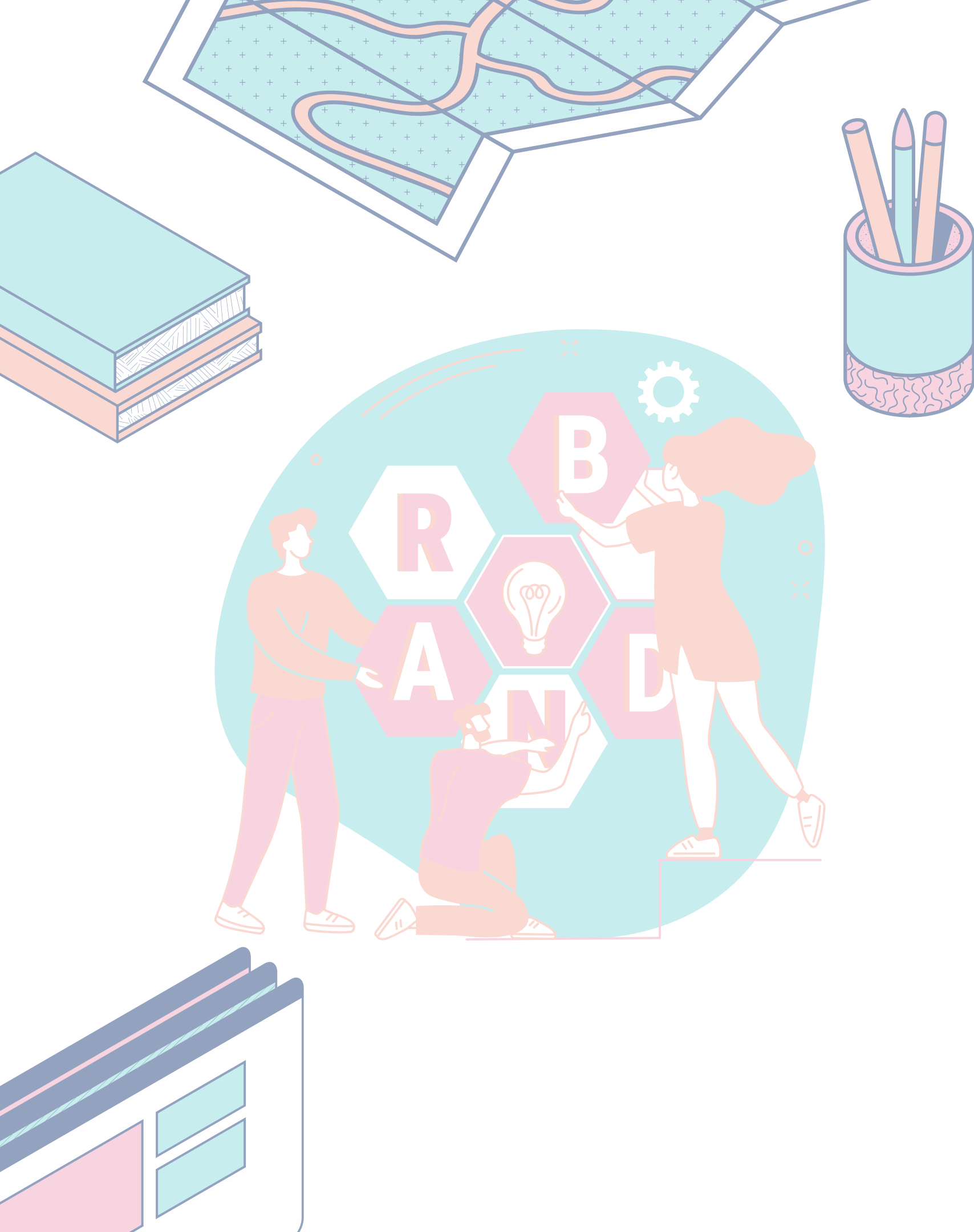


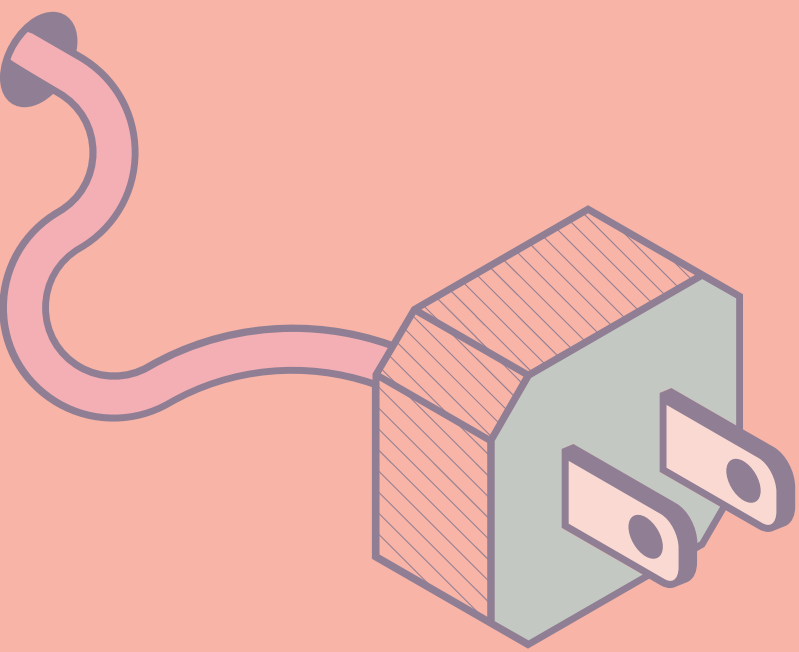
# iBuild Tools and skills for entrepreneurs

TRAINING COURSE

28 AUGUST - 5TH SEPTEMBER 2023

CREATIVE SPACE, HOLLÓKŐ, HUNGARY







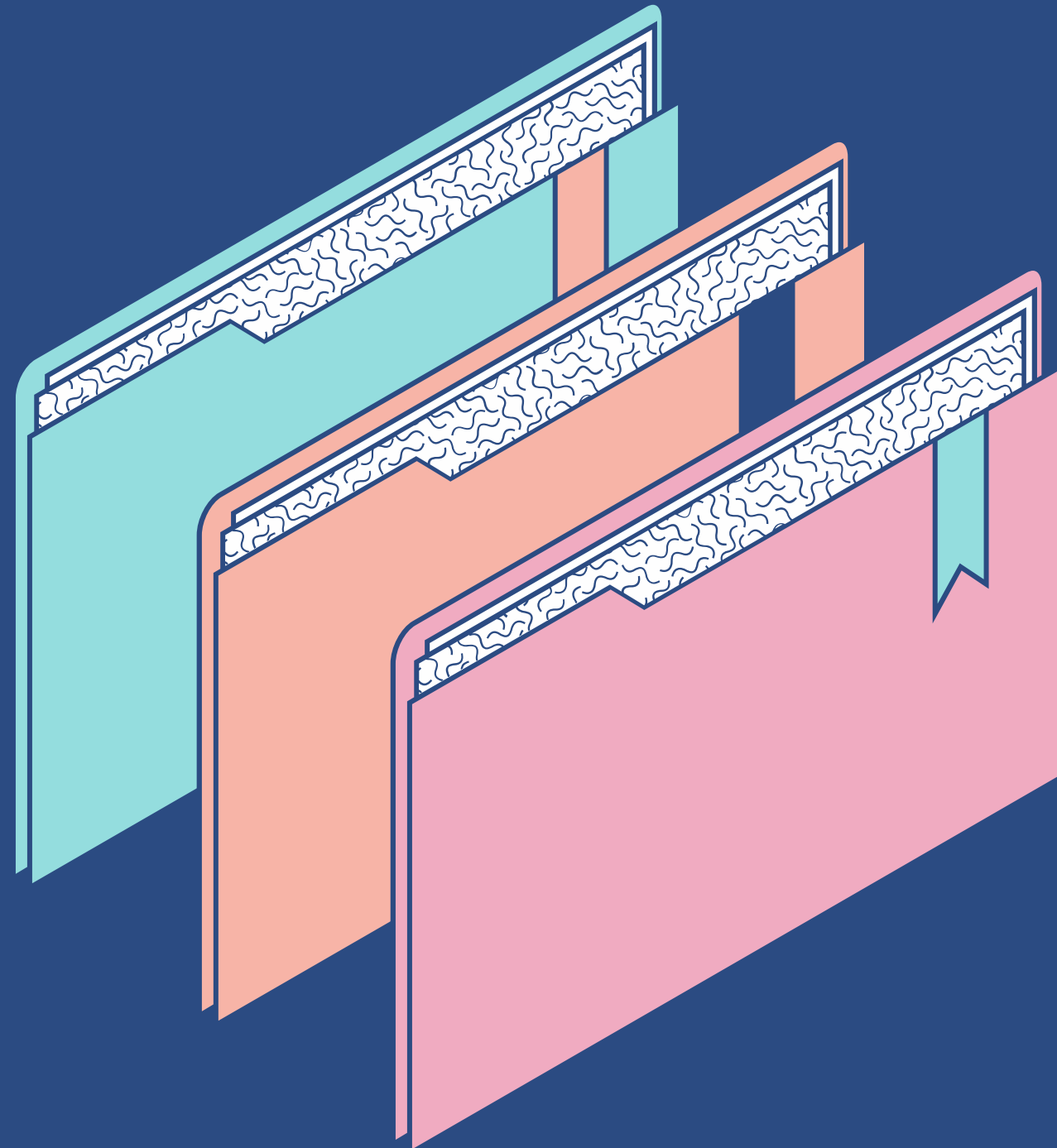
## About the training

iBuild is an 8 days long intensive training course, where participants are going to have a chance to get to know and experience how to work with **design thinking** and **business model canvas**, in order to support their NGOs or create new and innovative business plans for their fresh enterprise.

## This training is here for you to...

-  **improve cooperation skills, tools, practices and strategies of youth NGOs**
-  make NGO visibility, dissemination and PR activities more effective
-  **increase the recognition of non-formal learning and youth work**
-  enhance cross-sectoral sharing of expertise, cooperation and networking among young entrepreneurs and/or youth leaders
-  stimulate the creation of youth projects and innovative enterprises



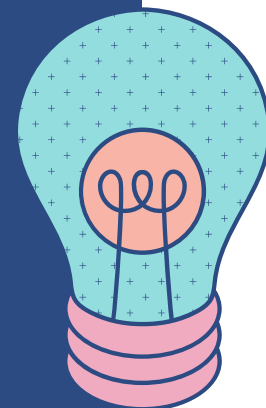


# Participants' profile:

- Youth workers, youth leaders, members and volunteers of youth associations,
- educators
- at least 18 years old and able to communicate easily in English
- are able to participate fully at the programme from the beginning 'till the end.

## HOW WE WORK

We facilitate learning by non-formal methods: self-directed work towards learning goals; self-assessment; skills development workshops, individual-, couple- and group work; simulations, exercises for creative expression, drama, dance and outdoor, debriefings, and plenary discussions. We share and analyze cases of partners' everyday challenges, and learn to work with cooperation tools such as design thinking, and business model canvas.



Design thinking is a problem-solving approach that emphasizes understanding the user's perspective, challenging assumptions, and redefining problems to identify alternative solutions. This approach is most commonly used in product design and innovation but can be applied to almost any context. The goal of design thinking is to promote innovation, improve user experiences, and create solutions that meet people's needs in a way that is technically feasible and economically viable.

The **Business Model Canvas** is a strategic management and entrepreneurial tool that allows you to describe, design, challenge, invent, and pivot your business model (model of operation). By using the Business Model Canvas, project teams can easily brainstorm and visualize their business model, and iteratively adjust it as the project grows and environmental conditions change. It is especially useful for entrepreneurs, who can use the canvas to prototype different business models for a new project.

# Teaching Design Thinking and the Business Model Canvas (BMC)

TO NGO WORKERS CAN BE EXTREMELY BENEFICIAL, ENHANCING THEIR ABILITY TO CREATE IMPACTFUL, SUSTAINABLE, AND USER-FOCUSED SOLUTIONS.

## Here is why:

### Understanding User Needs:

Design thinking's emphasis on empathy and understanding user needs can help NGO workers create solutions that truly address the problems faced by the communities they serve. This can lead to more effective and impactful interventions.

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### Innovation:

Both Design Thinking and the BMC encourage the generation of a wide range of ideas and potential solutions. Understanding these methodologies to, you can foster a culture of innovation, leading to new ways of achieving the NGO's goals.

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### Efficient Resource Use:

The BMC's focus on revenue streams, cost structures, and key resources can help NGO workers better understand how to use their resources efficiently. This is especially important for NGOs, which often operate under budget constraints.

# Here is why#2:

## Stakeholder Communication:

Both Design Thinking and the BMC provide frameworks that can be used to communicate with various stakeholders, from community members to donors and volunteers. This can increase transparency, facilitate collaboration, and improve stakeholder relations.

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## Strategic Planning:

Understanding and using these methodologies can also enhance strategic planning, as they provide frameworks for understanding the current situation, envisioning the future, and planning how to get there.

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## Capacity Building:

By understanding these skills, you're investing in your professional development and building the capacity of the entire organization.

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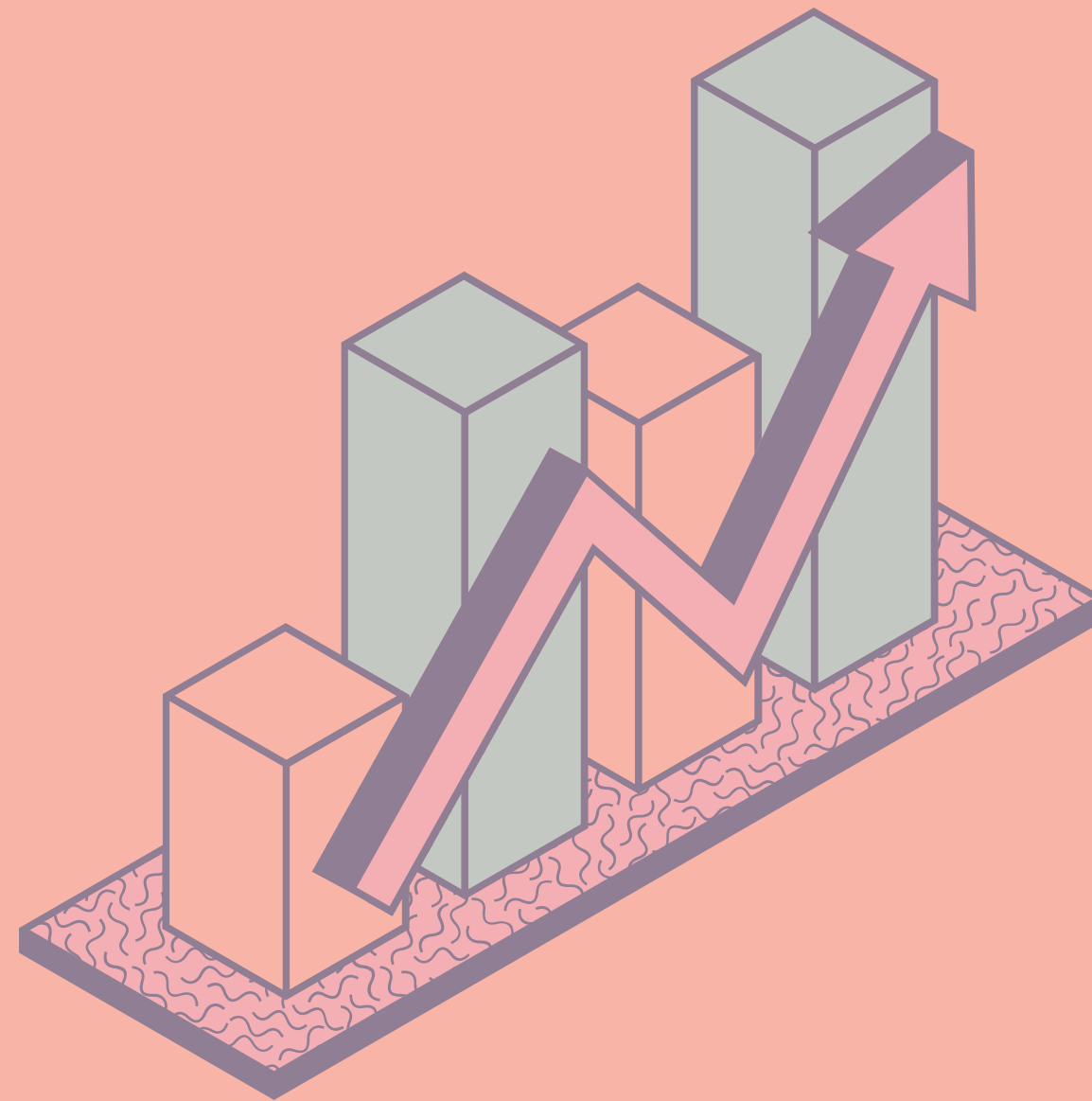
## Scalability and Adaptability:

Both methodologies encourage testing and iteration, which can help NGOs develop scalable solutions and adapt quickly to new information or changing circumstances.

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In summary, learning and gaining experience with Design Thinking and the BMC can provide you and your NGO with practical tools and methodologies to enhance your work, ultimately leading to greater impact and sustainability for the organization.





**Dr. László Radácsi** has an illustrious academic career spanning over 30 years. After earning his Ph.D. in Business Administration, László has made a significant impact in the fields of entrepreneurship, sustainability management, and business-NGO partnerships. As a renowned researcher, trainer, and coach, László has shared his strategic expertise with leaders in various sectors, helping them navigate the dynamic business-societal landscape with confidence. He is a highly accomplished consultant, having worked with businesses and NGOs both in Hungary and abroad.

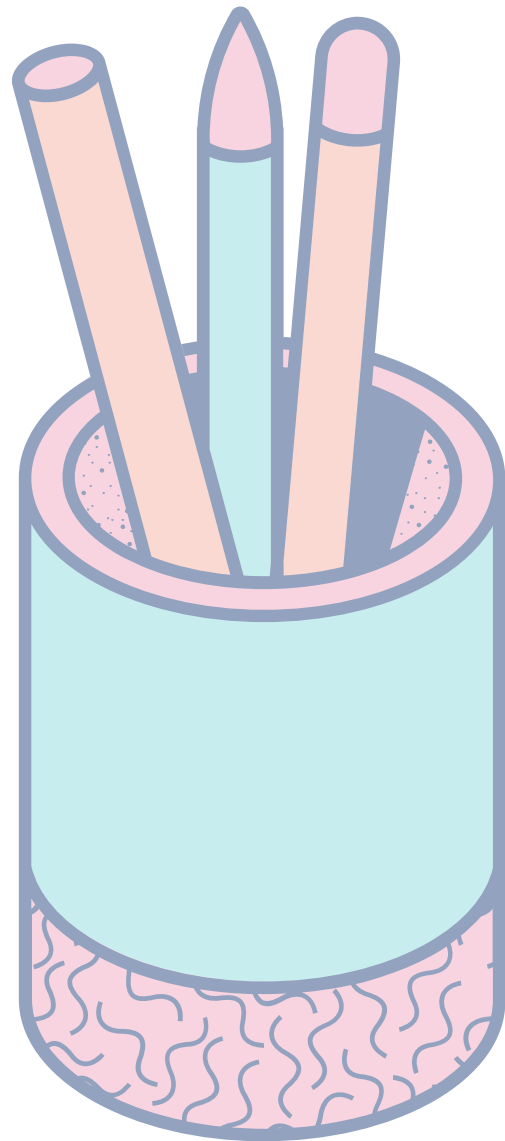
**Norbert Hochstein** is a soft skills trainer in one of the biggest Hungarian universities, works as a freelance trainer and as an entrepreneur. He started his work with young people in 2007, he was part of the NGO life for more than 5 years, and more than 10 years he has spent on the youth field, designing and facilitating international learning events. He has a BA degree in Business IT-Specialised for the Bank sector and is trained in coaching and systemic work, also a certified NLP Master Practitioner. Lifelong learning is part of his life and learning became his passion in these years. He does training courses and coaching-consultation sessions in order to support the learning of people.



**Vivien Csákány** is working as a sustainability expert at Budapest Business School, where she earned her degree as an Economist in Human Resource Management. She's managed several projects in the field of entrepreneurship development, sustainability, and volunteering activities. She's the organizer of the yearly held Volunteers' Week at Budapest Business School, where she works with numerous civic organizations and coordinates the voluntary work of hundreds of students and coworkers. Vivien enjoys giving knowledge to young people through trainings and courses in the field of sustainability.



# Financial conditions



This training course is co-funded by Erasmus +, which fully covers food and accommodation for up to 30 participants.

Travel reimbursement\* is possible up to the following limits:

- 10-99 km - 20 €
- 100-499 km - 180 €
- 500-1999 km - 275 €
- 2000-2999 km - 360 €

Individual contribution fee: 60 €

\*For this training course, it's possible to use Green Travel with a bigger reimbursement budget.

\*\* Do not purchase any tickets before receiving confirmation from the organizers.

# Apply now!

Deadline: 25th July 2023

Do you have any questions?  
Feel free to reach out to us:  
[training@egyesek.hu](mailto:training@egyesek.hu)

