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REPORT

E(U)NTREPRENEURS:
PROMOTING EUROPE THROUGH ENTREPRENEURSHIP
YOUTH EXCHANGE

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PROMOTING EUROPE

PLACE:
VARNA, BULGARIA

DATE:
MAY 31 - JUNE 6, 2024



E(U)NTREPRENEURS YOUTH EXCHANGE

The purpose of this report about the youth exchange **E(U)ntrepreneurs** is to motivate other non-governmental organisations and young people to develop similar projects and initiatives to stimulate young people to be active citizens and through their actions to promote the common EU values, foster youth entrepreneurship and engage young people in creating innovative concepts to promote the idea of sustainable and inclusive Europe.

Host organisation:
Foundation for Entrepreneurship, Culture and Education, Bulgaria

Partners:
World of Change, North Macedonia
Multi Kulti, Romania
Društvo Mladi Evropejci Gorenjska - JEF Slovenia

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The youth exchange *E(U)ntrepreneurs* took place at Golden Sands seaside resort on the Northern Bulgarian Black Sea coast. The chosen accommodation was Detelina Hotel. It proved to be an ideal place for conducting the activities as it is located away from the big city, making it easy to work outside and enjoy the first sunny days of the summer. It is also minutes away from the beach and bus stops, thus giving participants the option to easily explore nearby places.

21 young people took part in the exchange, aged 18-30, from four European Countries: **Bulgaria**, **Slovenia**, **Romania**, and **North Macedonia**.

The participants arrived at the hotel on 31 May and left on 6 June in the morning.

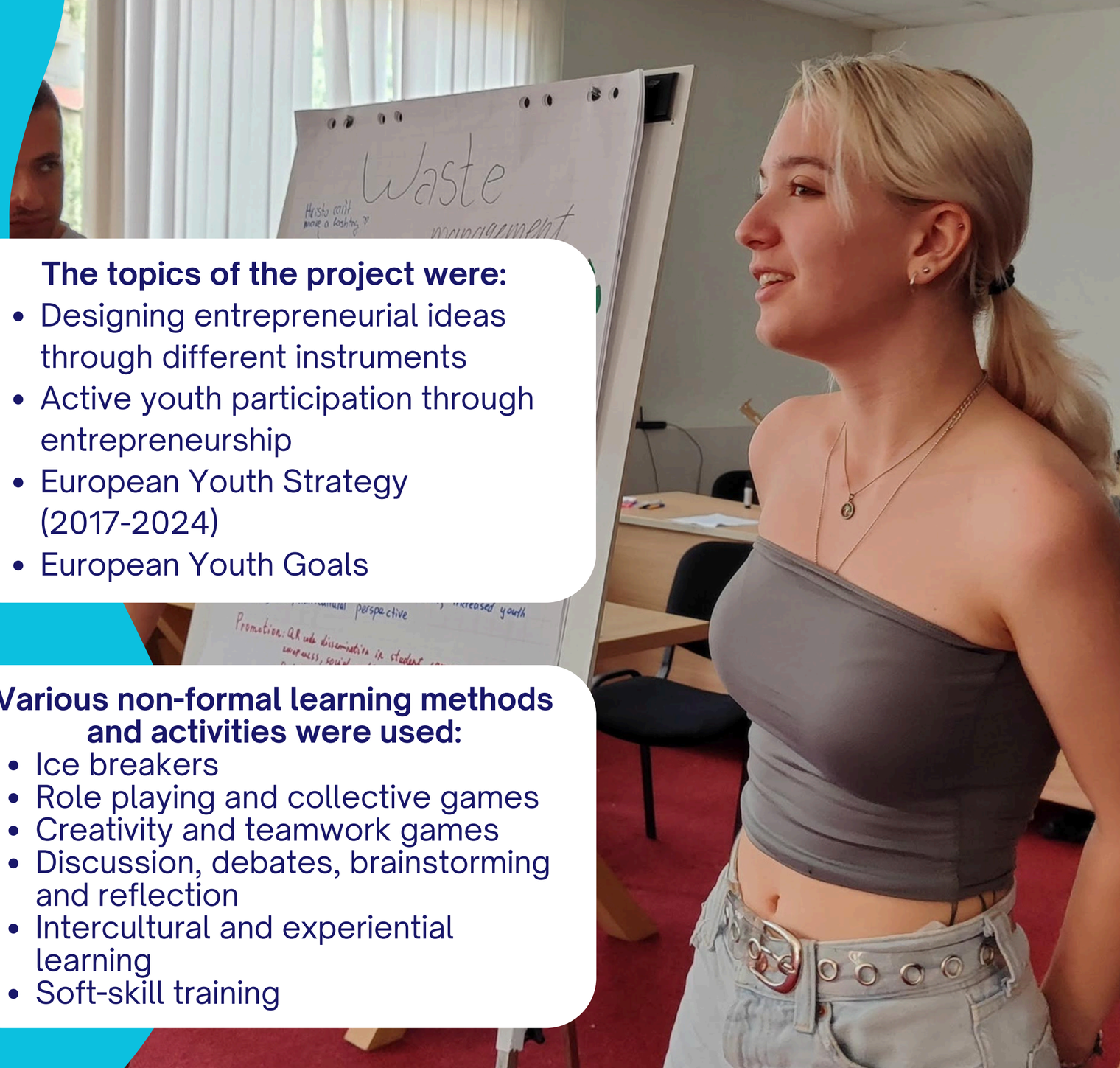


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The youth exchange introduced the participants to entrepreneurship by engaging them to actively explore the European Youth Strategy and the European Youth Goals (with specific focus on goals #7 Quality Employment for All, #8 Quality Learning and #9 Space and Participation for All).

The project implemented non-formal activities to highlight the importance of youth participation through entrepreneurship and its various forms.



The topics of the project were:

- Designing entrepreneurial ideas through different instruments
- Active youth participation through entrepreneurship
- European Youth Strategy (2017-2024)
- European Youth Goals

Various non-formal learning methods and activities were used:

- Ice breakers
- Role playing and collective games
- Creativity and teamwork games
- Discussion, debates, brainstorming and reflection
- Intercultural and experiential learning
- Soft-skill training

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The aims of the project were:

- To educate participants on the EU's main policy fields related to quality learning, quality employment and inclusiveness
- To enhance young people's understanding of the European Youth Strategy (and the EYGs)
- To raise awareness of the challenges that young people face during their educational and career path (resp. to suggest solutions within their entrepreneurial concepts)
- To facilitate the exchange of entrepreneurial knowledge, key concepts and skills
- To foster a proactive approach when designing and implementing entrepreneurial ideas
- To actively involve participants in influencing other young people's entrepreneurial interests
- To encourage participants when designing original entrepreneurial ideas focused on EYGs

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THE REACHED RESULTS:

01 Participants gained a deeper understanding and new knowledge about the European Union, its values and goals in the field of youth

02 Participants increased their understanding of entrepreneurship and the techniques to generate and develop business idea (incl. analysing the market)

03 Empowered young people to become active European citizens and participate in the democratic life of Europe, through exploring the EU Youth Strategy (2019-2027)

04 Participants are more aware of the importance of youth participation through entrepreneurship for the creation of sustainable, inclusive and peaceful societies across Europe

05 Participants gained and further developed valuable soft skills including leadership and negotiation skills, analytical and problem-solving skills, critical thinking, constructive participation in dialogue and debate, the ability to comprehend abstract concepts and intercultural competences



The participants were first asked to come up with three words/definitions about entrepreneurship and then gathered in groups of three and later in groups of six to come up with one agreed definition on what is entrepreneurship

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WHAT IS ENTREPRENEURSHIP?

Entrepreneurship is a process that consists of identifying and pursuing a business goal with a specific target audience and aims to solve a problem. It refers to a procedure related to business management, strategy, engaged efforts, risks, creativity, perseverance, discipline and organization.

Entrepreneurship is a person or a company creating innovative businesses with hard work dedications, start capital based on the needs of the market economic value.

Entrepreneurship is a form of business driven by capitalism that is achieved through collaboration, creativity and results in innovation.

ENTREPRENEURSHIP VS. CORPORATE JOB

ENTREPRENEURSHIP

- You are your own boss - no dependence
- Flexible schedule
- You are passionate about what you do
- Develops creativity and promotes new ideas
- Freedom to make decisions
- Potential for big earnings
- You can pick the people you work with
- Less pressure & stress (at a certain stage)
- Fulfilling communities' needs
- Networking opportunities and adaptability
- Control over your idea/ project
- Legacy building
- Continuous learning and development

CORPORATE JOB

- Less stress
- Fixed schedule
- Fixed income
- Benefits (car, health care, vacations)
- Colleagues
- Options to switch jobs/positions
- Less responsibilities
- Daily routine
- More personal/ free time

The participants formed two teams - the first one included young people who prefer to work in the field of entrepreneurship and the second one - young people who prefer corporate job. Team "entrepreneurship" should've came up with the advantages of corporate job and team "corporate job" with the pros of working as an entrepreneur.

Famous entrepreneurs: In this group activity, participants divided in three groups had to research about inspiring entrepreneurs

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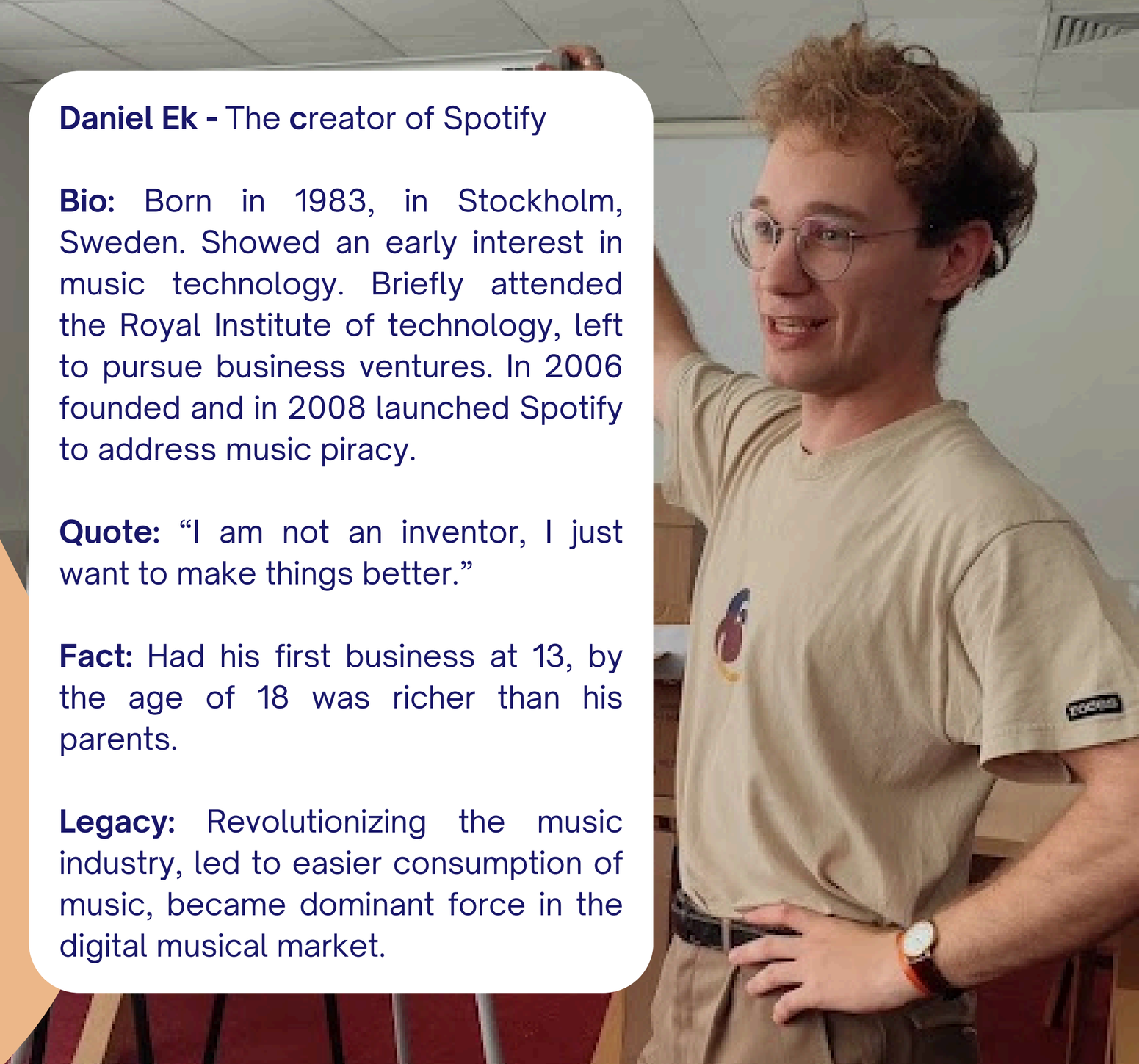
Daniel Ek - The **c**reator of Spotify

Bio: Born in 1983, in Stockholm, Sweden. Showed an early interest in music technology. Briefly attended the Royal Institute of technology, left to pursue business ventures. In 2006 founded and in 2008 launched Spotify to address music piracy.

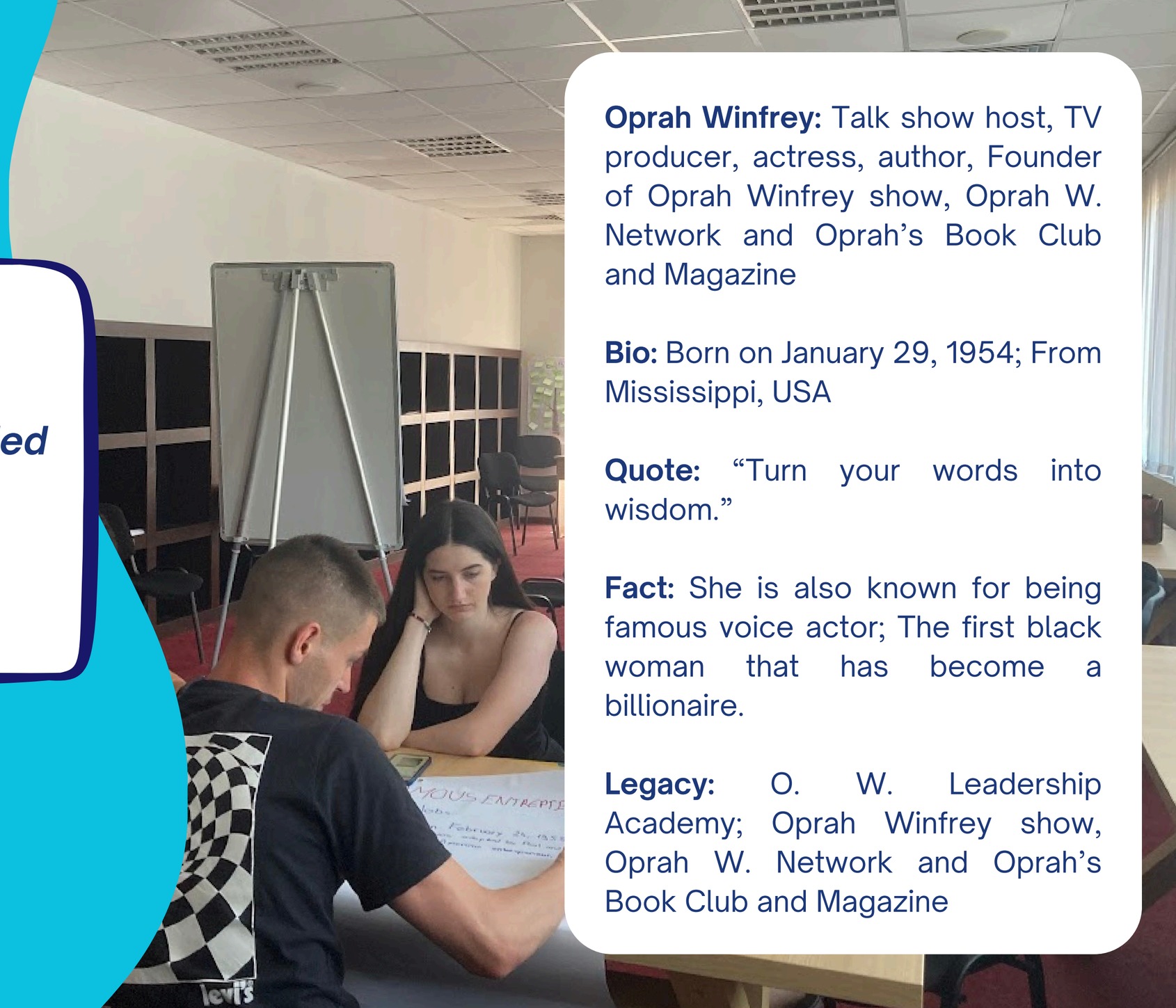
Quote: “I am not an inventor, I just want to make things better.”

Fact: Had his first business at 13, by the age of 18 was richer than his parents.

Legacy: Revolutionizing the music industry, led to easier consumption of music, became dominant force in the digital musical market.



Famous entrepreneurs: In this group activity, participants divided in three groups had to research about inspiring entrepreneurs



Oprah Winfrey: Talk show host, TV producer, actress, author, Founder of Oprah Winfrey show, Oprah W. Network and Oprah's Book Club and Magazine

Bio: Born on January 29, 1954; From Mississippi, USA

Quote: "Turn your words into wisdom."

Fact: She is also known for being famous voice actor; The first black woman that has become a billionaire.

Legacy: O. W. Leadership Academy; Oprah Winfrey show, Oprah W. Network and Oprah's Book Club and Magazine

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Pietro Ferrero: The creator of Nutella

Bio: Born in 1898 in Italy. Opened a large pastry shop at 42 - it failed. Two years later he opened a laboratory to make sweets. Amidst World War II, after 4 years of training, he launched a hazelnut-based cream - now known as Nutella.

Quote: “Con un grande potere arrivano grandi femmine dal bottina.”

Fact: The company places great emphasis on secrecy, to protect itself against industrial espionage. No press conference has ever been held and the media is no allowed to the facilities.

Legacy: The brands Nutella, Ferrero Rocher, Pocket Coffee, Tic Tacs, Kinder Chocolate

Think Green Cafe: A group activity that stimulated the participants to create “green” business ideas designed to help overcome current environmental challenges. During the activity the participants were divided in three groups and came up with the following entrepreneurial ideas:

Problem: Plastic pollution

Solution: Bio-engineered plastic-eating plants

Description: Genetically modified breed of plants that feeds on plastic thus decomposes it to non-harmful waste through plastic degrading microorganisms. You spread the modified seeds on top of the plastic that needs to be decomposed. As the plants grow they will destroy the waste (2-4 weeks). After the waste is gone the plants die (no invasive species).

Motto: Plants vs Plastic

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Problem: Deforestation

Solution: Digitalization of the learning process in schools (through tablets, instead of paper) in order to minimize deforestation and preserve animal species such as pandas. Afforestation campaigns in schools.

Motto: Pandarvation - Forests flourish, pandas thrive.



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Problem: Air Pollution

Solution: Clean Energy Solution and Community Initiatives

Description: Clean Energy Solution: Promote renewable energy sources like solar, wind and hydro power, Support the transition to electric vehicles and public transportation. Community Initiatives: Implement urban planning that includes green planning, Encourage community tree planting programmes to absorb polluted air and other pollutants.



Problem: Waste (aim: to minimize waste at youth exchanges)

Solution:

- Plastic: Less products for one-time use, availability of reusable materials or at least non-mixed materials, so they can be recycled again, using other materials instead (glass cups with names), environmentally friendly hotels/ venues
- Paper: Reusable wipe boards, plastify paper, so it’s reusable, e-forms and documents, more verbally interactive activities (rather than writing based ones); air-dryers in the bathroom (rather than paper towels)
- Food: Raise awareness (take as much as you will actually eat), distribute it to less fortunate people, feeding farm animals, apps like “Too good to go”, reuse certain food
- Water: Good pipes and faucets, no swimming pools esp. if the sea is nearby, quick and efficient showers

Topic: Minimizing waste on YE-S

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ELEVATOR PITCH

The participants were introduced to the ELEVATOR PITCH Model (consisting of 5 parts: introduction, experience, goals, solution and plan). All participants presented their unique business ideas for a minute and a half by using the Elevator Pitch Model. The idea was to convince the audience to invest in their ideas.

ACT IT OUT ACTIVITY

Divided into groups the participants filmed short videos with their representation of four types of entrepreneurs: 1) The Dreamer, 2) The Independent, 3) The Pro-Failure Entrepreneur and 4) The Net Generation Entrepreneur

Outside of the crisis: *In this group activity participants were introduced to the SWOT analysis - a tool for analyzing the current market situation by considering both the internal and the external environment of a given business. They were given specific businesses and were asked to analyze them by using the SWOT model. After working on the SWOT analysis the participants had to develop an anti-crisis strategy for an imaginary situation of a cyber attack and data leak.*

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Service: Online Bike Rental Services

Strengths: available 24/7, delivery, eco-friendly transport, cost-effective, new and attractive, no competition, tracking system

Weaknesses: maintenance, theft and vandalism, damage, the client is “unknown”, durability

Opportunities: expansion, partnerships, new technologies, vouchers, tourism

Threats: market competition, infrastructure limitations, user behavior, instability in economy

Service: Creating jewels from cans lying on the pavements

Strenghts: established business (reputation), digital (not only local), been there for many years, it’s “green” (now it’s a big focus), no need to pay for the material

Weaknesses: labour intense, time consuming, obtaining materials is questionable, might lose initial vision (it’s been on the market for many years)

Opportunities: work with NGOs to get materials, since it’s digital can expand with different materials and different end products, educate others how to reuse

Threats: is it actually green if you ship it far away, more businesses like that are opening, questionable reputation (it’s made out of trash)



Service: An NGO working with Erasmus+ projects

Strengths: already have a base network, good social media presence, the power to influence the youth

Weaknesses: no partners, lack of resources and experience, limited target audience, competitive field

Opportunities: meeting new people, growing together with the EU, interdisciplinary and alternative education for the youth

Threats: overreliance on Erasmus+ funding, potential to loose its initial meaning



Introduction to the business model canvas: *Divided into national groups the participants had to define a challenge that young people in their country face and come up with solution in a form of a entrepreneurial venture.*

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SLOVENIA - YOUTH CENTERS IN LOCAL COMMUNITIES

Key Partnerships: The government, EU, municipalities, already established youth centers, local companies

Key Activities: building, connecting, educating, administration, socializing

Key Resources: young people, mentors, working class, project planning, old building, knowledge, materials, sponsorships

Value Proposition: turning old building into a youth center, giving young people opportunities (strengthening community belonging)

Customer Relationships: social media promotion, physical promotion in primary schools, high schools and universities, annual event for all YCs friends, competition between them

Channels: social media, in person (events), school system, companies

Customer Segments: young people (they will pay yearly fees; subsidies by the government and the municipality)

Cost Structure: Non-profit organization; funded by government, EU and the municipality; sponsorships; main goal - it works by itself

Revenue Streams: Fees, donations

NORTH MACEDONIA - DRUG LIBERALIZATION

Key Partnerships: Ministry of health, Police departments, parents, friends, EU
Key Activities: Teaching students on the negative influence of drugs, promotion campaigns
Key Resources: Trainers, flyers, social media
Value proposition: Helping the kids; raising awareness; destigmatizing drugs
Customer Relationships: Legalize drugs
Channels: Presentations, social media, ads
Customer Segments: Parents, children, schools
Cost Structure: Free service
Revenue Streams: Funded by the government

ROMANIA - BEACH BAR

Key Partnerships: Drinks suppliers, good marketing, local partners, music and light equipment
Key Activities: Parties, known artists
Key Resources: Venue, alcohol, staff
Value proposition: “If you have money to pay, you are still drinking in our bar.”
Customer Relationships: Will be established through loyal customers’ discounts
Channels: Promoting it with banners and on social media
Customer Segments: People of all ages
Cost Structure: Depends on the zone of the beach; depends on the facilities that will be available in the bar
Revenue Streams: From the drinks and the entrance tickets

Introduction to the business model canvas: *Divided into national groups the participants had to define a challenge that young people in their country face and come up with solution in a form of a entrepreneurial venture.*



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BULGARIA - REVOLUTIONIZING THE EDUCATIONAL SYSTEM

Key Partnerships: Ministry of Education, Erasmus+, NGOs, Educational Platforms, Local Employers, Schools and Universities, International Schools

Key Activities: Creation of need-based curriculum, maintain adequate equipment, improvements towards international recognition, Ensure student engagement

Key Resources: Sophisticated facilities, Passionate teachers, Online presence, Online and Physical Promotion, School App

Value Proposition: Providing recognized education, free education, high student engagement, motivated staff

Customer Relationships: Will be managed through feedback, review system, student-centered and need-based approach

Channels: Physical school building, School app

Customer Segments: Students, parents and government

Cost Structure: Large initial investment for facilities, staff and other resources, Recurring costs (utilities, salaries, maintenance)

Revenue Streams: Government budget per student, donations, deals with organizations and local businesses



Promoting the European Youth Goals Through Entrepreneurship: *The European Youth Strategy (2019-2027) Incl. the 11 European Youth Goals were presented to the participants. Based on the previously examined tools (such as elevator pitch, SWOT analysis and business model canvas) they had to create their entrepreneurial concepts to promote and support the implementation of the EYGs #7 Quality Employment for All #8 Quality Learning and #9 Space and Participation for All.*



#7 QUALITY EMPLOYMENT FOR ALL - Y - WORK "CV FOR CONTRACT"

A platform where you upload your resume and get matched with employers
You fill out a form where you list all your qualities (employers fill out the desirable qualities)
Filtering algorithm for preferences both for employers and job candidates
Tutorial + AI/ Person to assist with filling out
DM mechanism with employers and their representatives
Also for traineeships and internships
Platform goes both ways - they can both reach out to each other

#8 QUALITY EDUCATION - THE EDUVANTAGE PODCAST

Supporting quality learning, network offering diverse range of educational podcasts, tailored for different age groups, subjects and learning styles

Features: Mobile app, podcast library, interactive learning tools (quizzes), expert contribution, community engagement (Q&A, webinars)

Revenue model: Subscription plan (7.99 euro per month), partnership, licensing, sponsorship and advertising

#education #podcast #listenandlearn #subscribe #gettheapp

#9 SPACE AND PARTICIPATION FOR ALL

Event Organizer Business
Sponsored by local brands and businesses
Incentivize political engagement
Provide objective information to help electoral decision-making
Host political debates



VARNA ADVENTURE

Participants prepared posters to promote their entrepreneurial ideas and the E(U)ntrepreneurs YE for the local people and created a playful, interactive, and entertaining video showcasing their excursion in Varna, including their interactions with locals and special moments.

An adventure game was organised during the fourth day of the youth exchange. Participants were divided into groups. To finish the game each group had to complete six tasks while exploring the sea garden in the city of Varna.

➢ Each group must create a team name
➢ Each group must pick a symbol that represents the group: a stone or a seashell, or anything else that represents your group
➢ Each group must meet a local young person who speaks English and tell them about the European Youth Goals and the project
➢ Each group will have to make a photo with an animal and another local of all ages
➢ Each group must find the secret bridge of wishes, hidden in the Varna Sea Garden and make a wish there

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During the last day of the project the participants (divided into national groups) had to draft sample projects based on what they've learned for the Erasmus+ Programme.



X-WASTERS YE (BULGARIAN TEAM)

Topic: Waste Management
Target group: Young people (age 16-26)
Needs: Influencing mindset, encouraging engagement, appropriating habits, etc.
Activities: Informative sessions regarding w. m. issues in the country host and research about participants' countries, projects about raising public awareness, visit waste management facilities in the area, brainstorming activities about hypothetical policies and legislations to adopt
Outcomes: Better awareness, positive mindset towards waste management, increased youth engagement, multicultural perspective
Promotion: QR code dissemination in student campuses to raise awareness, social media campaigns, word of mouth, Q&A sessions, cooperation with eco activists and local NGOs and businesses
Impact and Sustainability: Improving public health, cleaner living conditions, job creations; Sustainability will be achieved through eco activists, projects, awareness sessions

During the last day of the project the participants (divided into national groups) had to draft sample projects based on what they've learned for the Erasmus+ Programme.



COMMUNITY HEALTH & WELLNESS INITIATIVE FOR LOW-INCOME NEIGHBORHOODS (NORTH MACEDONIA)

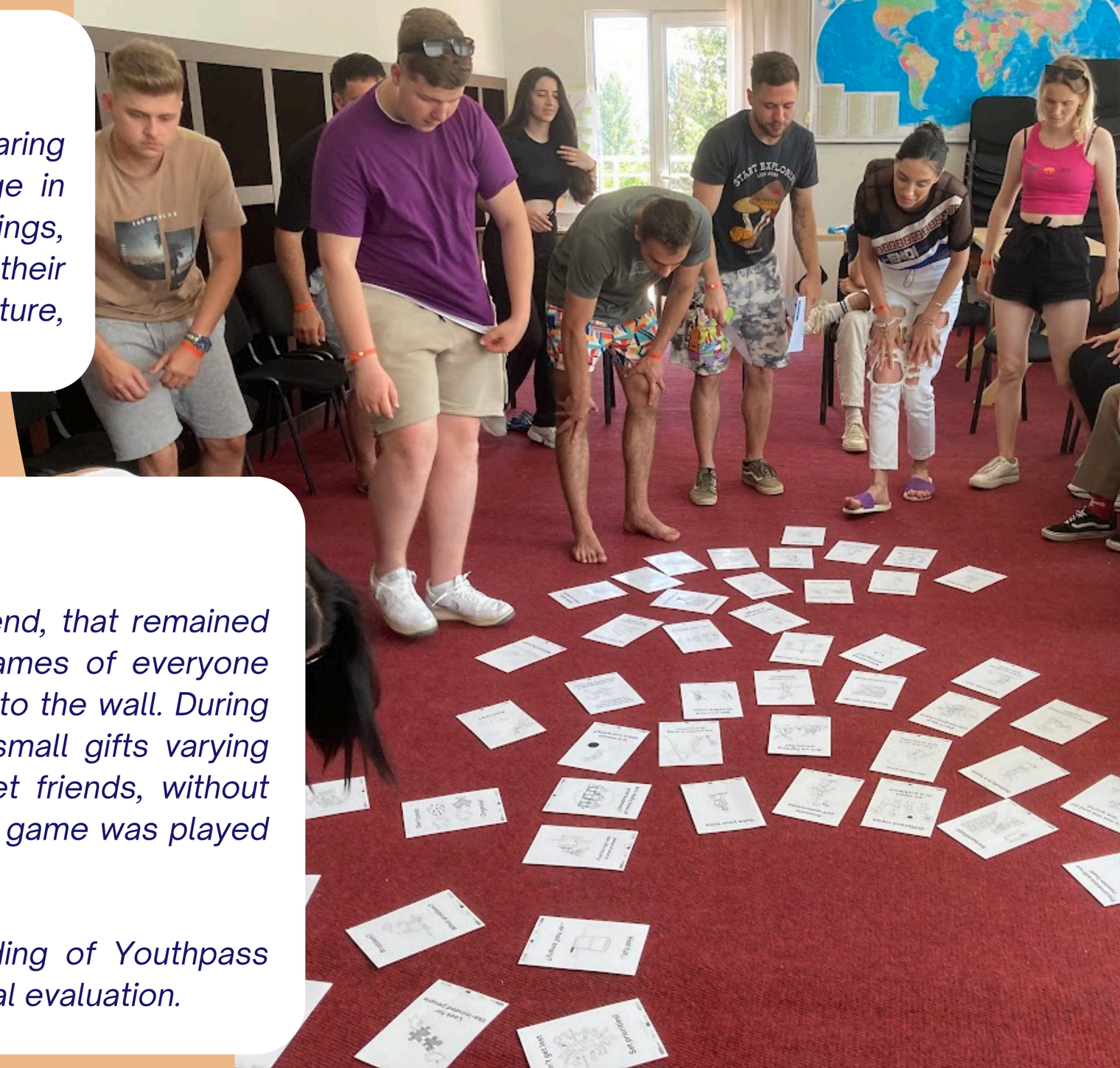
Topic: Health and Wellness
Problem and Objectives: Improve health literacy and access to wellness resources in low-income communities
Target group: Residents of low-income neighborhoods; focusing on families
Activities: Health education workshops on nutrition, exercise and mental health; regular fitness classes and community sports events; health fairs offering free screenings and consultations
Learning Outcomes and Recognition: Gaining knowledge on how to maintain a healthy lifestyle; certificates for attending workshops
Dissemination and sharing: Sharing the health journeys and success stories on social media; creating a community newsletter featuring tips, stories and resources
Impact and Sustainability: Improved health and reduced health care costs for the participants

TRAINING COURSE ON ACTIVE LISTENING (SLOVENIA)

Topic: Active Listening
Objectives: Understanding the meaning of active listening and its components, knowing the strategies of active listening, incorporation of understanding, strategies and components into formal and non-formal youth education, using the acquired active listening skills to develop and encourage critical thinking, evaluating self-critical thinking and reflecting on one of the others
Target group: Future and new youth workers, pedagogues
Activities: What is active listening? (introduction and overview of the topic), Us as the years of the world (in groups each person tells a 10 min. story and participants ask 5 well-structured questions), How can we listen better?, Different, but all correct?, Do we think critical?, Communication, communication and more listening, Failure and mistakes, What did we learn?
Learning Outcomes and Recognition: Participants understand and are able to incorporate active listening and critical thinking into their everyday lives (with emphasis on youth); able to use different strategies of active listening and critical thinking
Dissemination and sharing: Through everyday conversations, template for activities, diary for evaluation
Impact and Sustainability: Awareness of youth workers and their implementation of critical thinking and active listening into their practice

INTERCULTURAL DIALOGUE

Intercultural Evenings: Non-formal learning and sharing of national culture helped young people engage in intercultural dialogue. By organising cultural evenings, participants got the chance to proudly represent their country, while learning about other groups' culture, cuisine, music, dance, and interesting facts.



SECRET FRIEND GAME

On the first day, everyone received a secret friend, that remained unknown until the end of the exchange. The names of everyone were written on envelopes, that were then stuck to the wall. During the youth exchange, participants had to leave small gifts varying from notes, candy and souvenirs, to their secret friends, without revealing who it is. On the last day, an interactive game was played to reveal everyone's secret friend.

The youth exchange concluded with the awarding of Youthpass certificates, the secret friends revealing, and a final evaluation.

FOUNDATION FOR ENTREPRENEURSHIP CULTURE AND EDUCATION

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