

From Idea to Action 2

8-14 April 2013

Cercedilla (Madrid), Spain

General Overview of TC:

“From Idea to Action 2” is a 5 days international training course for 24 participants, which aims to empower participants and get them to know tools and steps to put entrepreneurial ideas into a concrete action plan to realize them.

The focus is two-fold inclusive, serving to work on ideas that can be implement under the YiA program (youth initiatives, exchanges, youth democracy projects...) and ideas connected with social entrepreneurial projects, set up a concrete structure like an association, NGO...

The unique point of this training course is that the team of trainers is a mixture of non-formal and business trainers, allowing for a multileveled spectrum into the “what is needed to concretize an entrepreneurial project”.

In this TC, the participants will:

- Learn how to implement an idea into practice (by using business concepts and tools such as Business plan, Marketing and visibility, Business analysis (for example SWOT), financing and funding.
- Work on one own concrete idea (social entrepreneur, creation of organizations, projects....) and reflect about the next steps to be undertaken to realize it.
- Get the space and support of participants and trainers to have a safe atmosphere to test and improve ideas.

We aim to bring business concepts into non-formal learning, and adapt these concepts in simple and ready to use tools for developing entrepreneurial projects.

In this training course we will implement concrete tools which can be used by themselves to test and implement their own ideas and serve as a multiplier in their organizations or local communities, being able to give advice and support to other entrepreneurs about the process of realizing ideas, that they would have experienced by themselves in the Training Course.

The expected outcomes of the training course are:

- An action plan for the participants to put their ideas into practice
- A platform for support and network of participants
- A video as a multimedia promoting and multiplying tool

Objectives:

Concrete objectives of the TC are:



- To give information about different options that can be used for entrepreneurial projects (YiA program, or other European programs, social entrepreneurship, setting up an organization...) for finding the right match between existing frames and ideas.
- To give the opportunity to participants to learn key elements and concepts of being entrepreneurial.
- To get familiar with business concepts and tools and practice how to apply them in different contexts.
- To provide a test environment for their ideas, which will allow the participants both improve and revise their ideas according to the given feedback.
- To let participants identify their needs and next steps to be undertaken to realize their ideas.
- To provide a platform that will allow support, networking, cooperation and sharing of experiences in the development of their projects.
- To create multimedia promoting material to support participants to act as multipliers in their organizations and local community after TC.

Methodology:

The didactic methodology of the training will be based in three main points:

- Mix of theoretical inputs combined with practical exercises to allow the comprehension of the concepts and tools.
- Working with different learning methods based on non-formal education; like self-directed learning methods, reflection, peer to peer learning... to allow the transfer of the learning into different situations and their reality.
- Using the existing resources in the TC: participants, trainers and real entrepreneurial examples that we will get to know during the TC.

The training methods will be based on non-formal education tools to let participants get actively involved. The training program contains;

- Supporting teams
- Plenary discussions
- Case studies
- Media tools
- Visits to existing projects
- Sharing experiences and examples of good practice
- Feedback, reflection and evaluation

Participant Profile:

The target group is youth leaders, youth workers and youngsters. Participants will come to the Training Course with the aim to **learn to develop entrepreneurial ideas** (related to social initiatives which can lead to a project, the creation of an association, a social business ...)

Who are able to **communicate and work in English** (which will be the working language for the whole training course)

Who are able to **attend the full training course**



Who wish to **learn and teach** others during discussions or peer evaluation

Willing to share the learning outcomes of the TC in their organizations and local communities.

Financial Conditions:

This project is financed by the Youth in Action Programme. Being selected for this course, all costs (accommodation, travel, visa, etc.) relevant to participation in the course will be covered by the NAs or SALTO involved in this project - except a participation fee which varies from call to call and country to country. Please contact your NA to learn more about the financial details, and how to arrange the booking of your travel tickets and the reimbursement of your travel expenses. If you come from a country other than Programme Countries, please contact the host NA for further information about the financial details.

Team of trainers:

Patricia Eguia (SPAIN)- Trainer: Bachelor in business management and graduate in social education. Coordinator of European non-formal educational projects and trainer in non-formal education.

Christophe Olenaed (BELGIUM)- Trainer: Master degree in International Business. Trainer in banking and financial sector (two years), trainer and coordinator in non-formal learning on a local (Belgium) and European (Salto-Youth, DBYN) level (eight years).

Rocio Perez (SPAIN) – Support person: BA in Modern Languages and MA in Conference Interpreting. Trainer in non-formal education projects. Coordinator of international non formal learning projects.

The Venue

We will be staying in the **Villa Castora hostel in Cercedilla**. We will be accommodated in shared rooms with shared bathrooms

<http://www.reaj.com/info-albergue.asp?id=116>

Cercedilla is a small village around 1 hour away from Madrid. Cercedilla is a very nice place, in the mountains and surrounded with nature and forest; a quite place with a nice working atmosphere.