



Co-funded by
the European Union



ICE-CREAM

Training Course

"ICE-CREAM for social entrepreneurship: Investigate,
Collaborate, Elaborate, CREAtE and Manage your project"

Abovyan, Armenia, 18-30 July 2024

TABLE OF CONTENTS

01 About the project. General information.

02 Objectives. Goals of the project.

03 Outcomes and impact. Planned results.

04 Participants. Participating countries.
Participant profile. Application form.

05 Participation.
Terms and conditions of participation.

06 Venue and accommodation.

07 Travelling. Booking tickets. Getting to the venue.

08 Financial terms and conditions. Reimbursement.
Financial contribution. Travel grant per participant.

09 Things to bring.

10 Program.

11 Trainers.

12 Contacts.



ABOUT THE PROJECT

“ICE-CREAM for social entrepreneurship” is a uniquely designed training for trainers and youth workers, aimed at development of entrepreneurship skills and competences, increasing the capacity of organizations and youth workers in social projects creation and implementation, raising quality and innovation in youth work and, therefore, bringing significant changes in the societies on the local, national and, where applicable, international levels.

ICE-CREAM is the innovative approach, model and algorithm of the efficient and logical step by step creation and implementation of a social project or entrepreneurial/business idea:

I – nvestigate: the need/problem;

C – ollaborate: with a team and stakeholders;

E – laborate: the concept and idea of the project (identify and specify the needs, service or product, target groups, impact and outcomes);

CREA – te: the details (the name of your project, program, activities, methods and tools, time frames, venue, other logistics);

M – anage: your project (plan, apply for a grant/fundraise, prepare, launch, implement, disseminate, follow-up and report);

(M – arket: your project (present, promote, develop PR and communication)).

ABOUT THE PROJECT

The program of the training course is structured according to the ICE-CREAM model: we have separate days, each of them fully devoted respectively to Investigation, Collaboration, Elaboration, CREAtion, and Management/Marketing of the project (where we will also explore the dimension and tools of digital entrepreneurship). During another full day (24 hours), the youth workers in small teams or individually, using the ICE-CREAM algorithm, will be creating and preparing their projects (entrepreneurial ideas). And on the next day, in the format of Hackathon, they will present their projects (entrepreneurial ideas), making digital presentations and promotion pitches, will receive feedback from the experts, will analyze and improve their ideas to be able to bring them to life.

The learning by doing and participatory approaches ensure many interactive activities, a lot of experience exchange and inputs from the participants. We will have both practical and debrief sessions on all the elements of the ICE-CREAM model, ensuring a detailed understanding for all participants.



OBJECTIVES

1

to provide the participants and organizations with innovative approach, model and algorithm (ICE-CREAM) of the efficient and logical step by step creation and implementation of a social project or entrepreneurial/business idea;

2

to increase the capacity of organizations and youth workers in social projects creation and implementation;

3

to develop collaboration and communication skills and competences;

4

to develop creative and critical thinking;



5

to develop sense of initiative, project creating, writing, management, marketing and implementation skills;

6

to develop entrepreneurship competence;

7

to explore the dimension and tools of digital entrepreneurship and to develop digital competence;

OBJECTIVES



8

to develop personal, social, learning to learn, literacy competences;

9

to create and develop new social entrepreneurial projects' ideas, aiming to bring them to life;

10

in this way, to contribute to the community development in participating countries on the local level, and, where applicable, on the national and international levels.



OUTCOMES AND IMPACT

The project will have significant learning and practical outcomes and sustainable impact:

- on the participating organizations and youth workers (through increasing the capacity of organizations and youth workers in social projects creation and implementation and development of entrepreneurship, digital and other competences of participants);
- on the youth work in general, raising its quality and bringing innovations (through bringing innovative approach, model and algorithm (ICE-CREAM) of the efficient and logical step by step creation and implementation of a social project or entrepreneurial/business idea);
- beyond the participating organizations on the local communities (through creation, development and implementation of new social entrepreneurial projects ideas, and therefore, contributing to the community development on the local, and, where applicable, national and international levels).

PARTICIPANTS

Participant profile:

- 18+ years old youth/social workers/leaders/NGO key staff;
- responsible, motivated and open to the new experience and learning opportunities;
- open-minded and flexible towards new knowledge, viewpoints and perspectives;
- with knowledge and experience in working with NFL programs (desirable, but not mandatory);
- ready to contribute to the project implementation: share relevant knowledge and experience, organize a workshop, lead a session, etc.;
- ready to implement the project results in further work;
- with good command of English.

Keep in mind that the selection will be done strictly based on applications. The priority in the selection will be given to the participants with a relevant matching profile, constructive detailed application, as well as for participants with fewer opportunities.

After the selection, you will receive the learning agreement, stating your active involvement in all the project activities during the implementation stage and active contribution during the dissemination and follow-up stages. You will have to sign, scan/photo and [upload](#) the learning agreement along with your tickets and travel invoices before coming to the project.

In order to sign up for this training, please, carefully fill the [application form!](#)



38 participants from 11 countries:

France4 participants
Italy3 participants
Norway3 participants
Portugal3 participants
Romania3 participants
Spain3 participants
The Republic of North Macedonia3 participants
Armenia5 participants
Bosnia and Herzegovina3 participants
Moldova3 participants
Ukraine5 participants

PARTICIPATION

1

Full attendance and being on time at sessions is mandatory and it is a condition for reimbursing your travel costs.

2

Active involvement. We expect to have a contribution-based process, with consistent input from your experience. You are invited to share your relevant knowledge and experience in NFL, practical youth work, social entrepreneurship, projects' writing, development and implementation; to organize a workshop or facilitate a session on a relevant topic; to help us in organization process; etc.

3

Financial contribution. We will have one full day for exploring cultural and historical heritage and social community of Armenia. You are expected to contribute 40 EUR fee for organization of this day. This will be collected in cash upon your arrival.



4

The training course consists of two parts. During the first part, you will explore the methods that we created and work with, as well as you will have the opportunity to organize your workshop or lead a session on the relevant topic, based on your knowledge and experience. During the second part, within the last two days, in small groups or individually, you will create and develop new social entrepreneurial projects' ideas, make digital presentations and promotion pitches of your projects' ideas, present and defend them in the format of Hackathon.

PARTICIPATION



5

Dissemination and follow-up. After the training:

- each participating organization is expected to conduct one local workshop to share approaches, methods and tools, explored during the training, and/or launch the implementation of the created social project, then provide pictures from the activity and report on it;
- each youth worker is expected to contribute to the activities on dissemination of the Erasmus+ Programme, training course and learning outcomes, writing and sharing minimum one report and/or article about it in his social media and/or mass media.

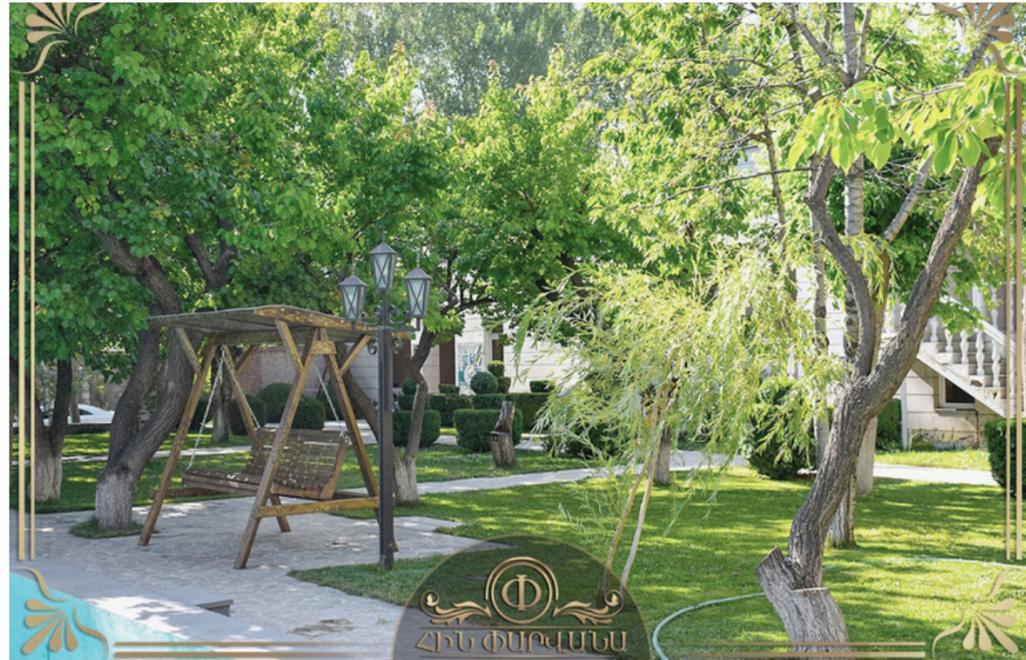
6

After the selection, you will receive the learning agreement, stating your active involvement in all the project activities during the implementation stage and active contribution during the dissemination and follow-up stages. You will have to sign, scan/photo and **upload** the learning agreement along with your tickets and travel invoices before coming to the project.

Please, carefully consider everything mentioned above before taking a decision to **join, like and subscribe us on this adventure!**

VENUE AND ACCOMMODATION

Venue



Abovyan.

It is a town and urban municipal community in Armenia within the Kotayk Province.

It is located 16 kilometers northeast of Yerevan and is considered to be a satellite city of the Armenian capital. Therefore, Abovyan is generally known as the "Northern gate of Yerevan".

Accommodation

During the project we will live in a [Hin Parvana](#) Hotel (check out the [location](#)). The rooms will be shared between 2-4 participants. The rooms have either twin or double beds, individual bathrooms. Bed linen and towels (one towel per person) are provided.

We will be provided with breakfast, lunch, dinner and 2 coffee breaks. The water is drinkable from the tap.



TRAVELLING



18/07 – the arrival day

30/07 – the departure day

According to the rules of the French National Agency, you can use 2 additional traveling days.

Remember that it's your own responsibility to organize your stay in Armenia during additional traveling days!

You can arrive/depart either to/from Yerevan, or to/from Tbilisi.

Please, do not book any tickets until you get them confirmed by us!

Otherwise, we will not be able to reimburse you!

To confirm your traveling plan, before booking it, please, send your proposal to

vkozachun@gmail.com

chernayasophia@gmail.com

with the e-mail subject

"ICE-CREAM_Country_Name Surname"

TRAVELLING

If you arrive to Yerevan:

We recommend not exchange a lot of money at the airport, as the exchange rate is very low there.

You can take a shuttle bus, which goes every hour from the airport to the Republic Square (the price per person is 300 AMD/0.75 EUR).

If you decide to take a taxi, we recommend to download [GG](#) or [Yandex Go](#) application and order it via application (the price per car will be 2000-2500 AMD).

From the Republic Square next to the drinking fountains an arranged bus on the 18 July at 18:00 will take you to the venue (the price per person will be around 5-10 EUR and will depend on the number of participants to take the bus).

The other option is to order a taxi via [GG](#) or [Yandex Go](#) application from the airport directly to the venue or we can arrange a taxi pick up for you (the price per car will be 15-20 EUR/6000-8000 AMD).

Please, keep in mind that if you decide to take a taxi, IT WILL NOT BE REIMBURSED!

Please, keep in mind that the check-in time in the hotel is on the 18 July after 15:00.

If you arrive to Tbilisi:

We will arrange transportation on the 18 July directly to our venue, depending on the number of participants arriving to Tbilisi/travelling from Tbilisi (the price per person will be around 30-35 EUR/12000-15000 AMD).



FINANCIAL TERMS AND CONDITIONS

Reimbursement

Please, save all the originals of your travel documents!

Your travel expenses can be reimbursed within the travel grant ONLY upon presentation of ALL ORIGINAL DOCUMENTS, stating your travel data and costs (boarding passes, tickets for plane/bus/train, invoices, payment checks, bank statements, etc.).

Please, [upload](#) all your DIGITAL BOOKINGS, INVOICES, BOARDING PASSES and/or SCANS (pictures/photos are not accepted!) of the HARD COPIES of your BOOKINGS, INVOICES, BOARDING PASSES to [the Google Drive folder](#) (inside, find the folder of your country, create your personal folder in your country folder, upload everything to your personal folder).

Keep in mind that you will be reimbursed after the project within next 6 months via bank transfer!

Financial contribution

You are expected to contribute 40 EUR fee, which will be collected in cash upon your arrival. This fee will be used to organize the day, devoted to exploration of cultural and historical heritage and social community of Armenia.

Your financial contribution will ensure the principle of co-financing of Erasmus+ Programme as well as your personal input and involvement into the project implementation.



Travel grant limits:

The maximum travel grant limit will be calculated individually according to the travel distance between the place of origin (city of departure) and the venue of the activity (Abovyan town, Armenia) by using [the Distance Calculator](#) supported by the European Commission:

0 – 9 km0 EUR
10 – 99 km23 EUR
100 – 499 km180 EUR
500 – 1999 km275 EUR
2000 – 2999 km360 EUR
3000 – 3999 km530 EUR
4000 – 7999 km820 EUR

THINGS TO BRING



- Valid passport for travel;
- Travel/health insurance, valid in Armenia for the whole duration of the project (desirable, but not mandatory – it's on your own responsibility);
- All the required travel documents (all the tickets, invoices and boarding passes (preferably, the online check-in));
- Everything you need to share your relevant knowledge and experience, to organize a workshop or facilitate a session on a relevant topic (desirable, but not mandatory);
- Laptop (we will have the digital tasks during the last two days);
- Something special to share during the intercultural evening;
- Comfortable shoes, outdoor light clothes and backpacks, warm clothes (it might be hot during the daytime and chilly in the evenings within the period of the project);
- Swimming suit;
- Flip flops or indoor shoes;
- Personal hygiene items;
- The medicine you may need.

PROGRAM

Day 1
Fri 19/07

Getting to know each other. Group building.
Intro to the program.

Day 2
Sat 20/07

Investigation day: Personal capacity; Social needs and need assessment; NGO Fair.

Day 3
Sun 21/07

Collaboration day: Collaboration, teamwork and leadership.

Day 4
Mon 22/07

Elaboration day: Creative thinking; Idea generation and development; Critical thinking.

Day 5
Tue 23/07

Exploring cultural and historical heritage and social community of Armenia; Study visit.

Day 6
Wed 24/07

CREAtion day: Creativity and visualization of your idea; Goal setting; Budget control.

Day 7
Thu 25/07

Management and **M**arketing day: Logistics; PR and communication; Pitching your idea.

Day 8
Fri 26/07

Best practices and Experience exchange:
Sharing best practices; Erasmus+ Programme.

Day 9
Sat 27/07

Hackathon: 24 hours for preparation of your entrepreneurial idea, its presentation and pitch.

Day 10
Sun 28/07

Hackathon: Presentation and evaluation of the projects; Analysis and debriefing.

Day 11
Mon 29/07

Open space for collaboration and partnership building; Final evaluation & feedback.

TRAINERS



Vladimir Kozachun

PhD studies in psychology, practical social and medical psychologist, psychological counselor, coach, trainer; experience in social entrepreneurship, projects' writing and development

[trainer's profile](#)



Sofia Chorna

PhD studies in psychology, practical social psychologist, psychological counselor, trainer; experience in social entrepreneurship, projects' writing and development

[trainer's profile](#)



CONTACTS



Co-funded by
the European Union

