



GET READY FOR YOUTH ENTREPRENEURSHIP SEMINAR REPORT

OCTOBER 21-26, 2013, ROME, ITALY



GET READY FOR YOUTH ENTREPRENEURSHIP

Seminar for youth workers on youth entrepreneurial learning

Co-organised by the Italian, Swedish and Hungarian Youth in Action National Agencies and SALTO-YOUTH Participation resource centre





1. BACKGROUND FOR THIS SEMINAR

There are many reasons to promote entrepreneurship among young people since it has a number of potential benefits. An obvious and significant one is that it creates employment for the person owning the business. We should however accept that not all young people could become entrepreneurs in a business sense. It is therefore important to underline that entrepreneurial skills can help youth adapt well to other non-entrepreneurial careers. The improving social attitudes towards entrepreneurship are evident among young people.

Non-formal learning (youth work) plays a very important role in equipping young people with the necessary skills. It is widely recognised that “Youth in Action” activities, especially youth initiatives, are preparing youth to be responsible, enterprising individuals. It allows them to become entrepreneurs or entrepreneurial thinkers by immersing them in real-life learning ventures where they can take risks, manage the results, and learn from the outcomes. Nevertheless, it is not yet obvious how young people can implement and follow-up their “Youth in Action” projects in order to set up their own ventures. Moreover, concrete ways in which youth workers can support young people wanting to start an entrepreneur career have not yet been properly explored.

2.1 Aims

- To help youth workers/youth leaders to raise awareness in young people about the entrepreneurial potential of their “Youth in Action” projects (in particular youth initiatives).
- To support youth workers to develop their understanding and competences in the field of entrepreneurial learning.

2.2 Objectives

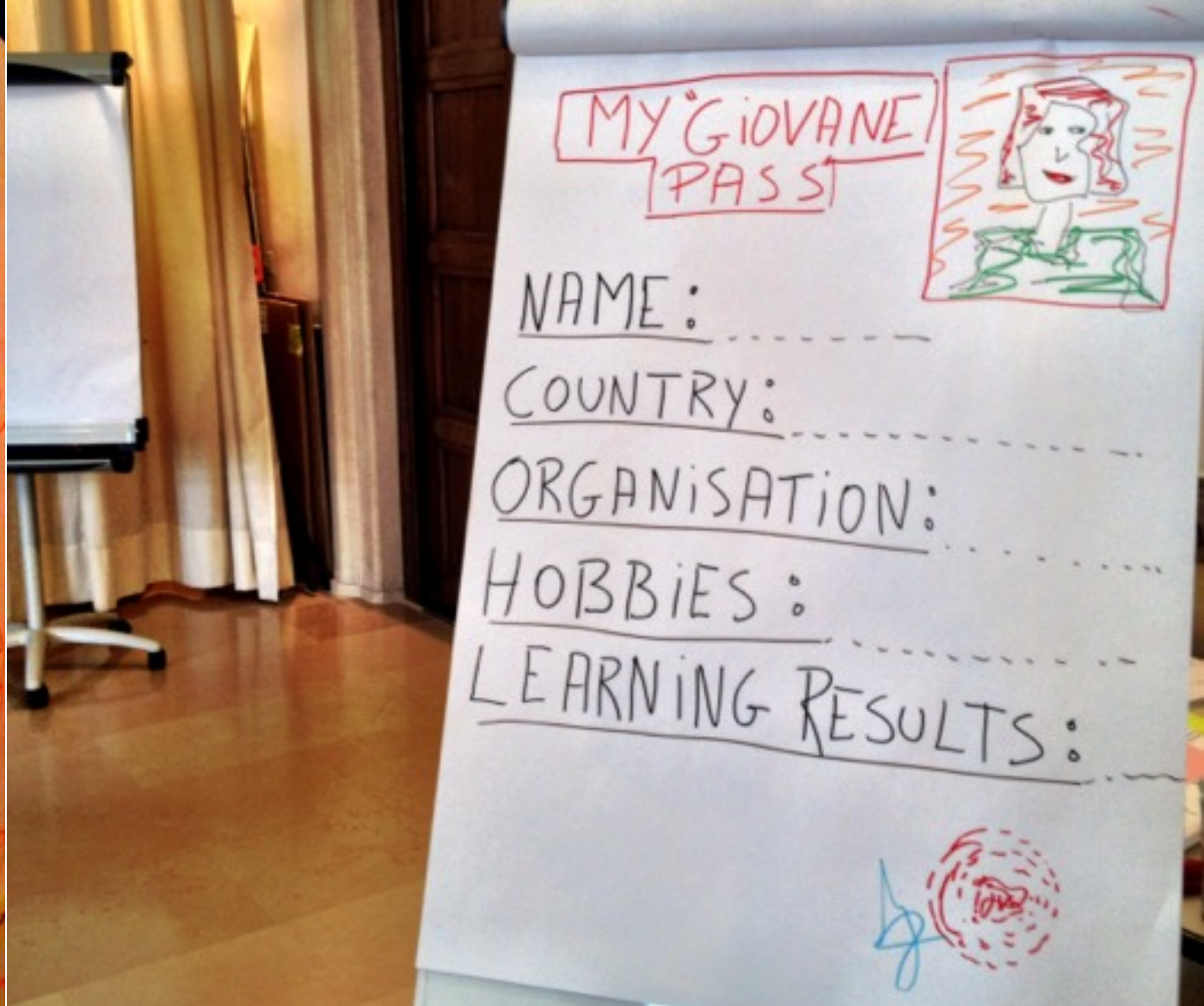
- To clarify the meaning of youth entrepreneurship in different culture and countries;
- To identify potential benefits of entrepreneurial learning in the Youth in Action Programme;
- To present case studies with entrepreneurial follow-up measures in “Youth in Action” projects;
- To share tools and methods to encourage and prepare young people to undertake entrepreneurial activities as a follow-up of their “Youth in Action” project;
- To identify resources and challenges needed to implement entrepreneurial initiatives;
- To offer space for exchanging experiences and good practices in the field of entrepreneurial learning among players in three fields: non-formal education, formal education and business;
- To encourage international and cross-sector partnerships and identify resources for future cooperation.



3. THE HUMAN FACTOR

3.1 Core team

- Fatima Laanan - Coordinator, SALTO-YOUTH Participation Resource Centre
- Anna Villani - Project Officer - Office - Italian National Agency of the Youth in Action Programme
- Raluca Diroescu - Project Officer - SALTO-YOUTH Participation Resource Centre
- Ildikó Gulácsi - Coordinator of the Training and Information Team, Youth in Action Programme Office - Hungarian National Agency
- Benjamin Billet - Programme Officer, UNGDOMSSTYRELSEN, The Swedish National Board for Youth Affairs
- Juan Ratto-Nielsen - Facilitator - INTER-ACCION - Spain



3.2 Experts:

- Martin Lackéus - PhD Candidate - Chalmers University of Technology, Sweden
- Mónika Bölcskei ACC - Human Bridge - Hungary

3.3 Participants:

A total of 20 participants - youth workers, youth leaders, and project coordinators - attended the Seminar. The participants came from different organisations based in Youth in Action Programme countries (Austria, Croatia, Hungary, Latvia, Sweden, Turkey, Italy and the United Kingdom). There were an uneven number of male (8) and female (12) participants.

The participants were coaches/youth workers/youth leaders representing an organisation or a youth group. An observer from the Norwegian Youth in Action National Agency also took part.

4. THE PROGRAMME

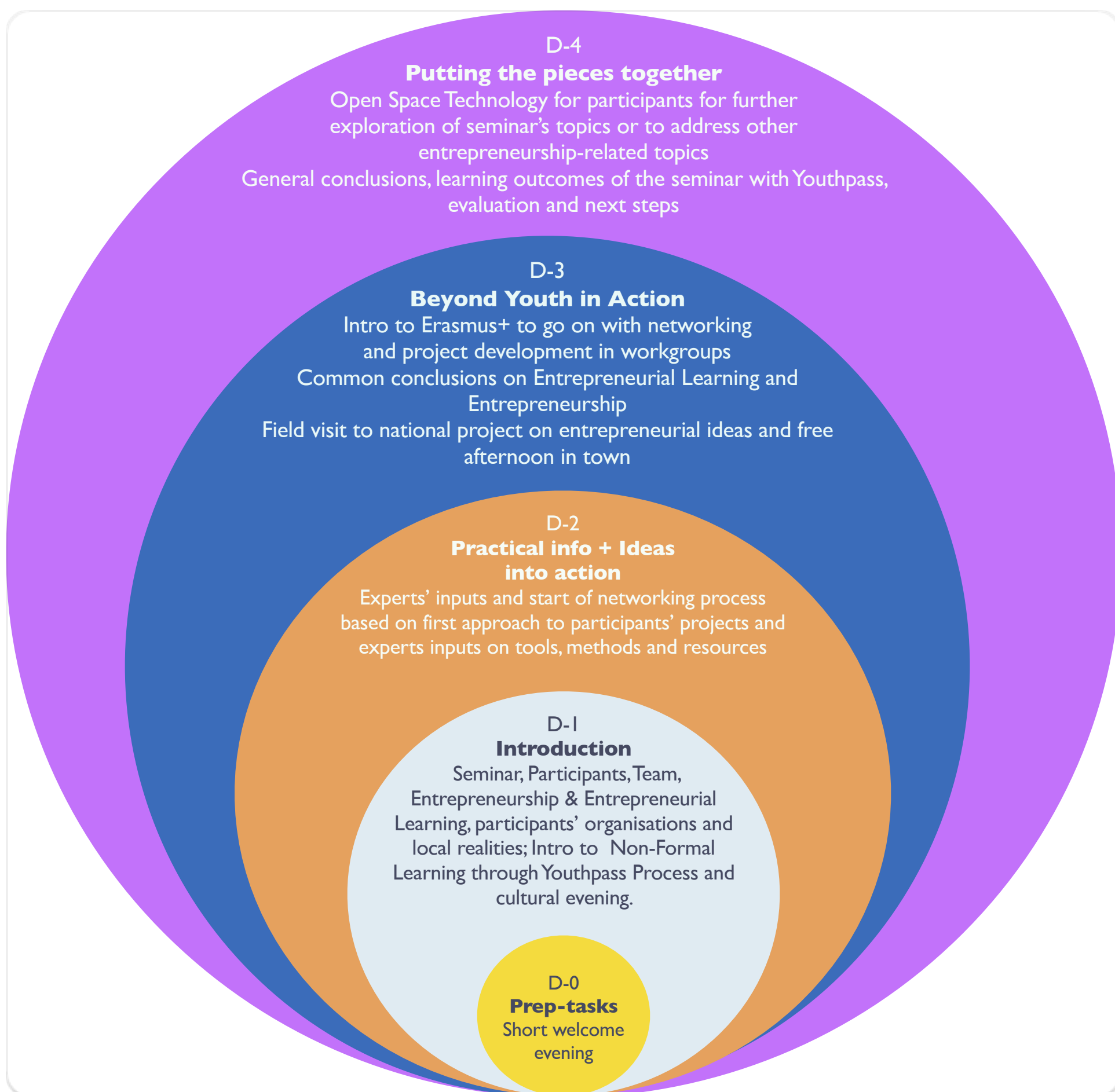
The Seminar consisted of both a practical part with team building and project design sessions and an informative part delivered by experts and focused on entrepreneurship, entrepreneurial learning and youth initiatives within the Youth in Action Programme and upcoming Erasmus+ Programme. Both parts ran in parallel while interlocking throughout the seminar, as its main goal was the exchange of experiences, best practices and tools, and development of entrepreneurship-related projects.

Group exercises and team development activities were used to foster group cohesion, negotiation and presentation strategies. Presentations, practical workshops and exercises provided background information, and assessment through group dynamics to implement the crosscutting focus on entrepreneurship.

The programme was divided in 4 full working days and 1 on-arrival evening activity.

	Mon 21 Oct	Tue 22 Oct	Wed 23 Oct	Thu 24 Oct	Fri 25 Oct	Sat 26 Oct	
08.00 - 09.00	Arrivals	Breakfast					Departures
09.00 - 09.15		Energisers & Day Programme					
09.15 - 11.00		Seminar Introduction & Welcome	Contributions - 1: Practices, tools, methods, case studies	EL Beyond YIA Presentation	OPEN SPACE - 1		
11.00 - 11.30		Break					
11.30 - 13.00		Defining Entrepreneurship & Entrepreneurial Learning (EL)	Contributions - 2: Practices, tools, methods, case studies	Recommendations & Support Measures for EL	OPEN SPACE - 2		
13.00 - 15:00		Lunch					
15.00 - 16.30		Country/Area-specific EL Elements	Resources & Challenges for Entrepreneurial Initiatives	Field Visit	Conclusions Final Reflection/YP		
16.30 - 17.00		Break			Break		
17.00 - 18.30		Assessing EL Competences /Youthpass	Networking & Cross- Sectorial Cooperation	Free Afternoon	Seminar Follow-up & Networking Steps Evaluation		
18.30 - 19.00		Reflection Time - Youthpass					
19:30 - 20:30		Dinner					
20:30		Welcome Evening	Share your culture	Free Evening	Free Evening	C-U Activity	

4.1 The Flow





5. CONCLUSIONS

Whereas session-specific conclusions were drawn at the debriefing part of each session, general conclusions were gathered during a participatory activity in plenary to address the objectives of the seminar. We deem it relevant to include the initial definitions of both entrepreneurial learning and entrepreneurship drafted by the participants as a starting point.

5.1 Group definitions of Entrepreneurial Learning and Entrepreneurship

Entrepreneurship

- **Entrepreneurship** is for someone willing to take risks and have strong will and skills to develop creative ideas you seen how your resources to make ideas work.
- Turning ideas into practice
- Converting ideas into practice with a strategy by using skills opportunities and creativity.

Entrepreneurial Learning

- **Entrepreneurial learning** is the process using persons, experiences in order to give confidence and develop skills.
- Developing competences [attitudes, knowledge and skills] necessary in turning ideas into practice. It's based on innovation, risks and developing certain behaviour.
- Gaining and internalising the proper attitudes for entrepreneurship; learning negative and positive sides of entrepreneurship such as taking responsibility, overcoming setbacks, learning about financial methods, and having a proper mindset.

5.2 Conclusions

1. How do you see Youth Entrepreneurship at this moment? Any changes from your initial perception?
 - Inspiration
 - New and clearer perspective
 - Not only business but every day life
 - More opportunities
2. What can we take from expert inputs and apply in our Youth Work practice?
 - 4D model, possibility map
 - Business model canvas (Training module)
 - Active listening, learning by doing, feedback, non-formal, etc.
 - Funding and policy resources
 - Erasmus +
 - Networking
3. How can the entrepreneurial element be reflected in your future projects/activities?
 - Being a role model for others
 - Use non-formal education tools and methods
 - Promote entrepreneurial competences in various sets of activities
 - Reflect with others to a joint approach
 - Implement creative ways
4. What could be the main objectives of your work under Erasmus+?
 - Capacity building of young people and youth workers
 - Networking with other stakeholders and international partners
 - Promoting opportunities among young people and ensuring that the more and more of them realize that they exist
 - Promoting entrepreneurship and working on the topic using entrepreneurship as part of active citizenship
 - Human and organizational capacity building
5. Potential benefits of entrepreneurial learning in Youth Work
 - On youth workers: they get easier attention from others and responsibility from others
 - On youth: empowered and inspired to take initiative and more responsibilities
 - On society: long-term process to open their minds be proactive and achieve positive thinking.
6. How can youth work help to support the sustainability of youth entrepreneurial projects?
 - Networking (share ideas, bring experts, etc.)
 - (Self) Motivation
 - Coaching
 - Lobbying (media presence, institutions, etc.)
 - Added value



6. OST AND BEYOND

Once the main contents of the Seminar were addressed and conclusions drawn, an open space was provided to participants to discuss topics, share experiences and develop future projects by setting their own agenda.

As a result, out of the 10 sessions that were proposed, 8 were initiated, run and presented by the participants.*

Round 1

Youth unemployment and labour markets

Initiator: Huseyin Akturk

What was discussed?

Get employment problem in European Union has spin offs; it also affects the other countries

Migration emerges to Southern/Eastern countries

China-Extreme copy to list competition introduction What are the internal problems within Europe? Skills mismatch the position Too much education -Best people want best jobs

To economy us are disappearing (Production-primary sector).

German example Vocational training is very important/Blue collar jobs must be equally respected

Any new ideas?

We need to change the mindset of people especially young people-but the mainstream media is pumping

Conclusions - Next Steps

The world hits the bottom low before people take action

Design thinking

Initiator: Katharina Kloibhofer

What was discussed?

I explored design thinking process and then we tried out at one example: Picture given Wheelchair Empathy/ feelings about it.

Define: agreement of target group/ person

Ideas: brainstorming off all ideas coming up Summary: concentrate on three ideas

Any new ideas?

Developed an innovative wheelchair with gears, media, cameras and electric power support.

Develop an on line platform with lift me up service, opportunities shown & ideas

Conclusions - Next Steps

To do the process again together with people in the wheelchair, expert's, companies The process is easily integrated in idea, finding methods in youth working

* Session summaries elaborated by participants.

Round 2

National and transnational Youth Initiatives supported by the Youth in Action Programme
Initiator: Adriana Kremenjas-Danicic
What was discussed?:
 Presentation of national initiatives implemented with the support of the Youth in Action programme (Adriana - Croatia, Adam - Hungary) Presentation of the transnational initiatives implemented with the support of the Youth in Action Programme (Liene - Latvia) Exchange experiences with NAs in Latvia and Croatia in the implementation of initiatives. Giving advice to Adam for his transnational initiative
Any new ideas?
 Possibility of the elaboration of transnational initiative with Latvia and Croatia with the following topic: preservation and promotion of cultural heritage of Riga and Dubrovnik.
Conclusions - Next Steps
 We are waiting for guidelines of the Programme Erasmus+

Coaching in youth work
Initiator: Bölskei Mónika
What was discussed?:
 What coaching is/ is not? How to be a coach? Coach competences Who can be a coach?
 In what kind of activities can you use coaching?
 How can we link coaching to entrepreneurship?
 Coaching in youth work - options
 Avoiding consultancy How to deal with difficult people?
Any new ideas?
 A training course on clear coaching implemented in youth work
Conclusions - Next Steps
 A long-run coaching training

Round 3

Networking best practices platform
Initiator: Marco Vigliocco
What was discussed?:
 Proposal about platform to share information about opportunities for youngsters about calls and best practices on European level and in different countries. It's useful to connect and NGOs of this seminar, maybe using Facebook and then share contents. It's useful to check through NGOs facilities in Brussels and in different countries, which are the funding opportunities to sustain the platform and start to build it.
Any new ideas?
 Find funds and hire a person to contact partners and implement platform
Conclusions - Next Steps
 Contact NGOs interested Find funding opportunities to implement the project. Network Hire a person to coordinate the project (Contact, website)
 Share information, calls, opportunities, and best practices.

Social Enterprise
Initiator: Dorottya Mézes and Adam Mézes
What was discussed?:
 Organisation Social sensibility
 Experiences Entrepreneurial consciousness
Any new ideas?
 Method -Market Rental -Cooperation with the bike factory Customers bring there old used bikes to the company and they get a discount from the price of the new bike they've buy Company gives the used bike to us then the company can sell it and the artist gets a part of the income.
Conclusions - Next Steps
 Make it real then to bring our ship Cooperate with other nations E.g. with exchange program Contact with a big bicycle company Contact the Netherlands where they developed a bicycle culture


Round 4

Youth on the Move
Initiator: Özgür Yaşar Akyar
What was discussed?:
 What is your Youth on the Move? Where it is? How can we use it for our work? Learning, training, education Youth on the Move TV show - method/session Statistics from Europe unemployment/entrepreneurship
Any new ideas?
 Let's develop a training module for entrepreneurship/employment
Conclusions - Next Steps
 We can use it in our trainings
 Issue/ Topic: Social Enterprise

Tools
Initiator: Basia Ligas
What was discussed?:
 Learning zone - tool for introducing Youthpass and working with it at short-term project can be found in SALTO toolbox
 Dragon's den - tool based on the popular TV series use for the sake of practicing public speaking and presentation skills
Any new ideas?
 Further improvement of the tools to make them more accessible to young people
Conclusions - Next Steps
 Lobby for a change of society around you pass Increase recognition and visibility of Youthpass outside Youth in Action and Erasmus+
 Publish dragon's den on SALTO

PARTNER REQUEST

Which organization or group? (city, name)	
Who are you working with? (target group – children, young adults, disabled, etc)	
Activities?	
Project idea?	



7. OUTCOMES

The major outcome of this seminar were 4 projects, developed by 4 workgroups, out of 20 partners/project requests.

1. THE ART OF YOUTH ENTREPRENEURSHIP
2. RE - CYCLE
3. LOOKING FOR YOU AND ME
4. BE ACTIVE! BE ENTREPRENEURIAL!

1. THE ART OF YOUTH ENTREPRENEURSHIP*

Needs analysis

Self- Empowerment

Youngsters + Youth Workers

Eu needs more innovative ideas as a future resource

Aim

One week full of activities (non-formal) and knowledge to empower youngsters for entrepreneurship

Objectives

Inspire

Self-employment

Self-empowerment

Share know how

Provide resources (funds, EU, Support, etc.)

Role models

Methodology

TBD

Timeframe

TBD

Partners

Austria, Sweden, Turkey, Hungary, Latvia, Italy

Next steps

Online Platform for future communication

2. RE - CYCLE*

Needs analysis

Environmental Issues

Target group: Young Artists

Aim

Art as entrepreneurship

Objectives

Social Innovation

Methodology

Transnational Youth Initiative

7- 10 Days International Workshop in Hungary

Bike- Painting and Repair & Biker Accessories

with recycled materials

Critical Mass

Exhibition and Auction

Timeframe

TBD

Partners

Hungary, Sweden, Italy, + 1 more partner

Next steps

Online Platform for future communication

3. LOOKING FOR YOU AND ME*

Needs analysis

Youth initiative: learning to be entrepreneur through participation

The young people don't think that for them is important and necessary participate

The young people don't know: What is participation and How they can participate.

Try to help the young people to discover their capacities to be entrepreneur

Target group: Young people 14 - 17 years old

Aim

To Motivate the young people to be entrepreneur in their local environment though the participation in different fields (politics, economics, social)

Objectives

1) What is participation: 'Marcando el campo'

The YP get closer to the words and concepts and begin to share with others using the multimedia channel

Build a group/video forum/visit a local place (political: parliament city hall/ Economics: national representative company / Social: NGO, association)

(2) How I can participate: 'agente de cambio'

2.1 Where 'when' how: they begin the race like an entrepreneur

2.2 Reflect - share - learn: matching the partners possibility to invite a friend to be entrepreneur: letter, write to news

Methodology

(1) Non formal education: building a group

(2) Learning to learn: introducing and working with concepts

(3) Study visit

(4) Workshop: brainstorming, focus group, etc

(5) Evaluation: life skills education

(6) Publication

Timeframe

One Year

Partners

Italy: Arci solidarieta

Sweden: Horisont Förening

Next steps

Apply

4. BE ACTIVE! BE ENTREPRENEURIAL!*

Needs analysis

- Lack of info sources re opportunities and values of entrepreneurship and entrepreneurial learning
- Formal info sources don't provide sufficient info on the realities of entrepreneurship. Instead

they demonise it and scare away the potential entrepreneurs

- entrepreneurial education is provided only by certain types of schools (Croatia)

- Misconception in many countries: one doesn't need to open their own company to become an entrepreneur > there is a need for PRO-ACTIVITY

- General view of entrepreneurship should not only be limited to the narrow definition of the topic

- In many countries people do not take initiative and instead wait for others to do things for them

- Young people are bound to think that there are no opportunities out there and hence do not seek for them

- Crisis has caused that present youth have been already labelled as lost generations – such label is influencing thinking of many young people who become too pessimistic to do anything (Italy, UK, etc.)

- In some of our countries on the contrary young people have too many opportunities and hence are not 'bothered' to participate

Aim

The proposed TC is part of multi-measure initiative which consists of:

- Training course- aiming to promote entrepreneurship and entrepreneurial competences among young Europeans by means of creating a network of youth entrepreneurship multipliers (ambassadors).

- Local initiatives aimed at promoting entrepreneurship and entrepreneurial learning at the local level – pax come up with their own ideas of how to promote the theme back home and implement it. The ideas are born during the TC and consulted with fellow pax. Back home pax can

either fundraise money for their activities (if necessary) or apply for an transnational youth initiative together with other pax met during the training course

- Follow-up meeting so as to share what pax did (could be a seminar or evaluation meeting) and/or publication – toolkit

Objectives

- Promoting entrepreneurial education and development of entrepreneurial skills among young Europeans by means of using non-formal education methods
- Motivating and empowering young people to become promoters (ambassadors) of entrepreneurship. on either local or international level
- Strengthening local and international partnerships between: young people and youth workers (at the local level) and partner promoters (at the international level) within the field of entrepreneurship promotion
- Generating a toolkit of methods and resources to be used in promoting entrepreneurial. learning and education. The toolkit will later be used by the pax when initiating their ideas back home.

Methodology

NFE (Non-Formal Education)

Possible ideas for sessions:

- Defining entrepreneurship, entrepreneurial learning and education
- Country sharing - pax exchange info a to entrepreneurial learning and edu. in their own countries > exploring barriers and opportunities
- Field visits
- Guest speakers – local entrepreneurs, who could inspire the pax.> important – guest speaker not only work in business domain but

also within the wider definition of entrepreneurship e.g. successful NGOs who managed to involve young people

- Tools sharing – pax gather tools in advance as part of the preparation to the course and present these during tool fair.
- Funding opportunities > exploring ways of getting funds for supporting future initiatives at the local level as well as learning about the potential EU funding opportunities.
- Project management
- Other tools/methods/topics: SWOT, needs analysis, public speaking, presentation skills

Timeframe

9 day TC (arrival + 7 working days + departure) somewhere in 2014 in Poland

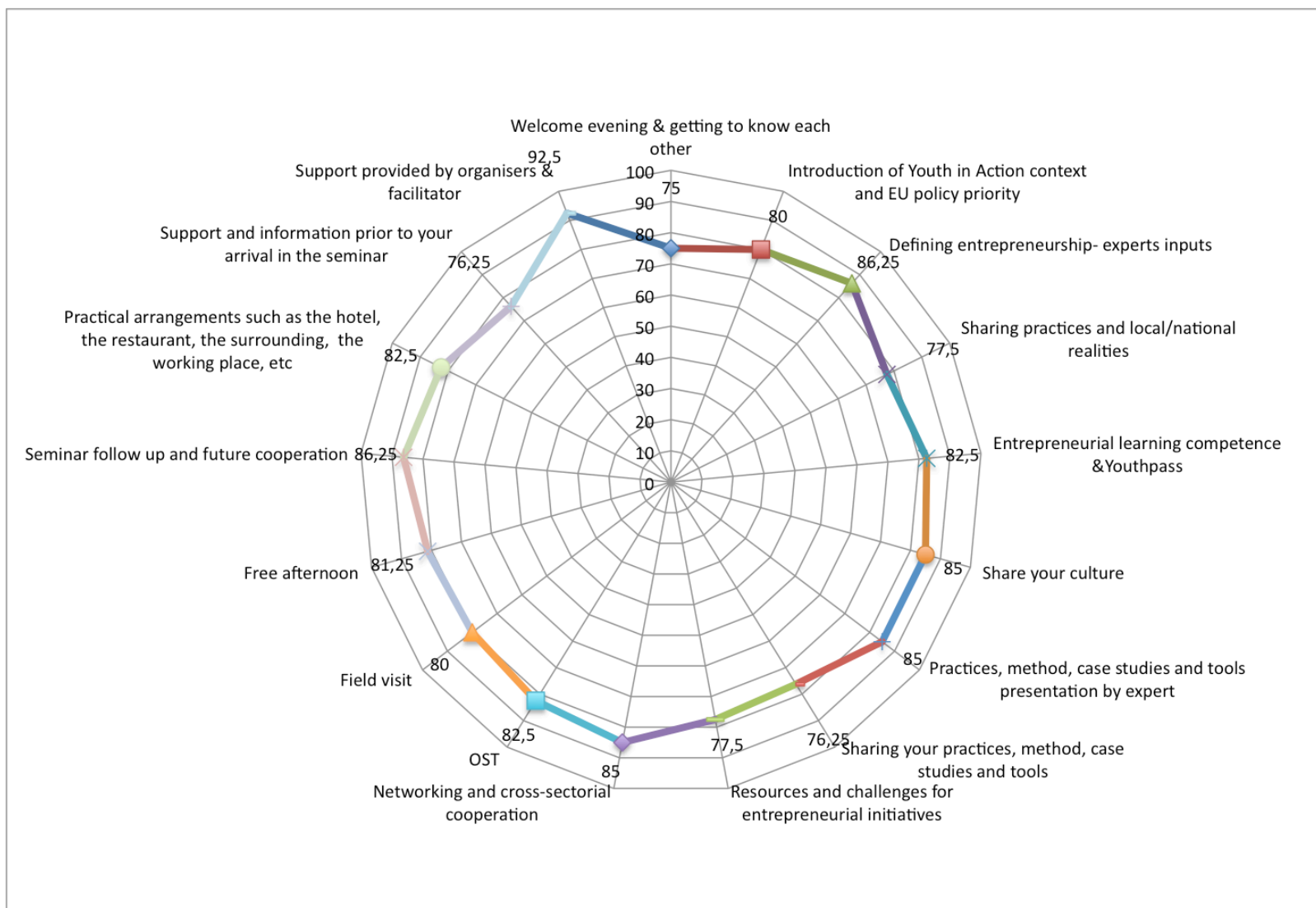
Partners

Turkey, Italy, Croatia, Sweden, Poland...open to other partners

3 pax from each country: 2 young people + youth worker > assumption – following the TC the youth worker can support his team in developing their local entrepreneurial activities

Next steps

- Wait for concrete info re Erasmus +
- Skype meeting
- Develop project idea further



8. EVALUATION

The **degree of satisfaction** regarding **seminar elements** was evaluated individually on a scale from 0% to 100%. **The aggregated seminar average was 82%.**

Improvements and suggestions for further development regarding the elements of the programme and its flow are as follows:

Timing

- More time for presentations about each participant's project/organisation
- Time to test and apply the models and tools that were introduced by the experts
- More time for the open space technology sessions
- Sessions or a second part dedicated to learning entrepreneurial competences and the practical aspects of entrepreneurship
- More time for the development of projects and networking

Content

- Session devoted to those without previous experience in European Union programs to level up the group
- Get a more profound knowledge about Youthpass and how to promote it
- Present more information about the social aspects of entrepreneurship - social entrepreneurship activities.
- More insights of the realities at national/local level by the participants
- Visit to a bottom-up initiative that could be translated into our local realities
- A session focused on how to motivate young people to become entrepreneurial

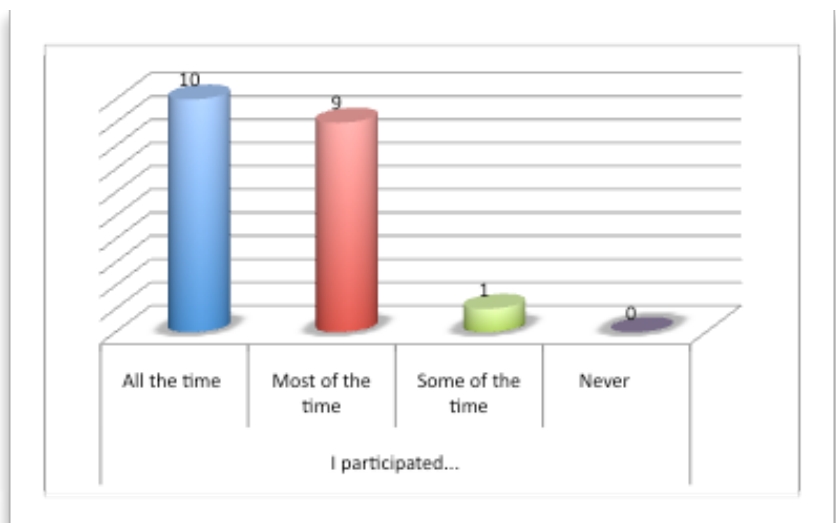
Methodology

- An informal introduction of participants before first dinner to break the ice
- Create a structured method to find partners during the seminar
- Distribute 'share your culture' activities during the week
- Balance the presentations and participatory activities according to the level of energy of the group
- More interactivity during 'static' presentations by involving the participants, including pictures, videos, etc.

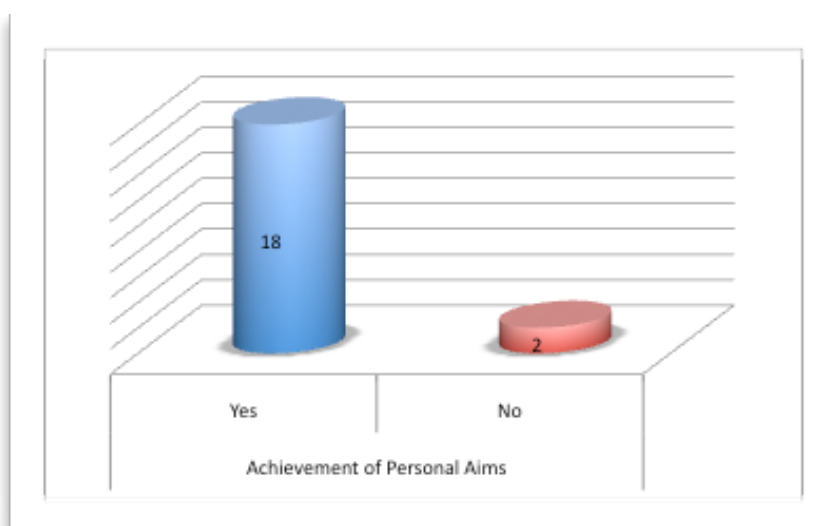
Logistics

- Include more details on transport to the venue when located in the outskirts of the city

The self-evaluation of participation ranked also very high with 19 out of 20 respondents participating all or most of the time.



18 out of 20 participants considered that their general aims were achieved during the seminar. The other 2 participants explained that they had different objectives from those described in the call.

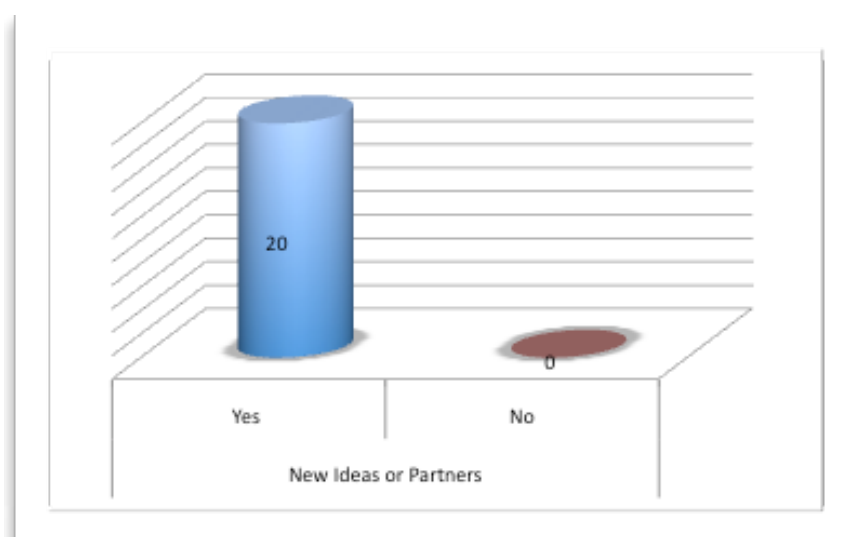


The personal aims achieved during the seminar were in consonance with the seminar's aims, as well:

- Discovered new fields and activities
- Future projects
- Cooperation with National Agency
- Networking

- Ability to distinguish the role of entrepreneurial learning and entrepreneurship within youth work
- Understanding of the general framework of the subject
- More knowledge about different approaches to entrepreneurship
- Got motivated to go on working with the Youth in Action Programme
- Learnt that entrepreneurship is not just about creating new businesses but also about creating new attitudes in youngsters
- Changed attitude towards the word 'entrepreneurship' and understood its need in own country and personal life
- Best practices to adapt to local projects
- Learned about entrepreneurship and the organisation of international initiatives

All participants considered that they found new ideas and/or partners for future cooperation in the field of youth entrepreneurship as described in the future projects and learning outcomes.



Among the different elements of the seminar, participants highlighted the following as positive:

- New knowledge and perception about entrepreneurship related to youth work in different countries
- Partnership building and networking process
- Project development process
- Updated knowledge about EU Funding, Support Resources and Erasmus+ programme
- Excellent and inspiring seminar programme flow and organisation
- Very good time-management - in general participants were very punctual and ready to participate in the activities without delay
- Reliable and well-prepared seminar team with different and complementary roles and tasks

Finally, in general participants indicated some needs that were not fully addressed in the seminar:

- More time to discuss and share
- More time to create more projects
- Youthpass on an advanced level to work on entrepreneurial competences
- Tools and methods to motivate young people to be entrepreneurial
- The possibility to discuss more about local approaches to entrepreneurial learning and entrepreneurship
- Visit grass-roots level youth initiative projects that could be implemented in other local contexts



9. GENERAL REMARKS

As training team, we are very pleased with the excellent evaluation of the seminar and, similarly, the level of participation, motivation and work quality of the participants has impressed us. We agree that the contents together with its methodology have flowed perfectly.

The majority of the participants were motivated and took an active part in the seminar; some were enthusiastic and will no doubt go on to organise projects based on the activities during the seminar. However, a few who were unfamiliar with the programme found it a bit daunting initially but gradually accepted the material and activities and benefitted from the experience.

It is difficult to measure improvement in all aspects over a four-day activity but certainly by the end they felt more confident with the group and their ongoing projects.

Due to time constraints and still limited information on Erasmus+, specific content on project application rules was only slightly covered. A couple of sessions covering those aspects with a cross-cutting emphasis on entrepreneurial projects should be added in

future seminars. This would facilitate the project design process and further interactions among the newly created workgroups.

We believe that the workload of the training team was well distributed according to the specific skills and time available.

Also the logistics and organisation of the hotel have been very well managed with total availability of the person in charge of the logistics to participants and training team.

The cooperation between the organising National Agencies (IT, HU and SE) and the SALTO Participation RC during the seminar was impeccable. The logistics and coordination of the seminar were excellent. All the requested material was supplied and the team and participants had a constant support from the hosting NA's officer, Anna Villani. Nothing was too much trouble for her and this contributed greatly to the success of the seminar. For the SALTO team, Fatima Laanan and Raluca Diroescu, were constantly backing up the learning process and giving useful feedback for the ongoing sessions. Also, the participants and team highly appreciated Ildikó Gulácsi (HU NA) and Benjamin Billet's (SE NA) contributions along with their expertise and knowledge about the Youth in Action programme and support to both participants and their fellow training team members.



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This document and its annexes do not necessarily express the official views of the European Commission or the organisations and people cooperating with the 'Youth in Action' institutions.