- Mediterranean Street Food – Palermo: Refugees and migrants run small street food businesses, preserving their cultural heritage while earning a livelihood.

Hungary

- Nem Adom Fel Café – Budapest: A café employing people with disabilities, creating an inclusive work environment.

- Roma Entrepreneurship Programs: Roma youth receive training to start businesses in areas like construction, music, and local crafts.

Serbia

- Bagel Bejgl – Belgrade: A bakery providing employment to refugees and Roma youth, helping them integrate into society.

- Women's Social Enterprises: Organizations support women from marginalized communities in launching handmade clothing and jewellery businesses.

Greece

- Wise Greece: A social enterprise that helps small Greek farmers and producers, including rural youth, sell their products internationally.

- Ankaa Project – Athens: Trains refugees and asylum seekers in textile work and entrepreneurship.

Belgium

- Maks vzw – Brussels: Supports young people from disadvantaged backgrounds in launching startups through training and mentorship.

- Refu-Interim – Antwerp: A job agency connecting refugees with employment opportunities, including self-employment ventures.

These initiatives showcase how entrepreneurship empowers marginalized groups, providing them with financial independence and social inclusion.

2. Entrepreneurial Opportunities in Erasmus+ Programme

The Erasmus+ Programme provides a range of opportunities for young people to develop their entrepreneurial skills and gain practical experience. Some key initiatives include:

Erasmus+ Youth Exchanges: Provide young people with the opportunity to learn entrepreneurial skills in an international and multicultural setting.

Erasmus+ Training Courses: Offer specialized training on entrepreneurship, leadership, and business development.

European Solidarity Corps: Supports young people in developing social enterprises and community-driven projects.

Erasmus for Young Entrepreneurs: A cross-border exchange program helping aspiring entrepreneurs gain insights from experienced business owners.

By leveraging Erasmus+ opportunities, disadvantaged youth can enhance their entrepreneurial competencies, expand their networks, and access new markets.

3. Conclusion

Entrepreneurship is a powerful tool for disadvantaged youth to overcome socio-economic challenges and create a sustainable future. This handbook serves as a resource to inspire and guide young entrepreneurs in developing innovative business ideas and accessing support through the Erasmus+ Programme. By fostering entrepreneurial mindsets and providing practical opportunities, we can empower young people to turn their ideas into impactful ventures.

Through train-the-trainer programs, individuals can support and mentor their peers, creating a ripple effect that expands business opportunities and strengthens communities. By fostering entrepreneurship among marginalized groups, societies benefit from economic growth, reduced social inequalities, and increased cohesion.

Ultimately, entrepreneurship serves as a powerful tool for social inclusion, combating discrimination, and promoting a culture of resilience and self-sufficiency.

III. HOW TO PROMOTE ENTREPRENEURSHIP AMONG THE TARGET GROUP?

There is still some confusion and scepticism among youth workers when it comes to viewing entrepreneurial learning as an essential objective. This challenge is even greater for disadvantaged young people, who often face marginalization and barriers to entering the labor market. To effectively support them, we must carefully select appropriate tools and strategies.

The goal of this section is to provide youth workers and educators with clear and practical approaches to promoting entrepreneurship among marginalized youth, asylum seekers, migrants, and refugees.

1. Effective Approaches to Entrepreneurship Promotion

- **Raise Awareness**: Organize interactive workshops to introduce the concept of entrepreneurship and highlight available support programs.

- **Engage through Volunteerism & Active Citizenship**: Involve young people in social initiatives to boost their confidence, develop skills, and foster a sense of responsibility.

- **Expand Their Horizons with Erasmus**+: Youth mobility programs can inspire them by exposing them to new perspectives, cultures, and entrepreneurial ideas.

- **Leverage Digital Platforms**: Use online tools, social media, and e-learning resources to provide guidance and networking opportunities.

- **Incorporate Entrepreneurship into Education**: Integrate business concepts into school curricula and extracurricular activities.

- **Use Media for Promotion**: Share success stories through blogs, podcasts, and videos to motivate and inspire young entrepreneurs.

- **Collaborate with Supportive Institutions**: Partner with NGOs, business incubators, and local organizations to provide specialized training and resources.

- **Establish Mentorship Programs**: Connect young people with experienced entrepreneurs and professionals who can guide them on their journey.

- **Seek Financial Support**: Identify scholarships, grants, and micro-financing opportunities to reduce financial barriers.

- **Encourage Start-Up Incubation**: Link young entrepreneurs with start-up accelerator programs that can help them refine their ideas and access resources.

To successfully promote entrepreneurship, it is crucial to shift attitudes and behaviours toward a proactive, opportunity-seeking mindset. Key focus areas include:

- Strengthening networking opportunities and international connections

- Creating a supportive environment by engaging families and communities

- Developing business, technical, and life skills (knowledge – skills – attitudes)

- Teaching critical thinking and problem-solving (risk management, business planning, financial literacy)

2. The Path to Success: A 5-Step Model for Promoting Entrepreneurship
This model provides a structured approach for youth workers and educators to effectively guide marginalized youth, asylum seekers, migrants, and refugees toward entrepreneurship. Each step ensures that interventions are tailored, impactful, and sustainable.

1st Step: WHOM? Identify the Target Group

Before launching any entrepreneurial initiatives, it is crucial to clearly define who will benefit from the program. Consider:

- Demographics: Age, gender, education level, background (e.g., refugees, asylum seekers, marginalized youth).

- Challenges: Social, economic, and legal barriers preventing them from entering the labour market.

- Existing Skills & Strengths: What knowledge and abilities they already have that could be developed into entrepreneurial opportunities.

- Aspirations & Interests: Identifying what motivates them and what industries or business models suit them best.

2nd Step: WHY? Define Their Needs

Understanding the needs of the target group ensures that interventions are relevant and impactful. Conduct:

- Needs Assessments: Surveys, interviews, and focus groups to identify key challenges.

- Skills Gap Analysis: Evaluating what skills they lack and what training they require.

- Legal & Administrative Support Needs: Addressing challenges such as work permits, business registration, and financial inclusion.
- Social & Psychological Barriers: Identifying factors like lack of confidence, fear of failure, or cultural limitations.

3rd Step: HOW? Design and Plan Interventions

Once the needs are identified, create structured programs that provide practical support and training. Consider:

- Training Modules: Business development, financial literacy, digital marketing, and legal requirements.
- Mentorship & Coaching: Pairing participants with experienced entrepreneurs for guidance.
- Networking Opportunities: Encouraging collaboration through business incubators and startup hubs.
- Funding & Financial Support: Providing access to microfinance, grants, and investment opportunities.
- Community & Family Involvement: Engaging families to create a supportive environment.

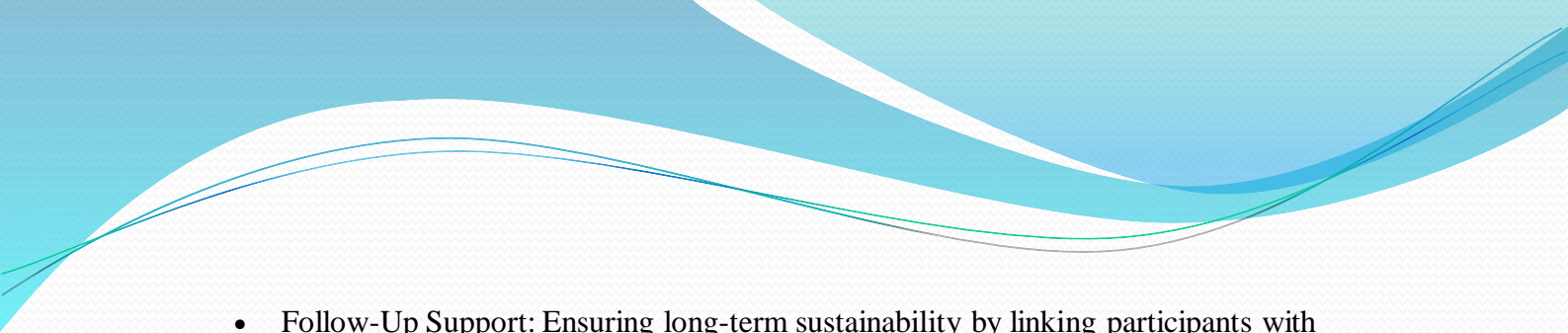4th Step: WHAT & WHEN? Implement the Activities

The execution phase should be structured, engaging, and goal-oriented. Key elements include:

- Timeline & Milestones: Setting short-term and long-term objectives.
- Practical Learning: Organizing workshops, hackathons, and real-life business simulations.
- Hands-on Experience: Encouraging participants to develop small projects or test business ideas.
- Support Systems: Providing continuous assistance through mentors, online platforms, and peer networks.
- Monitoring Progress: Using feedback loops and adjusting activities as needed.

5th Step: WOW! Evaluate and Celebrate Success

Assessment and recognition are essential for motivation and long-term impact. This includes:

- Impact Measurement: Evaluating the effectiveness of training and entrepreneurial initiatives.
- Success Stories: Documenting and sharing participant achievements to inspire others.
- Recognition & Rewards: Providing certificates, public acknowledgment, and showcasing best projects.

- Follow-Up Support: Ensuring long-term sustainability by linking participants with incubators, funding opportunities, and continued mentorship.

1. WELLNESS WAVE SOCIAL CENTER

OUR STORY

Problem: Mental Issues

Aim: Support young people, mental health, Specifically marginal groups, Create safe and inclusive community, Break Prejudice about Mental Health

We want to empower our partners' perspective towards mental health and create a WAVE (like in our name) in society and support young people directly. In this way, creating young people with higher mental health for social peace.

KEY PARTNERSHIP

- Universities & Educational Institution
- NGOs
- Dormitories
- Governmental Organizations

KEY ACTIVITIES

- Training and *certifying* mental health professionals for NGOs

Certification topics :
Emotional intelligence
Communication skills
Positive thinking
Empathetic conversation
Non violent communication
Stress management

- Social activities with volunteers
- Personal meetings (support career path way)
- Group meetings(PTSD, addiction, integration & social harmony)

KEY RESOURCES

Financial
- Erasmus +
- Donations
- Money from our services (training etc.)

Human resources
- Therapist and mental health professionals
- Volunteers

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VALUE PROPOSITIONS

- Provide affordable and accessible mental health services
- Reduce the stigma around mental health through education and community outreach
- Create safe and inclusive community
- Create a impact and society

CUSTOMER RELATIONSHIPS

- Friendly environment
- Direct communication

CHANNELS

- Website
- Social media accounts
- Ads campaign
- Local mental health support points network

CUSTOMER SEGMENTS

- 18–30 young people who need mental support
- Marginal groups (LGBTQ+, REFFUGİES, DISABLED PEOPLE etc.)

COST STRUCTURE

- Rent for center all expenses
- People's salaries that we hire
- Materials cost
- Marketing

REVENUE STREAMS

- Donations
- Money from certification
- Erasmus +
- Website

VALUE PROPOSITIONS

- Provide affordable and accessible mental health services
- Reduce the stigma around mental health through education and community outreach
- Create safe and inclusive community
- Create a impact and society

2. MAX BURGER

Our business idea involves launching a franchise of Max Burger in major German cities, introducing the unique taste and values of this iconic Swedish brand to the German market. With a strong focus on sustainability and locally sourced ingredients, Max Burger Germany aims to revolutionize the fast-food experience.

Why Germany? Germany, with its diverse culinary background and growing interest in sustainable dining options, presents a promising market for Max Burger. The country's appreciation for quality food, combined with a strong economy and a robust consumer base, makes it an ideal location for expanding the Max Burger franchise. We believe that the German market will highly appreciate Max Burger's commitment to environmental responsibility and delicious, healthy food options.

Target Group:

Young Professionals and Students: With busy lifestyles, young professionals and students often seek quick, affordable, and high-quality meal options. Max Burger offers a perfect solution with its range of delicious burgers and convenient dining experience.

Families: German families looking for a reliable and enjoyable dining experience will find Max Burger's family-friendly menu and comfortable restaurant settings appealing.

Health-Conscious Consumers: With an increasing number of consumers in Germany prioritizing health and sustainability, Max Burger's focus on organic ingredients, plant-based options, and eco-friendly practices will resonate well with this demographic.

Tourists and Expats: Germany's thriving tourism industry and its large expatriate community present an additional target group. Many tourists and expats, familiar with the Max Burger brand from Sweden, will be delighted to find their favorite fast-food chain available locally.

Unique Selling Points:

Sustainability: Max Burger's commitment to environmental sustainability, including carbon-neutral operations and eco-friendly packaging, aligns perfectly with the values of modern German consumers.

Quality Ingredients: By using fresh, locally sourced ingredients, Max Burger ensures high-quality, flavorful meals that stand out in the fast-food market.

Diverse Menu: Offering a variety of options, including classic beef burgers, chicken, vegetarian, and vegan choices, Max Burger caters to a wide range of dietary preferences and tastes.

Swedish Charm: Bringing a touch of Swedish culture and hospitality, Max Burger Germany will offer a unique dining experience that sets it apart from other fast-food chains.

Conclusion: Max Burger Germany aims to create a strong presence in the German market by leveraging the brand's Swedish heritage, commitment to sustainability, and high-quality food offerings. By targeting key demographics and emphasizing unique selling points, Max Burger Germany is poised to become a favorite destination for fast-food lovers across the country.

Key Partners:
Franchisor: We would have the main support from it

Local Farmers and Suppliers: To ensure fresh, locally sourced ingredients, establishing partnerships with local farmers and suppliers is crucial.

Logistics Companies: Reliable logistics partners for efficient supply chain management and timely delivery of ingredients and supplies.

Marketing Agencies: Collaborate with marketing agencies to create and implement effective marketing strategies tailored to the German market.

Sustainability Consultants: Partner with sustainability experts to maintain and enhance eco-friendly practices in operations.
Motivations for Partnerships:

- Effective market penetration and brand awareness.

- Ensuring high-quality, fresh ingredients.

- Efficient and reliable supply chain.

- Continuous improvement in sustainability efforts.

Key Activities:

Supply Chain Management: Efficient management of sourcing, procurement, and logistics to ensure a steady supply of high-quality ingredients.

Marketing and Advertising: Developing and executing marketing campaigns to build brand awareness and attract customers.

Customer Service: Providing excellent customer service to enhance customer satisfaction and loyalty.

Sustainability Practices: Implementing and maintaining sustainable practices in operations and packaging.

Training and Development: Regular training for staff to ensure high standards of service and product quality.

Key Resources:

High-Quality Ingredients: Fresh, locally sourced ingredients to maintain the quality and taste of Max Burger products.

Human Resources: Skilled and trained staff to provide excellent customer service and maintain operational efficiency.

Brand Reputation: Leveraging Max Burger's strong brand reputation to attract and retain customers.

Technology: Utilizing advanced technology for efficient operations, marketing, and customer engagement.

Sustainability Initiatives: Resources dedicated to maintaining and improving sustainable practices.

Value Propositions:

Quality and Taste: Offering delicious, high-quality burgers made with fresh, locally sourced ingredients.

Sustainability: Commitment to eco-friendly practices, including carbon-neutral operations and sustainable packaging.

Diverse Menu: A wide range of menu options catering to various dietary preferences, including vegetarian and vegan choices.

Swedish Heritage: Providing a unique dining experience with a touch of Swedish culture and hospitality.

Convenience: Quick and efficient service for customers seeking a fast yet high-quality meal.

Customer Problems Solved:

- The need for quick, affordable, yet high-quality meals.

- The demand for sustainable and eco-friendly dining options.

- The desire for diverse menu choices that cater to various dietary preferences.

Product and Service Bundles:

- Combo meals for individuals and families.

- Special deals for young professionals and students.

- Exclusive offers and discounts for loyal customers.

- Seasonal and limited-time menu items to keep the offering fresh and exciting. (German food culture)

Customer Relationships:
Young Professionals and Students: Expect quick service, loyalty programs, and engagement through digital platforms (e.g., social media, mobile app).

Families: Expect a family-friendly atmosphere, personalized service, and special promotions or family meal deals.

Health-Conscious Consumers: Expect transparency about ingredients, nutritional information, and personalized recommendations.

Tourists and Expats: Expect familiar tastes and experiences, multilingual service, and accessible information.

Established Relationships:

- **Digital Engagement**: Active social media presence, a user-friendly mobile app, and an interactive website.

- **Loyalty Programs**: Points-based rewards system for repeat customers.

- **Personalized Service**: Staff training to provide personalized and friendly customer service.

- **Family Promotions**: Special deals and meal packages tailored for families.

Integration with Business Model:

- **Digital Platforms**: Integrated with marketing and promotional strategies to drive customer engagement.

- **Loyalty Programs**: Tied to CRM systems to track customer preferences and tailor offers.

- **Training Programs**: Regular staff training sessions to maintain high service standards.

- **Promotional Activities**: Family deals and health-conscious menu options aligned with marketing campaigns.

Cost Implications:

- **Digital Platforms**: Moderate initial setup cost, ongoing maintenance and marketing expenses.

- **Loyalty Programs**: Cost of rewards and discounts, CRM system expenses.

- **Staff Training**: Ongoing training costs.

- **Promotions**: Costs associated with discounts and special deals.

Channels:

In-store: Physical locations for dine-in and take-out.

Digital: Mobile app, website, and social media for ordering, promotions, and customer engagement.

Delivery Services: Partnerships with food delivery apps (e.g., Uber Eats, Deliveroo) for home delivery.

Events and Pop-ups: Participation in local events and setting up pop-up stalls to increase brand visibility.

Channel Integration:

- **Omni-channel Approach**: Seamless integration between physical stores and digital platforms.

- **CRM Integration**: Customer data from all channels integrated into a single system for personalized marketing.

Best and Most Cost-Efficient Channels:

- **Digital Platforms**: Effective for reaching a wide audience at a relatively low cost.

- **Delivery Services**: Expands reach with moderate commission fees.

- **In-store**: Essential for customer experience but higher operational costs.

Integration with Customer Routines:

- **Convenience**: Mobile app and website for easy ordering.

- **Engagement**: Social media for continuous interaction.

- **Accessibility**: Multiple touchpoints (in-store, digital, delivery) to meet customer preferences.

Customer Segments
- **Young Professionals and Students**: Offering quick, affordable, and high-quality meal options.

- **Families**: Providing a friendly atmosphere and family meal deals.

- **Health-Conscious Consumers**: Ensuring healthy and sustainable food choices.

- **Tourists and Expats**: Delivering familiar tastes and multilingual service.

Most Important Customers:

- **Young Professionals and Students**: Primary drivers of volume.

- **Families**: Significant contributors to revenue with higher average ticket size.

- **Health-Conscious Consumers**: Growing demographic with increasing spending power.

Cost Structure
Most Significant Costs:

1. **Ingredients**: High-quality, locally sourced ingredients are a major expense.

2. **Labor**: Skilled staff for excellent customer service.

3. **Rent and Utilities**: Costs associated with physical store locations.

4. **Marketing**: Expenses for digital and traditional marketing campaigns.

5. **Technology**: Costs for maintaining digital platforms and CRM systems.

Most Expensive Key Resources:

- **Ingredients**: Ensuring quality and sustainability.

- **Human Resources**: Skilled and trained staff.

- **Technology**: Investments in digital infrastructure.

Most Expensive Key Activities:

- **Supply Chain Management**: Ensuring a steady supply of fresh ingredients.

- **Marketing and Advertising**: Building and maintaining brand awareness.

- **Customer Service**: Training and maintaining a skilled workforce.

Revenue Streams
Value Customers are Willing to Pay For:

- **Quality and Taste**: Premium pricing for high-quality, delicious meals.

- **Convenience**: Paying for quick service and home delivery.

- **Sustainability**: Willingness to pay a premium for eco-friendly practices.

Current Payment Methods:

- **In-store Payments**: Cash, credit/debit cards, mobile payments.

- **Digital Payments**: Online payment through the mobile app and website.

- **Delivery Services**: Payments through delivery platforms.

Preferred Payment Methods:

- **Digital Payments**: Increasing preference for online and mobile payments.

- **Contactless Payments**: Convenience and speed of contactless transactions.

Revenue Stream Contributions:

- **In-store Sales**: Significant portion of revenue from dine-in and take-out.

- **Delivery Sales**: Growing contribution from home delivery services.

- **Digital Sales**: Increasing revenue from online orders and app transactions.

3. ECORICE ENERGY
A company which transforms rice husks into sustainable fuel. Our mission combines environmental sustainability with social impact: profits from our fuel sales are donated to support marginalized communities. By turning agricultural waste into clean energy, we strive to create a greener planet and a fairer world for all.

Key Partners:

Renewable energy technology providers: Collaborate with companies specializing in biomass gasification technology.

Rice milling facilities: Partner with rice mills to source rice husks.

Nonprofit organizations: Forge partnerships with organizations focused on social and environmental causes.

Key Activities:

- Rice husk procurement and processing
- Gasification and fuel production
- Gas cleanup and quality assurance
- Distribution and sales
- Social impact initiatives and partnerships

Key Resources:

-Gasification equipment and technology

-Raw materials (rice husks)

-Skilled labour

-Distribution network

-Financial resources for operational expenses and social impact initiatives

-Raise funds

Value Propositions:

Sustainable fuel source: Provide clean-burning fuel made from agricultural waste.

Social impact:

Donate profits to marginalized communities, supporting education, healthcare, and livelihood initiatives.

Environmental impact: Reduce greenhouse gas emissions by utilizing agricultural waste for energy production.

Customer Relationships:

Personalized assistance: Provide guidance and support to customers in selecting the right fuel products for their needs.

Community engagement: Build relationships with customers through events, workshops, and communication channels.

Channels:

- **Retail partnerships**
- **Online sales platform**
- Direct sales teams
- Community outreach events

Customer Segments:

- Individual consumers seeking sustainable energy solutions

- Businesses in need of clean energy alternatives

- Nonprofit organizations and aid agencies working in humanitarian and development projects

Cost Structure

- Initial investmentent needed is 260,000$ (Machinery Equipment: 200,000$)

Annual Costs:

- Cost of Raw Materials (Rice Husks): $30 per ton, 10,000 tons per year= 300,000$ per year
- Licensing and Permits: 10,000$
- Labor: 50,000$ per year
- Utilities: 20,000$ per year
- Marketing: 30,000$ per year
- Packaging and Distribution: 40,000$ per year
- Further research and development: 15,000$ per year
- Contingency costs(unseen costs): 20,000$ per year
- Insurance: $5,000
- **TOTAL - 480,000$ per year.**

Revenue:

- 1 ton of rice husk = 150 liters of fuel.
- So, 10,000*150=1,500,000liters per year
- The production cost: 480,000/1,500,000 = 0.32$ per leter

- Cost of 1 liter of rice husk fuel is 1.5$.
- 1,500,000*1.5=2,250,000$ per year
- **Annual profit= 2,250,000-480,000=1,770,000$**

Revenue Streams:

- Sales revenue from fuel products Potential revenue from social impact investments or grants
- Donations from individuals or corporate partners supporting social impact initiatives

4. STUFF TO INTEGRATE HOMELESS INTO SOCIETY (SIHIS)

SIHIS is a social nonprofit organization that focuses on the provision of basic human needs for homeless people. In 2021, there were at least 150 million homeless people worldwide. We consider basic services, support, access to employment opportunities and social support as basic human rights, which are often not at reach for homeless people. Our main goal is street outreach, filling in a gap in access to basic services and helping those that face heightened barriers to care. We support homeless people in their journey towards reconnection with society. By doing so, we help municipalities to assist homeless people and integrate the ones that need it the most into society and the labor market. We envision a future of equal treatment for all citizens on local level.

Key Partners
Key partners will include supermarkets and food production companies, as the provision of food is crucial for us. Vehicle dealerships will play a role, as company vehicles are needed. Sports Clubs and the church could also provide volunteers and resources.

The main motivation for the key partners is marketing reasons and the promotion of their own brands.

Key Activities
Key activities include the operation of busses around towns that act as an information point for homeless and offer social services, provide food and mental support.

Key Resources:
As the whole concept is built around the operation of busses, the most crucial resource that is needed, is a bus. Once this acquisition is made, a regular provision of supplies (Food, hygiene products etc.) and human resources build the core foundation of SIHIS.

Value Propositions:
We provide municipalities with assistance with the work of reduction of homelessness and increasing workforce in local communities. In addition to that, SIHIS also contributes to the appearance of the city and financial independence of affected people to relieve the city treasury.

Customer Relationships:

We expect to establish finance-based relationship with local governments, as the financial model depends highly on funding from local municipalities. Through constant exchange, the needs of the cities and of SIHIS could be aligned.

Channels:

Local governments could be reached via discussions with local politicians. Homeless people will be reached through physical presence in the most affected areas of the city. The outreach to potential donors will happen through social media campaigns.

Customer Segments:

The most important customers are local governments, the local communities and society, as the value is created for all these groups.

Cost Structure:

The cost structure is mainly defined through the salaries of street workers. Further ongoing costs include fuel, vehicle loan payments, storage, as well as products that will be handed out.

Revenue Streams:

SIHIS is highly dependent on public funding, as we tackle problems that affect the cities. A further revenue stream could be the monetization of digital channels, where donations could be collected.

5. TRAIN WITH ME

TrainWithMe is a cutting-edge web application designed to offer fitness enthusiasts a unique opportunity to connect with their favorite athletes and access personalized training programs. Subscribers gain exclusive access to workout routines, nutritional plans, and motivational content crafted by their favorite elite athletes. The platform also facilitates direct communication between subscribers and athletes through a chat feature, enabling personalized guidance and support. TrainWithMe revolutionizes the fitness industry by providing a comprehensive solution that combines expert training programs with direct mentorship from renowned athletes.

For creators, **TrainWithMe** offers a lucrative opportunity to monetize their followers while making a meaningful impact on people's lives. By joining our platform, creators can leverage their expertise and influence to develop personalized training programs and engage directly with their audience. Through subscriptions and premium chat features, creators can monetize their following while providing valuable guidance and support to individuals striving to achieve their fitness goals.

Business Model Canvas

	Designed for:	Designed by:	Date	Version:
	Erasmus+	Marcin Darina Muhammed	5/26/2024	V1

Key Partners
- Creators of The Platform
- Outsource Developers
- Payment Gateways
- Domain Providers

Key Activities
- Development and maintanence of Tech Platform
- Developing programs with content creators

Key Resources
- Network of content creators and subscribers
- "TrainWithMe" Platform

Value Propositions
Users (Customers)
- Personal connection with idolized athlets
- Access to private programs of athlets
- Motivation for personal growth
- Unique content

Creators
- Ability to monetize followers
- Provide positive impact on people lives
- Easy way to get product to the market
- Scalable reacurring revenue

Customer Relationships
- Creator support
- Customer support

Channels
- Website
- Mobile App

Customer Segments
- Creator support
- Customer support

Cost Structure
- Platform development and maintenance
- Advertising
- Sales (initial stages)

Revenue Streams
- Subscription Payment
- Extra content

Ideas were presented in Antalya Chamber of Commerce.

V. PROJECT IDEAS

1. SPORTS BRIDGE YOUTH EXCHANGE
Why do you want to carry out this project? Please describe the issues and needs you want to address.

There are significant problems affecting various vulnerable groups, including refugees, people with disabilities, and individuals who are overweight.

These groups face several issues:

- They are often not included in society.

- They experience disrespect.

- In educational settings like schools and kindergartens, they are frequently subjected to bullying and mobbing.

What are your project's objectives?

1. To include vulnerable groups such as refugees, people with disabilities, and overweight individuals into society.

2. To encourage a more open-minded attitude among community members.

3. To foster mutual respect, recognizing that everyone is different.

What are the main target groups of your project?

The main target group for our project consists of individuals aged 18-28 years old. This age group is ideal for several reasons:

- They typically have more free time, allowing them to engage in and commit to project activities.

- They have the opportunity to learn about other cultures without the need for travel, broadening their perspectives and fostering cultural understanding.

- A significant portion of this demographic is unemployed, making them more available for participation in the project.

- Young adults are in a formative stage of their lives, where they are more open to new experiences and ideas, making them more receptive to the project's goals of inclusion and respect.

- Engaging this age group can help in building a future generation that is more inclusive, open-minded, and respectful of diversity.

What will you do to achieve project objectives?

To achieve the objectives of the Sports Bridge project, which aims to include vulnerable groups, encourage open-mindedness, and foster mutual respect through sports, we will implement a variety of activities. One of our key strategies is to create new sports by combining elements from different cultural sports, such as mixing cricket with baseball or sepak takraw with volleyball, to promote creativity and teamwork. Additionally, we will introduce adaptive sports activities like wheelchair basketball and rugby, as well as blindfolded soccer, allowing participants to experience the challenges faced by individuals with mobility impairments and developing trust and empathy.

We will also organize cultural and sports presentations where participants can showcase and demonstrate sports unique to their countries, such as Kabaddi from India or Capoeira from Brazil, enhancing cultural understanding and appreciation. Storytelling sessions will allow participants to share personal stories about how sports have influenced their lives and cultures, fostering deeper connections.

Empathy-building games, such as virtual reality simulations and role-playing activities, will help participants experience life with various disabilities and understand different cultural or social backgrounds. Inclusive sports tournaments will feature mixed ability teams and intercultural relays, promoting teamwork and inclusivity. Community engagement will be encouraged through public sports days, inviting families and friends to participate and support inclusive sports, and collaborative art projects, combining sports with art to create murals or installations representing cultural sports experiences.

Workshops and training sessions will play a crucial role in our project. Cultural competence workshops will help participants understand and respect diverse backgrounds, while disability awareness training will teach them how to interact respectfully and supportively with people with disabilities. We will also focus on physical and mental health by introducing mindfulness practices, yoga sessions, and nutritional education workshops that promote healthy eating habits from different cultures.

Furthermore, collaborative sports challenges will be organized, including international sports challenges and problem-solving games, where participants engage in sports from different cultures and work together, leveraging each other's strengths. These activities aim to create an inclusive and respectful environment where participants can learn, grow, and connect through sports and cultural exchange.

What results and impact do you expect your project to have?

Through the Sports Bridge project, we can expect several positive outcomes. Participants will develop a greater appreciation for cultural diversity and a better understanding of different backgrounds, fostering a more inclusive and open-minded community. Activities like

intercultural sports fusion and presentations will enhance cultural awareness and mutual respect.

Adaptive sports and empathy-building games will increase participants' empathy and awareness of the challenges faced by individuals with disabilities, leading to more supportive behavior and a more inclusive society. Inclusive sports tournaments and community engagement activities will build stronger bonds, encourage teamwork, and help vulnerable groups integrate into society.

Workshops and training sessions will equip participants with skills in cultural competence and disability awareness, improving their ability to interact respectfully with diverse people. Physical and mental health benefits will also result from mindfulness practices, yoga sessions, and nutritional education, promoting healthier lifestyles.

Collaborative sports challenges will enhance problem-solving skills, creativity, and teamwork. Overall, the project aims to create a more inclusive, respectful, and healthy community where people from diverse backgrounds can connect and learn from each other through sports and cultural exchange.

What will be the main outputs of your project? How will you make your project visible outside your organisation and partner organisations?
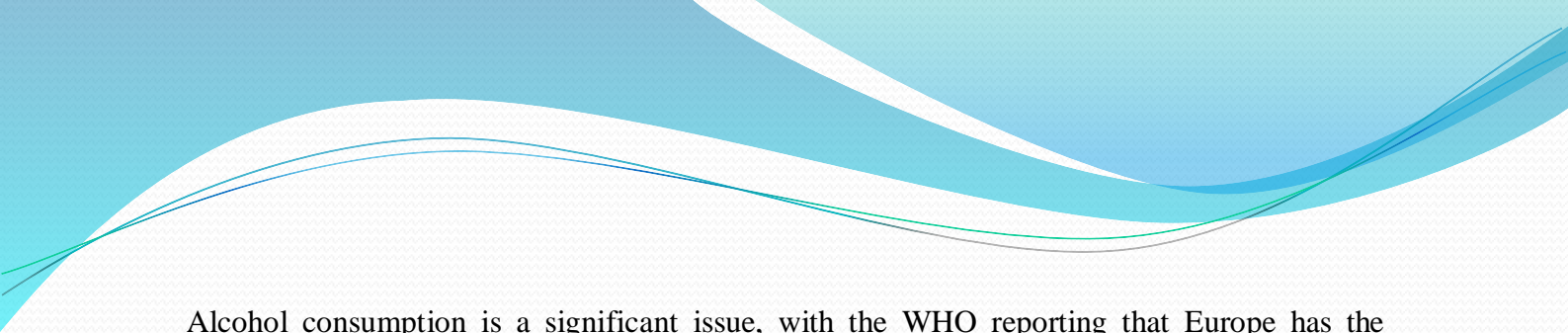
The main outputs of the Sports Bridge project will include an intercultural sports guide, empathy and inclusion workshop materials, a digital storytelling platform, records of inclusive sports tournaments, documentation of cultural exchange events, and health and wellness resources.

To make the project visible, we will launch creative social media campaigns, create a collaborative YouTube channel, and host podcasts and webinars. We will also organize public events and exhibitions, partner with media outlets, and develop virtual reality experiences. Collaborative art projects and educational outreach will further extend our reach, while annual reports, newsletters, and branded merchandise will keep stakeholders, and the community engaged. These strategies aim to showcase the project's positive impact and foster greater awareness and support for inclusion and cultural exchange through sports.

2. A STEP TO A BETTER VERSION OF YOURSELF - LESS ADDICTION MORE ENTREPRENEURSHIP MOBILITY OF YOUTH WORKERS
Why do you want to carry out this project? Please describe the issues and needs you want to address.

According to the European Commission, mental health issues affect about 84 million people in the EU, with depression and anxiety being the most common disorders and the European Health Interview Survey (EHIS) indicates that 7% of the EU population reported having chronic depression.

Alcohol consumption is a significant issue, with the WHO reporting that Europe has the highest alcohol consumption per capita globally, contributing to various health and social problems, costing the EU approximately €155.8 billion each year, including healthcare costs, lost productivity, and crime.

A study by the European Social Survey found that having a sense of purpose significantly correlates with overall well-being and reduced mental health issues.

Research published in the International Small Business Journal shows that entrepreneurial education enhances self-efficacy and empowerment among participants, which is critical for overcoming personal challenges, including addiction.

For the above reasons we propose a project which combine a better quality of life & purpose, fighting addictions through entrepreneurial mindset.

What are your project's objectives?

Empower participants with tools to address addictions improving Mentally, Physically, Sociology.

What are the main target groups of your project?

People that want to change them lifestyle, letting go addictions.

What will you do to achieve project objectives?

A journey with subject matter experts in different fields (Psychology, Sport Trainer, Sociologist, Startup Mentor) with the scope to support the creation of an entrepreneurial and healthier mindset

1) Discover your best self (positive thinking tools)

What is positive thinking? Positive thinking, ability to produce unconditional alternatives, going beyond patterns, adapting to change. This workshop will guide the participant to the following session:

a) Positive Affirmations: Daily positive affirmations can enhance your self-confidence.

For example, telling yourself, "I am successful and improving every day" can foster a positive mindset.

b) Keeping a Gratitude Journal: Writing down daily things you're grateful for reinforces positive thinking. This habit helps you focus on positive memories and reduces the impact of negative thoughts.

c) Positive Visualization: Visualizing your achievements and goals boosts your motivation. Close your eyes and imagine reaching your goals to strengthen your drive.

d) Reframing Negative Thoughts: Identifying and reframing negative thoughts with a positive perspective can alter your mental state. For instance, thinking, "This challenge strengthens me," helps maintain positivity.

As a result, positive thinking will trigger positive energy, which will bring you health, happiness and success.

2) We are what we eat (supporting with daily good food habits drinking, monitoring food)

3) From talking to doing (from a problem to a real startup)

Why: To address quality of life and addiction issues by empowering individuals with entrepreneurial skills.

What: A four-day workshop guiding participants from problem identification to startup creation. Activities include understanding issues, ideation, concept development, market validation, business model creation, prototyping, and pitch preparation. Participants receive mentorship and present their pitches to a panel.

Results: Participants develop actionable business plans and prototypes, gain entrepreneurial skills, receive feedback, and network with mentors and potential investors, fostering resilience and proactive problem-solving abilities.

4) Step by step good habits (daily sport routine session)

Morning sport energizers start with stitching and our goal achievement exercises; after that, one competitive game with a ball (football, basketball, volleyball, or other game). That will help everyone wake up before the day on a physical and emotional level

5) Collect your energy (Relaxing and Breath exercises)

Why: To promote relaxation and reduce stress among participants by teaching them effective breathing techniques.

How: By conducting a guided session where participants practice the 4-7-8 breathing technique, supplemented with warm-up exercises, silent reflection, and group sharing.

What: A 45-minute "Relax and Breathe" activity that includes an introduction to mindful breathing, gentle stretches, the 4-7-8 breathing exercise, a period of silent reflection, and a group discussion to share experiences and reinforce learning.

What results and impact do you expect your project to have?

-Quitting addiction with new habits

-Self-awareness with better believing on yourself

-Purpose, with the ability to put in practice an entrepreneurial/social ideas

What will be the main outputs of your project? How will you make your project visible outside your organization and partner organizations?

Social Media Posts, Videos, brochures, an extended survey reaching as much people as possible, Local presentations, Insta or landing Gamification, 1-2-3 challenges, Flashmob, walking for awareness, inviting media.

3. iSPEAK – USER HUMANIZATION THROUGH DIGITAL COMMUNICATION TRAINING COURSE

Why do you want to carry out this project? Please describe the issues and needs you want to address.

After the Covid-19, it came to a lack of communication skills between young people. We want to use digital tools and process of digitalization to improve these skills. During the pandemic, a lot of us were required to switch to digital ways of communication, education and working. That sudden change took many by surprise and some people cannot adapt to this day. With this project, we tend to humanize the user behind the device and diminish the feeling of talking to a machine.
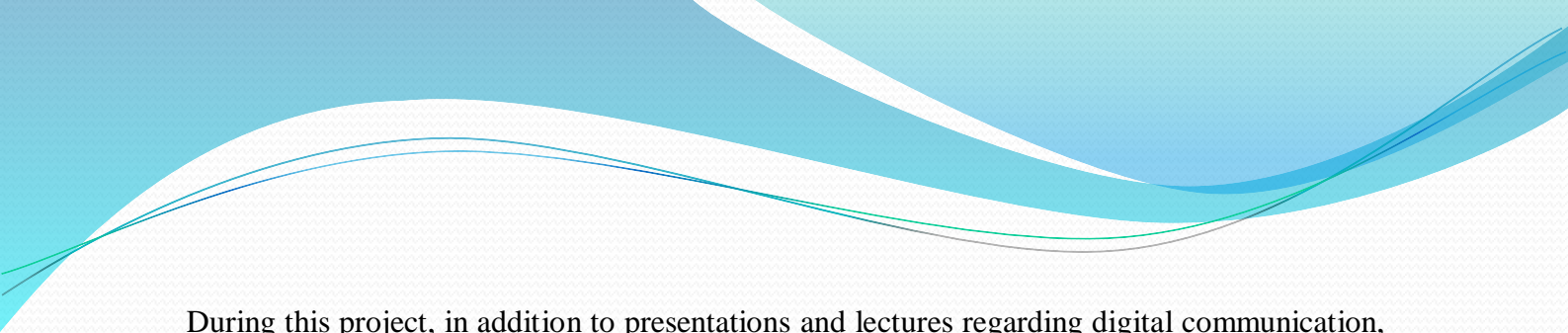
What are your project's objectives?

Teaching young people different ways of communication and removing any kinds of fear, anxiety and minimize problems that happen due to miscommunication.

What are the main target groups of your project?

6 participants from 6 countries (36 in total). Apart from participants: youth workers, digital workers preferably, all people that doesn't feel secure in their communication skills

What will you do to achieve project objectives?

During this project, in addition to presentations and lectures regarding digital communication, there will be games\energizers and activities that would be based on developing different ways of verbal, non-verbal, visual, written, cross-cultural, digital and other types of communication. The main goal is to make people aware that even when you are communicating with someone online, there is a person on the other side as well, and there is no need to be nervous about that.

What results and impact do you expect your project to have?

We expect to improve participants' different communication skills, increase cultural competency, expand global perspective, increase self-confidence and help them create a new network of people. Upon finishing this project, participants should be able to use these abilities in their everyday lives, both in person and digitally, making it easy for them to communicate with numerous people without feeling any kind of fear, anxiety or confusion.

What will be the main outputs of your project? How will you make your project visible outside your organisation and partner organisations?
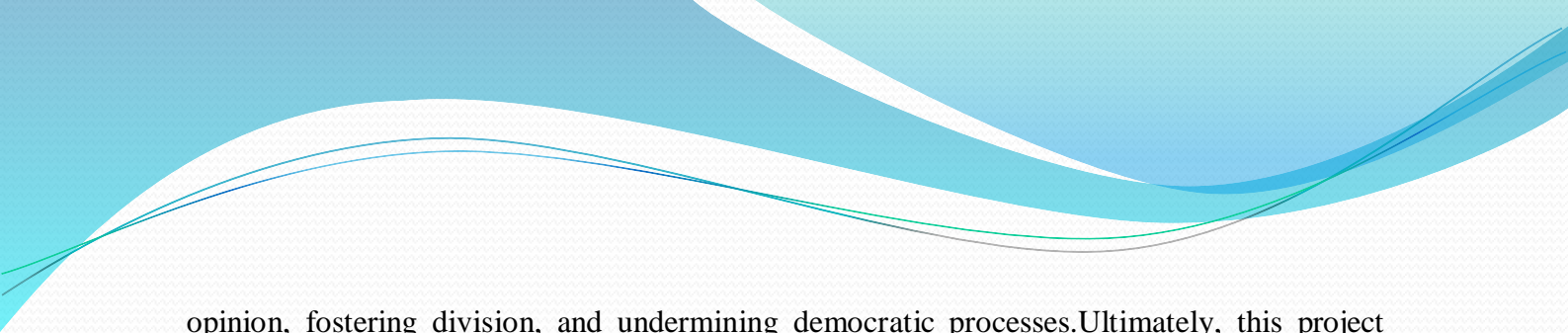
The final result will be a communication handbook created by the participants and the main goal of this handbook is to help its reader improve their communication skills and increase their adaptability to communicating with various people from various countries and backgrounds, using primarily digital tools as well as other communication channels. Certainly, a handbook will have both physical and digital version that could be downloaded in pdf format world-wide.

4. PROPAGANDA FREE ZONE: EMPOWERING CRITICAL THINKING ACROSS BORDERS MOBILITY OF YOUTH WORKERS
Why do you want to carry out this project? Please describe the issues and needs you want to address.

Recent studies on a topic "Use of Critical Thinking to Identify Fake News" concluded that the critical thinking is essential skill for identifying fake news. With over 1.8 billion active users per month in 2016, Facebook accounted for 20% of total traffic to reliable websites and up to 50% of all traffic to fake news sites. With such a huge amount of misinformation being spread on social medias, it's very important to tackle this problem.

We want to carry out this project to address the lack of critical thinking skills and the spread of misinformation among the youth. In today's digital age, young people are constantly exposed to vast amounts of information through social media, news outlets, and online platforms. Unfortunately, not all of this information is accurate or trustworthy. The rapid spread of misinformation and propaganda can have serious consequences, influencing public

opinion, fostering division, and undermining democratic processes.Ultimately, this project seeks to cultivate an environment where truth and transparency are valued, and where young people are equipped to uphold these principles in their communities and beyond. By addressing these critical issues and needs, we hope to contribute to a more informed, cohesive, and democratic society.

What are your project's objectives?

1. Promote media literacy and critical thinking skills among participants

2. Combat misinformation propaganda and fake news across different cultures and regions

3. Foster cross-cultural dialogue and understanding through open and informed discussions

What are the main target groups of your project?

Youth workers, Volunteers, activists, members of youth organizations, teachers,

What will you do to achieve project objectives?

Organize workshops focused on: teaching participants how to analyse media content critically, recognize propaganda techniques through an activity where participants are faced directly with propaganda and they are proven that they can also fall prey to it. We will introduce for the participants an interactive game where they are given 2 stories and they have to distinguish which one is true. We will have Kahoot with statistics on misinformation in different social media platforms. Identify biases, training on how to verify information reliable sources, fact-checking websites, and digital tools such as FactCheck.org, Truth Finder, Google Image Check. Cultural exchange activities that highlight the impact of media in different countries and cultural context, for example: presentations from each country about their local problems regarding media literacy

What results and impact do you expect your project to have?

Participants and their local communities will be more resilient to misinformation and propaganda. They will not only improve their critical thinking skills but also be able to actively educate others, promote media literacy, and foster a culture of informed decision-making.

What will be the main outputs of your project? How will you make your project visible outside your organization and partner organizations?

- Will create a public exhibition of misinformation examples with the truth attached to it that has the general idea of giving people the right perspective, will invite local people from town where project will be held, encourage them to share it on their social media

- Workshops on media literacy, fact-checking and critical analysis of information sources

- Facilitate cross-cultural exchanges and debates to encourage diverse perspectives and critical dialogue

- Each team will create a short and creative video about critical thinking and misinformation and share it on popular social media platforms like: TikTok, Instagram, Facebook and Twitter(X)

- Develop educational materials and online resources for participants to continue learning beyond project duration.

5. YOUTH IN MOTION: STARTING CAREERS, CHANGING LIVES MOBILITY OF YOUTH WORKERS
Why do you want to carry out this project? Please describe the issues and needs you want to address.

Young people nowadays often lack direction in their professional pathways. Even though they have a lot of opportunities, they can't decide about their future.

In Italy, 1 out of 3 students don't know what to do with their career path after high school. In the UK, 28% of young people do not know after compulsory education. In Germany, only just under a third of students have concrete ideas about what they want to do after they graduate from school. 20 percent have no idea which career is suitable for them. One reason is that many young people lack information. Only about half of the students feel adequately informed about their career options.

What are your project's objectives?

The objectives of this mobility youth exchange include career exploration, skill development, solving indecisiveness, self-discovery, cultural exchange, self-awareness.

What are the main target groups of your project?

The target group includes thirty-six youth workers from six different countries aged from 18 years, that work with teenagers that start to think in high school about their future career pathway and some young adults in university still don't know if they chose the right pathway. This could include teachers, university advisors, psychologists, school counselors, etc.

What will you do to achieve project objectives?

Career exploration: The participants will learn about a self-assessment career test which contains a work personality analysis and can provide information about personality strengths, work environment and best-fitting career potential to young people.

Skill development: Through the preparation of digital presentations, the participants can develop their research, presentation, digital skills, teambuilding, and teamwork. A game to provide these skills could be e.g. "Survival Showdown: Pick and choose!", which will help the participants to hone their firefighting skills and teach them to navigate chaotic workplace situations smoothly.

Self-discovery: The participants will learn about how to provide young people with insights into various fields, understanding the skills required and the day-to-day realities of different jobs. This can happen e.g. through non-formal games.

Self-awareness: The participants will also learn about Enneagram-test which is an ancient personality typing tool that categorizes individuals into nine different types based on their core motivations and fears. Each type has a distinct way of seeing and interacting with the world, and understanding your Enneagram type can help young people to gain a deeper understanding of yourself and how you relate to others.

Cultural exchange: As participants from six different countries are participating, the youth workers can learn about problems, ideas, and different approaches from different European countries. Furthermore, the participants get in touch with other cultures, e.g. at intercultural nights, where the country teams present traditional foods and beverages etc.

What results and impact do you expect your project to have?

The youth workers will gain knowledge about guidance of young people that are searching for their right career choice. Impact on young people would be provided by youth workers through workshops, valuable experience, tests, etc.

Through new network opportunities, the participants share their experiences and the newest developments about this topic in their home countries.

What will be the main outputs of your project? How will you make your project visible outside your organisation and partner organizations?

•   Social media: Facebook, Instagram

•   Sending invitations to schools to provide information to youth workers who can make an impact on young people.

• The main outputs will be visible through videos on an online platform, which will provide resources, career assessment tools and access to mentorship programs which will be held by youth workers at their local communities.

https://youthinmotionmentorship.weebly.com/

• The videos will be recorded throughout the project, and it will be possible even after the project to add new content.